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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.

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SMART NESS

≠
Automation and Information Technology
Digitatization
Evolution
Social media
Reservations

GLUE of
Interoperable and interconnected networks
mutually beneficial systems
Real time, dynamic and adaptive
Customised, individualised, contextualised
Collective competitiveness and coordination
value creation for all stakeholders

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

1. Education and Job creation
2. Innovation and technology
3. Safety and Security and
4. Sustainability and Climate Change

5. COCREATION OF VALUE WITH ALL STAKEHOLDERS
6. HAPPY CUSTOMERS/ TRAVELLERS
7. VALUE CREATED FOR LOCALS
8. PROFITABLE INDUSTRY

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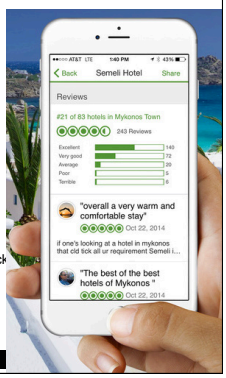
Smartness: Driven by smart Travellers looking for VALUE

- 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

- User Generated Content
- Influence brand reputation
- Impacts destination
- World of Mouth

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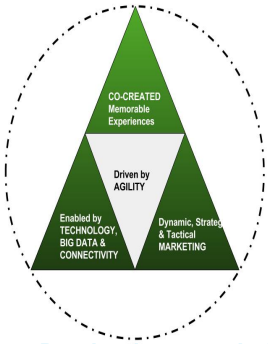
Global Tourism ecosystem is changing rapidly

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

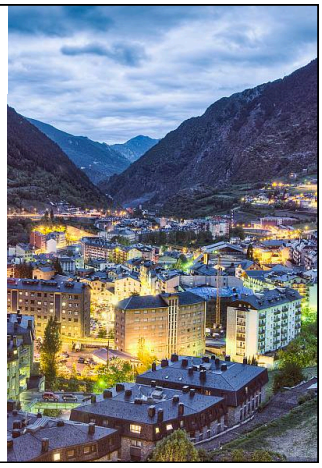
Destination < = > Individual businesses

Key players in Smartness

TOURISM	TECHNOLOGY	OTHER
Borders	Telecommunications	Local Governments/ Council
Accommodation	Gatekeepers such as Facebook,	Police
Restaurants	Google and Amazon	Destination Management Organisation
Entertainment	Mobile app developers	Business Improvement District
Sports	Digital platform developers	Utility service providers (for example energy, water)
Retail	CCTV providers	Transport providers
Transport		Banking & finance institutions
	LOCAL RESIDENTS & TOURISTS	Universities & Research Organisations

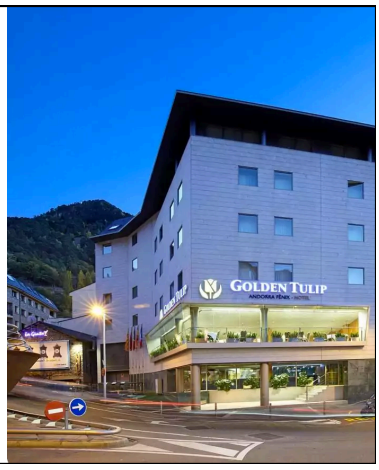
Destinations/ Macro

1. Competitive advantage and sustainability
2. Destination differentiation
3. Enhanced reputation
4. Develop destination image
5. Nurturing new business models –Innovation & investment
5. Resource optimisation
6. Return on investment
7. Reimagining DMOs

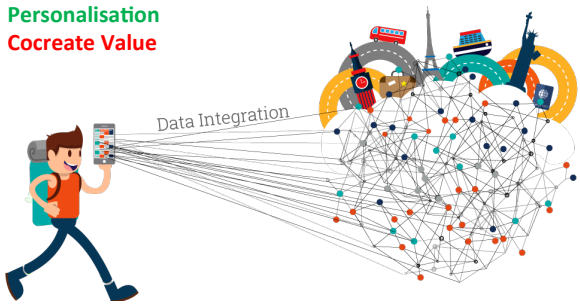


Suppliers/ Micro

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



Context
Big Data
Personalisation
Cocreate Value



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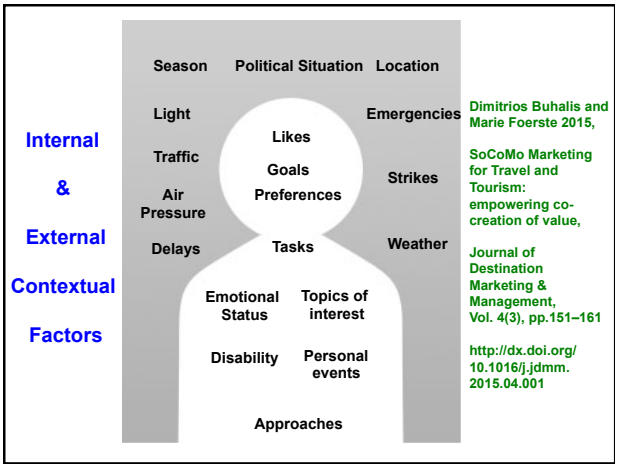

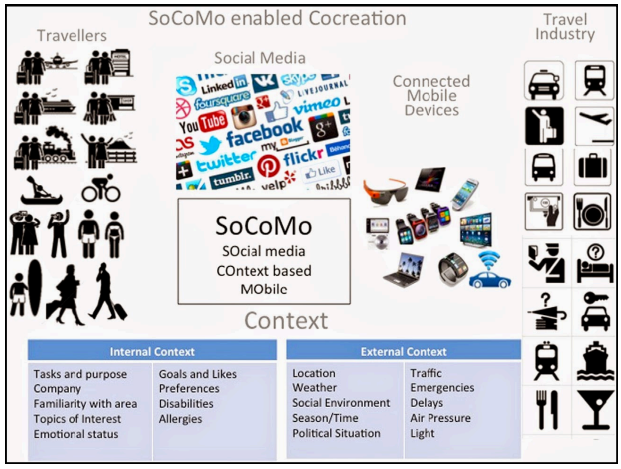

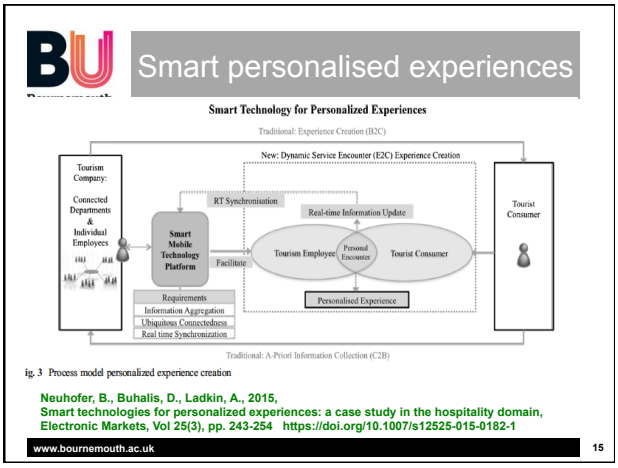

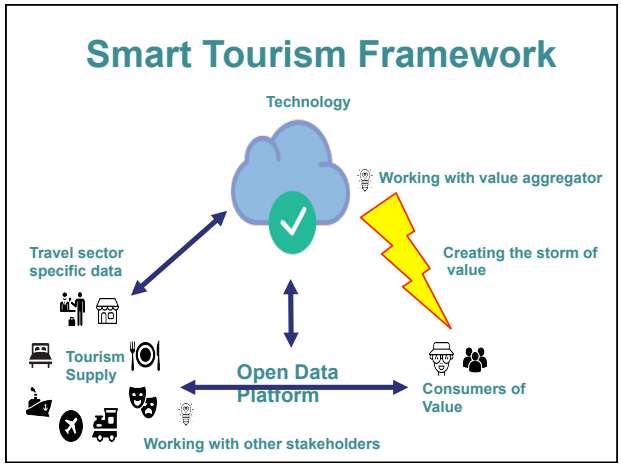

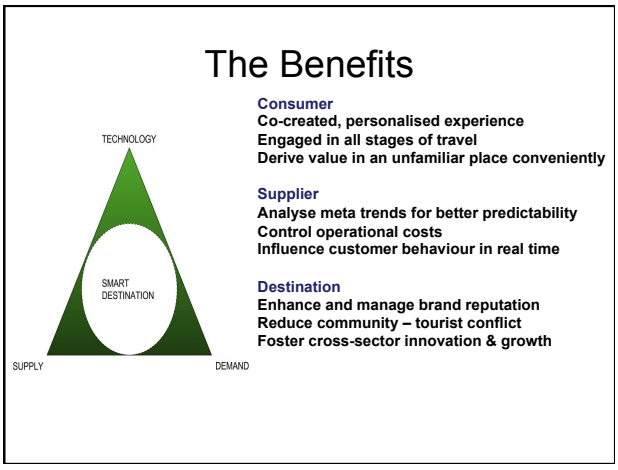

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