

case study



How **Tourism Organization** is using Smart Bench for advanced city experience

/intro/

Tourism Organizations Budva (TO Budva) is in charge of promoting tourism of their local municipality, as well as performing other duties relevant for the development of communication and advertising activities in Montenegro tourism.



/challenge/

TO Budva was running Zero Waste Project and was searching for solution that can promote sustainability initiatives but also to serve as central information point to tourists in the city.

TO Budva recognized Smart Bench as innovative tool that can increase the tourism potential and provide advance tourism experience. The bench serves as:

/solution/

- Central tourist info point
- Digital content platform that is constantly enriched with new useful information
- Tool that can have new functionalities added (e.g. wayfinding, ticket purchase...)
- Physical representation of municipality's green initiatives

/personal/
/quote/
/from client/

“The aim of this project was to raise the quality of the tourist offer we have in the city of Budva. Small, modern projects, like Smart Bench, in the best interest of our tourists, but also fellow citizens, will become a priority in the development of our touristic destination,” said the representative of Tourist Organization of the Municipality of Budva, Montenegro.