Digital Experience:
Culture & Tourism

MUNICIPIA
GRUPPO ENGINEERING

NEED

The demand of the tourist-cultural sector is moved from "See and do" to "Live and feel". An evolution of tourist motivations and access that sees the tourist as the protagonist of his experience and the organization of own trip in a general context that requires timely and responses essential to relaunch the sector by addressing short-term challenges and at the same time seizing the opportunity of digitization to build a tailor-made experience in one medium-long term sustainability perspective term.

SOLUTION

Municipia offers the municipalities the overall solution targeted to specific needs thanks to availability of a series of integrated services ranging from destination management to digitization, control and management of flows for safety purposes, to the creation of real immersive paths customized to meet the needs of a constantly evolving market. The target is to enhance the use of digital to make "live" to the tourist the experience even remotely before make the trip, then supporting him in his choice the activities that the destination is able to offer, allowing for a tailor-made experience.

ADVANTAGES

▶ Creation of itineraries on the territory based on the immersive and / or personalized use of the places

▶ Preparation / rearrangement of the attractions in an immersive and experiential perspective able to involve and excite users and to offer them real sensory experiences

▶ Comprehensive access and security monitoring

▶ Integrated services for tourists - Destination Management

▶ Cataloging and use of all cultural assets

▶ Control and management of flows for mobility and security purposes, for example in the case of major events or sites at risk, even in sites / assets under protection restrictions

▶ Structural control and monitoring of assets located in areas at risk, such as seismic ones

▶ Management and scheduling of events both for the coordination of internal procedures within the body and in dialogue with the organizers for compliance with the relevant regulations

" Big data and real-time data collection systems, augmented and immersive reality technologies, virtual assistance systems, online management platforms become fundamental tools and meansthrough which it is possible to speed up and economize all activities and tasks and respond to both real needs of those who live and frequent the area and those of the local authority that manages them.

Municipia,
a company of the Engineering Group, is the partner for the digital transformation of cities of all sizes. It provides the best technologies and creates services through private investments, absorbing the operational risk.

MUNICIPIA - AUGMENTED CITY

▶ We manage services for Authorities and their citizens, achieving greater levels of efficiency, effectiveness, transparency and sustainability through digital technology. We also intervene with **public-private partnerships and project financing formulas** with investments and risks borne by us and participation in the benefits deriving from the increase in revenues and the decrease in costs.

▶ We add value to existing investments and technologies, making available our experience and the technological solutions of the Engineering Group. We intervene both with vertical initiatives and with cross-cutting projects in order to improve the quality of life in the city and to simplify the relationship between Public Administrations and citizens.