Smart Tourism and eTourism Strategies for Hospitality and Tourism

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Smart Tourism towards 2030

destination ecosystems disruption and reengineering agility & competitiveness

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SMART NESS

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 infostructure for the value creation for all.

SMART NESS provides the info-structure to deliver the UNWTO Mission

1. Education and Job creation
2. Innovation and technology
3. Safety and Security
4. Sustainability and Climate Change
5. COCREATION OF VALUE WITH ALL STAKEHOLDERS
6. HAPPY CUSTOMERS/TRAVELLERS
7. VALUE CREATED FOR LOCALS
8. PROFITABLE INDUSTRY

Smartness: Driven by smart Travellers looking for VALUE

- Personalisation of services
- Contextualisation and engaging
- Co-creation of experiences
- Instant gratification
- Shares experiences
- Engage with new technologies
- Control of own experience
- Personalisation across all stages of travel
  - Pre-travel: Make informed decisions
  - During: Convenience, real-time engagement, feedback
  - Post-travel: sharing travel experience & reviews

NON Smart Traveller

- Confused
- Unfamiliar environment
- Barriers such as language or mobility needs

Smart Traveller

- Personalised & contextualised services
- Engage & explore
- Authentic & immersive experience
- All stages of travel

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Global Tourism ecosystem is changing rapidly

TECHNOLOGY supported SUSTAINABLE AND SMART TOURISM Strategic development

Smart Tourism Ecosystem
- Interoperability of systems in real-time
- Technology is the means to an end, not the solution
  - Enabled by Big Data, IoT and Open Data
- Enhancing positive experiences, removing negative factors through co-creation
- Deriving value through marketing
- All elements are pushed through with an agile mindset

Destination < = > Individual businesses

Key players in Smartness

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<th>TOURISM</th>
<th>TECHNOLOGY</th>
<th>OTHER</th>
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<td>Borders</td>
<td>Telecommunications</td>
<td>Local Governments/Council</td>
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<tr>
<td>Accommodation</td>
<td>Gatekeepers such as Facebook</td>
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<td>Restaurants</td>
<td>Google and Amazon</td>
<td>Destination Management Organisation</td>
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<td>Entertainment</td>
<td>Mobile app developers</td>
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<td>Sports</td>
<td>Digital platform developers</td>
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<tr>
<td>Retail</td>
<td>CCTV providers</td>
<td>(for example energy, water)</td>
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<td>Transport</td>
<td>LOCAL RESIDENTS &amp; TOURISTS</td>
<td>Transport providers</td>
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<td>Banking &amp; finance institutions</td>
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<td>Universities &amp; Research Organisations</td>
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Destinations/ Macro
1. Competitive advantage and sustainability
2. Destination differentiation
3. Enhanced reputation
4. Develop destination image
5. Nurturing new business models -- Innovation & investment
6. Resource optimisation
7. Return on investment
8. Reimagining DMOs

Suppliers/ Micro
1. Part of the ecosystem and networking
2. Context based competitiveness
3. Cocreation with consumers
4. Co-opetition
5. Collaborative revenue management
6. Competitiveness

Context
- Big Data
- Personalisation
- Cocreate Value
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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.