Looking at the developments in smart tourism and eTourism, we see that the competitive destination of the future needs innovative strategies.

For a deeper dive into these topics, I recommend checking out Gartner’s 2014 Hype Cycle for Emerging Technologies, which maps the journey to digital business.

Ready for Internet:

https://www.youtube.com/watch?v=rg37kafMsWk

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O2

We Are Facing A Digital Revolution That Will Radically Change Industries

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Smartness takes advantage of interconnectivity and interoperability of integrated technologies to reengineer processes and data in order to produce innovative services, products and procedures towards maximising value for all stakeholders.

This reengineering enables shaping products, actions, processes and services in real-time, by engaging different stakeholders simultaneously to optimise the collective performance and competitiveness and generate agile solutions and value for all involved in the value system. Smartness is the glue of interoperable, interconnected and mutually beneficial systems and stakeholders and provides the infrastructure for the value creation for all.
WHAT MAKES CITIES SMART?

From SMART CITIES to SMART TOURISM

Based on Smart Cities research and methodologies, a Smart Tourism Destination successfully implements smartness at destination to enhance tourism value.

Smartness is fostered by open innovation, supported by investments in human and social capital, and sustained by participatory governance, in order to develop the collective competitiveness of tourism destinations to enhance social, economic and environmental prosperity for all stakeholders and generate value for visitors.

Interoperability and ubiquitous computing ensure that everybody is interconnected and processes are integrated towards generating value, through dynamic co-creation, sustainable resources and dynamic personalisation and adaptation to context.

All suppliers and intermediaries, the public sector, as well as consumers and various interested parties are networked, dynamically co-producing value for everybody interconnected in the ecosystem.
Smart destinations towards enhanced tourism experience

- Experience Hierarchy
  - Technology-empowered experience
  - Technology-enabled experience
  - Technology-assisted experience
  - Non-technology-enabled experience
  - Technology-free experience

Smart personalisation experiences

- Smart Technology for Personalised Experiences
  - New Digital Service Environment (DSE) Experience Center
  - Business Information System
  - Smart City
  - Smart Economy
  - Smart Environment

Smart Destinations

- Video-guides
- Geo-localised tourist routes
- Promotion of touristic resources of the destination
- Full historic immersion through Smart Optics devices (oculus)

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Smart Tourism and eTourism Strategies for Hospitality and Tourism

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Latest Smart Tourism Publications

- Dimitrios Buhalis, Aditya Amaranagama, 2014, Smart Tourism Destinations, Xiang, Z., Tussyadiah, I., (eds) Information and Communication Technologies in Tourism 2014, pp.553-564

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