Bournemouth University

Smart Tourism destination ecosystems

disruption and reengineering

agility & competitiveness

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Head of Dept Tourism and Hospitality

Bournemouth University

www.bournemouth.ac.uk/tourism

www.buhalis.com

Who is

SMART ?

And why?

Bournemouth University

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.

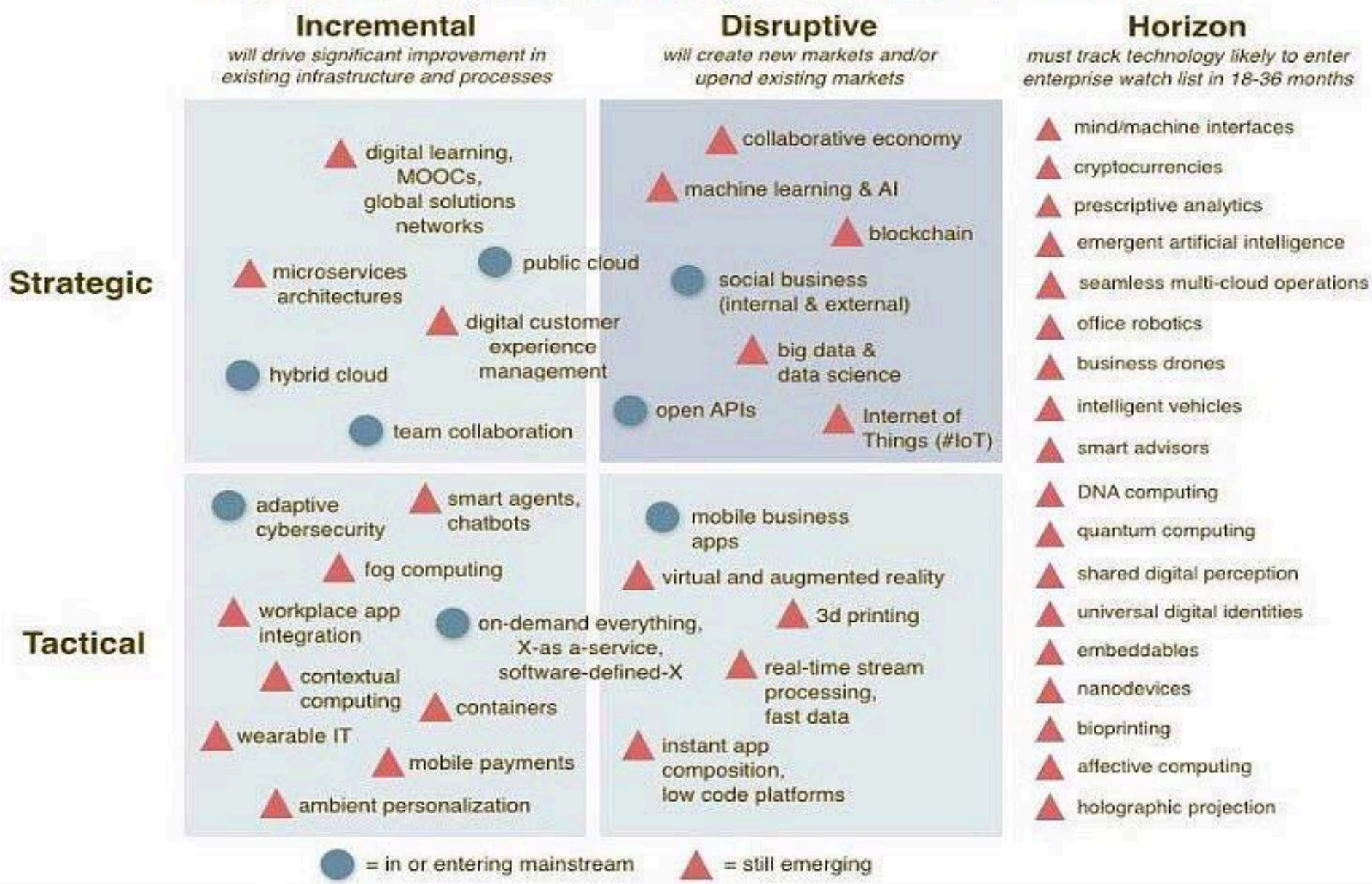
SMART NESS

≠

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

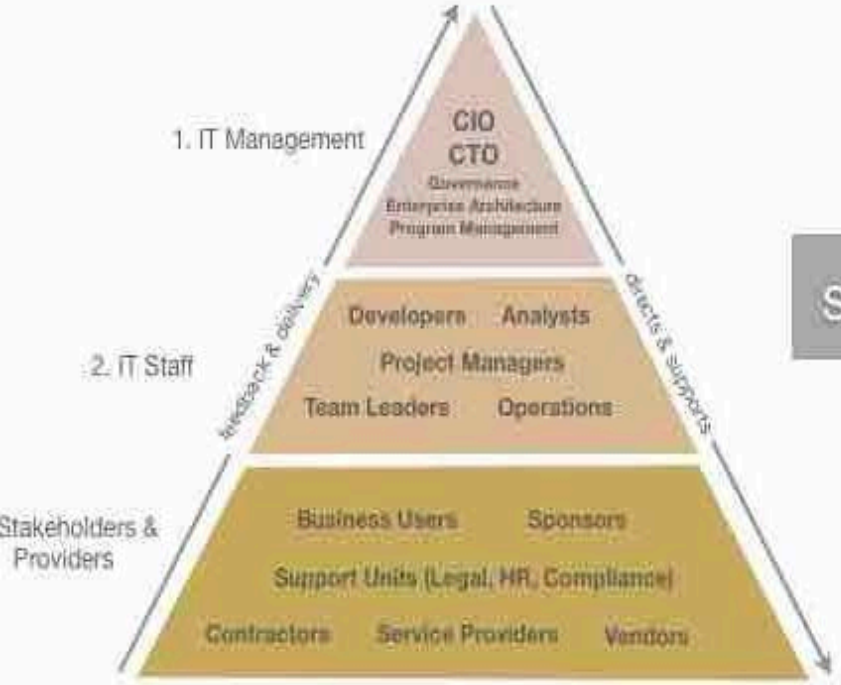
Technologies to Watch for the Next-Generation Enterprise in 2016 & 2017



From http://zdnet.com/blog/hinchcliffe on ZDNet. by Dion Hinchcliffe

Old Model of IT

centralized hierarchical
automation of business

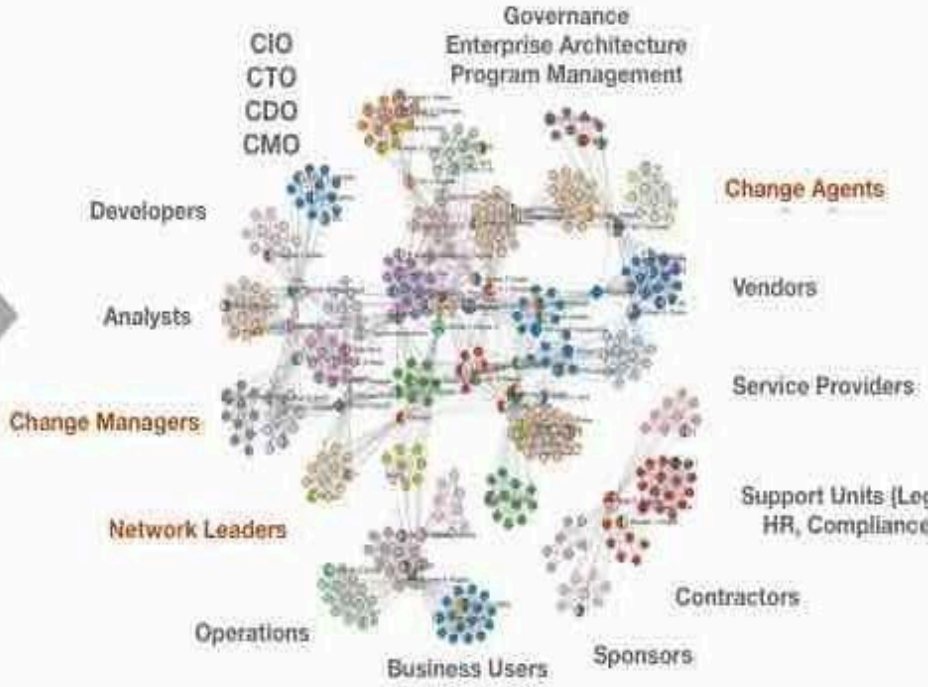


- Applies technology to what the business does today
- Good at maintaining status quo
- Focus on efficiency, economy of scale, continuity
- Well-defined processes designed for monolithic IT

shift

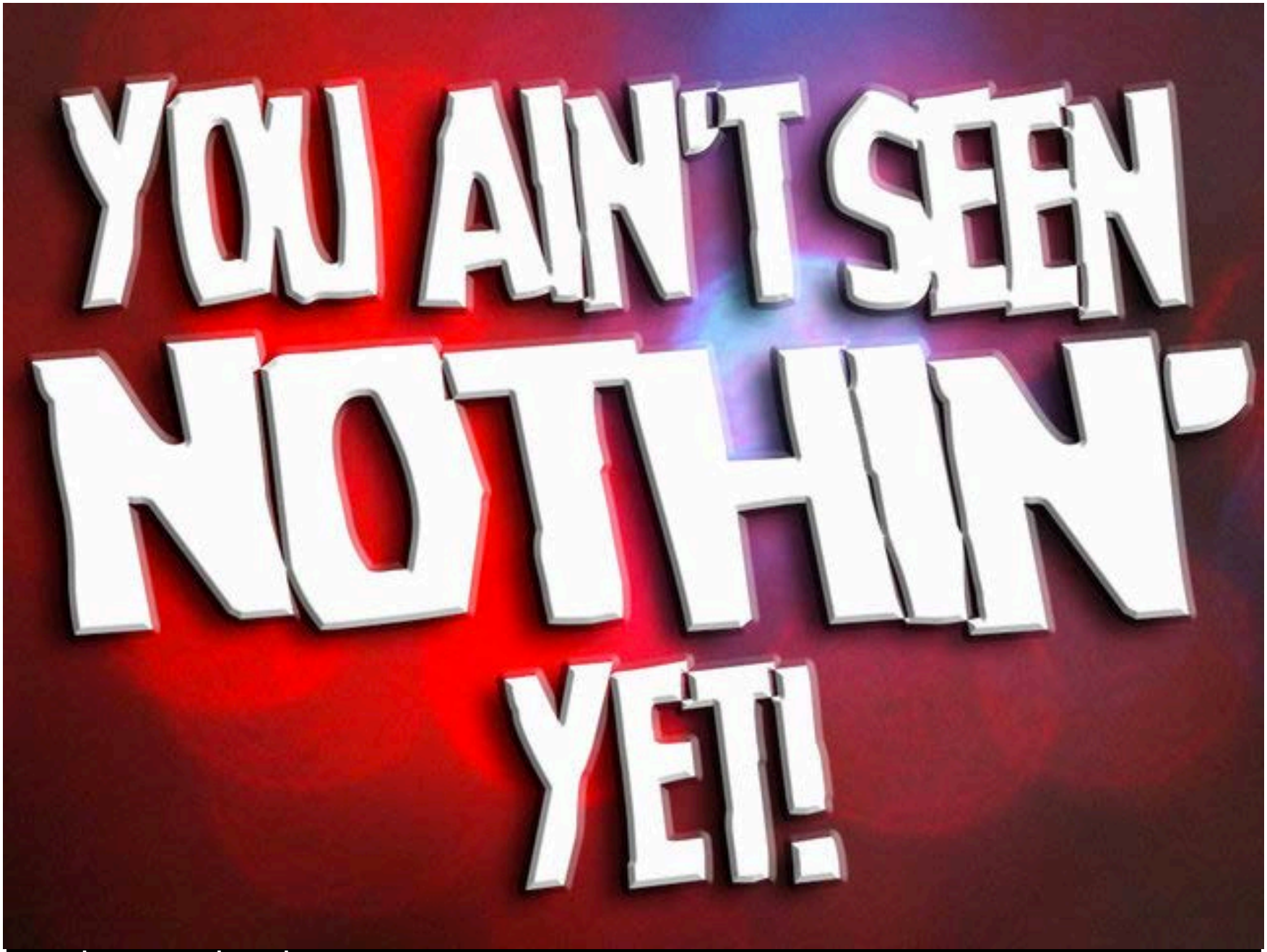
New Model of IT

decentralized network enablement
of digital transformation

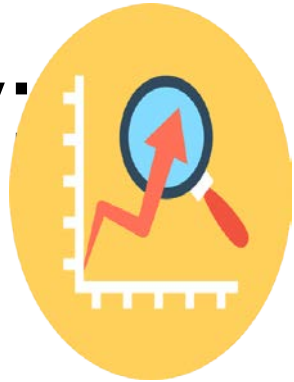


- Explores how technology re-imagines the business
- Good at managing constant technology change
- Focus on responding to opportunities at scale
- Dynamic self-organizing processes for small IT in volume

creative commons Some Rights Reserved. 2015. adjuvi by Dion Hinchcliffe


YOU AIN'T SEEN
NOTHIN'
YET!

Data and Technology: the backbone



Internet of Things

Inter-networking & communication

Sensing information intelligently

Dynamic & heterogenous

Open Data

Freely used, re-used and re-distributed

Accessible in convenient forms

Inter-operable with other datasets

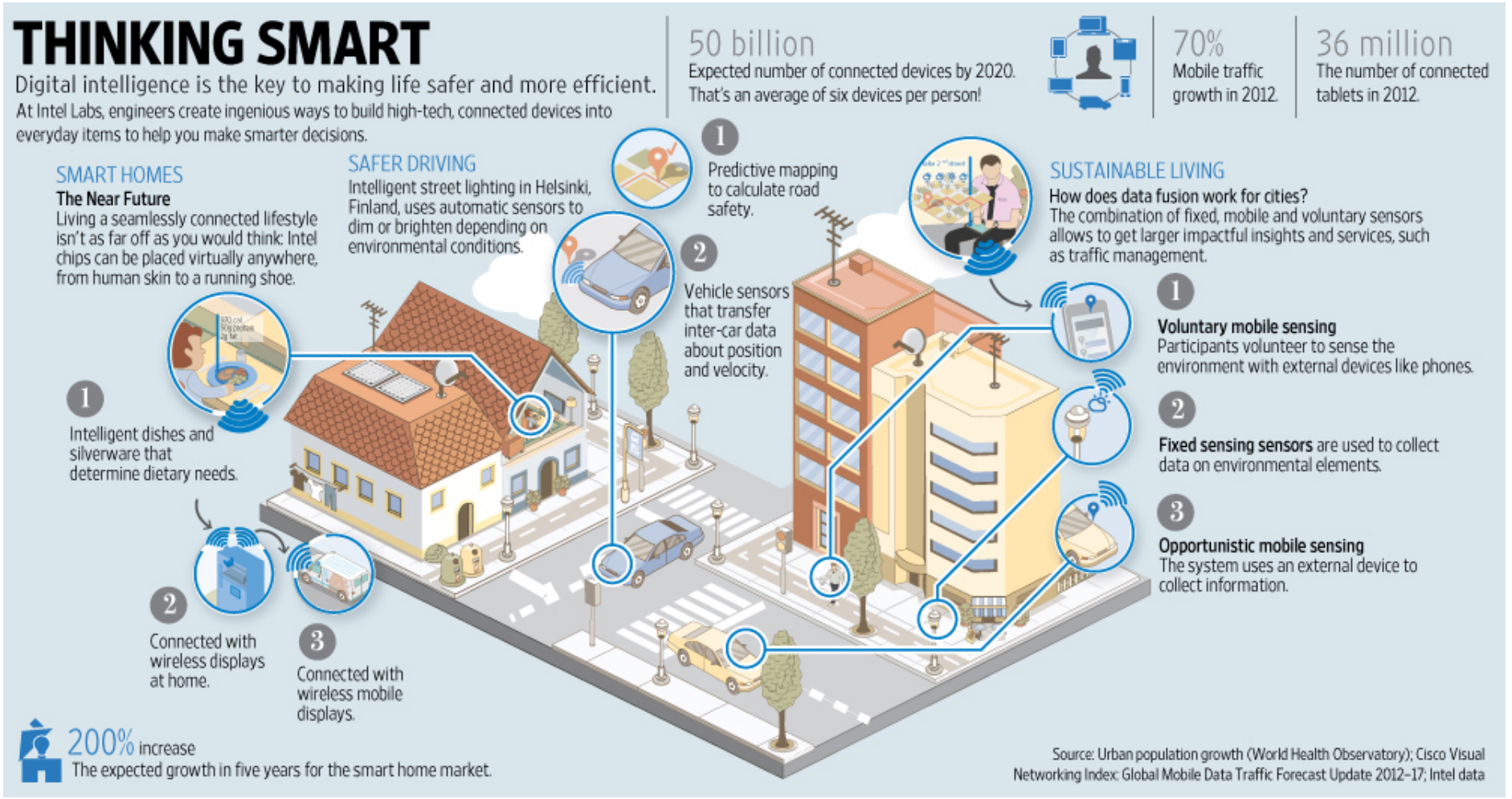
Big Data

Useful in predictive & user-behaviour analytics

High volume & variety
Real-time

Relies on Machine Learning & cloud computing
Internet of Things

Thinking smart for life - SENSORS



Your wearable technology map

amadeus

Where can we wear technology and what can it do?

Opportunities for the travel industry

Wearable technologies open up the opportunity for travel businesses to expand and redefine their propositions. From developing bespoke wearable technologies themselves, to developing applications or services based on those that already exist. Explore the technologies below and think about how wearables could change your future.

Understand

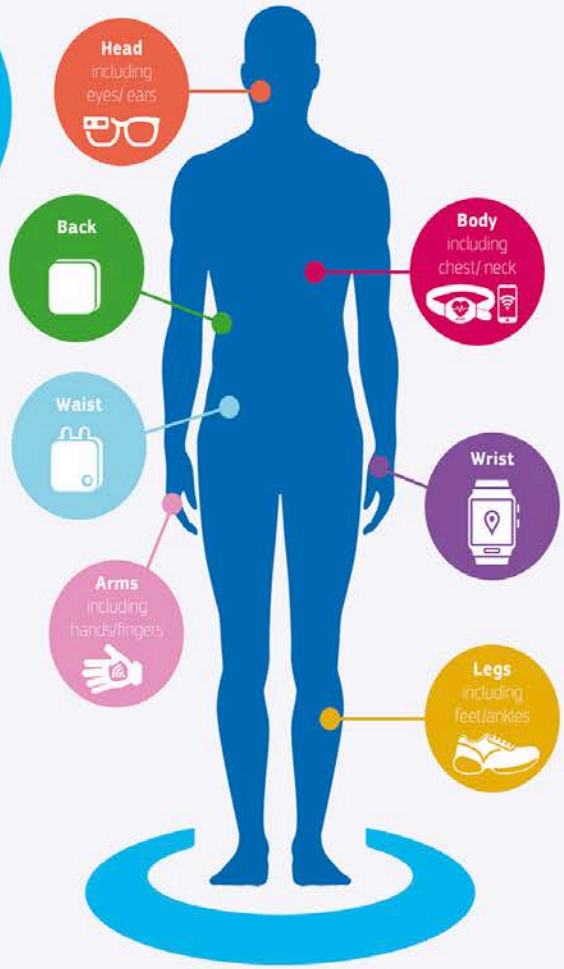
Wearable technology offers the chance for travel businesses to understand their customers in new, more powerful ways

- 3L Labs Footlogger
- 4IIII Viiiiva
- Adidas Smart Run
- Air Scouter
- Amiigo Fitness Band
- Apple Watch
- Atheer One
- Atlas Fitness Tracker
- Basis B1
- BIA Sports Watch
- Bodymedia Link Armband
- BSX Insight
- Catapult Nanotrak
- Catapult Optimeye S5
- Electricfoxy Pulse
- Epson Pulsense Watch
- Epson Pulsense Wristband
- FitBit Flex
- FitBit One
- FitBug Orb
- Fly Fit
- Free Wavz
- Garmin Forerunner 910XT
- Garmin Vivofit
- GeoPalz Ibitz
- GoBe Activity Monitor
- Google Glass
- GOQII Activity Band
- HXM Smart
- Ihealth Activity/ Sleep Tracker
- Jawbone UP24
- Jaybird Reign
- LG Lifeband Plus
- Lumo
- Mistfit Shine
- Motorola Motoractv
- Nike Fuelband SE
- Nike+ Sportswatch GPS
- Pebble Steel Smartwatch
- Samsung Gear
- Smart Q Zwatch
- Sonostar Smartwatch
- Sony Smartband SWR10
- Sony Smartwatch
- Timex Ironman One GPS+
- Wellograph Watch

Alert

Wearable technology can disappear into the background, only nudging or guiding travellers in the appropriate situation, time or place

- 9Solutions IPCS Products
- Agent Smartwatch
- Air Scouter
- Atheer One
- Apple Watch
- BIA Sports Watch
- Connectedevice Cogito Watch
- Connectedevice Cookoo
- Elocator Checkpoint
- Filip Smartwatch
- Fun'iki Ambient Glasses
- Glance
- Google Glass
- Hereo
- I'm SPA I'm Watch
- Kidswatcher Watch
- KMS Wristband
- Lechal Shoe
- LG Smartwatch
- Logbar Ring
- Martian Watches
- Memi Smartbraclet
- Meta M1 Watch
- Moto 360
- Motorola Motoractv
- Nike+ Sportswatch GPS
- Ornate Truesmart Watch
- Pebble Steel Smartwatch
- Samsung Gear
- Sony Smartwatch
- Timex Ironman One GPS+



Engage and entertain

Whether it distracts from the boredom of travel or immerses people in the experience of new places, wearable technology can make travel a more ininteresting and fulfilling experience

- 4D Force
- Agent Smartwatch
- Air Scouter
- Atheer One
- Apple Watch
- Avegant Glyph
- Beartek Bluetooth Gloves
- Buhel Speakglasses
- Buhel Speakgoggle
- Casio G-Shock GB-6900
- Castar
- Cinemizer OLED
- Connectedevice Cogito Watch
- Connectedevice Cookoo
- Dash Earphones
- Epiphany Eyewear
- Epson Moverio BT-200
- Eyetap Digital Eye Glasses
- FashionTeq Zazzi
- Filip Smartwatch
- Free Wavz
- Glance
- Glassup
- Google Glass
- Infiniteye Virtual Reality Display
- Intelligent Headset
- I'm SPA I'm Watch
- Kreyos Meteor
- Laster Pro Mobile Display
- Leap Band
- LG Lifeband Plus
- Martian Watches
- Memi Smartbraclet
- Meta M1 Watch
- Meta Pro
- Mirama Digital Glasses
- Moto360
- Motorola Motoractv
- Mykronoz Zewatch
- Narrative Clip
- Neptune Pine
- Oculus Rift
- Ornate Truesmart Watch
- OMG Autographer
- Optinvent ORA-S
- Pebble Steel Smartwatch
- Peregrine
- Qualcomm TOQ
- Recon Instruments Jet
- Recon Instruments Snow 2
- Rufus Cuff
- Samsung Gear
- Sigmo
- Smart Q Zwatch
- Sonostar Smartwatch
- Sony HMZ-T3W 3D Viewer
- Sony Smartwatch
- VUZIX 1200DX
- Wellograph Watch
- Xone

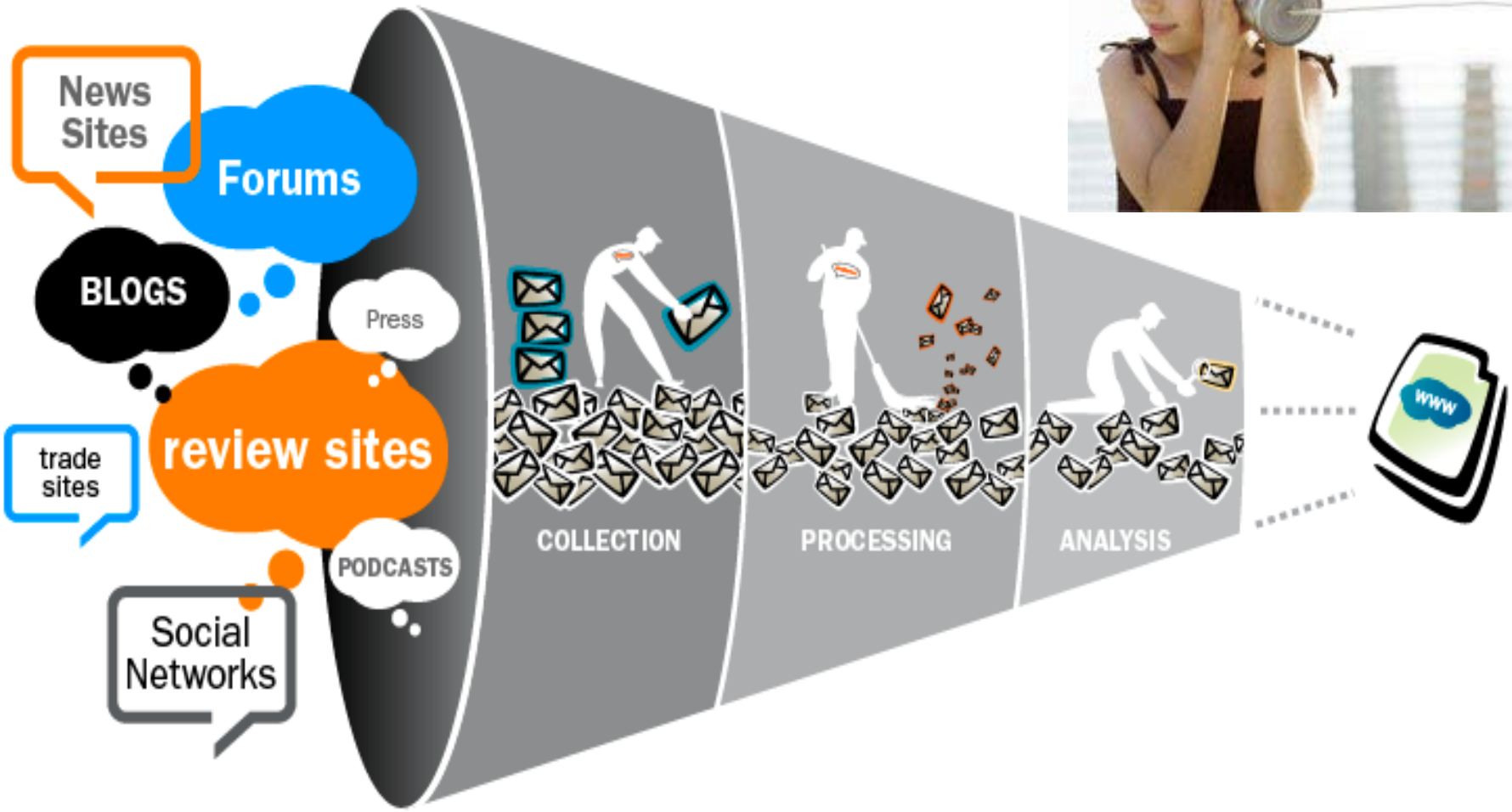
Protect

The safer people feel in exploring new places, on their own or with their families, the more likely they are to head off the beaten track. Here's some of the technologies that are leading the trend today

- Amulyte
- Bionym Nymi Wristband
- Nymi Wristband
- Cuff
- Elocator Checkpoint
- Geak Ring
- Kidswatcher Watch
- KMS Wristband
- NFC Ring
- PFO Safety Braclet
- Safelet
- Spotnsave
- Triloc GPS Locator
- V.ALRT

Let's shape the future of travel
shapethefutureoftravel.com

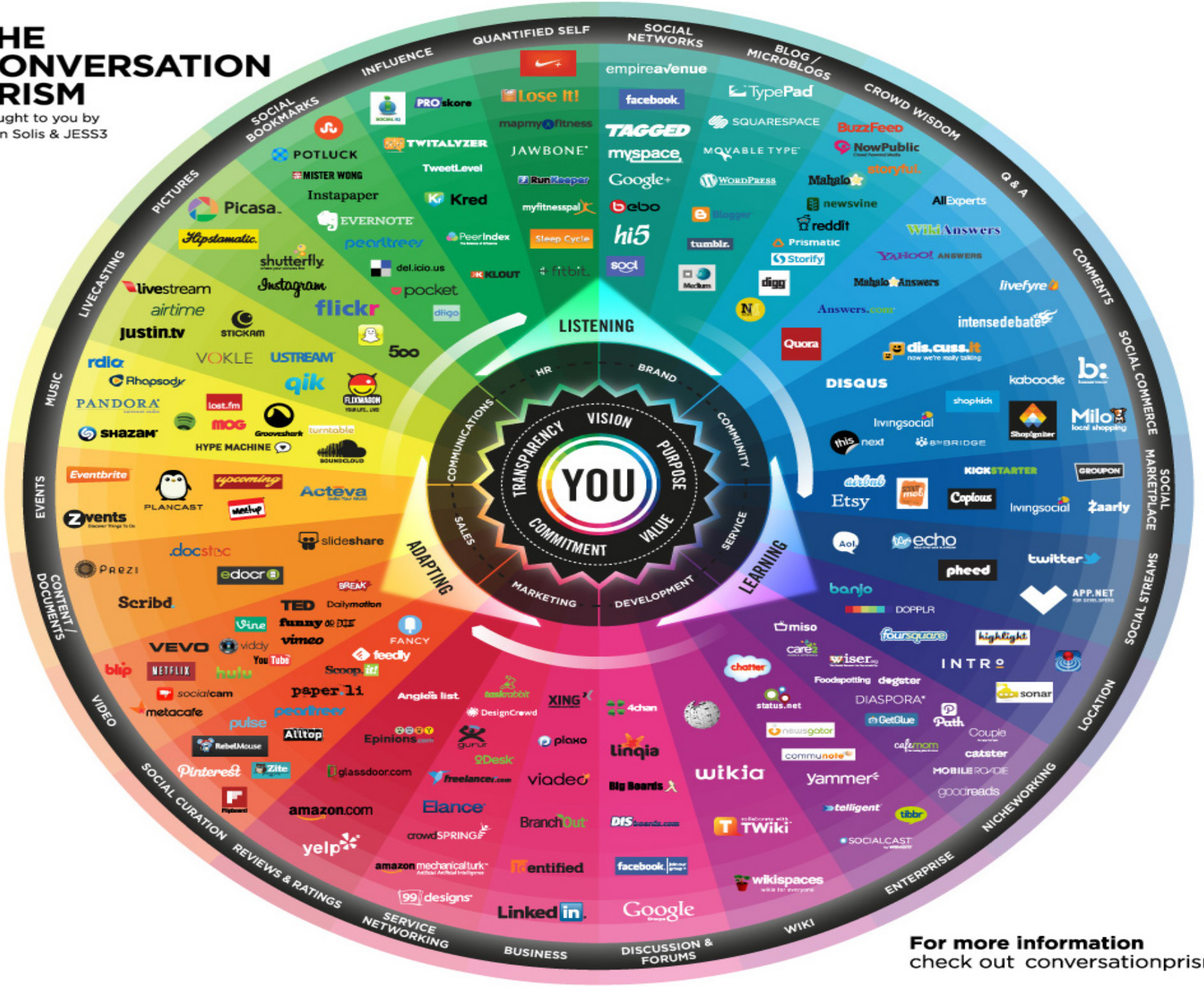
Social Media Monitoring



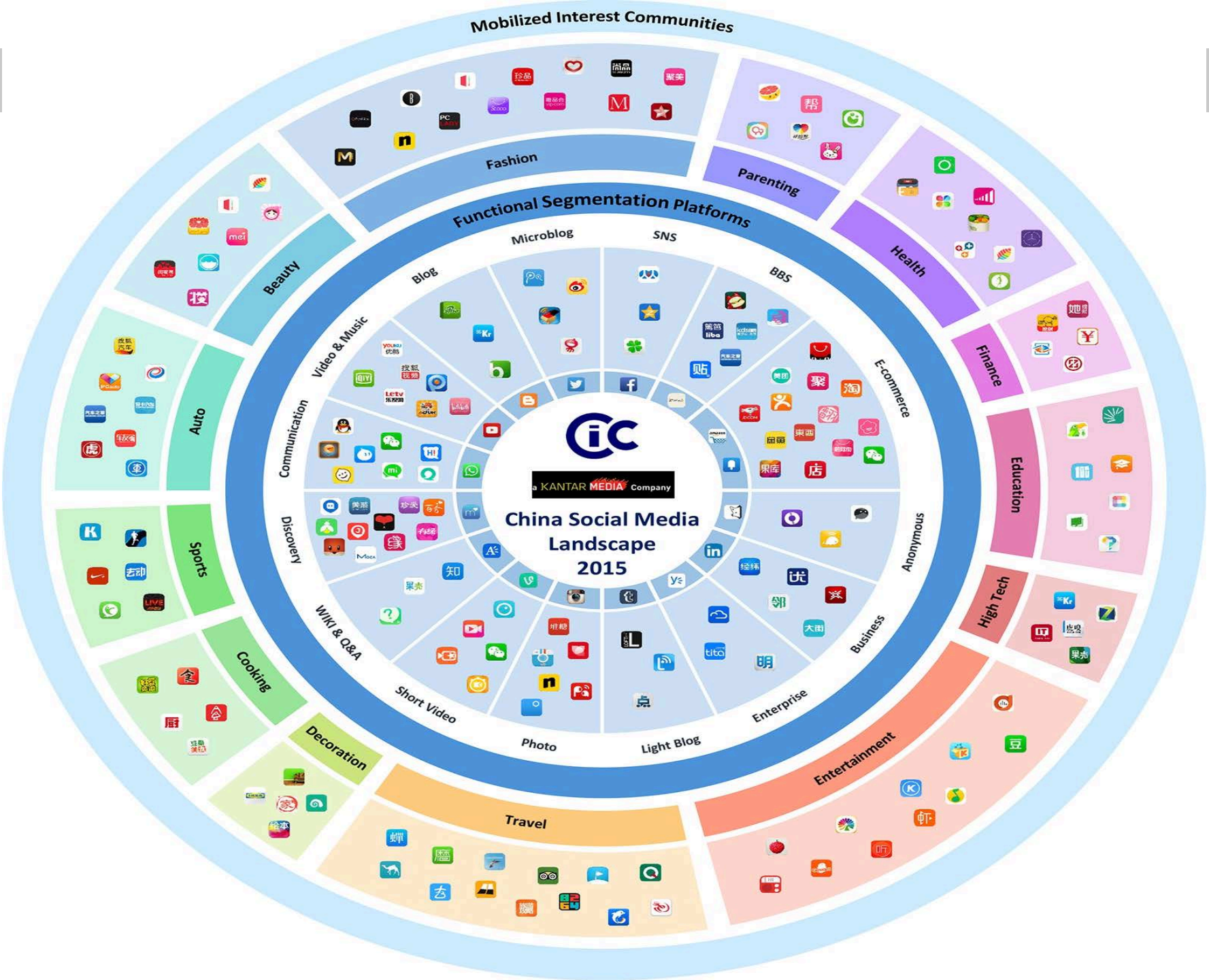
- **Social Media Statistics:**
  http://www.socialbakers.com

THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3



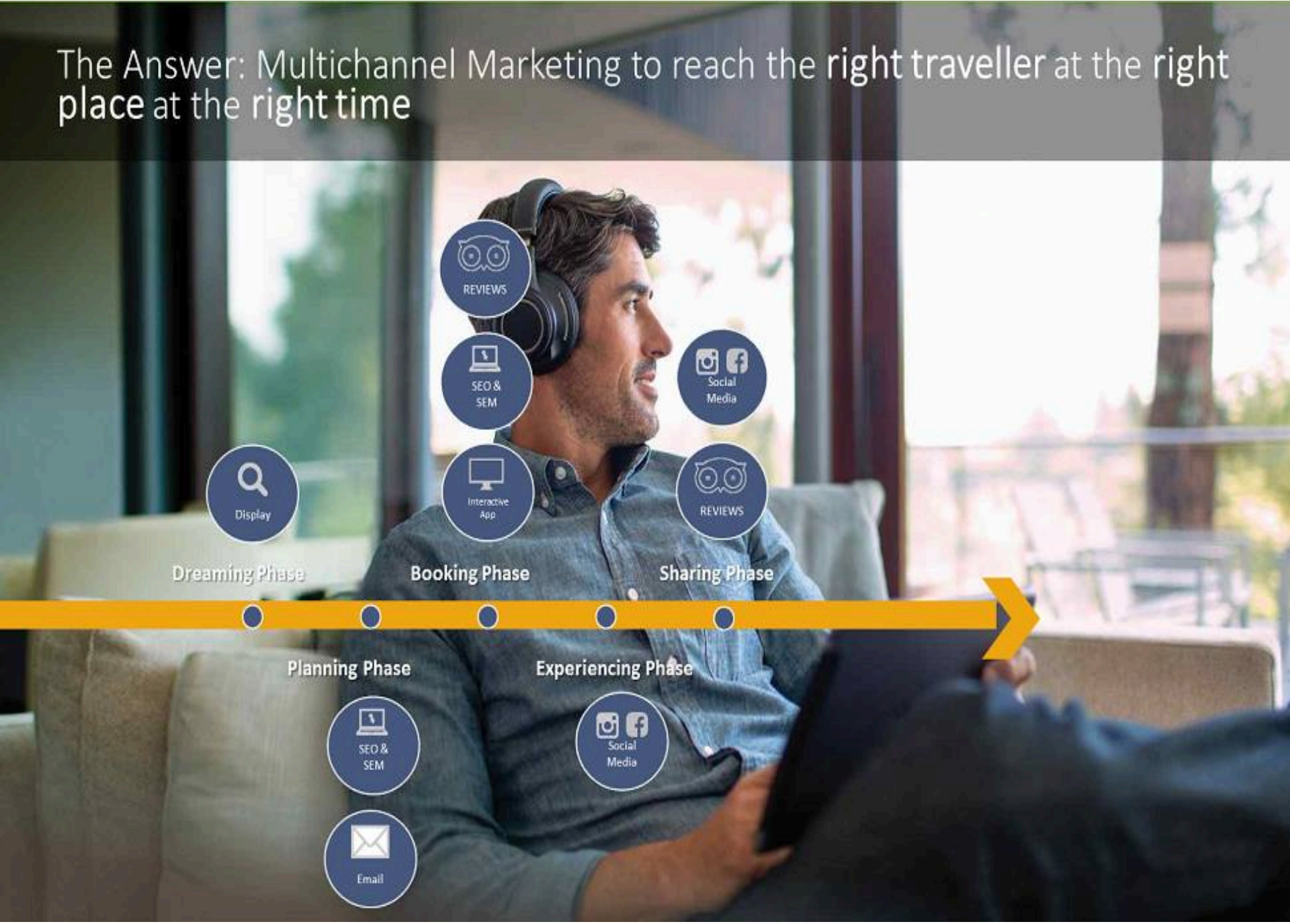
For more information
check out conversationprism.com


Mobilized Interest Communities
Fashion
Parenting
Health
Beauty
Finance
Auto
Education
Sports
High Tech
Cooking
Entertainment
Decoration
Travel
Functional Segmentation Platforms
Microblog
SNS
Blog
BBS
Video & Music
E-commerce
Communication
Anonymous
Discovery
Business
WIKI & Q&A
Enterprise
Short Video
Light Blog
Photo
CIC
a KANTAR MEDIA Company
China Social Media Landscape 2015

Father, I have sinned...
Facebook
I already know...

Thinking smart for life -BEACONS

The Answer: Multichannel Marketing to reach the **right traveller** at the **right place** at the **right time**



Tourism Needs Planning And Management

Sustainability of Tourism and Transport

- Congestion in motorways
- Access congestion in small historic towns and WHS
- Parking congestion in small historic towns and WHS
- Congestion at airports

Planning Tourism and Transport together:

- *Seasonality*
- *Incentives*
- *Railway Travel*
- *Awareness*
- *Ecolabels*
- *Indicators*

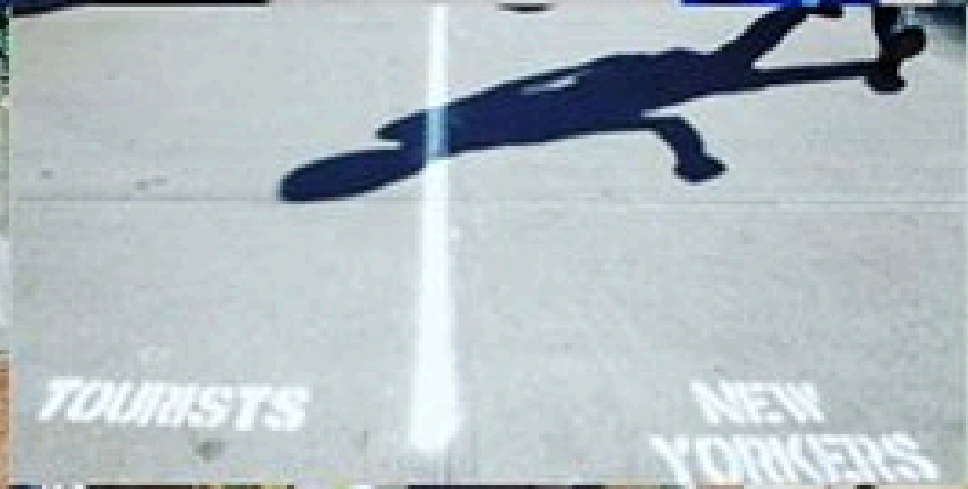
D 6007
NICE
GRASSE
3,6m
CANNES
JUAN LES PINS
Centre Ville
P
AUTRES

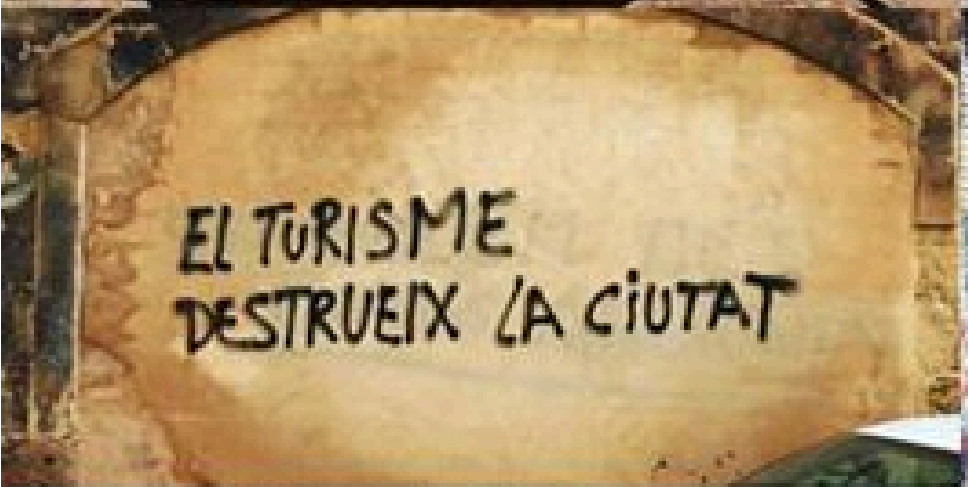
Tourist & Mobility Congestion

GUIRI GO HOME

TOURIST GO HOME
REFUGEES WEL

TOURISM IS
THE OPIUM
OF THE PEOPLE


TOURISTS
NEW
YORKERS


EL TURISME
DESTRUEIX LA CIUTAT

TURISTAS
=
TERRORISTAS

Destination Planning and Management

Skift News Research Conferences Newsletters Edu Advertising

Destinations

Overtourism and the Struggle for Sustainable Tourism Development

Wouter Geerts, Euromonitor - Mar 09, 2017 12:30 am

- "Capping tourists is a drastic measure, and surely not something destinations would like to do. It is often seen as a last resort, and the fact that more and more tourist destinations see no other way to remain sustainable and competitive is telling of the apparent failure of other initiatives"
- "While surveys show that individuals feel increasingly responsible about their impact on the environment, this does not necessarily translate into action, a phenomenon that has in the past been referred to as the 30:3 syndrome. While 30% of respondents to a survey claimed to be ethical consumers, only 3% actually bought ethical products"

Too much of a good thing …

Publié le 17/08/2017 à 07:35, Mis à jour le 17/08/2017 à 09:53

Le tourisme de masse serait indésirable

Tourisme

Venetians deliver blunt message to tourists: 'You are ruining our city'

Around 22 million tourists visit Venice each year. The city's dwindling population of residents is often exasperated by their behaviour CREDIT: MARK EDWARD SMITH/GETTY IMAGES

By Nick Squires, ROME

19 AUGUST 2016 • 2:00PM

Travel & leisure

Opinion

Mass tourism is at a tipping point - but we're all part of the problem

Martin Kettle

Unless we rethink our holiday choices, the damage and destruction to global beauty spots can only grow

European cities are turning against tourists as they're pushed to breaking point

Daniel Bosque, AFP

Aug. 17, 2017, 6:51 AM 49,484

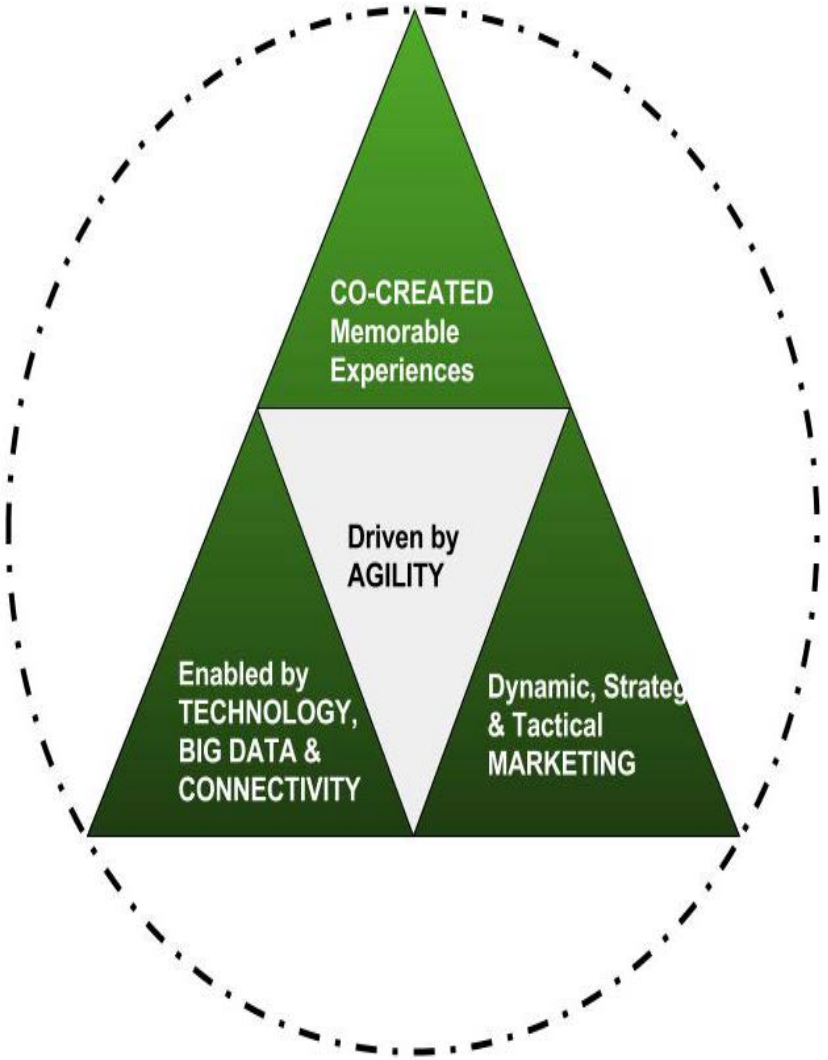
Yourism

(accessible, personalized experiences)

Roger Pride, 2016

- **Individual Experiences** – "one size" most definitely does not fit all
- **Reject Authority** – honesty of social media and bypassing of institutions
- **Time Factors** – living in an impatient world, our 8 second attention span, and Netflix
- **Creators not Consumers** – opinions, images and uploads
- **Access to Information** – and overload of information (dual-screen generation)
- **Social Capital** – impact on destination choice and sense of belonging
- **Security** – where is the new "quiet and calm" ?
- **Belonging** – emotional attachment to products and places and sense of belonging in a "virtual world" (place attachment)
- **Tailored Authenticity**

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

SoCoMo enabled Cocreation

Travellers

Social Media

Connected Mobile Devices

SoCoMo

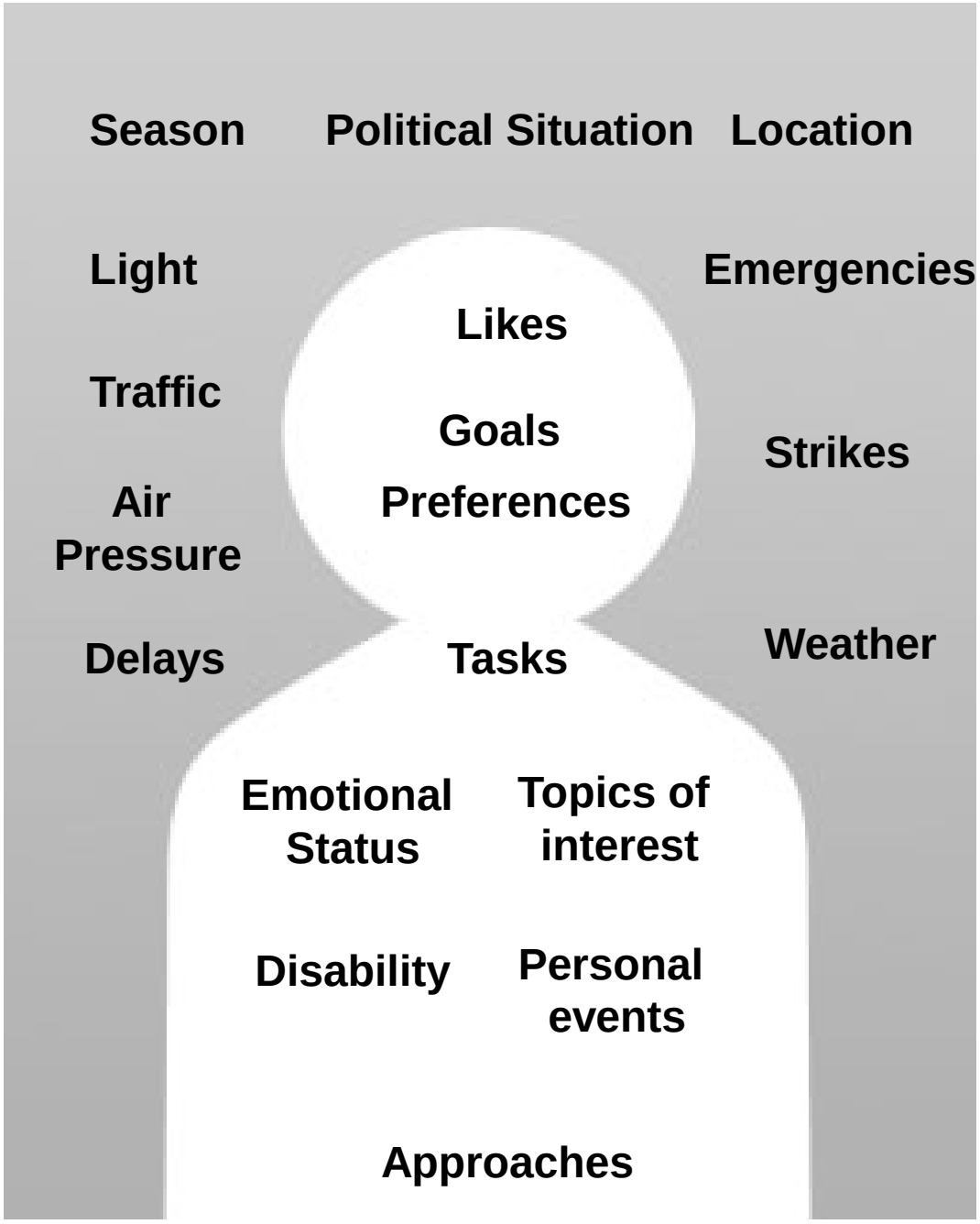
SOcial media
COntext based
MObilc

Context

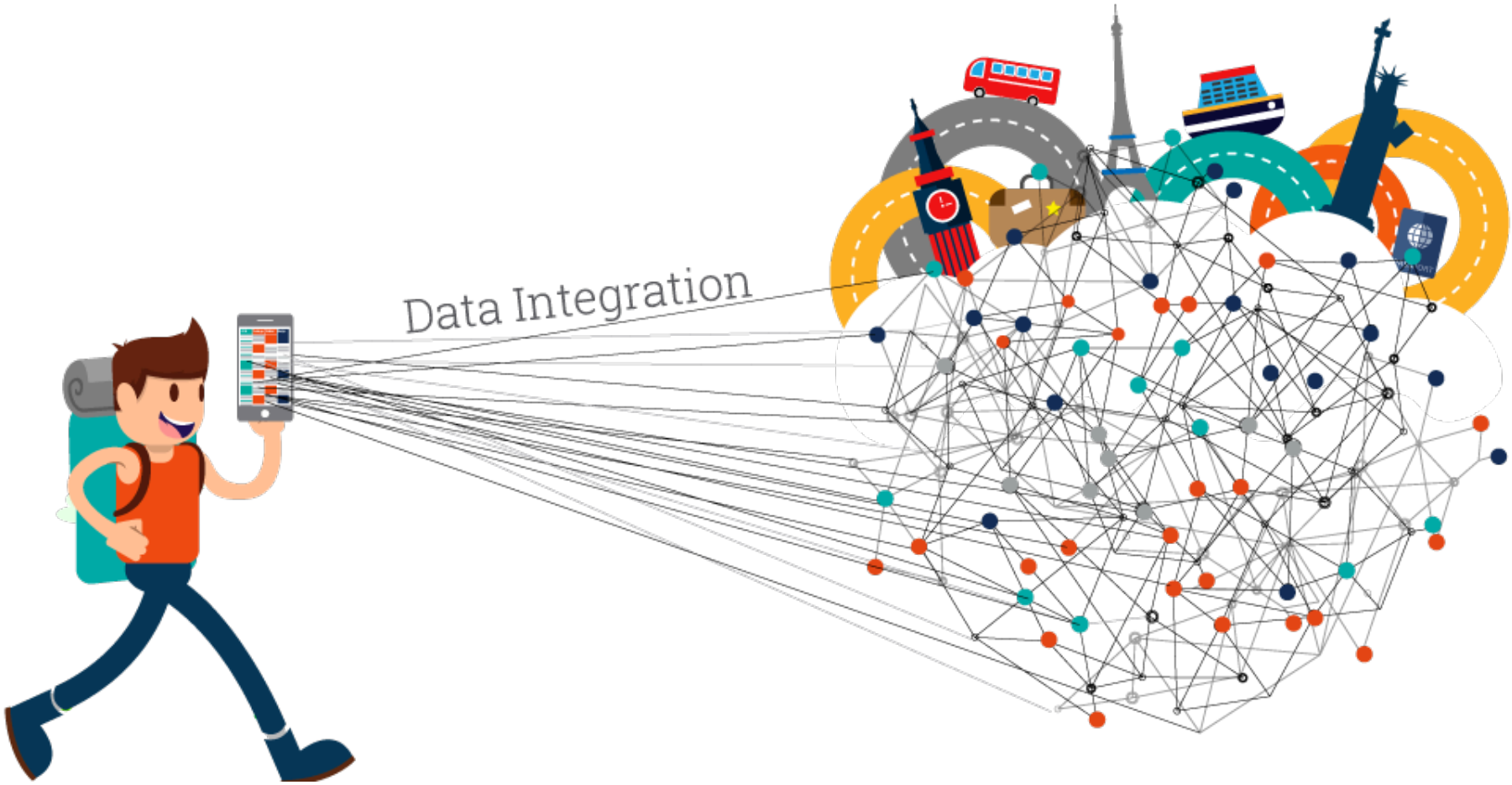
Travel Industry

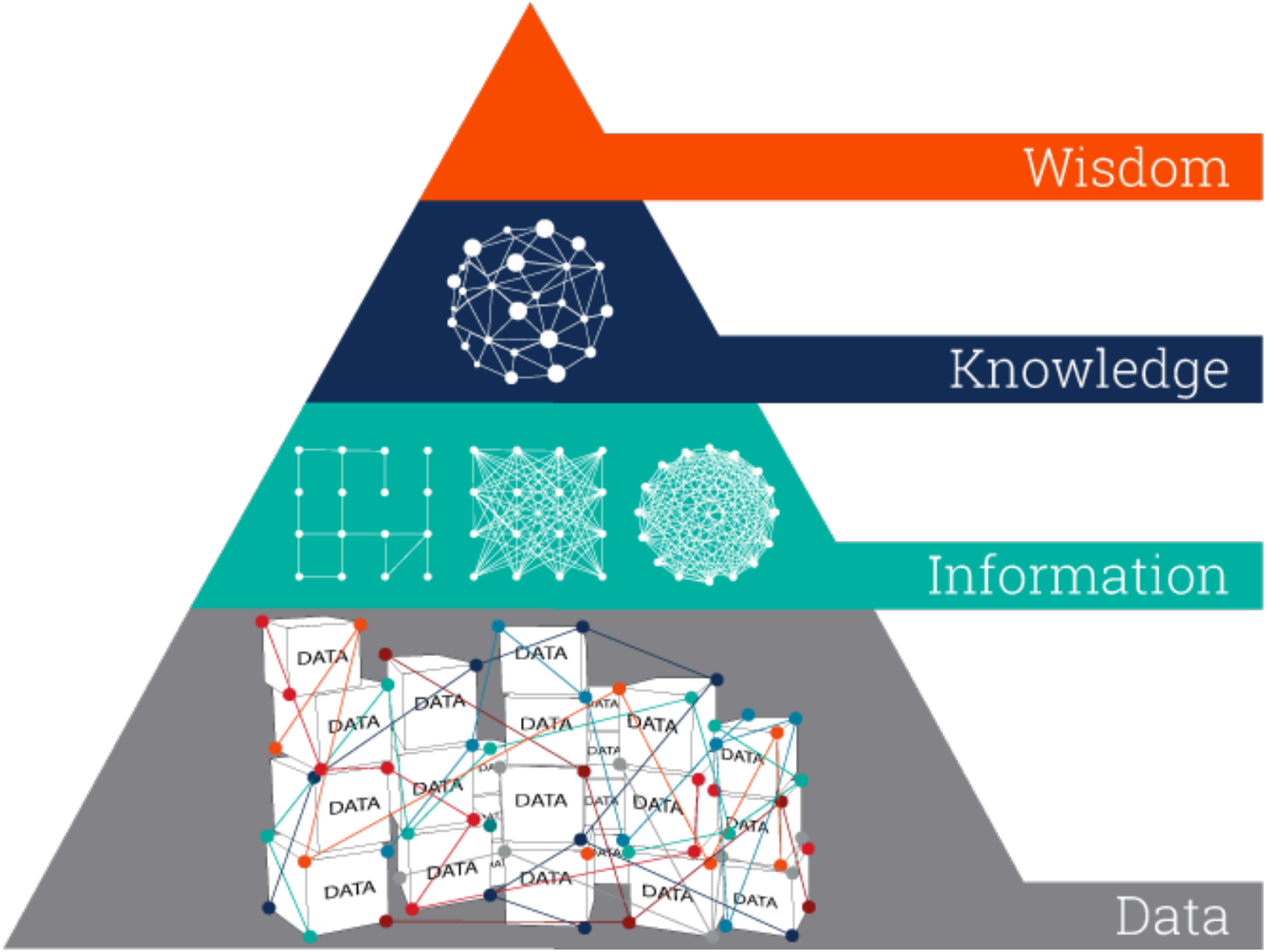
Internal Context		External Context	
Tasks ard purpose	Goals and Likes	Location	Traffic
Company	Preferences	Weather	Emergencies
Familiarity with area	Disabilities	Social Environment	Delays
Topics of Interest	Allergies	Season/Time	Air Pressure
Emotional status		Political Situation	Light

Internal & Expernal Contextual Factors



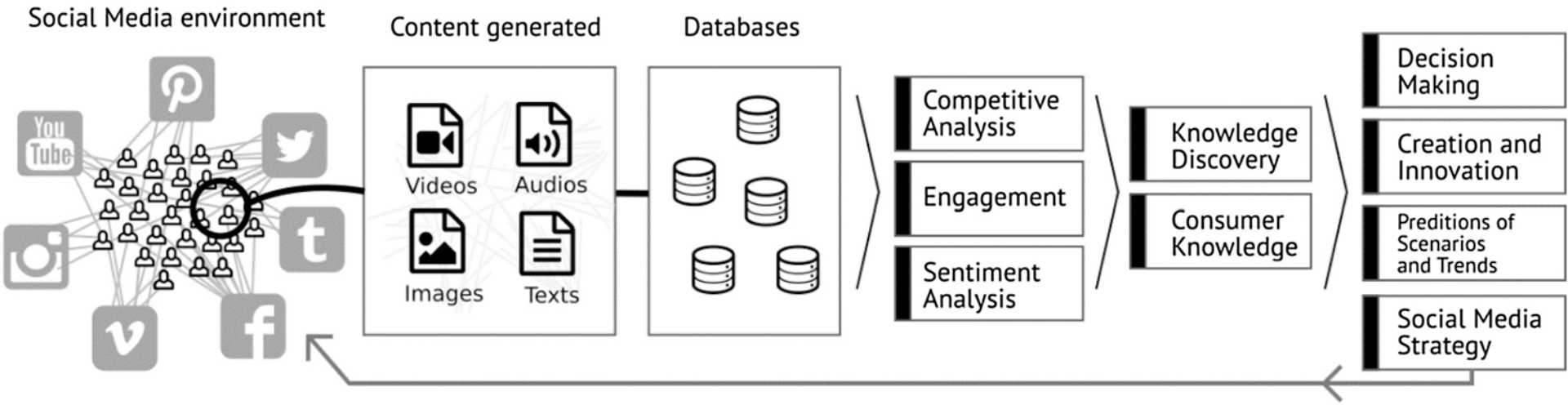
Dimitrios Buhalis and Marie Foerste 2015, SoCoMo Marketing for Travel and Tourism: empowering co-creation of value, Journal of Destination Marketing & Management, 4(3), October 2015, pp.151–161 http://dx.doi.org/10.1016/j.jdmm.2015.04.001


Data Integration



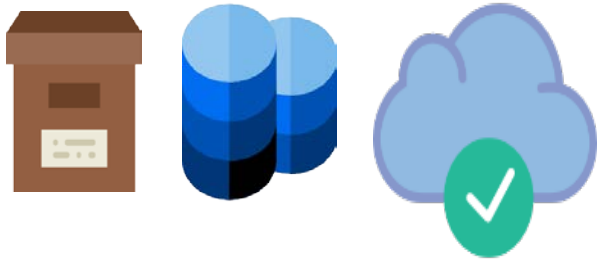
https://ontotext.com/wp-content/uploads/2016/07/slide_08.png

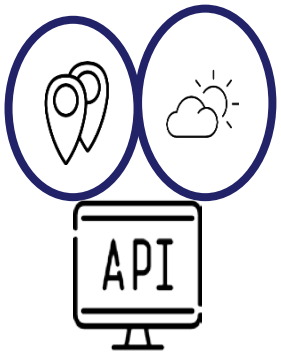
Opportunities in and benefits of social media content mining.



Thomaz, Biz, Bettonic, Mendes-Filho, Buhalis, 2017, Content mining framework in social media: A FIFA world cup 2014 case analysis
Information & Management Volume 54, Issue 6, Pages 786-801 https://doi.org/10.1016/j.im.2016.11.005

The Current Status





Companies use only 12% of the data they gather! (Gov.UK 2017)

So what does Big Data mean for Tourism?

Smart Tourism

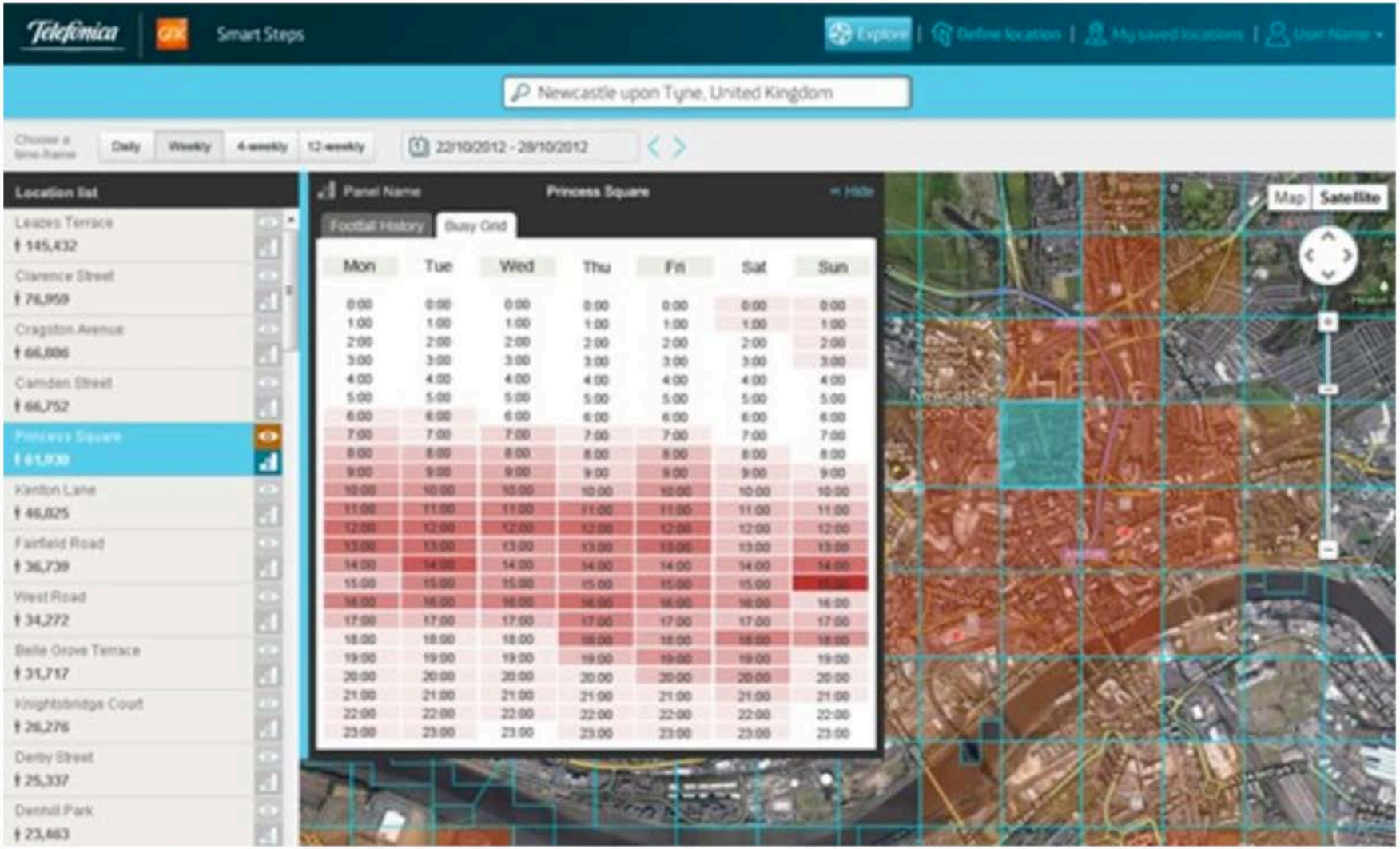
Where are they from?	How did they get there?	What are they spending?

Barcelona
Proof of Concept

Telefónica

http://slideplayer.com/slide/10976205/

Bringing it home… UK footfall, hour by hour.



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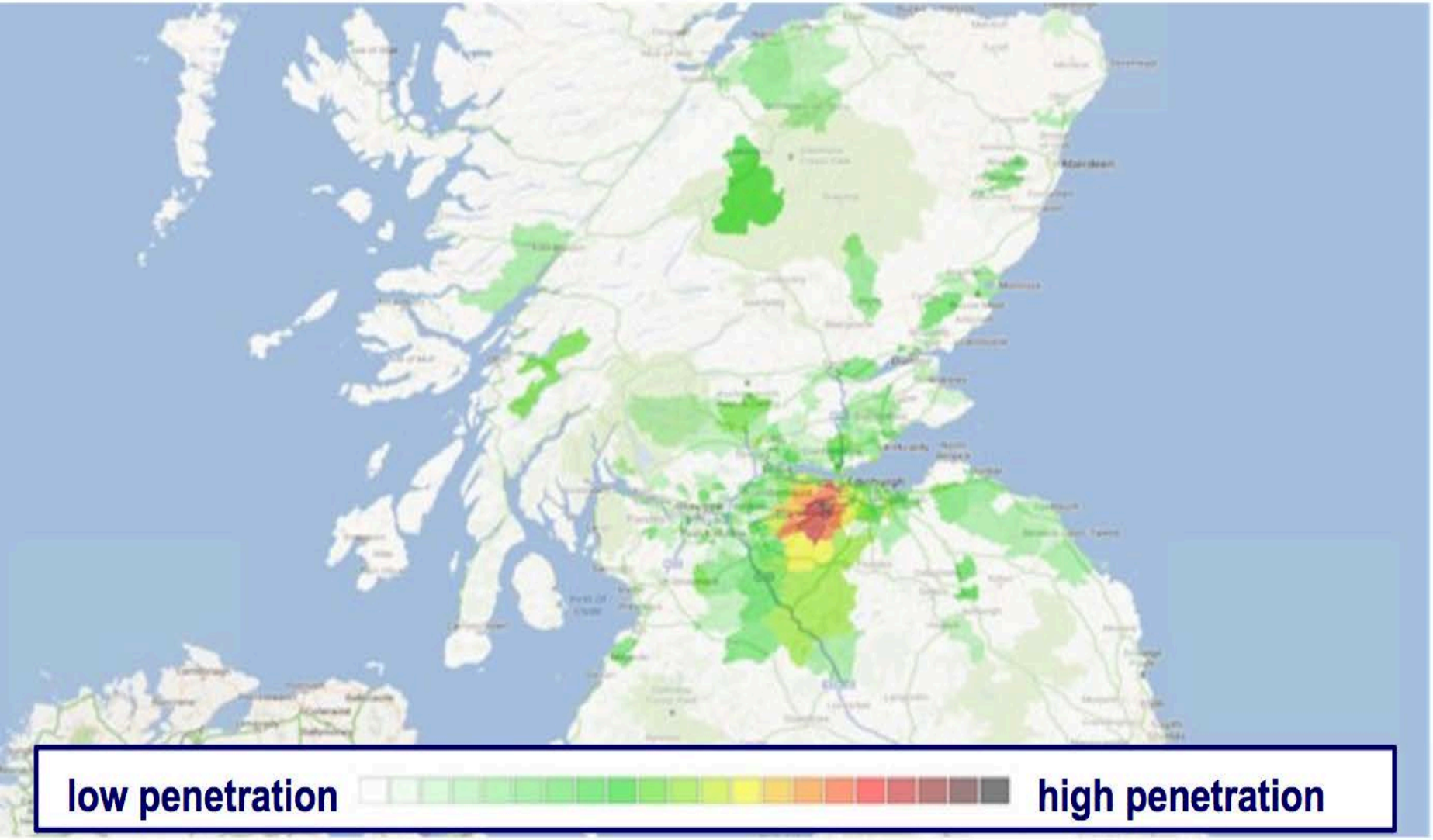

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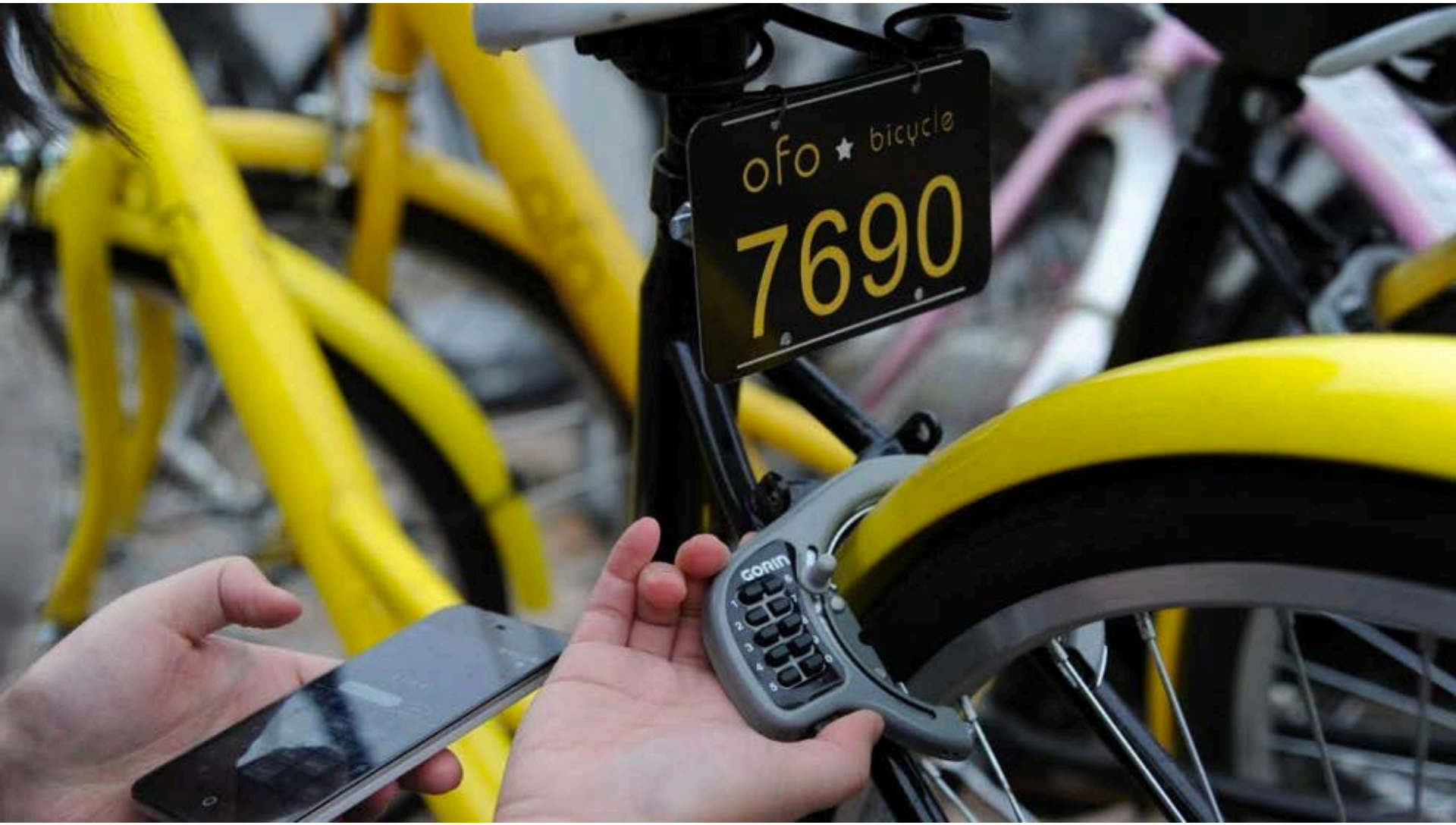
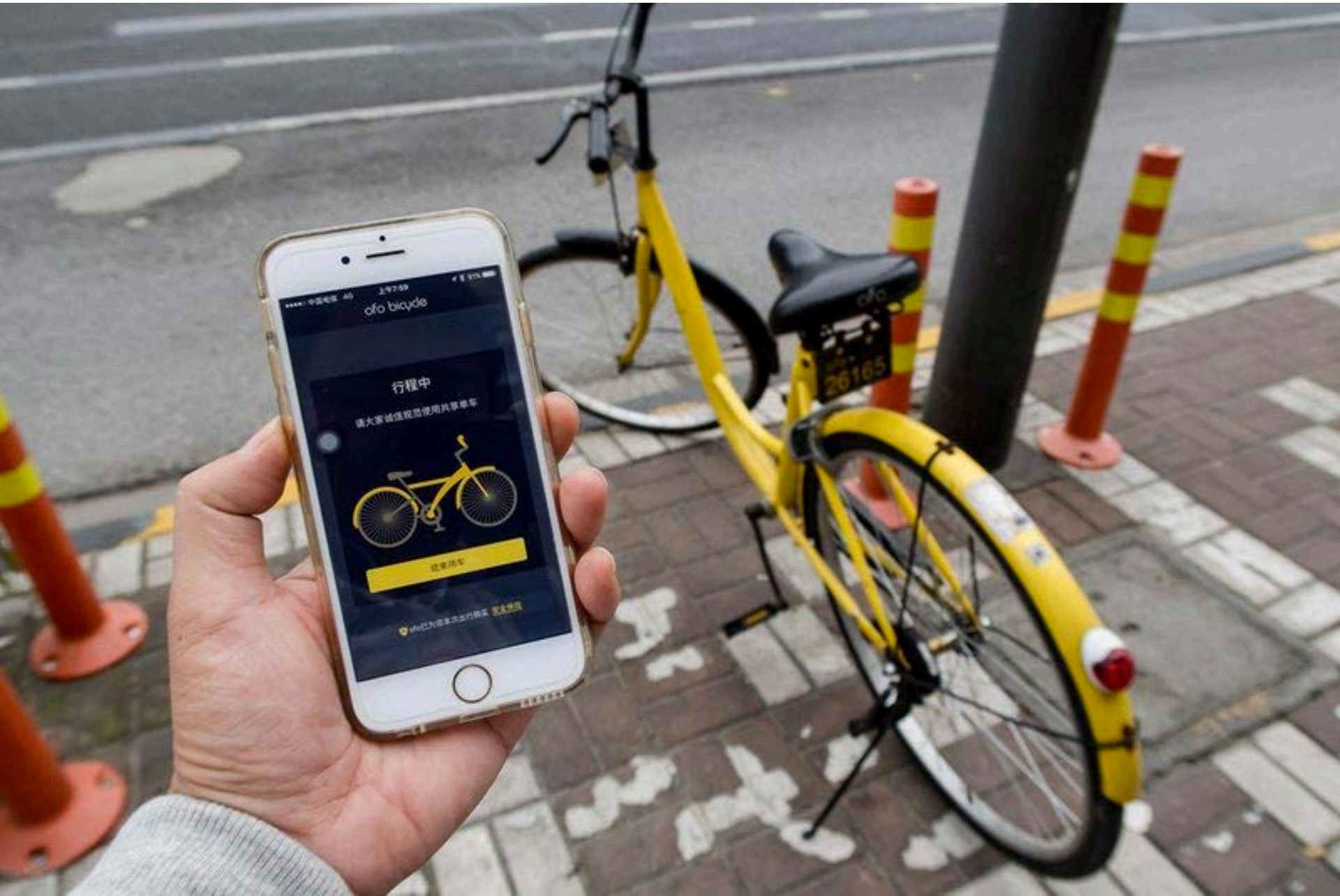
Dock-less bicycle-sharing system

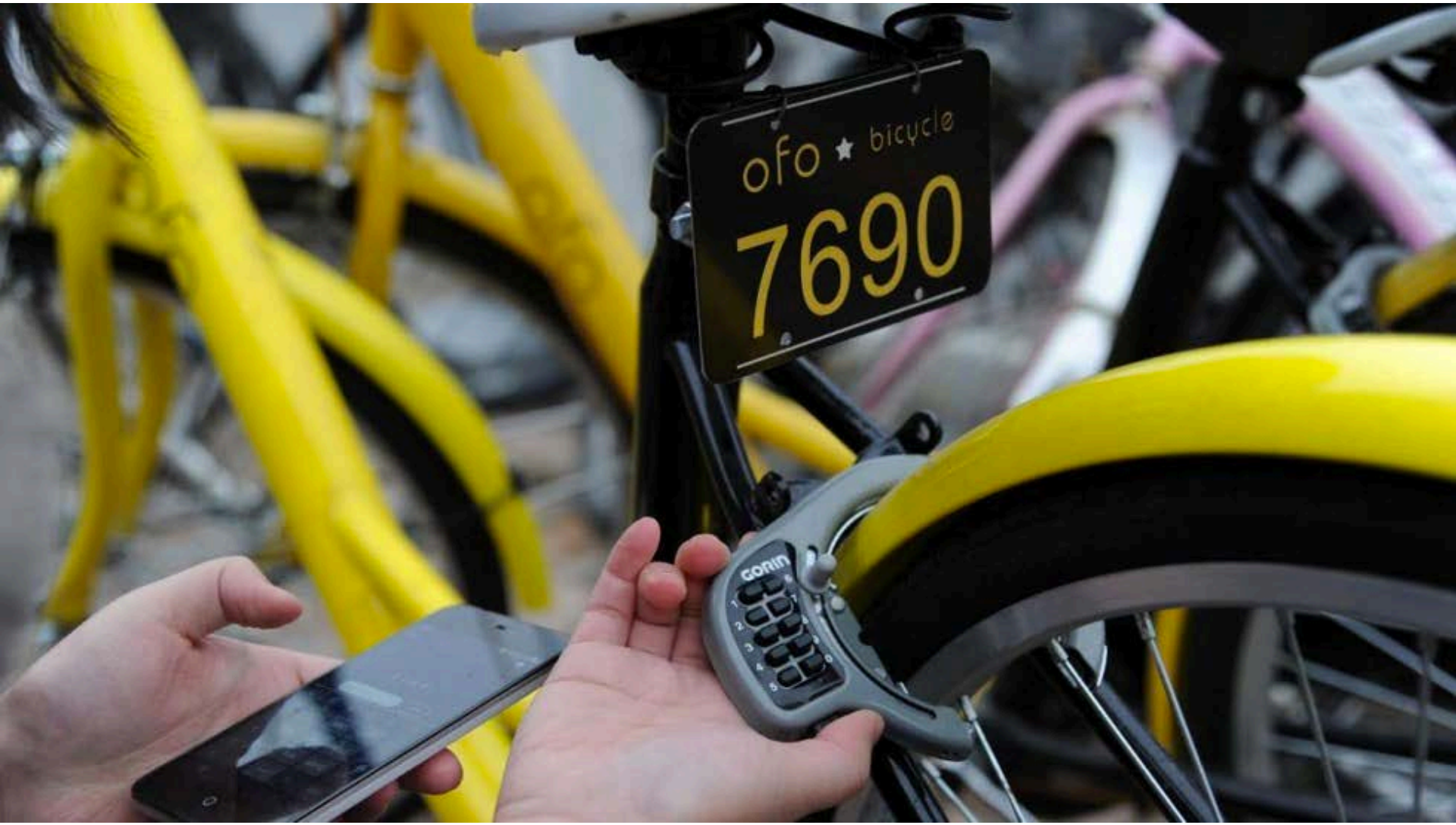
Dock-less bicycle-sharing system



Dock-less bicycle-sharing system



Dock-less bicycle-sharing system



¥0.00 ¥1.00
行程消费

20分39秒
用车时长

5618136
车牌号

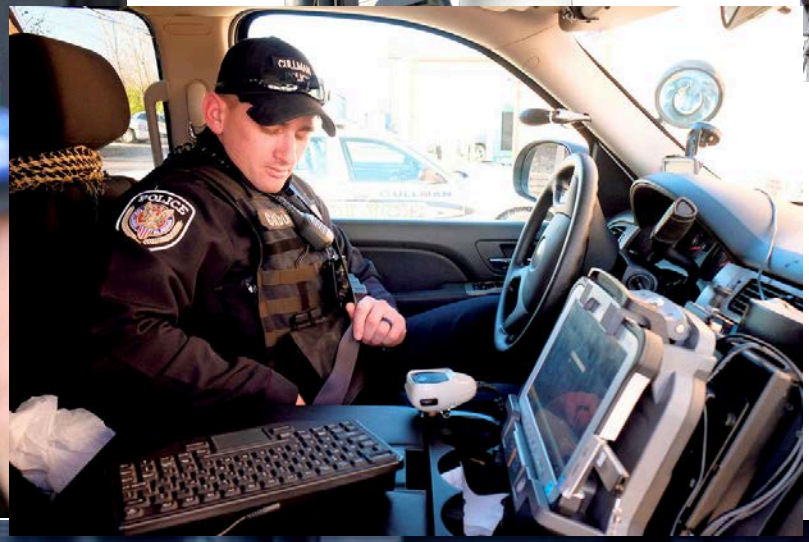
2017.05.09 11:43

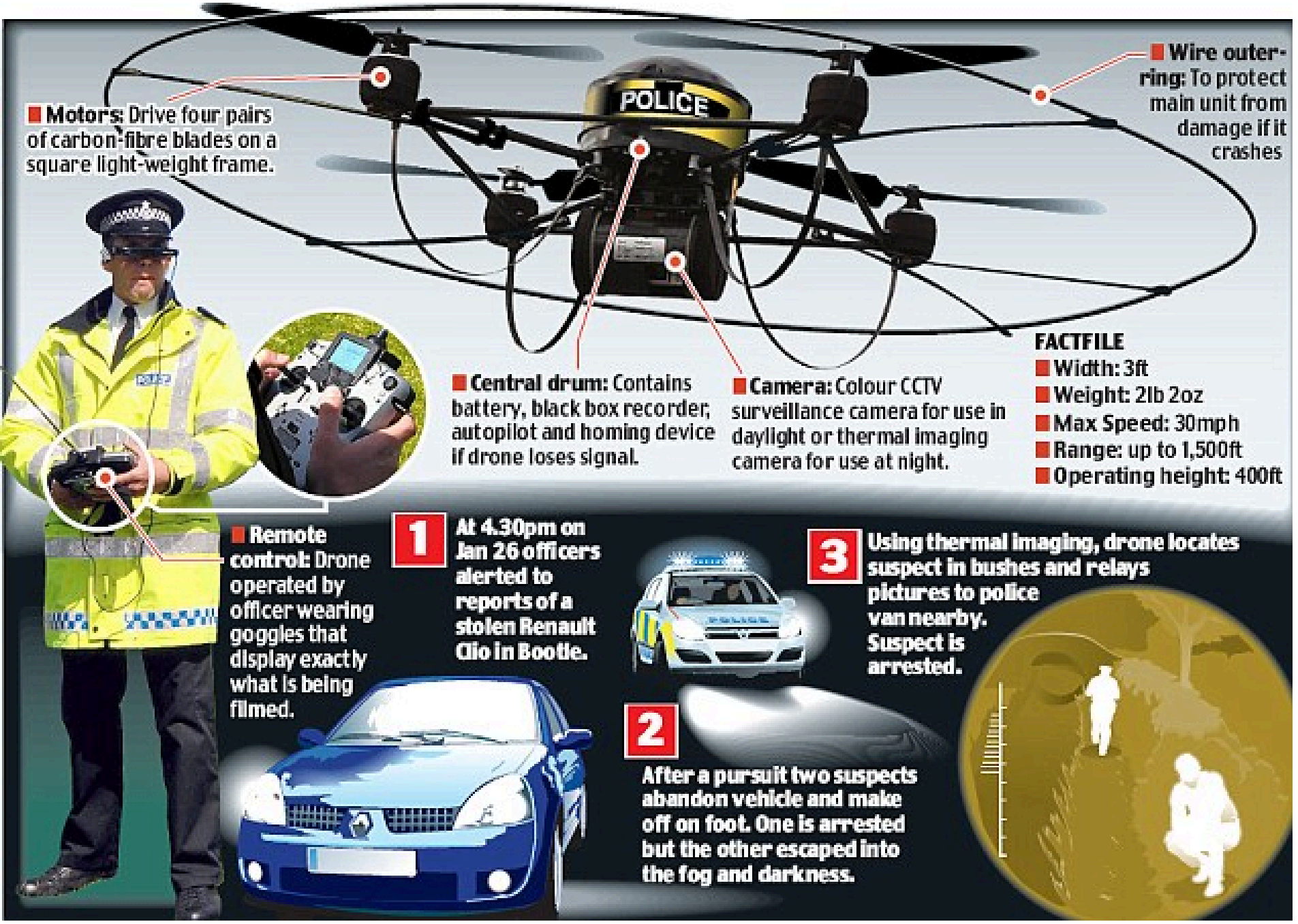
Dock-less bicycle-sharing system

Dock-less bicycle-sharing system

Safety and Security

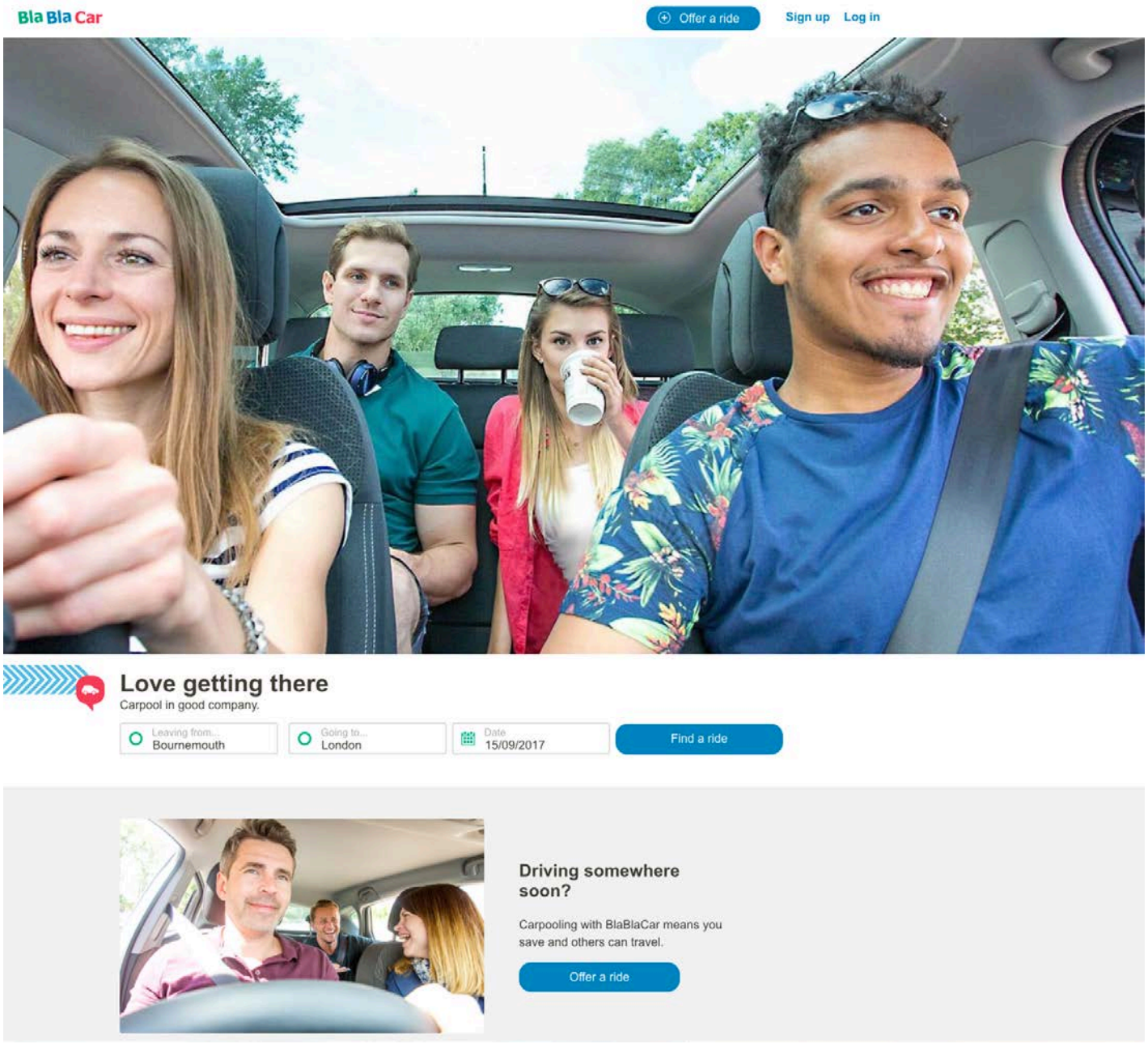
Safety and Security




POLICE
Motors: Drive four pairs of carbon-fibre blades on a square light-weight frame.
Wire outer-ring: To protect main unit from damage if it crashes
Central drum: Contains battery, black box recorder, autopilot and homing device if drone loses signal.
Camera: Colour CCTV surveillance camera for use in daylight or thermal imaging camera for use at night.
FACTFILE
Width: 3ft
Weight: 2lb 2oz
Max Speed: 30mph
Range: up to 1,500ft
Operating height: 400ft
Remote control: Drone operated by officer wearing goggles that display exactly what is being filmed.
1
At 4.30pm on Jan 26 officers alerted to reports of a stolen Renault Clio in Bootle.
2
After a pursuit two suspects abandon vehicle and make off on foot. One is arrested but the other escaped into the fog and darkness.
3
Using thermal imaging, drone locates suspect in bushes and relays pictures to police van nearby. Suspect is arrested.

Crisis management

Car Pooling


Bla Bla Car
Offer a ride
Sign up
Log in
Love getting there
Carpool in good company.
Leaving from...
Bournemouth
Going to...
London
Date
15/09/2017
Find a ride
Driving somewhere soon?
Carpooling with BlaBlaCar means you save and others can travel.
Offer a ride

Date

15/09/2017

Pick-up time: 7h - 19h

Price

From **£12** to **£14**

Expand your search

Expand to 19 miles

Expand to 31 miles

Don't miss out on new rides! Create a ride alert

2 rides available from Bournemouth to London

Duration: 2h 40m — **Rearrange by** | £

Romulo O

37 y/o

957 friends

Tomorrow - 07:00

Bournemouth → London

Westbourne, Bournemouth

Sydney Street, London SW3 6NT

£13.50 per passenger

3 available seats

Anupa...

30 y/o

Tomorrow - 19:00

Bournemouth → London

Bournemouth

London

£13.50 per passenger

3 available seats

1 to 2 of 2 results

Other rides from Bournemouth

Bournemouth → Poole
Bournemouth → Southampton
Bournemouth → Winchester
Bournemouth → Ringwood
Bournemouth → Birmingham
Bournemouth → Oxford
Bournemouth → Reading
Bournemouth → Derby
Bournemouth → Nottingham
Bournemouth → Bath

Carpool from Bournemouth
See other departures

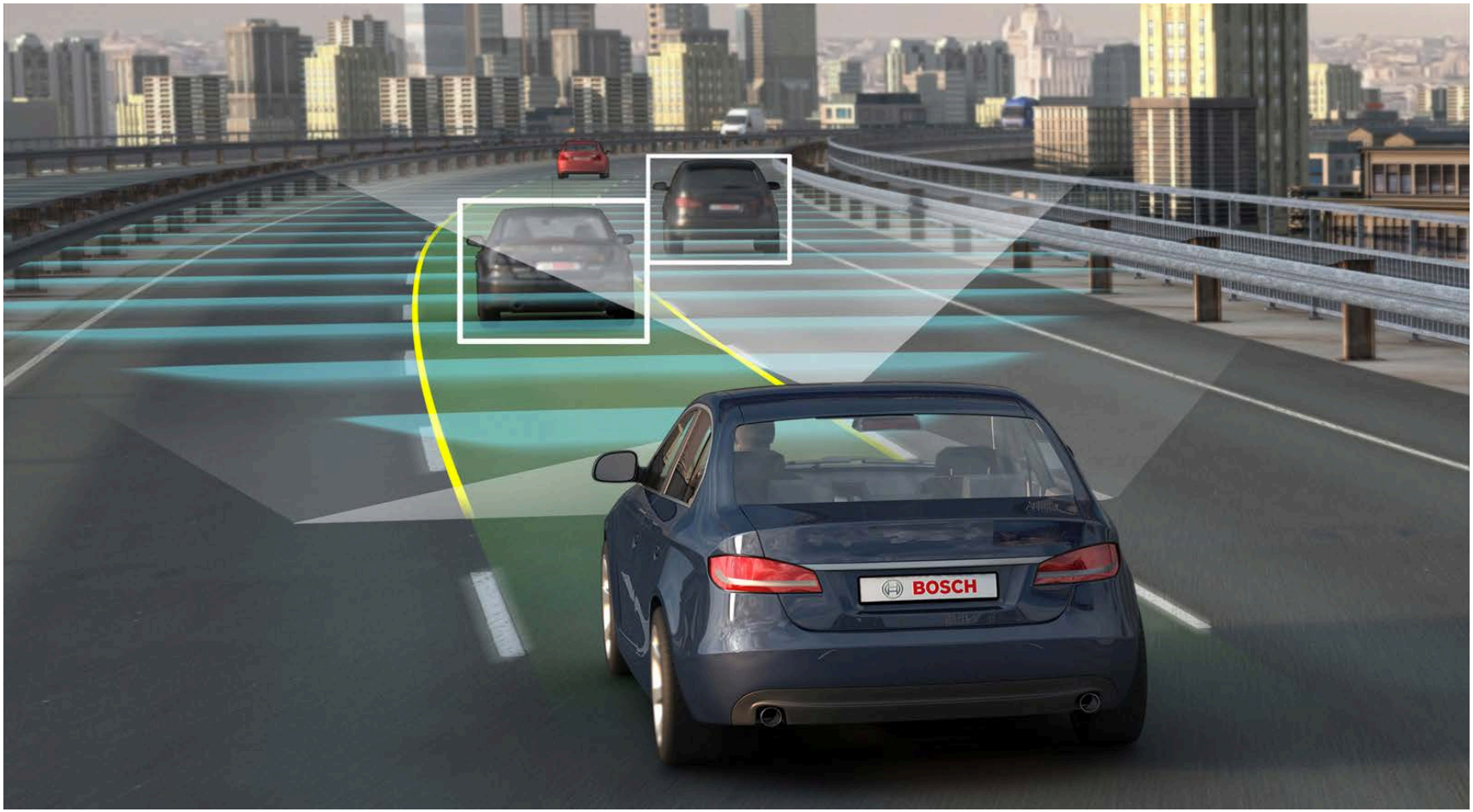
Other rides to London

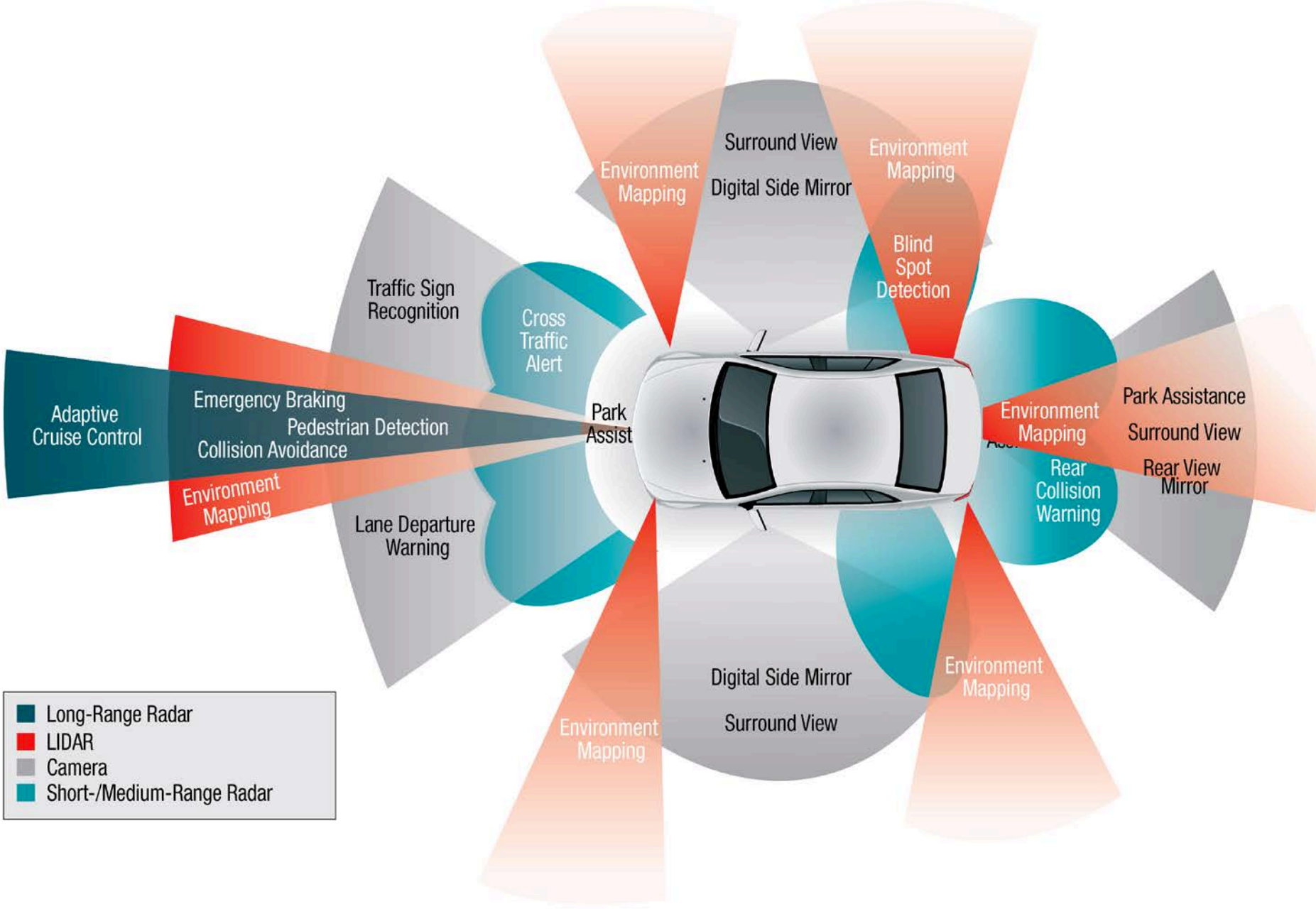
Birmingham → London
Bristol → London
Luton → London
Reading → London
Oxford → London
Exeter → London
Coventry → London
Swindon → London
Brighton → London
Northampton → London

Most popular rides

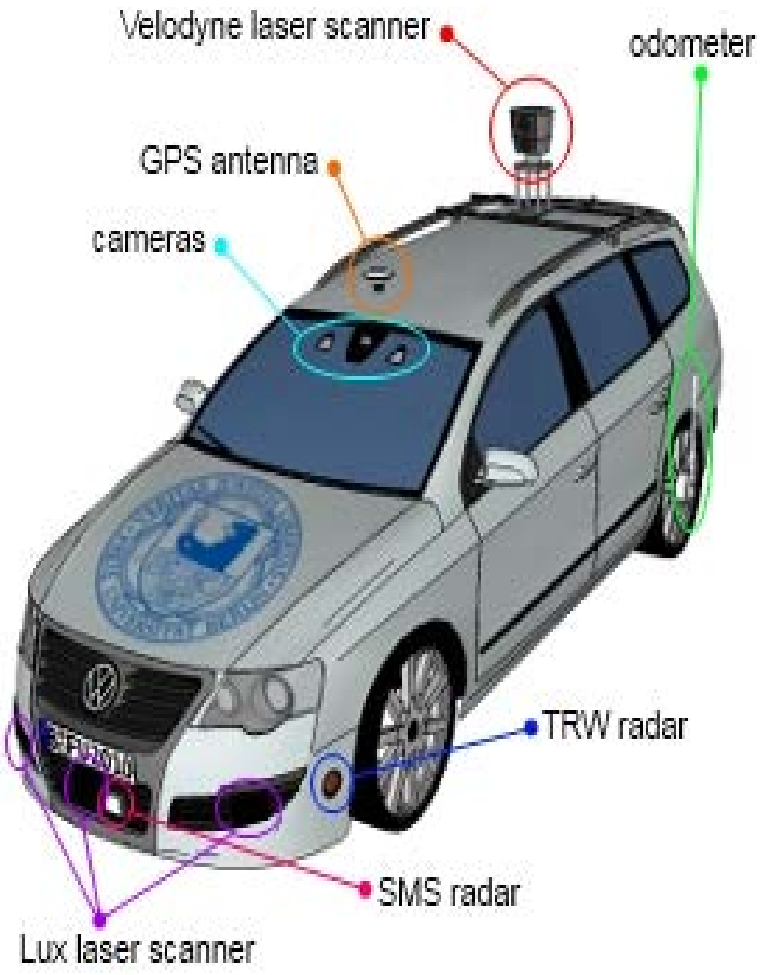
London → Manchester
Manchester → London
Birmingham → London
London → Birmingham
London → Reading
Bristol → London
Manchester → Birmingham
London → Paris
Exeter → Bristol
London → Bristol

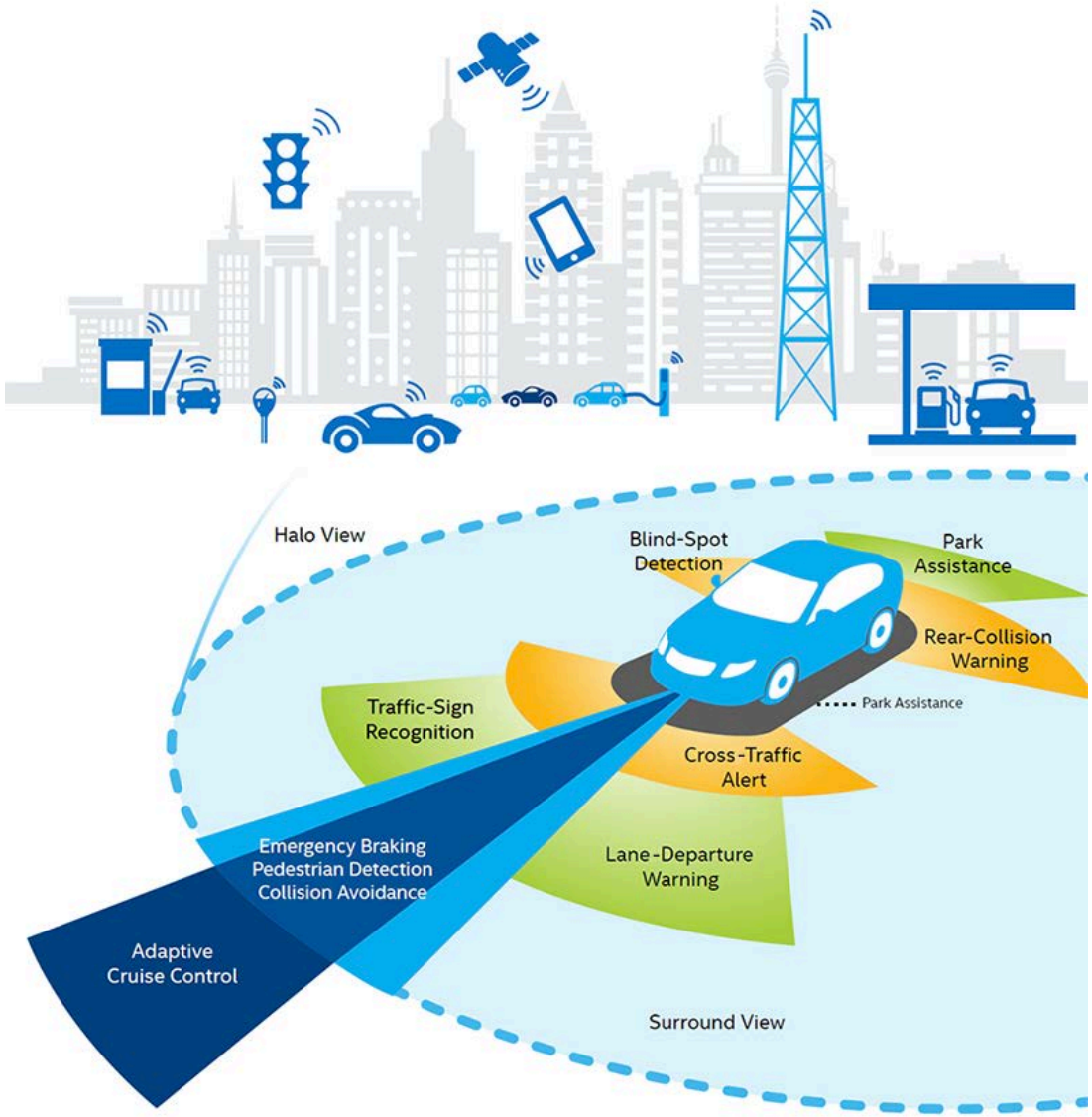
Autonomous Vehicles




Surround View
Digital Side Mirror
Environment Mapping
Environment Mapping
Blind Spot Detection
Traffic Sign Recognition
Cross Traffic Alert
Adaptive Cruise Control
Emergency Braking
Pedestrian Detection
Collision Avoidance
Environment Mapping
Park Assist
Lane Departure Warning
Environment Mapping
Park Assistance
Surround View
Rear View Mirror
Rear Collision Warning
Digital Side Mirror
Surround View
Environment Mapping
Environment Mapping
Long-Range Radar
LIDAR
Camera
Short-/Medium-Range Radar

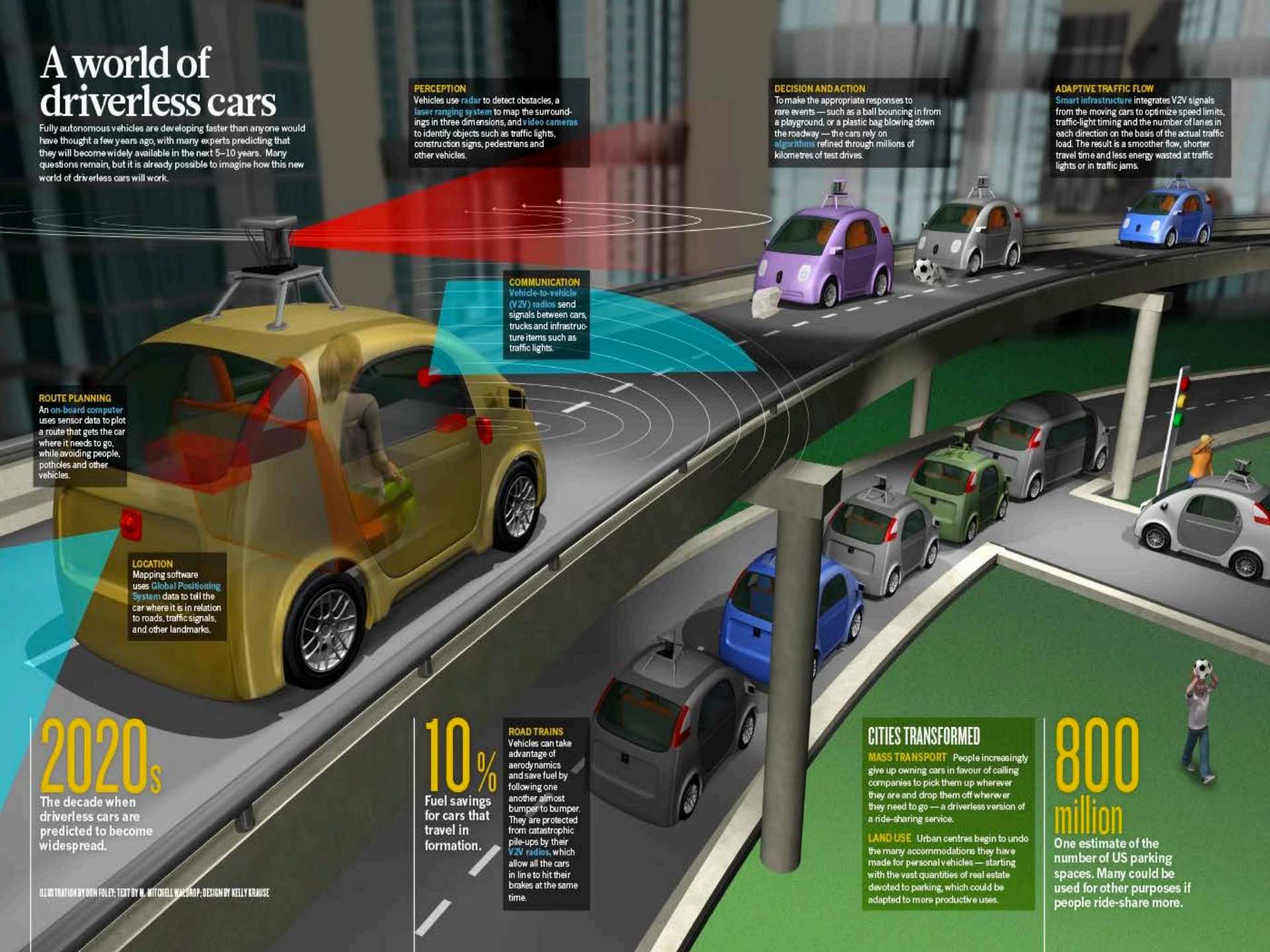
Autonomous car Interconnectivity





A world of driverless cars

Fully autonomous vehicles are developing faster than anyone would have thought a few years ago, with many experts predicting that they will become widely available in the next 5–10 years. Many questions remain, but it is already possible to imagine how this new world of driverless cars will work.



PERCEPTION
Vehicles use **radar** to detect obstacles, a **laser ranging system** to map the surroundings in three dimensions, and **video cameras** to identify objects such as traffic lights, construction signs, pedestrians and other vehicles.

DECISION AND ACTION
To make the appropriate responses to rare events — such as a ball bouncing in from a playground, or a plastic bag blowing down the roadway — the cars rely on **algorithms** refined through millions of kilometres of test drives.

ADAPTIVE TRAFFIC FLOW
Smart infrastructure integrates V2V signals from the moving cars to optimize speed limits, traffic-light timing and the number of lanes in each direction on the basis of the actual traffic load. The result is a smoother flow, shorter travel time and less energy wasted at traffic lights or in traffic jams.

COMMUNICATION
Vehicle-to-vehicle (V2V) radios send signals between cars, trucks and infrastructure items such as traffic lights.

ROUTE PLANNING
An **on-board computer** uses sensor data to plot a route that gets the car where it needs to go, while avoiding people, potholes and other vehicles.

LOCATION
Mapping software uses **Global Positioning System** data to tell the car where it is in relation to roads, traffic signals, and other landmarks.

2020s

The decade when driverless cars are predicted to become widespread.

10%

Fuel savings for cars that travel in formation.

ROAD TRAINS
Vehicles can take advantage of aerodynamics and save fuel by following one another almost bumper to bumper. They are protected from catastrophic pile-ups by their **V2V radios**, which allow all the cars in line to hit their brakes at the same time.

CITIES TRANSFORMED

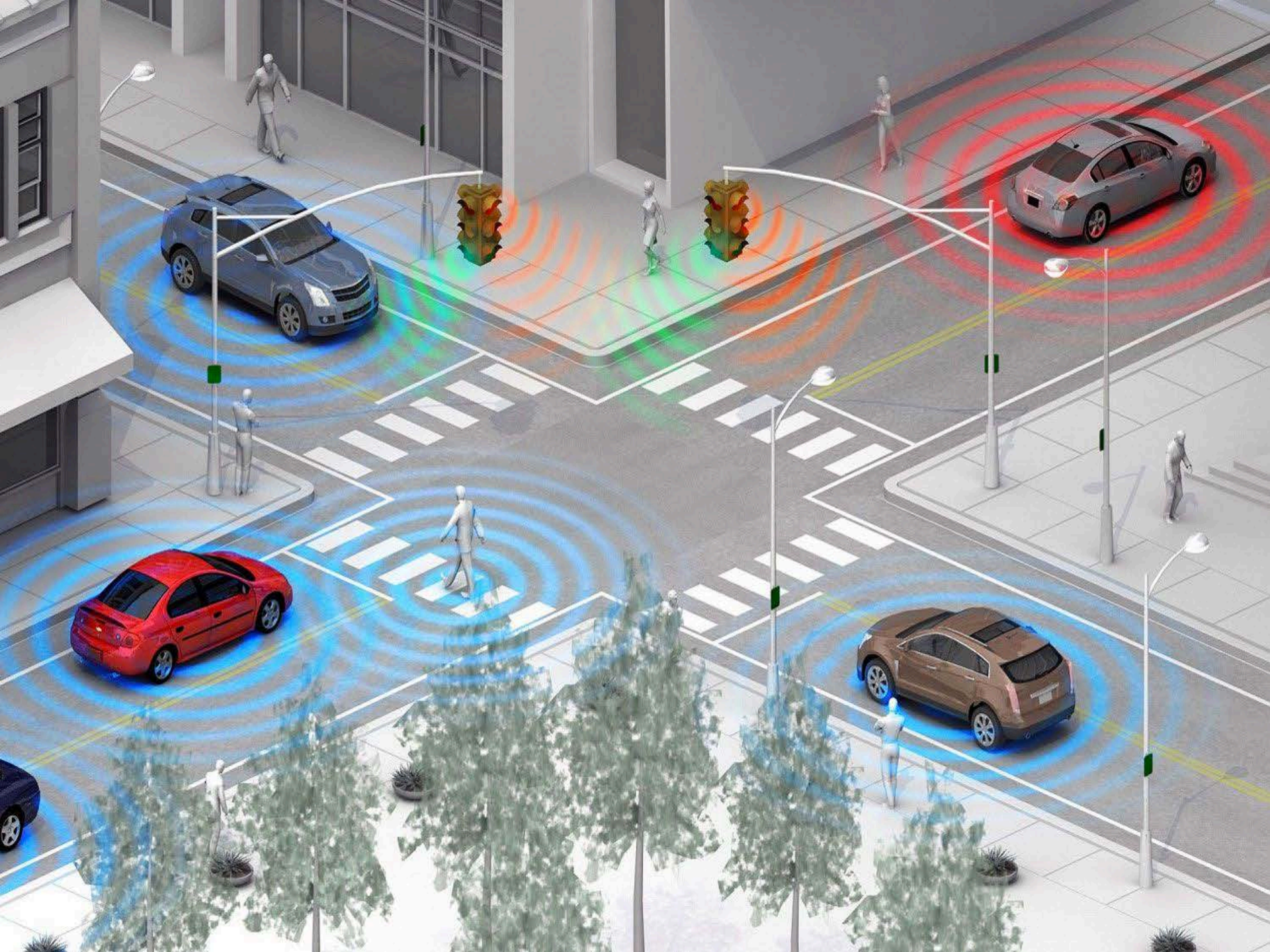
MASS TRANSPORT People increasingly give up owning cars in favour of calling companies to pick them up wherever they are and drop them off wherever they need to go — a driverless version of a ride-sharing service.

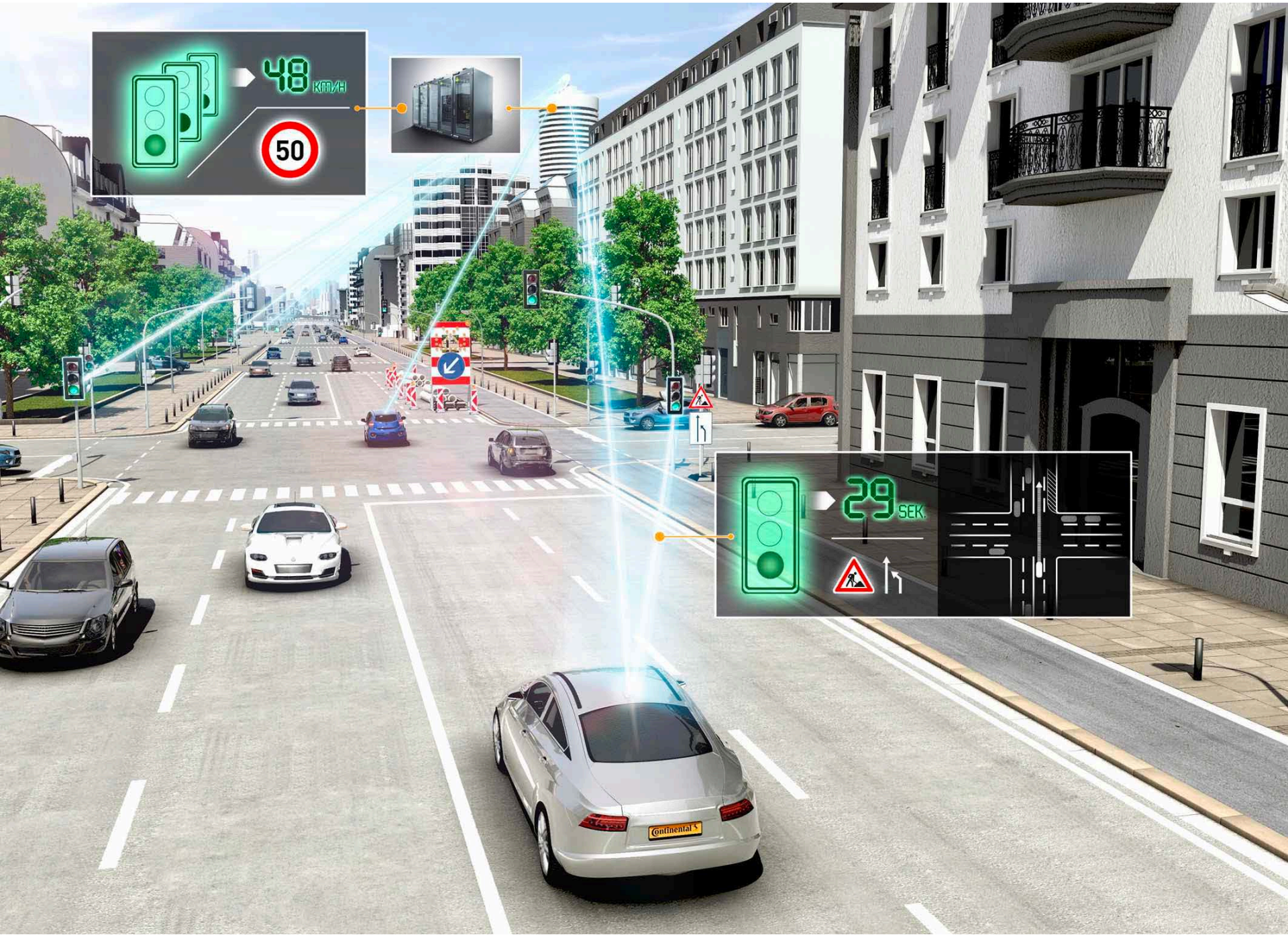
LAND USE Urban centres begin to undo the many accommodations they have made for personal vehicles — starting with the vast quantities of real estate devoted to parking, which could be adapted to more productive uses.

800 million

One estimate of the number of US parking spaces. Many could be used for other purposes if people ride-share more.

ILLUSTRATION BY DON FOLEY; TEXT BY M. MITCHELL WALDROP; DESIGN BY KELLY KRAUSE




48 KM/H
50
29 SEK.
Continental

Autonomous Vehicles Ecosystem

The Building Blocks of Autonomy

Prepared by VISION SYSTEMS INTELLIGENCE

Level of Integration

AUTONOMOUS SOLUTIONS

Toyota, Tesla, Ford, GM, Volvo, Hyundai, Kia Motors, Geely, Google, Uber, NVIDIA, Continental, nauyo, Changan, Honda, Mercedes-Benz, Audi, BMW, PSA Peugeot Citroën, Nissan, BAIC, SAIC, Chery, Delphi, Bosch, Baidu 百度, VISLAB, Renesas, OTTO, nuTonomy, ZMP, drive.ai, ZOOX

PROCESSING

Renesas, NVIDIA, Mobileye, NXP, Toshiba Leading Innovation, CEVA, Cadence, Imagination, ARM, Analog Devices, Intel, Xilinx, videantis, Altera, Texas Instruments, Marvell, Qualcomm, Movidius, ST

SENSORS

Bosch, Delphi, Mitsubishi Electric, NXP, Continental, ibeo, Valeo, ZF, TRW, Hitachi, Omnivision, Hyundai Mobis, Pioneer, Point Grey, Autoliv, Toshiba Leading Innovation, Kostal, Denso, LG Innotek, Panasonic, Magna, Harman, Fujitsu Ten, Visteon, Quanergy, Melexis, Mando Corporation, FLIR Systems, OSRAM, applanix, ON Semiconductor, LeddarTech, Neusoft, Infineon, Sony, Pepperl+Fuchs, TriLumina, u-blox, Velodyne LiDAR, Phantom Intelligence

CONNECTIVITY

Hitachi, Renesas, Peloton, Continental, NXP, Bosch, Delphi, Intel, CohdaWireless, QNX, TTTech, Denso, Harman, Infineon, Mentor Graphics

MAPPING

TomTom, here, Navinfo, mapscape, Harman, NVIDIA, GeoDigital, Increment P, Exonav, Zenrin, applanix, sanborn, Civil Maps, AND

ALGORITHMS

NVIDIA, Mobileye, Mitsubishi Electric, Elektrobit, dSPACE, AdasWorks, Neusoft, ETAS, LUXOFT, KPIT, Vector

SECURITY/SAFETY

Hitachi, Renesas, Mentor Graphics, Bosch, Continental, Delphi, NXP, Wind River, ARGUS, Elektrobit, Intel, QNX, ETAS, Denso, Harman, Green Hills Software, Infineon, KPIT, Vector

DEVELOPMENT TOOLS

BASELABS, IAR Systems, LDRA, MathWorks, Synopsys, Vector Software, automotive engineering iAV, Elektrobit, KPIT, LUXOFT, Mentor Graphics, Harbrick, Kishonti Informatics, INTEMPORA, tass international, TTTech, dSPACE, ETAS, Vector, QNX

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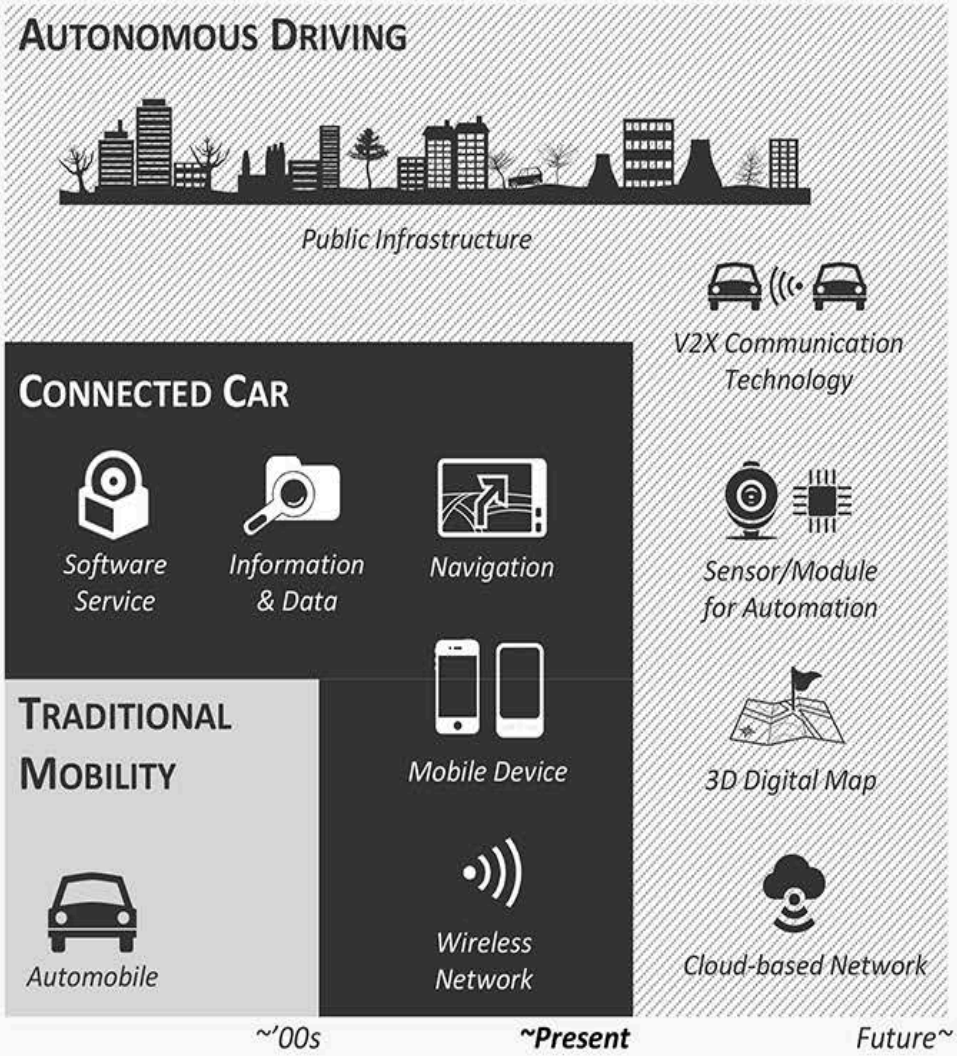
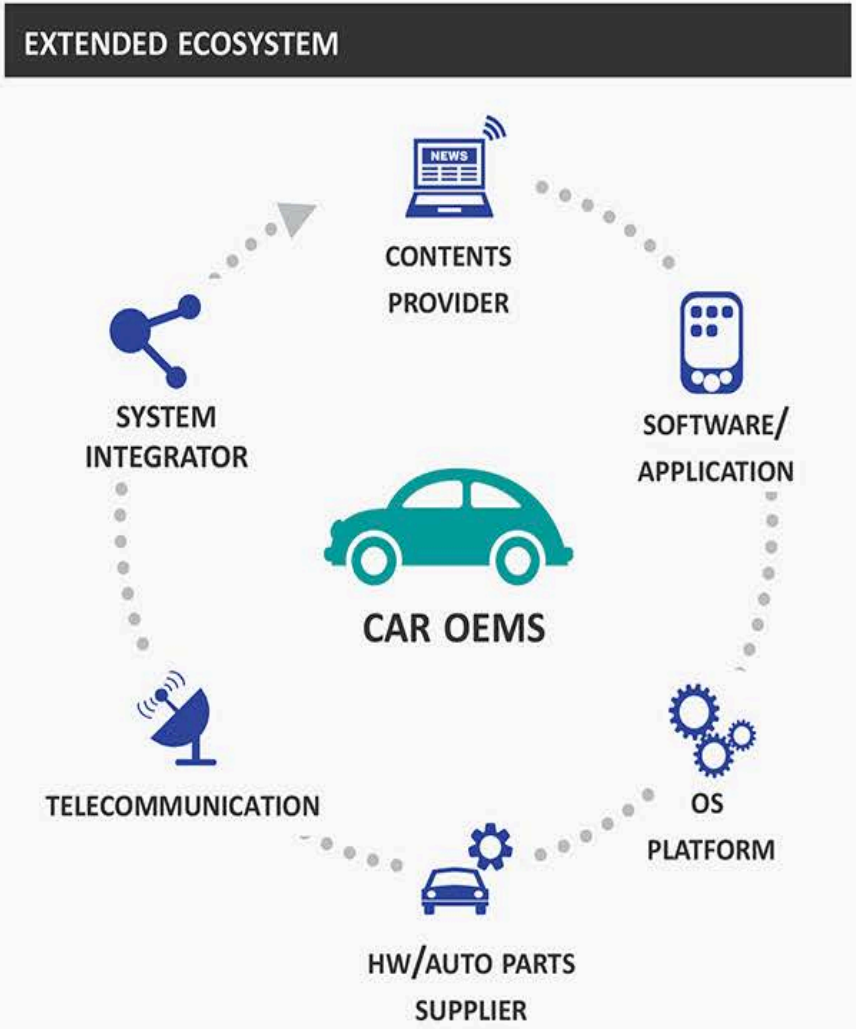
Autonomous Vehicles

Autonomous Vehicles

DESTINATION
DISTANCE
ARRIVAL TIME
MUSEUM OF MODERN ART
5KM
16:22
Hey!
New version, tap to upgrade!
SLOW DOWN
21m
4 SYSTEM UPDATES
AUTOPILOT OFF
23°
26
60

Advancement of technology enabled cars to be equipped with connectivity and has created new ecosystem in automotive industry





Source: Ipsos BC Analysis

AUTONOMOUS VEHICLES & THE EVOLUTION OF THE PARKING GARAGE

PHASE 2: 2025 - 2035

As car ownership evolves to a subscription service with intelligent fleets, there will be less need for parking.
Garages are transformed into other uses such as office, residential and hotels.

In 2035, the need for parking should decline by more than 5.7 billion square meters in the United States
(This equates to half the size of Connecticut) Source: McKinsey & Co.

Shared cars

LOG IN
enterprise CarClub
MENU
YOUR VEHICLE IS JUST AROUND THE CORNER
Hourly car and van hire available 24/7
Join Now

Join

Once approved, you'
access card or app.

Reserve

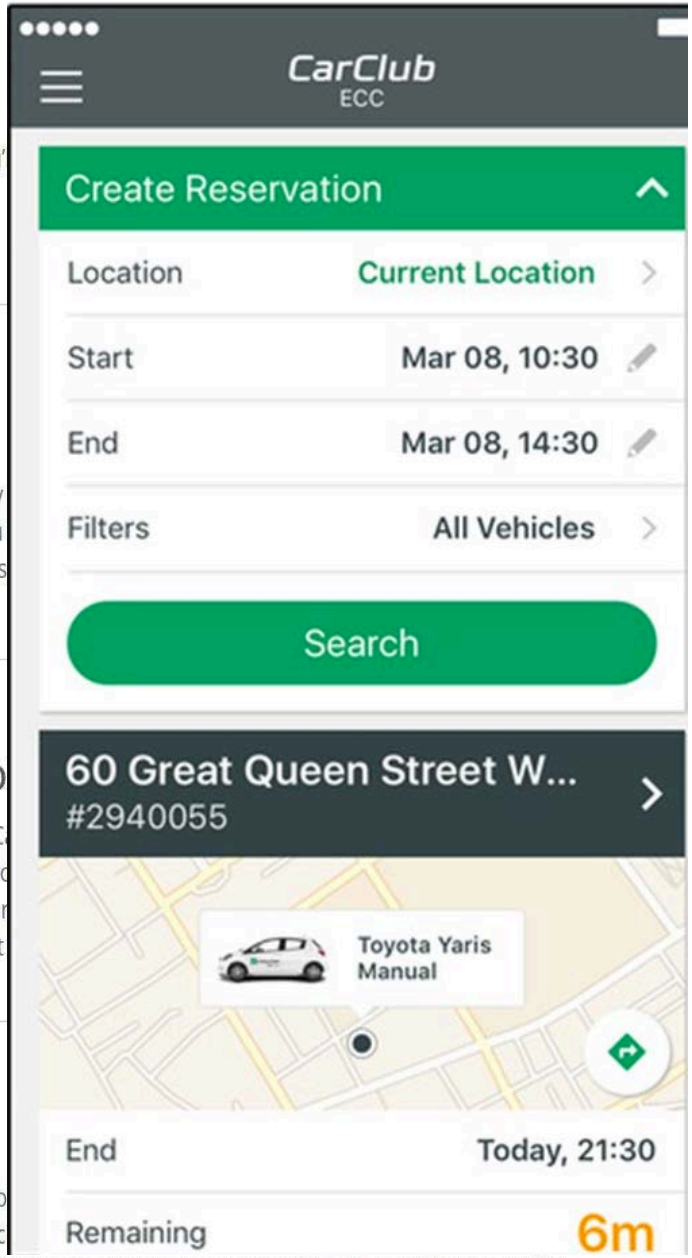
Login and select any
start/end times. You
advance or at the las

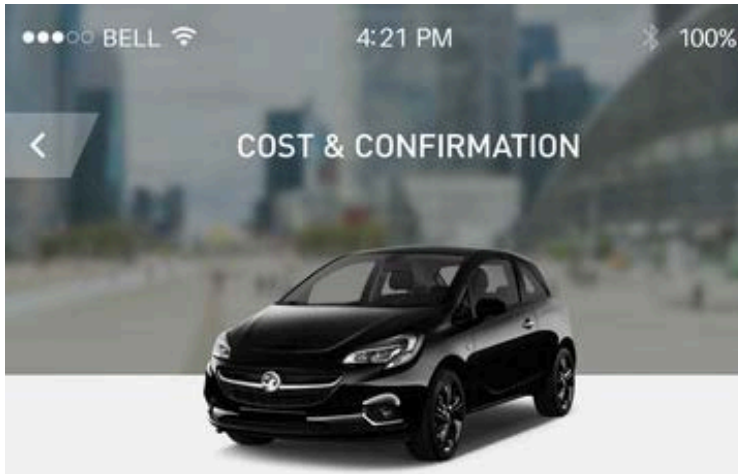
Unlock & Go

Use the Enterprise C
Alternatively place yo
green light to appear
glovebox and collect

Return

Return the vehicle to
app to lock the vehic
place your access card over the windscreen reader. The doors will lock and your reservation will end. If you find you need a little extra time you can extend the reservation from the vehicle itself, via the app, website or by calling us.





ESTIMATED COST **£12.18**

Mileage | Destination

Booking Reference

COLLECT
11:30
23 JAN

DROP OFF
15:30
23 JAN

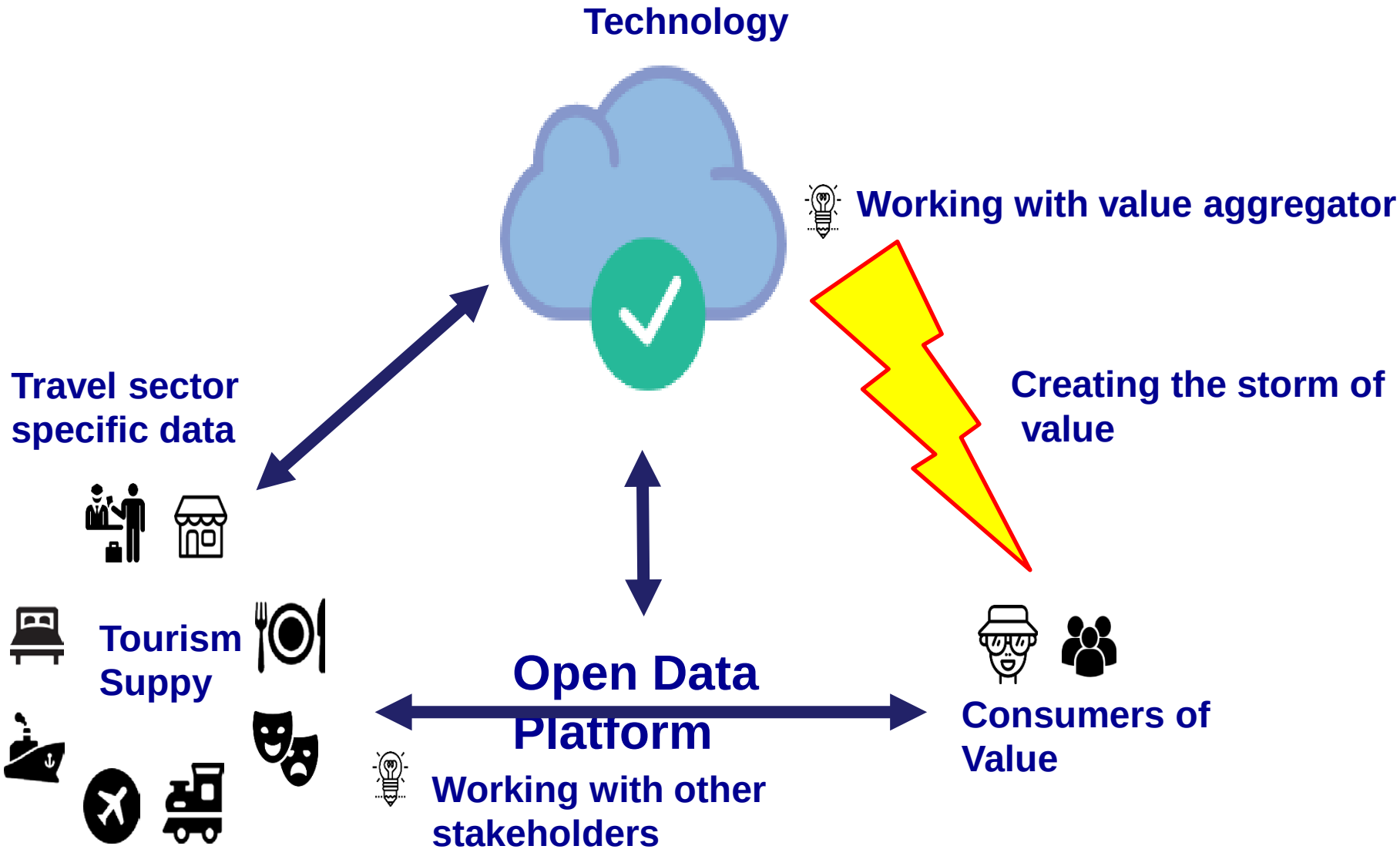
SUBMIT RESERVATION

Shared cars

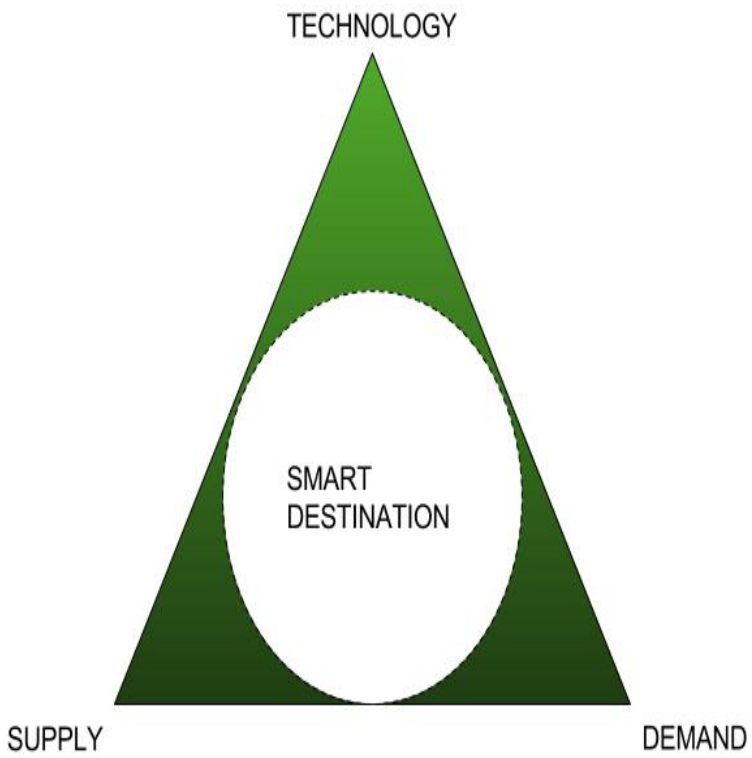
Shared cars

Car becomes the guide and concierge ?

Smart Tourism Framework



The Benefits



Consumer

Co-created, personalised experience
Engaged in all stages of travel
Derive value in an unfamiliar place conveniently

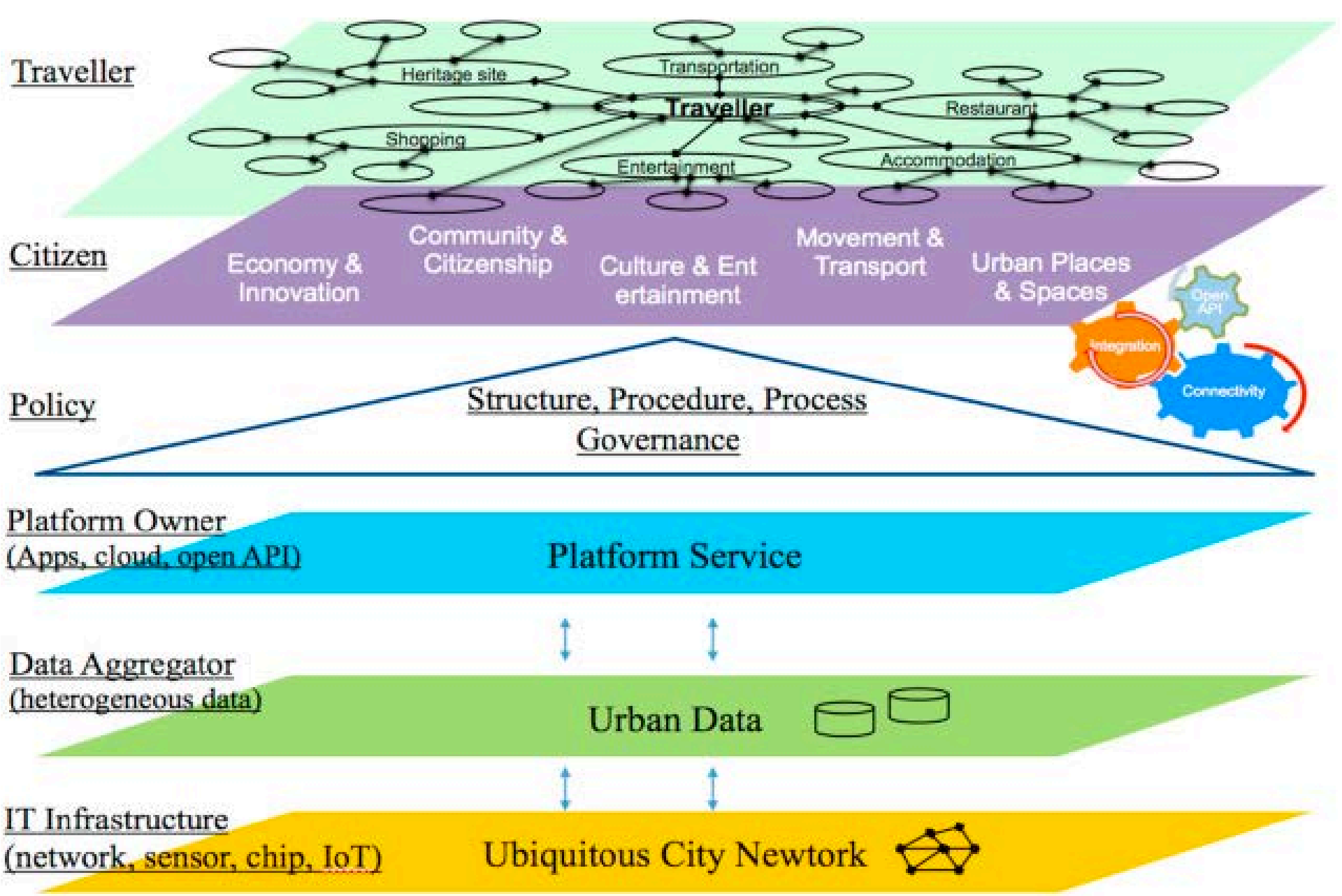
Supplier

Analyse meta trends for better predictability
Control operational costs
Influence customer behaviour in real time

Destination

Enhance and manage brand reputation
Reduce community – tourist conflict
Foster cross-sector innovation & growth

Tourism ecosystem is changing rapidly



https://doi.org/10.1016/j.im.2017.04.005

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 TOURISM

is NOT about technology

It is about agility in value cocreation

官方微信二维码
Official WeChat QR code

宝盛水博园大酒店

地址ADD：中国 杭州 萧山水博路118号 邮编P.C：311215
NO.118 Shuibo Road ,Xiaoshan,Hangzhou,China
电话Tel：+86 571-83500888 传真Fax：+86 571-83739666

留言卡
Message Ca

尊敬的 _____ 先生/女士

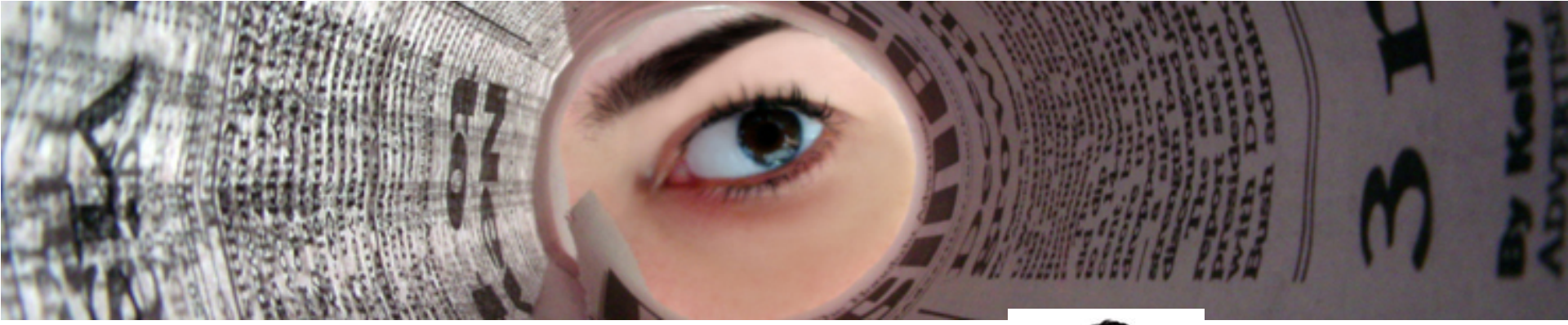
欢迎您入住杭州宝盛水博园大酒店！

Dear Mr/Ms ~~professor~~ Buhails

Welcome to Hangzhou Blossom Water Museum Hotel!

That you want to speak tomorrow, in order to better protect your throat is specially prepared for you a candy

Room Attendant



谢谢

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