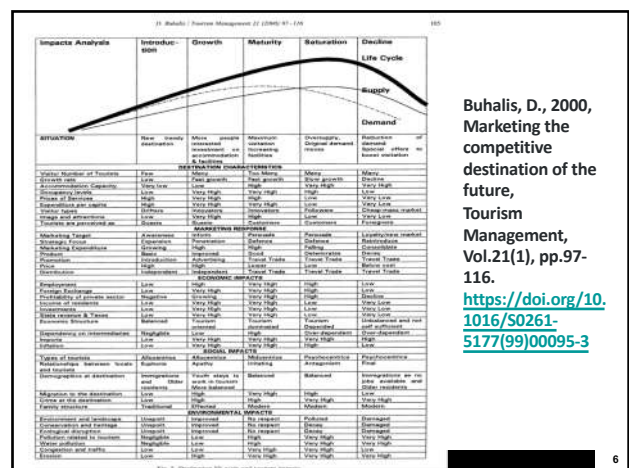
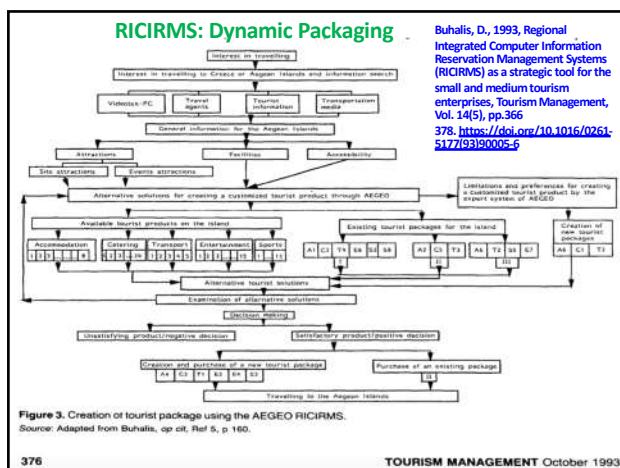
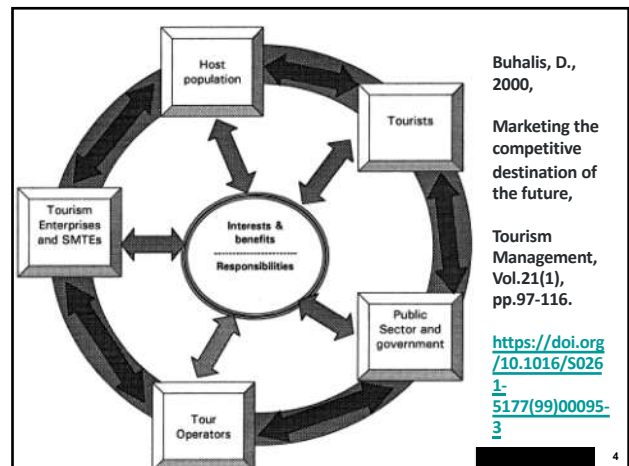
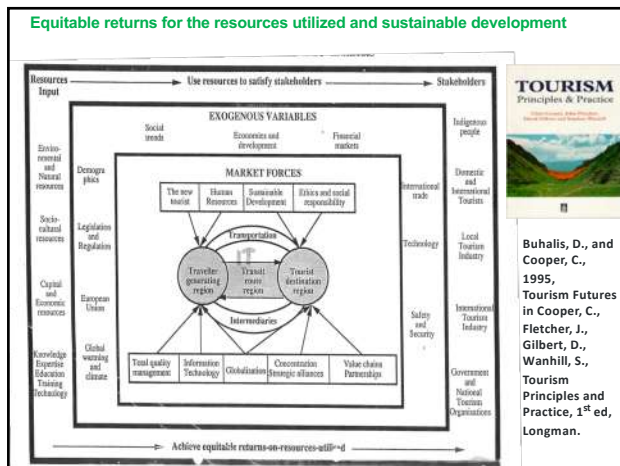
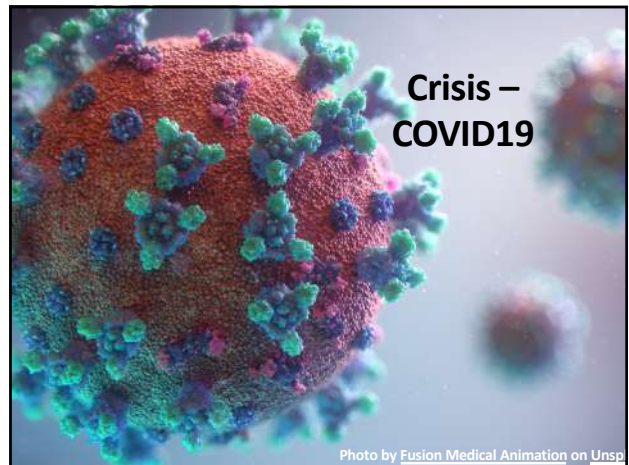




Reignite Tourism

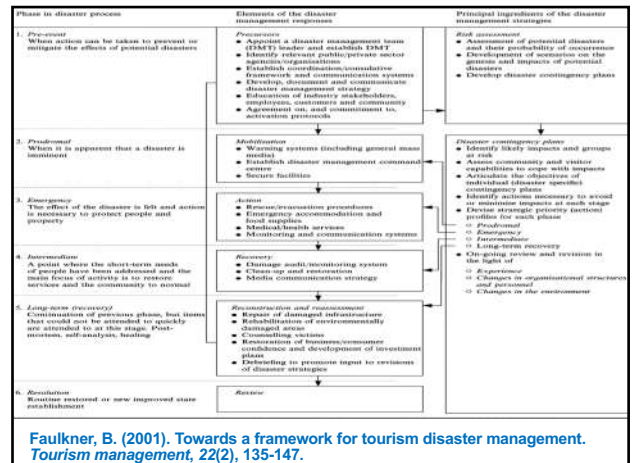
**CRISIS MANAGEMENT =
CONTEXT CHANGE**

**COVID-19
A CRISIS UNLIKE OTHER!**



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<https://buhalis.blogspot.com/2020/04/MAR0111-the-positive-side-of-coronavirus-for-Tourism.html>

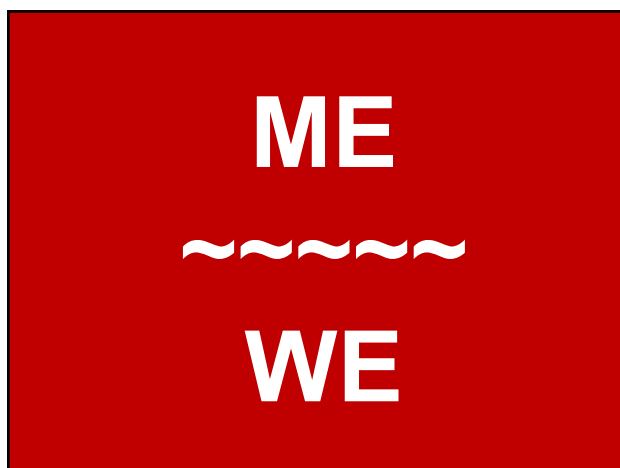
BUHALIS RAPID COMMUNICATION 1st April 2020: BRACE BRACE BRACE: TOURISM GROUND ZERO
<https://buhalis.blogspot.com/2020/04/TourismGroundZero1April20.html>

BUHALIS RAPID COMMUNICATION 26 March: BRACE BRACE BRACE for Greek Hoteliers
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Coronavirus Tourism industry crash and call for humanity, resilience, solidarity and leadership
<https://buhalis.blogspot.com/2020/03/Coronavirus-Tourism-industry-crash-call-for-humanity-resilience-solidarity-and-leadership.html>

BUHALIS RAPID COMMUNICATION 3 March 2020: BRACE BRACE BRACE and resilience:
The global tourism should prepare for a major impact from Coronavirus COVID-19
<https://buhalis.blogspot.com/2020/03/brace-brace-brace-COVID19.html>

Buhalis, D., Sinarta, Y., 2019, Real-time co-creation and nowness service: tourism and hospitality, Journal of Travel & Tourism Marketing, 36(5), 563-582
<https://doi.org/10.1080/01054840.2019.1592059>



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COVID-19 TOURISM AND HOSPITALITY RESPONSE DURING CRISIS

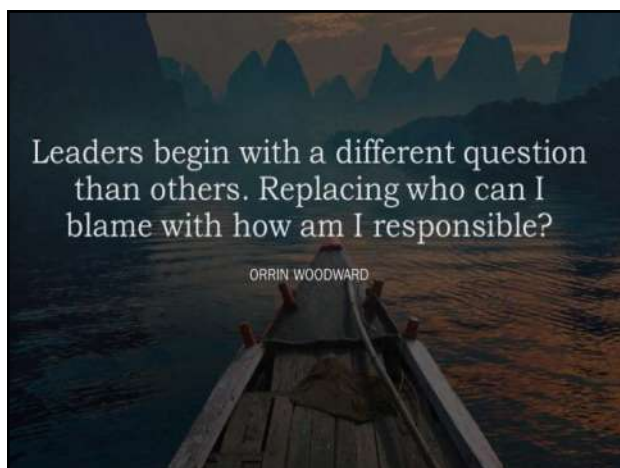
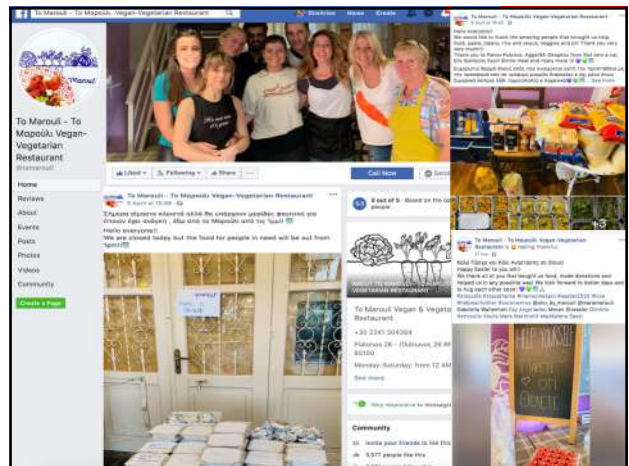
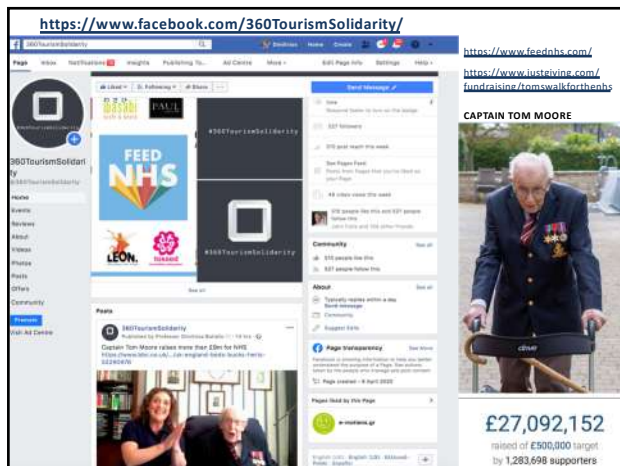
PEOPLE FIRST

US+CODEPENDENTS
STAFF/EMPLOYEES
COLLABORATORS
 Safety and security
 Food + Medical Supplies
 Cleaning equipment
 Support

CUSTOMERS
 Communicate
 Empathy & Sympathy
Relationships
 Cancellations & Refunds
 Re-invite/Dream

COMMUNITY SUPPORT

Give Blood save lives
 Accommodation/Convention/exhibition space transformed to Health facilities and field hospitals
 Resources / Cars / Accommodation
 Food and Beverage and essential supplies
 Medicine and medical equipment
 Cleaning equipment
 Child/partner/parents care
 Health Professionals in need
Key Workers in need
 Communities in need:
 elderly, disabled, poor and marginalised
 homeless, drug addicts, communities in need



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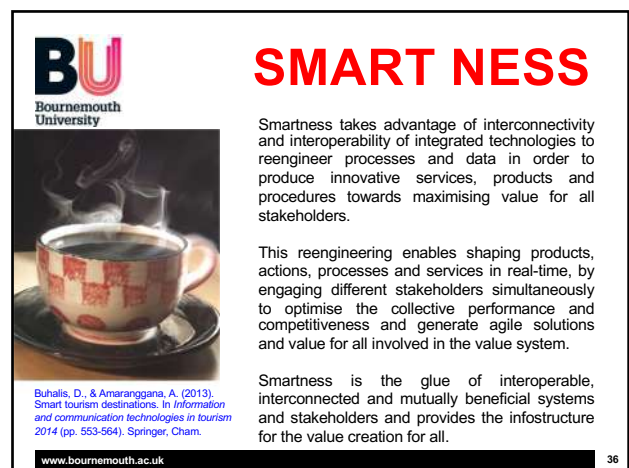
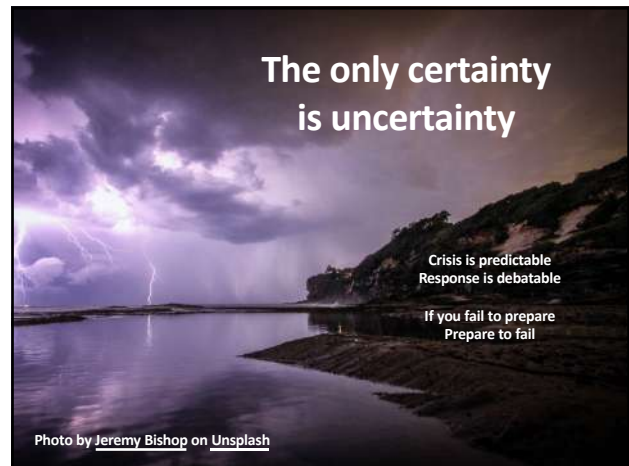
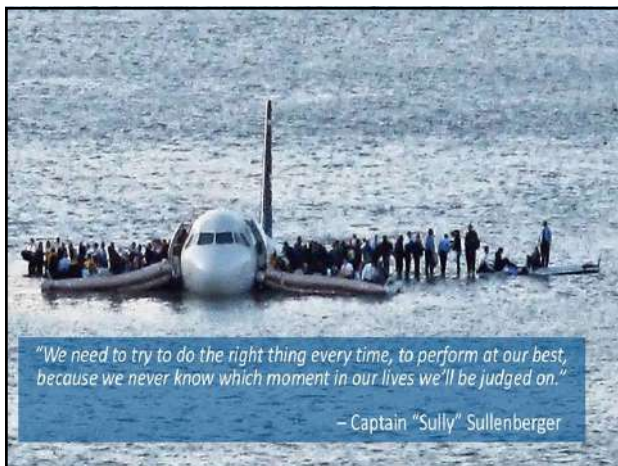
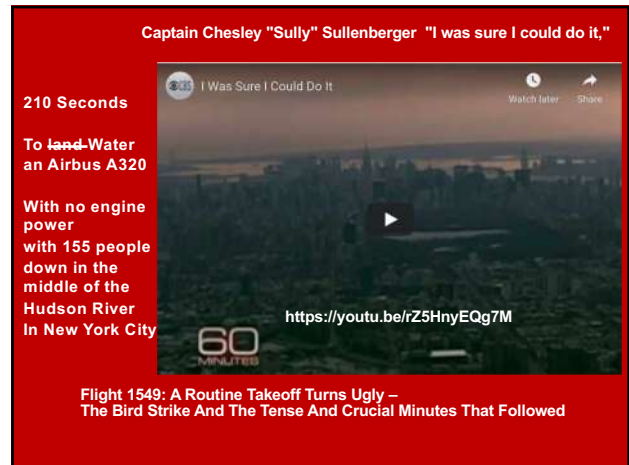
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**smartness and agility
towards value co-creation and competitiveness
building at the destination level as a network**

- Networks: Interoperability and interconnectivity
- Internet of Things and Internet of Everything
- Sensors and Beacons
- Big Data and Data Analytics
- Social Media, Web 2.0 and User Generated Content
- Technological enablers for the hospitality industry
- Service Dominant Logic -Value co-creation of experience
- The concepts of co-creation and co-competition

Buhalis, D., Leung, R., 2018, Smart Hospitality – Interconnectivity and Interoperability towards an Ecosystem, International Journal of Hospitality Management, Vol.71, pp.41-50, <https://doi.org/10.1016/j.ijhm.2017.11.041>

Smart, Real-time Tourism and Nowness



Buhalis, D., and Sinarta, Y., 2019, Real-time co-creation and nowness service: lessons from tourism and hospitality, Journal of Travel and Tourism Marketing, 36(5), pp.563-582 <https://doi.org/10.1080/10548408.2019.1592059>



Smart Travellers look for EXPERIENCE & 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

Buhalis, D., Leung, D., & Law, R. (2011). eTourism: critical information and communication technologies for tourism destinations. In: Wang, Y., Pizam, A., eds. Destination marketing and management: Theories and applications, CAB 205-224. <https://www.tourism-mgmt.com/>

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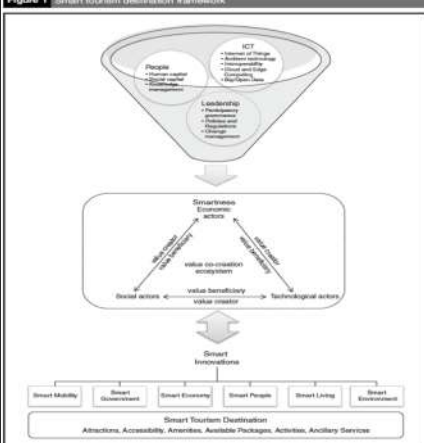


Figure 1: Smart tourism destination framework

Boes, K., Buhalis, D., Inversini, A., 2016, Smart tourism destinations: ecosystems for tourism destination competitiveness, International Journal of Tourism Cities, Vol. 2(2), pp.108 – 124

<http://dx.doi.org/10.1108/IJTC-12-2015-0032>



Smart personalised experiences

Smart Technology for Personalized Experiences

Traditional: Experience Creation (B2C)

New: Dynamic Service Encounter (DSE) Experience Creation

Figure 3: Process model personalized experience creation

Neuhofer, B., Buhalis, D., Ladkin, A., 2015, Smart technologies for personalized experiences: a case study in the hospitality domain, Electronic Markets, Vol 25(1) p.243-254, <https://doi.org/10.1007/s12528-015-0182-z>

TECHNOLOGY ENHANCED DESTINATION EXPERIENCES

EXTENDED EXPERIENCE CO-CREATION SPACE

1 PRE-TRAVEL 2 ON-SITE-DESTINATION 3 POST-TRAVEL

TOURISM SUPPLIERS (Co-creation with suppliers, e.g. hotels, restaurants, etc.)

TOURISM CONSUMER (Co-creation with consumers, e.g. tourists, etc.)

TOURISM CO-CONSUMERS (Co-creation with co-consumers, e.g. tourists, etc.)

CO-CREATION

SOCIAL NETWORK (Co-creation with social network, e.g. tourists, etc.)

Virtual Experience Co-Creation

Physical Experience Co-Creation

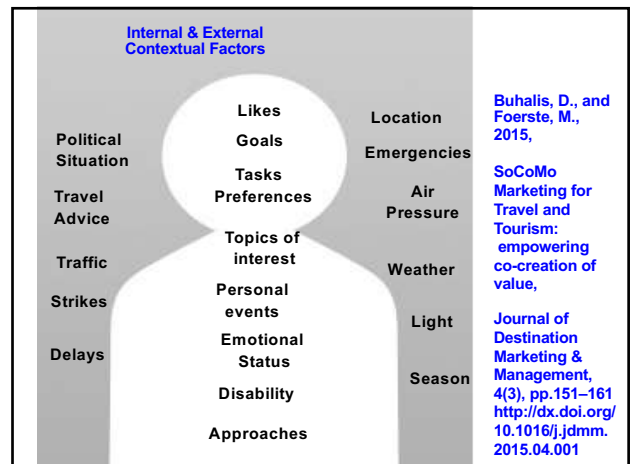
INFORMATION AND COMMUNICATION TECHNOLOGIES

Traditional Experience Co-Creation

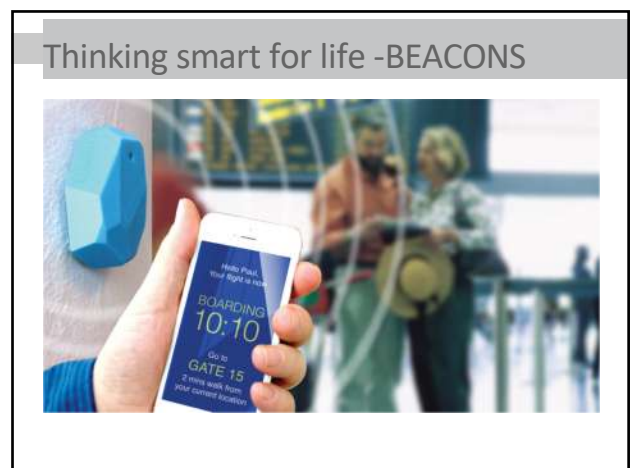
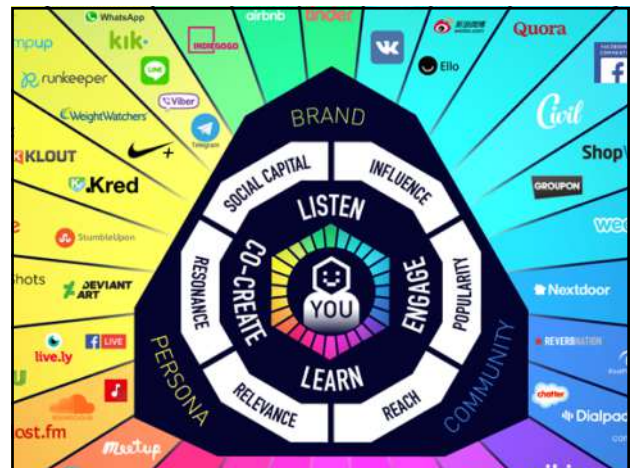
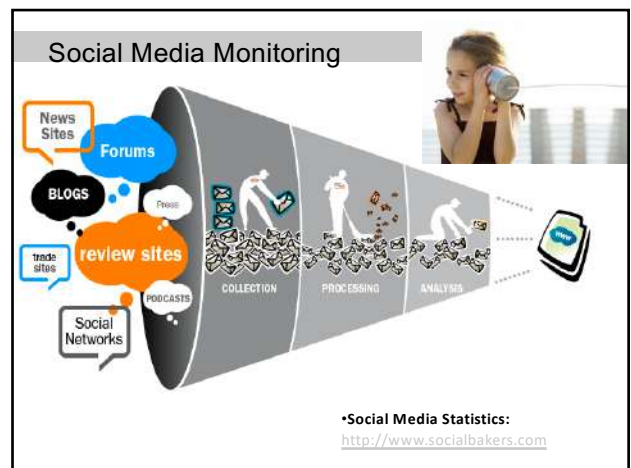
2 ON-SITE-DESTINATION

Neuhofer, B., Buhalis, D., Ladkin, A., 2012, Conceptualising technology enhanced destination experiences, Journal of Destination Marketing & Management Vol. 1 pp.36-46 <https://doi.org/10.1016/j.jdm.2012.08.001>

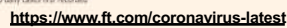
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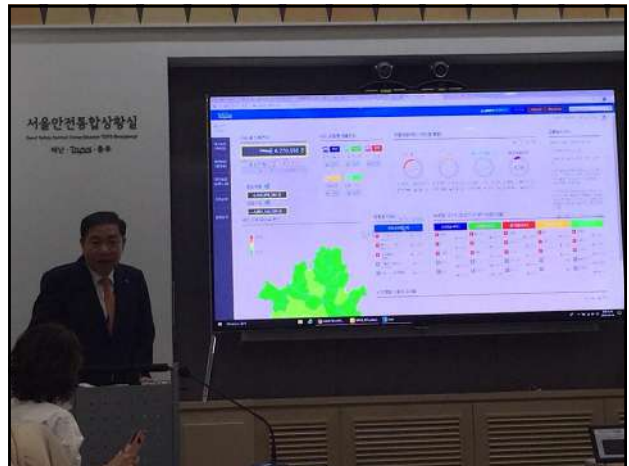
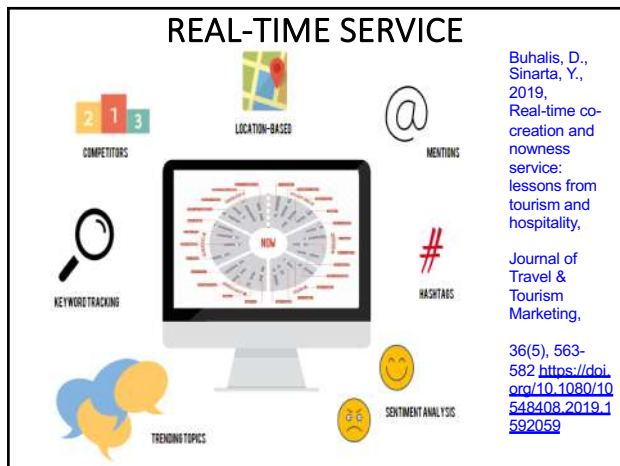


<https://www.worldometers.info/coronavirus/>



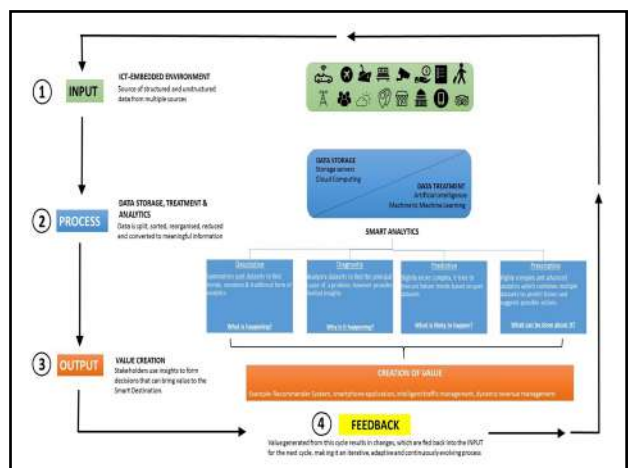
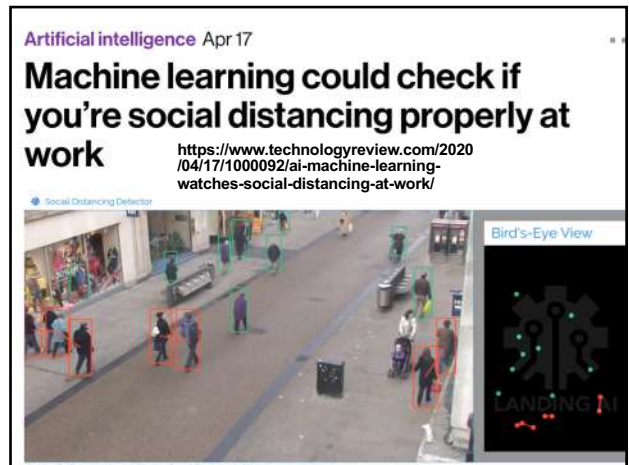
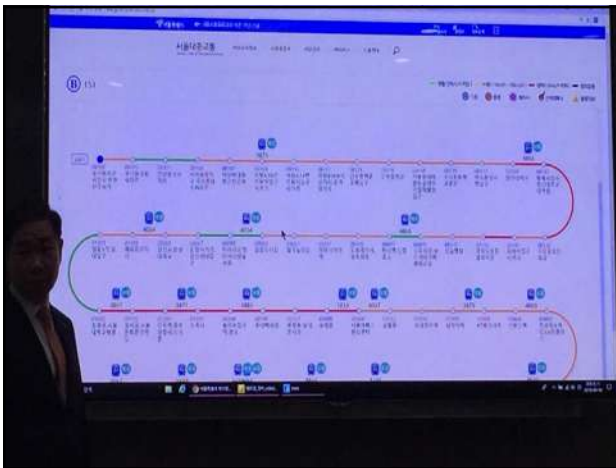
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Real Time Tourism Is Context based Nowness Service



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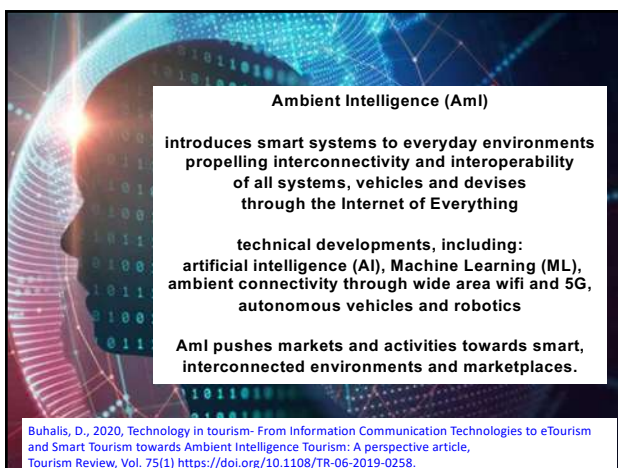
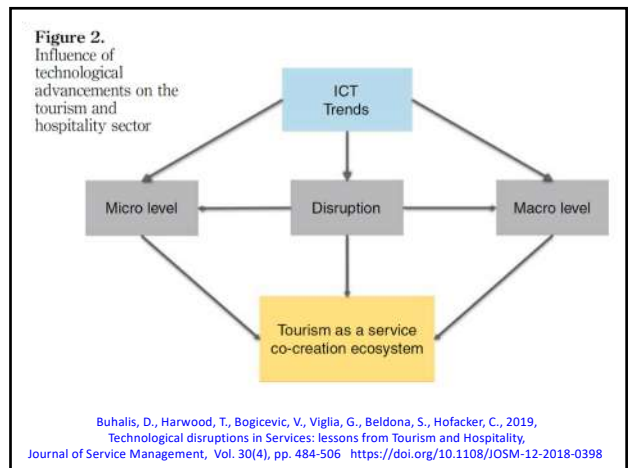
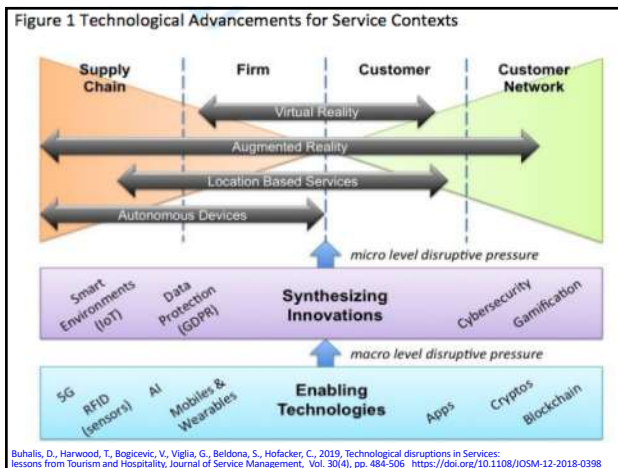
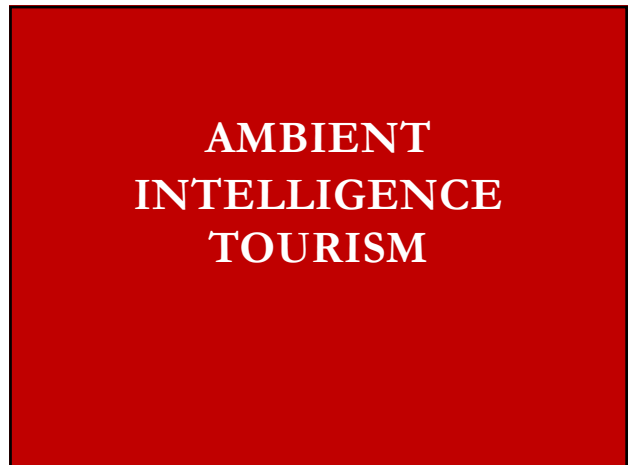
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BU Ambient Intelligence

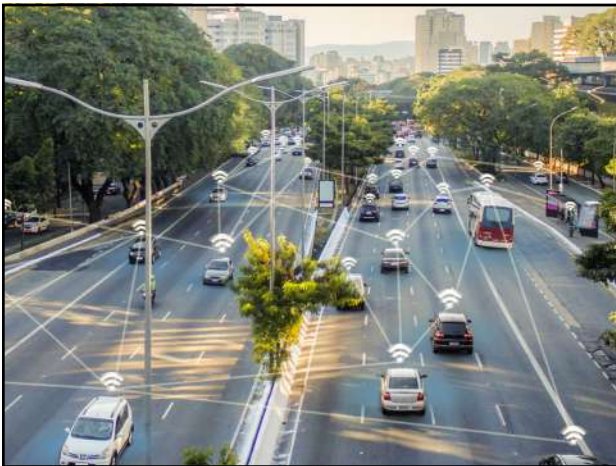
Mobile	Pervasive	Ambient
• Portable • Wireless • Networked • Location sensitive • Secure	• Ubiquitous • Interactive • Interoperable • Distributed • Scalable	• Embedded • Context-aware • Personalized • Adaptive • Anticipatory

Source: Aarts & De Ruyter, 2009

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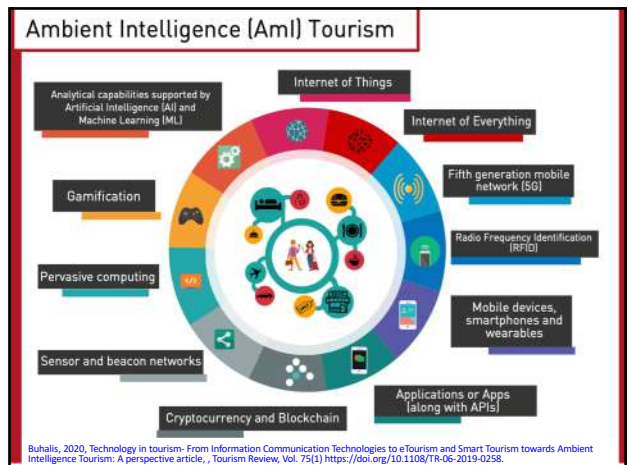
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H2H interaction in Tourism

Human to Human (H2H)	Business	Governments	Consumers	Employees	Interest groups	Local Residents	Robots & Machines
Business	B2B	G2B	C2B	E2B	I2B	L2B	R2B
Governments	B2G	G2G	C2G	E2G	I2G	L2G	R2G
Consumers	B2C	G2C	C2C	E2C	I2C	L2C	R2C
Employees	B2E	G2E	C2E	E2E	I2E	L2E	R2E
Interest groups	B2I	G2I	C2I	E2I	I2I	L2I	R2I
Local Residents	B2L	G2L	C2L	E2L	I2L	L2L	R2L
Robots & Machines	B2R	G2R	C2R	E2R	I2R	L2R	R2R

Source: based on Aarts & De Ruyter, 2009

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Latest www.Buhalis.com/publications

Buhalis, 2020, Technology in tourism- From Information Communication Technologies to eTourism and Smart Tourism towards Ambient Intelligence Tourism: A perspective article, *Tourism Review*, Vol. 75(1) <https://www.emerald.com/insight/content/doi/10.1108/JCTH-03-2019-0247/full/html>

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Rihova, I., Buhalis, D., Gouthro, M., Moital, M., 2018, *Customer-to-customer co-creation practices in tourism: Lessons from Customer-Dominant Logic*, *Tourism Management* Vol.67, pp.362-375 <https://doi.org/10.1016/j.tourman.2018.02.010> OPEN ACCESS

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