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Smart & Real Time Tourism Nowness - Ambient Tourism in the COVID-19 era


# Reignite Tourism: Strategic management for Tourism organisations & destinations

1. Competitive advantage
2. Differentiation through value cocreation
3. Enhance reputation & image
4. Nurture new business model
5. Innovation, investment, wealth
6. Resource optimisation and Sustainability
7. Stakeholders value and benefits


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Equitable returns for the resources utilized and sustainable development


https://doi.org/10.1016/S0261-5177(99)00095-3

RICIRMS: Dynamic Packaging


https://doi.org/10.1016/0261-5177(93)90005-6

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# Reignite Tourism

CRISIS MANAGEMENT = CONTEXT CHANGE

COVID-19
A CRISIS UNLIKE OTHER!

Crisis – COVID19

Photo by Fusion Medical Animation on Unsplash

Tourism Ground Zero

Business as Unusual

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Crisis - Tourism

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SPEED CONTEXT REAL TIME critical


Response time?
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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 suppliers
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

https://www.facebook.com/360TourismSolidarity/

CAPTAIN TOM MOORE


https://www.facebook.com/RoyalMarriottHotel

https://www.facebook.com/360TourismSolidarity/

https://www.feednhs.com/

https://www.justgiving.com/fundraising/tomswalkforthenhs

£27,092,152

Caption: This video has been watched over 350,000 times by 1,200,000 viewers.

https://youtu.be/SprFgoU6a00

Arne Sorenson, Marriott’s CEO Demonstrates Truly Authentic Leadership In A Remarkably Emotional Video

Leaders begin with a different question than others. Replacing who can I blame with how am I responsible?

Orrin Woodward
Crisis -> Leadership

Captain Chesley "Sully" Sullenberger: "I was sure I could do it."


Flight 1549: A Routine Takeoff Turns Ugly – The Bird Strike And The Tense And Crucial Minutes That Followed

https://youtu.be/rZ5HnyElOg7M

The only certainty is uncertainty

CBS News, 19 Jan 2009 - The only certainty is uncertainty when you're flying into the middle of a hurricane.

Photo by Jeremy Bishop on Unsplash

Crisis is predictable
Response is debatable
If you fail to prepare Prepare to fail

SMART AND AGILE Tourism

SMARTNESS

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.

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 coopetition


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


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# Reignite Tourism

The era of smartness and agility

Rapid data collection & analysis

Real time and instant response

Proactive and Reactive

Every crisis => opportunity

Smartness => agility => competitiveness => value co-creation for all

Buhalis, D., and Foerste, M., 2015, 


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Real Time Tourism
Is Context based
Nowness Service

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REAL-TIME SERVICE


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Reignite Tourism: Smart Value Proposition

Product
Branding
Personalisation
Contextualisation
Individualisation
Cocreation
Experience
Differentiation
Authenticity

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AMBIENT INTELLIGENCE TOURISM

Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., Hofacker, C., 2019,
Technological disruptions in Services: lessons from Tourism and Hospitality,

Buhalis, D., 2020, Technology in Tourism: From Information Communication Technologies to eTourism
and Smart Tourism towards Ambient Intelligence Tourism: A perspective article,

Ambient Intelligence (AmI)
introduces smart systems to everyday environments propelling interconnectivity and interoperability
of all systems, vehicles and devices through the Internet of Everything

technical developments, including:
artificial intelligence (AI), Machine Learning (ML), ambient connectivity through wide area wifi and 5G,
autonomous vehicles and robotics

AmI pushes markets and activities towards smart, interconnected environments and marketplaces.

Source: Aarts & De Ruyter, 2009

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H2H interaction in Tourism

<table>
<thead>
<tr>
<th>Human to Human (H2H)</th>
<th>Business</th>
<th>Governments</th>
<th>Consumers</th>
<th>Employees</th>
<th>Interest groups</th>
<th>Local Residents</th>
<th>Robots &amp; Machines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governments</td>
<td>B2G</td>
<td>G2G</td>
<td>C2G</td>
<td>E2G</td>
<td>I2G</td>
<td>L2G</td>
<td>R2G</td>
</tr>
<tr>
<td>Consumers</td>
<td>B2C</td>
<td>G2C</td>
<td>C2C</td>
<td>E2C</td>
<td>I2C</td>
<td>L2C</td>
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Source: based on Aarts & De Ruyter, 2009

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