Where it all began
30 years of eTourism innovation

Industry networking events and Best Professional Practice

NEW EVENTS: https://bournemouth.ac.uk/tourism/events/ 

Wed 21st November 2018
Tourism and Hospitality @ Bournemouth University
Employability day

Wednesday, 28 November 2018

Thursday 7- Friday 8 February 2019
Bournemouth University Tourism & Hospitality Fusion Conference,
Grange City Hotel London

Monday 8- Wednesday 10 April 2019, TTRAEurope2019,
Tourism in the era of connectivity, Bournemouth University Department of Tourism and Hospitality www.bournemouth.ac.uk/article

Where it all began – Analogue

Where it all began….1980s!

Where it all began….1987!

Global Distribution Systems (GDSs) emerge in 1980s

Smart Tourism Futures

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Destinations need to manage inventory and provide information.

RICIRMS: Destination Inventory Management


RICIRMS: Dynamic Packaging


RICIRMS: Benefits of Destination Management Systems


THE DIGITAL EVOLUTION – STEP BY STEP. 40 years of evolution

- 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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5 Stages of Travel

Multiple stages of tourist experience

Where are we now

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Destinations

1. Competitive advantage
2. Destination differentiation
3. Enhanced reputation & maintaining destination image
4. Nurturing new business models: Innovation & investment
5. Resource optimisation especially urban assets
6. Reimagining DMOs

Equitable returns for the resources utilized and sustainable development

What is Quality?

In the last 35 years, 1985–2018?

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.

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Table 1 Tourism expectations vs personalisation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Phase</th>
<th>Reality</th>
<th>Ideal</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td>Planning, navigation and information distribution, type of transportation, schedule, and cost</td>
<td>Real-time scheduling</td>
<td>Personalised route</td>
<td>On-demand shared transport</td>
</tr>
<tr>
<td>Accommodation</td>
<td>Planning, reservation and information distribution, room type, price and availability, room service, housekeeping</td>
<td>Real-time reservation</td>
<td>Personalised room</td>
<td>On-demand housekeeping</td>
</tr>
<tr>
<td>Environmental</td>
<td>Information distribution, leisure, recreation, entertainment, local services, and information</td>
<td>Real-time information</td>
<td>Personalised experience</td>
<td>On-demand entertainment</td>
</tr>
<tr>
<td>Attractions</td>
<td>Tour planning, information distribution, accessibility, and attractions</td>
<td>Real-time information</td>
<td>Personalised experience</td>
<td>On-demand attractions</td>
</tr>
</tbody>
</table>

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http://dx.doi.org/10.1108/IJTCQ12Q2015Q0032

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### SMART NESS

Automation and Information Technology  
Digitalization  
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

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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-operation

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### Data and Technology: the backbone

<table>
<thead>
<tr>
<th>Internet of Things</th>
<th>Open Data</th>
<th>Big Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inter-networking &amp; communication</td>
<td>Freely used, re-used and re-distributed</td>
<td>Use in predictive &amp; user-behaviour analytics</td>
</tr>
<tr>
<td>Sensing information intelligently</td>
<td>Accessible in convenient forms</td>
<td>High volume &amp; variety</td>
</tr>
<tr>
<td>Dynamic &amp; heterogenous</td>
<td>Inter-operable with other datasets</td>
<td>Real-time</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Relies on Machine Learning &amp; cloud computing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Internet of Things</td>
</tr>
</tbody>
</table>

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### Key players in Smartness

**TOURISM**  
Borders  
Accommodation  
Restaurants  
Entertainment  
Sports  
Retail  
Transport

**TECHNOLOGY**  
Telecommunications  
Gatekeepers such as Facebook, Google and Amazon  
Mobile app developers  
Digital platform developers  
CCTV providers

**OTHER**  
Local  
Governments/Council  
Police  
Destination Management Organisation  
Business Improvement District  
Utility service providers (for example energy, water)  
Transport providers  
Banking & finance institutions  
Universities & Research Organisations

**LOCAL RESIDENTS & TOURISTS**

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### NON Smart Traveller

- Confused  
- Unfamiliar environment  
- Barriers such as language or mobility needs

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### 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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http://www.Buhalis.com  
http://buhalis.blogspot.com  
http://www.facebook.com/buhalis
Social Media Monitoring

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

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Thinking smart for life - BEACONS

Are you ready for ...

2030?

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Global Tourism ecosystem is changing rapidly. Technology supported Sustainable and Smart Tourism. Strategic development.
Smart tourism destination management has become more complex since current developments in technology have empowered the collective integration of resources for value co-creation by all actors within the smart tourism destination ecosystem.

Smart tourism refers to the fastness and the value of co-creation, which requires collective leadership constructively engaged with the local community by ensuring a highly representative participation and deliberation process and regularly monitored action plan.


https://doi.org/10.1108/IJTC7127201570032
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

Smart Tourism Destination

- Interconnect multiple stakeholders
- Dynamic ICT platform
- Real-time information exchange
- Enhanced decision-making

(Buhalis & Amaranggana 2015)


*The future of tourism development*
(UOMTO Secretary General Task R&I 2017)

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

Internal & Expernal Contextual Factors

- Season
- Political Situation
- Location
- Emergency
- Season
- Light
- Political Situation
- Location
- Emergency
- Likes
- Goals
- Preferences
- Tasks
- Topics of interest
- Weather
- Strikes
- Delays
- Emotional Status
- Disability
- Personal events
- Approaches

Smart&Tourism&Futures
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http://dx.doi.org/10.1016/j.im.2016.11.005
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