



THE SPECIALIST SECTION OF THE EXHIBITION, FITUR KNOW-HOW, IS STAGING ITS 11TH EDITION

Innovation in management models is a fundamental factor in order to increase companies' competitiveness in the tourism markets. FITUR KNOW-HOW, the Spanish Tourism Know-How Fair, a specific section of the International Tourism Trade Fair, FITUR 2005, which will stage its 25th edition between 26th and 30th January 2005, will present the latest technological advances and products from specialist consulting firms that are used in this field.

Some of the exhibiting companies, which have already confirmed their attendance at FITUR 2005, offer a preview of their new features. For example, Inhova, will present a computer application for hotel receptions that, in less than two seconds, can capture the information from any kind of identity document or passport, in order for the guest to check-in quickly and to avoid long queues at the reception desk. Inhova iCAP, the new software model launched by the company from Guipúzcoa, detects the image of the identity documents and passports via a specific scanner and automatically stores the information. This new device recognises the type of document and reads each field of text and the ICAO code, as well as saving the photograph. In this way, iCAP adds new functionality to the reception software, without replacing it, as it accepts direct calls from the PMS interface.

In the field of marketing and tourism consultancy services, in order to create, communicate, promote and market tourism products, the company Promarketing is distributing tourism leaflets via exhibitors located at more than 1,200 places in Andalusia. The company also has a presence at hotels, tourist apartments, travel agents, tourist information offices and time-sharing complexes. As a new feature, this year at FITUR, an advanced ticket sale system is being launched, with more

than 700 points of sale. Also, in order to assist with transporting clients to some of the leisure sites that are being marketed, the collaborators will have at their disposal a reservations centre and free bus service to collect clients from their hotels and take them to their destination.

SGS TECNOS will unveil 'Hotel +', a package designed for the hotel sector that covers three aspects closely linked to the running of the building. Firstly, the maintenance audit, which checks the condition of the installations in accordance with the appropriate regulations. The manager is then informed of any irregularities that have been detected and an action plan is drawn up. Secondly, the energy audit, which establishes the main energy consumption areas within the hotel and analyses operating conditions; determines the distribution of end use energy consumption and investigates the possibility of introducing measures that lead to energy savings. Finally, 'Hotel +' covers the quality of the interior ambience, by analysing existing levels of comfort in rooms and communal areas of the hotel, based on hygiene, sound proofing and lighting.

'Producto Propio', a company devoted to hotel marketing, presents its on-line reservation system '1001hoteles.com'. With this system it is possible to access a large availability of beds in more than 20,000 hotels throughout the world. Through this system, it is possible to make a reservation, issue vouchers and invoices, etc. Another line of work for 'Producto Propio' is group management and reservation services; hotels, restaurants, organised trips, coaches, etc.

Within the same business sector that 'Producto Propio' belongs to is 'Nego Servicios', a company that works with a pool of 100 appointed travel agencies throughout Spain. They provide all kinds

of services to ensure that the independent travel agents achieve an optimal level of competitiveness. 'Nego Servicios' is supported by a very effective web page, where it is possible to make on-line reservations, launch a product, keep track of commission agreements with each wholesaler, receive training and advice, etc.

MH Bland and Gibraltar's Cable Car will present the new form of multimedia guide that has just been launched in their cable car Summit Station. It will be the first time tourism in Europe has had such a technologically advanced product available. Tourists can enjoy an audio-visual tour of the history, geography and wildlife of Gibraltar, all from the most privileged viewpoint at the summit of the Rock. The tour is heard through headphones and allows the tourist to move freely around the terraces and facilities. Any topic can be chosen to gain information by merely selecting from a simple graphical menu system on the computer screen. This technology has been developed with the help of Pocket Multimedia Services SL and makes use of a small personal computer (or PDA, Personal Digital Assistant) that enhances the visit with texts, sound effects, images and video (available in 8 languages: Spanish, English, French, German, Italian, Portuguese, Swedish and Hebrew). This process has involved modernising many of the technical aspects of the whole operation, as well as complete renovation of the Base Station and the restaurant and terraces at the Summit Station.

All these innovations will be included in the new edition of the Spanish Tourism Technology Guide, co-edited with the Secretary General for Tourism, which, each year, gathers information on public and private exhibitors, who offer their services to increase the competitiveness of companies in this field.

