



SMART TOURISM

The concept of smart tourism is based upon complex systems, environments and networks and technological infrastructure supported by ICT. Smart tourism aims at efficiently operating the whole system in a similar way to other systems such as smart government, smart environment and smart transportation systems.

From the viewpoint of tourism destinations, concepts such as process automation, productivity increase, development of new products, demand forecasting, crisis management, and value creation define the future of smart tourism.

From an information management viewpoint, smart tourism is the process of integrating tourism information resources, network marketing, and modern technologies. There are many opportunities for destinations to increase their competitive advantages by leveraging the concept of smartness, which enables them to understand travelers' needs before, during, and after their travel.

Smartness is the result of connectivity and information capabilities activated with technological advancements. In this regard, technological advances have turned all tourism resources into smart tourism resources. The smartness of the resources depends on smart communications and smart data components. Smart tourism connects the digital world and physical world during and after travel, whereas e-tourism is effective for communications before and after. Specifically, smart systems can be used to support: (1) the prediction of user needs and the provision of advice with respect to the selection of activities such as interests, food and recreation; (2) the improvement of traveler experiences by providing quality information based on location and customization and interactive services; and (3) the empowerment of travelers to share experiences.

The purpose of smart tourism is to develop new information substructures and employ information and communication capabilities to improve management processes, facilitate services, promote innovation, enhance the tourism experience and improve the competitiveness of companies and tourism destinations.

In the field of business, smart tourism destinations permit new ways of managing tourism flows, improving tourism services, modernizing advertising models and creating new collective transactions based on cloud services and big data to present innovation beyond traditional industry boundaries.

Establishing a sustainable and smart tourism platform is an opportunity for destinations to be more competitive. Currently, the competitive advantage of a destination originates not only from its exploitation of natural resources but also from its managerial efforts and the ability for optimal resource allocation approach has led to a better understanding of the current conditions of the tourism industry and provides methodologies to manage tourism using a competitive, smart and sustainable approach.

To be an effective tool for destination management and development, smart tourism encourages innovation at the level of tourism destinations and highlights the contribution of tourism to sustainable development. Smart tourism is a new step for the use of ICT in the tourism sector.

The concept of smart tourism has recently become significant as a strategic tool for the development of tourism in different countries and studies are expanding in different countries. Although its development is still in its infancy (for many reasons), smart tourism is expected to strongly grow in world tourism destinations. In spite of the high potential of smart tourism to provide better services to tourists, use of smart technology has not been adequately addressed. Moreover, most of the concepts presented in smart tourism are inspired by research in smart cities and academic works rather than focusing on the theoretical basis for its development. Furthermore, critiques are largely focused on describing smart tourism phenomenon as case studies or discussions on separate technological developments and current performance is still far from the goal. Smart tourism focuses on issues and introducing key concepts and components, activity areas, services and technologies provided by smart tourist destinations and defining the role of tourism destinations (concerning tourists) according to new technologies as the main means of defining tourism products.

SMART Tourism Exchange (STE)

Smart tourism exchanges support understanding and raise awareness of the development of smart sustainable tourism destinations. The STE is fast growing network of policymakers, business and economic development professionals, and other practitioners seeking to participate in smart tourism.

We share best practice and insights in smart tourism and demonstrate how use of new technologies for smart purposes can improve collaborative experience in tourism. We assess tourism destinations; showcase

smart tourism destinations; help develop frameworks for smart tourism destinations; raise awareness and educate; bring together leaders in smart tourism, business, finance, innovation, education and research.

We empower destinations with ICT and technology applications to help transform into smart tourism destinations.

We assess tourism destinations, implement smart technology and smart tourism industry plans for the development and implementation of smart tourism destinations.

We examine the role of information technology, especially the Internet of things (IoT) in tourism development and introduce big data analysis as a new paradigm for tourism design, marketing and management of tourism destinations.

We share the concepts of smart tourism and smart tourism destinations conceptualization of the main components of smartness.

We cooperate with smart tourism industry experts to create common value in smart tourism; and a framework for visualizing elements of smart tourism destinations.

There are many opportunities to increase our understanding of smart tourism. Despite the development of smart tourism destinations, the concepts are not well conceptualized. Because smart tourism is a relatively new field of research, there hasn't been a complete synthesis of the existing papers or analyses of the research approaches in the field of smart tourism. Therefore, to examine the current studies, evaluate the knowledge of smart tourism destinations and guide future research, a systematic review of the literature in this field is necessary. In response to this gap, we cooperate with research organizations around the globe, to facilitate, stimulate and direct future studies.

Given that smart tourism is a new force for innovation, creativity and competition for tourism purposes, we attempt to identify the components related to smart tourism destinations. We ask "What are the constituting elements of a sustainable smart tourism destination model?" We conduct a systematic review of the literature, methods and practice in smart to answer this question.

We contribute to an understanding of the smart tourism in terms of the development and extension of smart destinations to meet smart tourism objectives.

We research the concept of smart tourism destinations, identify constituting elements that create a framework for policymakers, business and economic development professionals seeking to

enhance their awareness of the prerequisites, strategies and consequences of developing smart tourism destinations. We focus on the most important conditions for the development of sustainable smart tourism destinations, elucidation of the key element of smart destinations and presentation of a model for sustainable and smart tourism destinations, to provide a theoretical contribution for future operationalization of the smart tourism concept.

SMART tourism projects

We invite you to participate in smart tourism partner projects, to share and learn smart tourism strategies how to develop smart sustainable tourism destinations and how to implement new technology.

You can participate to share your expertise and technology with policymakers, business and economic development professionals, and other practitioners involved in smart tourism projects.

Smart tourism partners add value for both academics and practitioners. In the long-term, the development of smart tourism destinations will radically alter the tourism industry and offer a better future for tourism-based economies and sustainable tourism.

Due to the growth of new information technologies, smartness is increasingly essential for tourism destinations. If the technological, social and economic infrastructure required for smart tourism is established, the broader tourism industry can be further developed.

Smart tourism trade missions, media tours, summits

To increase international smart tourism trade, the Chamber of Eco Commerce in partnership with SMART Community Exchange, will host smart tourism trade missions and media tours to and from smart tourism destinations around the globe. Smart tourism trade missions attract leaders from Government and Non-Government Agencies, Business, Academia, Trade Organizations, Non-Profits and Media. We invite you to participate to discover smart tourism destinations in action; meet local leaders, experts, influencers, build strategic partnerships; get insider access to local intelligence, knowledge, and business opportunities; learn from local smart tourism experts - best practices in smart tourism destination strategy, funding, building smart tourism workforce, creating smart tourism innovation districts, clusters and pilots; to host smart tourism trade and media delegations in your region; to organize trade missions from your region to smart tourism destinations; to receive news, information, and invitations to upcoming smart tourism trade missions and media tours. Contact us for more information how your organization can participate.

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