



Smart Tourism, eTourism and Social Media Strategies for Tourism and Hospitality

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**The
Economist**

11th 2011 21-22

www.economist.com

The Lib Dems, electoral wild cards

PAGES 12 AND 17

Urban renewal, Manchester to Milan

PAGE 10

Global drive for India's fate

PAGE 11

Islam, tolerance and the Dutch

PAGES 18-20

Power at last

How the internet means the consumer
really is king (and queen)

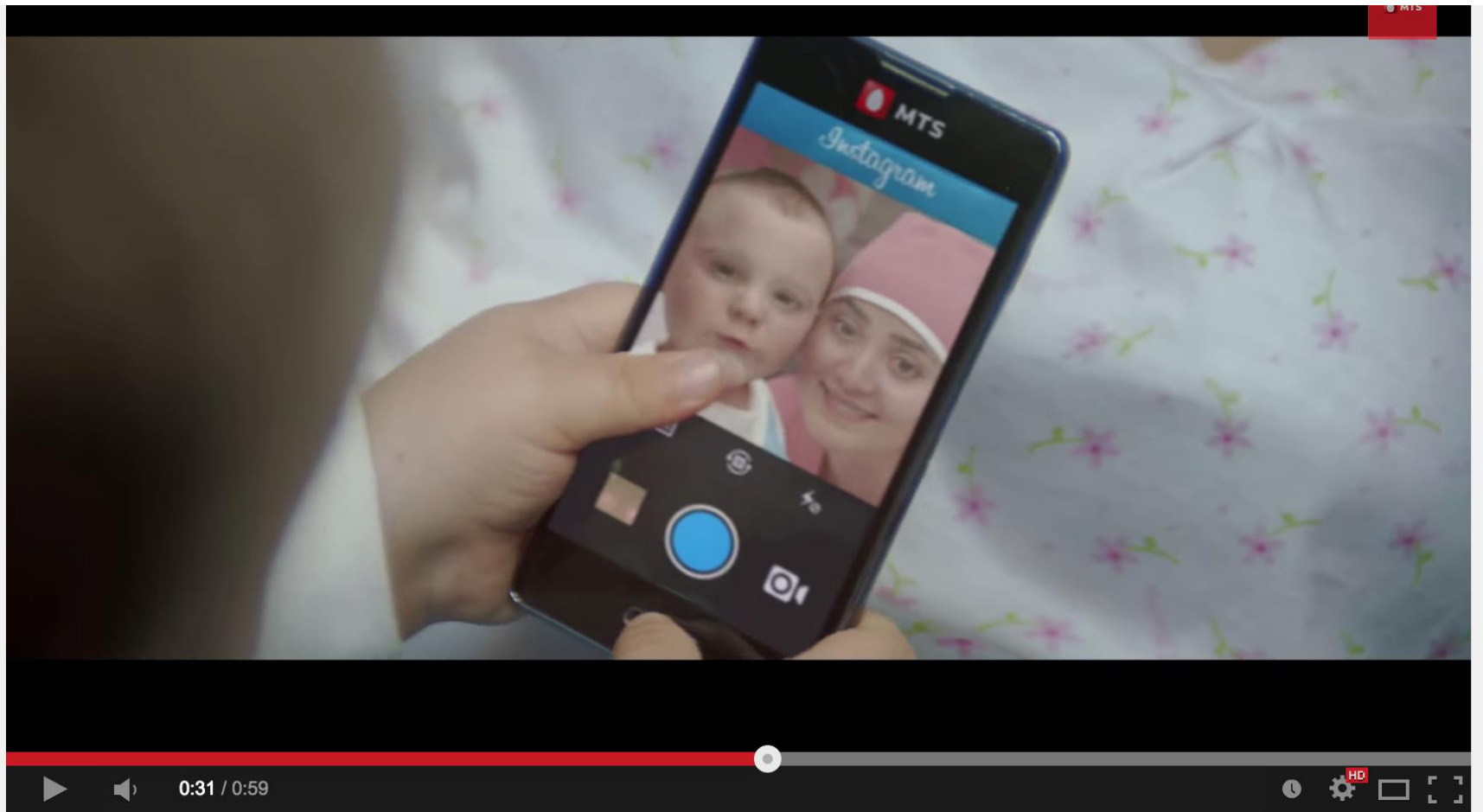
16-PAGE SPECIAL REPORT



- More power to the consumer
- Driving higher consumer confidence
- The demand continues to grow
- Relevance is the key
- We can work together



Ready for the Internet



<https://www.youtube.com/watch?v=AzWK-x5WIXk>



The information consumer

Nicholas et al (2007), the end user has become the information consumer, indeed, the information player and provider, committed to participate in discussion and contribute to topics of interest.

This includes rating of accommodation, posting of pictures, and sharing suggestions and recommendations.

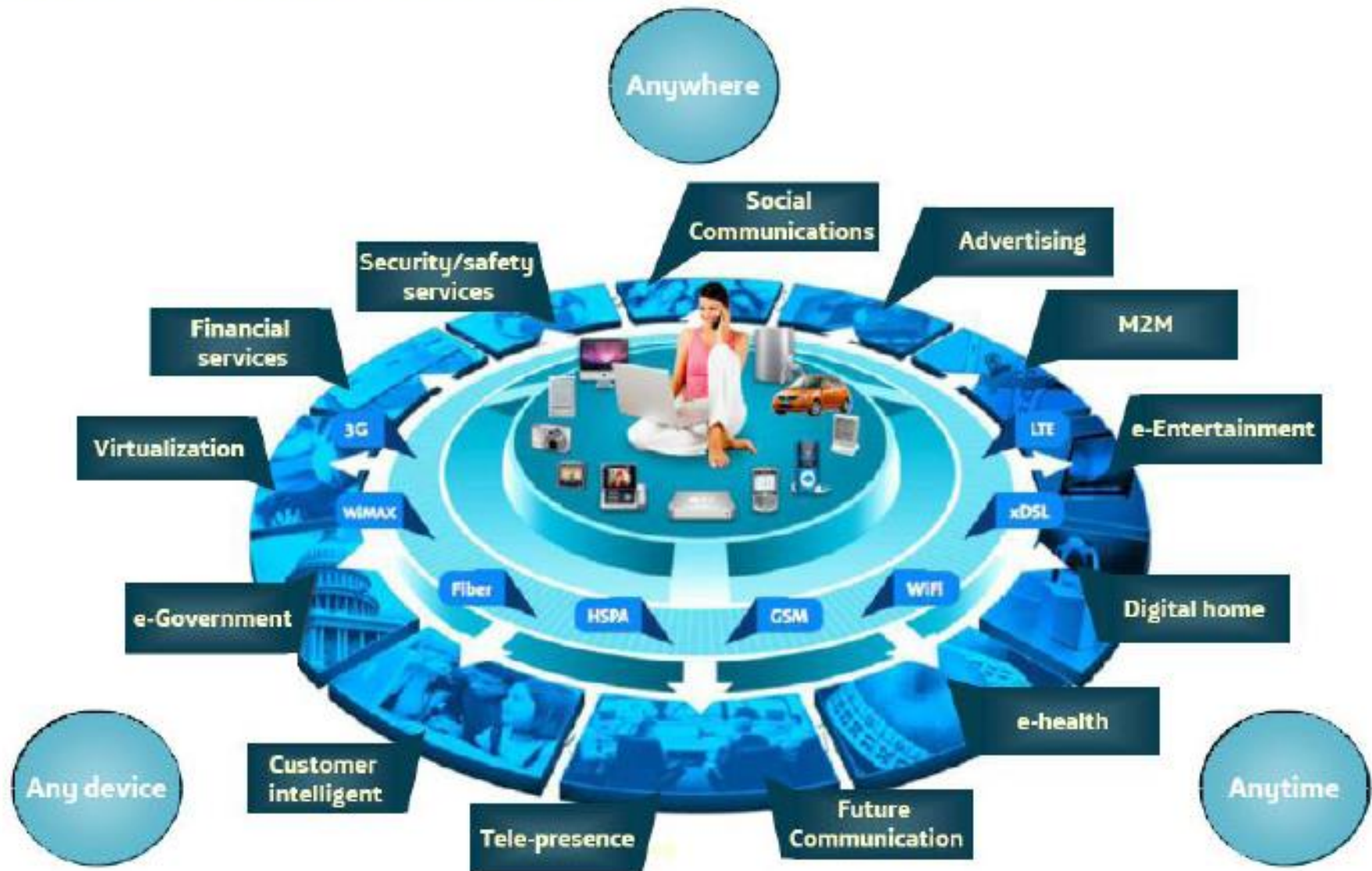
An Increasing Number of Connected And Sophisticated Devices Will Become Available

O₂

50Bn of
connected devices
in 2020



We Are Facing A Digital Revolution That Will Radically Change Industries





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.

<http://www.192021.org/>



192021

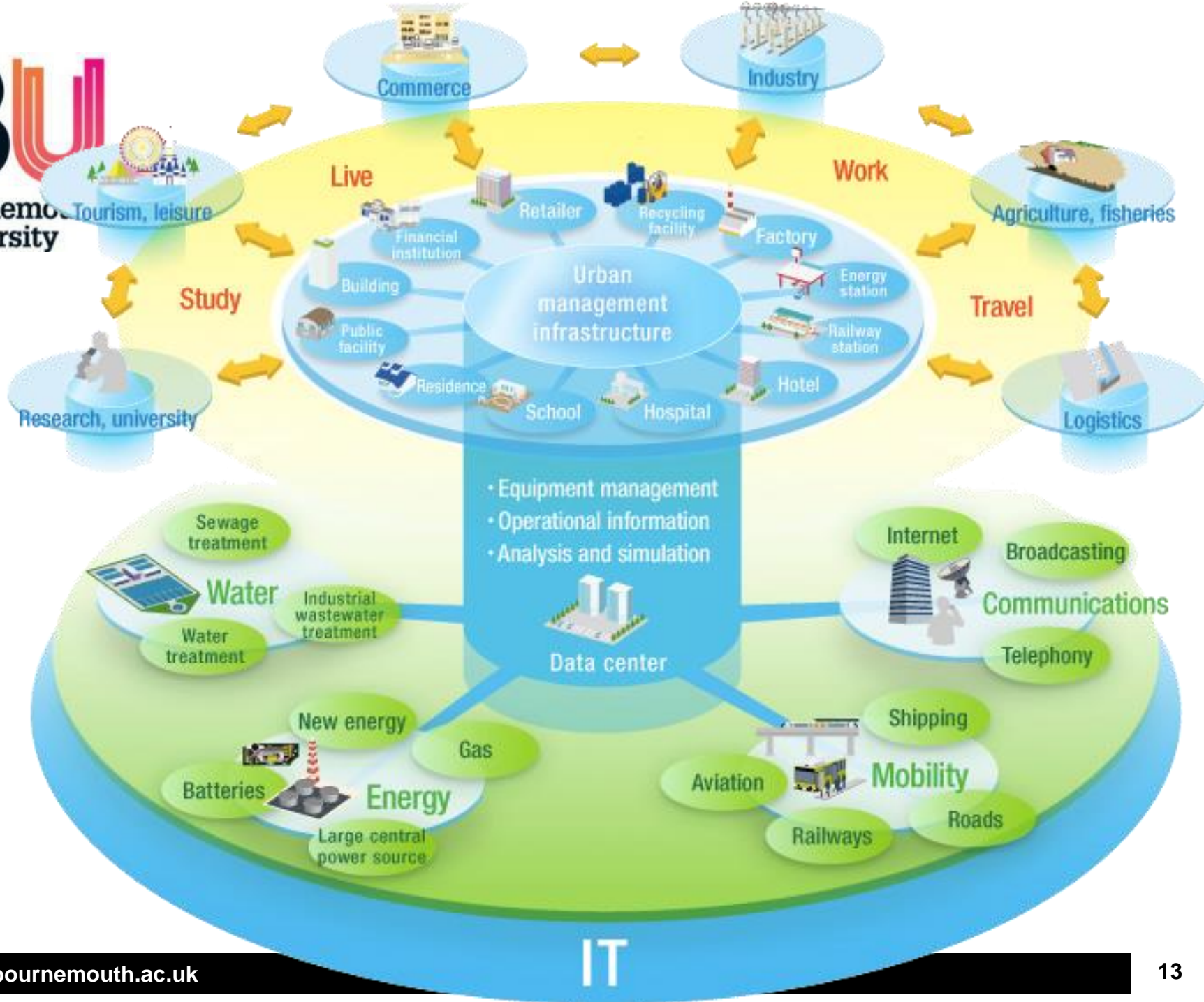
19 cities in the world with
20 million people in the
21st century

112021

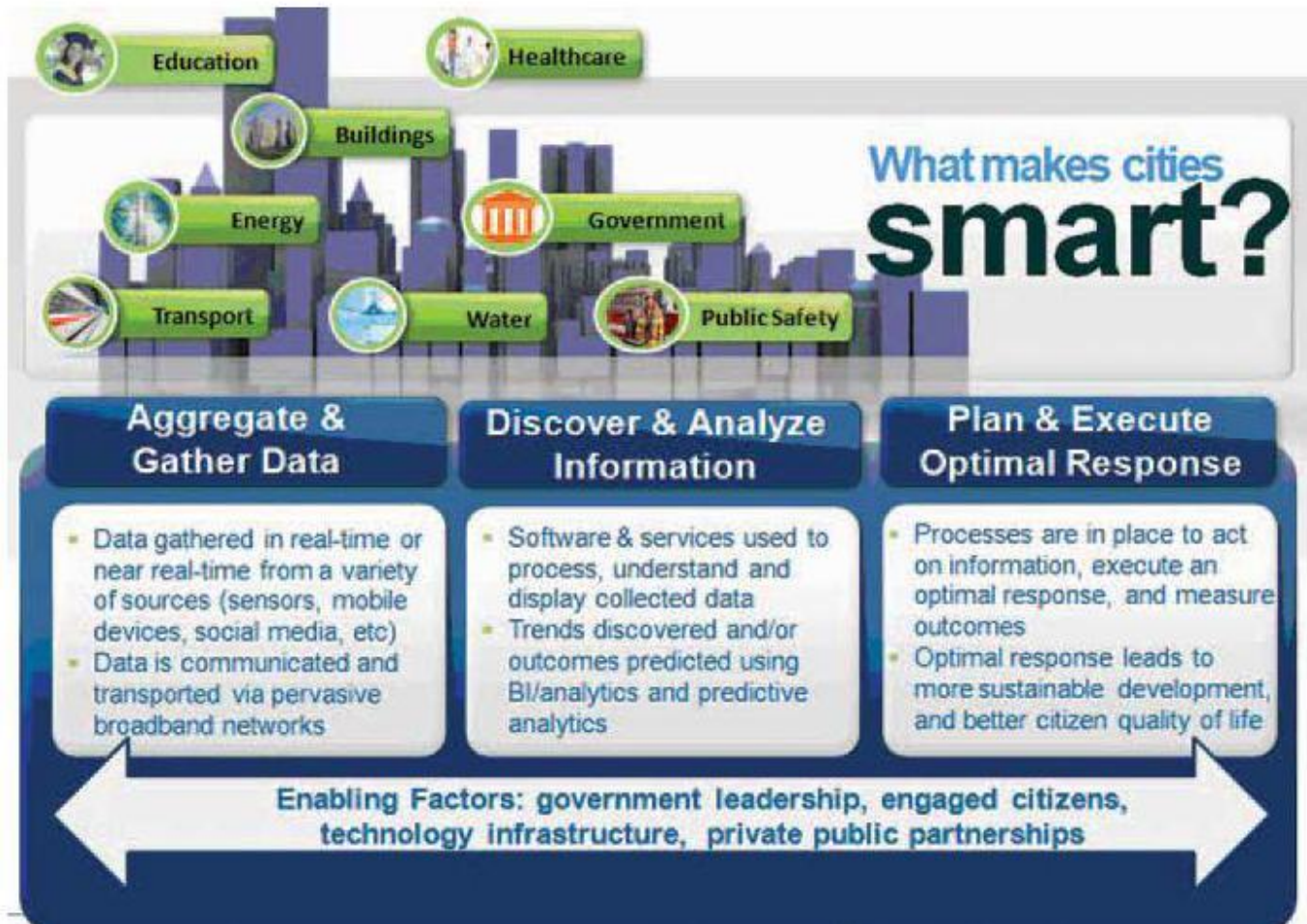
19 of these cities will be chosen as case studies
exploring the impact of this population phenomenon







WHAT MAKES CITIES SMART?



Thinking smart for life - SENSORS

THINKING SMART

Digital intelligence is the key to making life safer and more efficient. At Intel Labs, engineers create ingenious ways to build high-tech, connected devices into everyday items to help you make smarter decisions.

SMART HOMES

The Near Future

Living a seamlessly connected lifestyle isn't as far off as you would think: Intel chips can be placed virtually anywhere, from human skin to a running shoe.

1

Intelligent dishes and silverware that determine dietary needs.

2

Connected with wireless displays at home.

3

Connected with wireless mobile displays.

SAFER DRIVING

Intelligent street lighting in Helsinki, Finland, uses automatic sensors to dim or brighten depending on environmental conditions.

1

Predictive mapping to calculate road safety.

2

Vehicle sensors that transfer inter-car data about position and velocity.



50 billion

Expected number of connected devices by 2020. That's an average of six devices per person!

70%

Mobile traffic growth in 2012

36 million

The number of connected tablets in 2012.

SUSTAINABLE LIVING

How does data fusion work for cities?

The combination of fixed, mobile and voluntary sensors allows to get larger impactful insights and services, such as traffic management.

1

Voluntary mobile sensing

Participants volunteer to sense the environment with external devices like phones.

2

Fixed sensing sensors are used to collect data on environmental elements.

3

Opportunistic mobile sensing

The system uses an external device to collect information.



200% increase

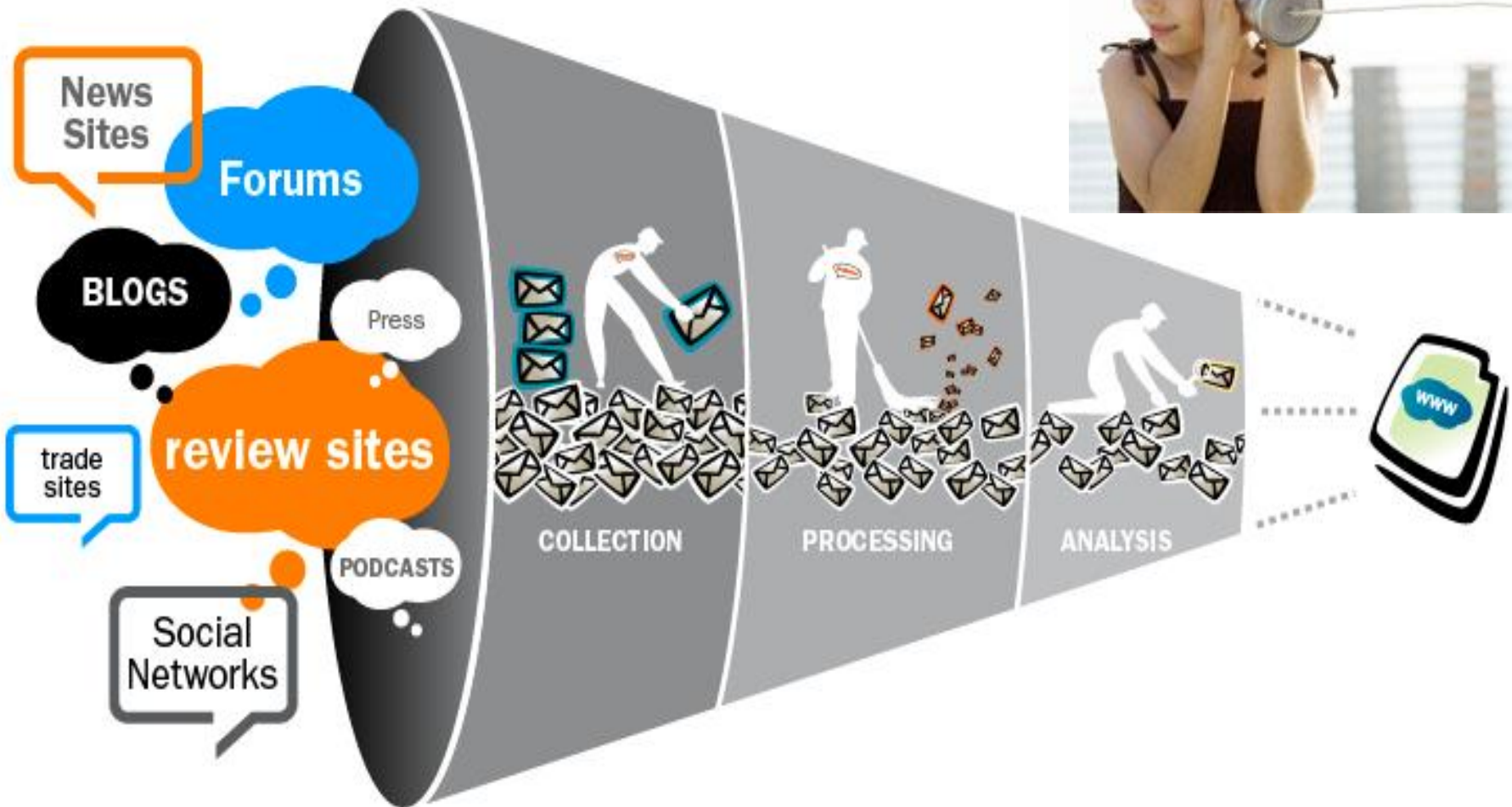
The expected growth in five years for the smart home market.

Source: Urban population growth (World Health Observatory); Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update 2012-17; Intel data

Thinking smart for life -BEACONS



Social Media Monitoring



•**Social Media Statistics:**

<http://www.socialbakers.com>

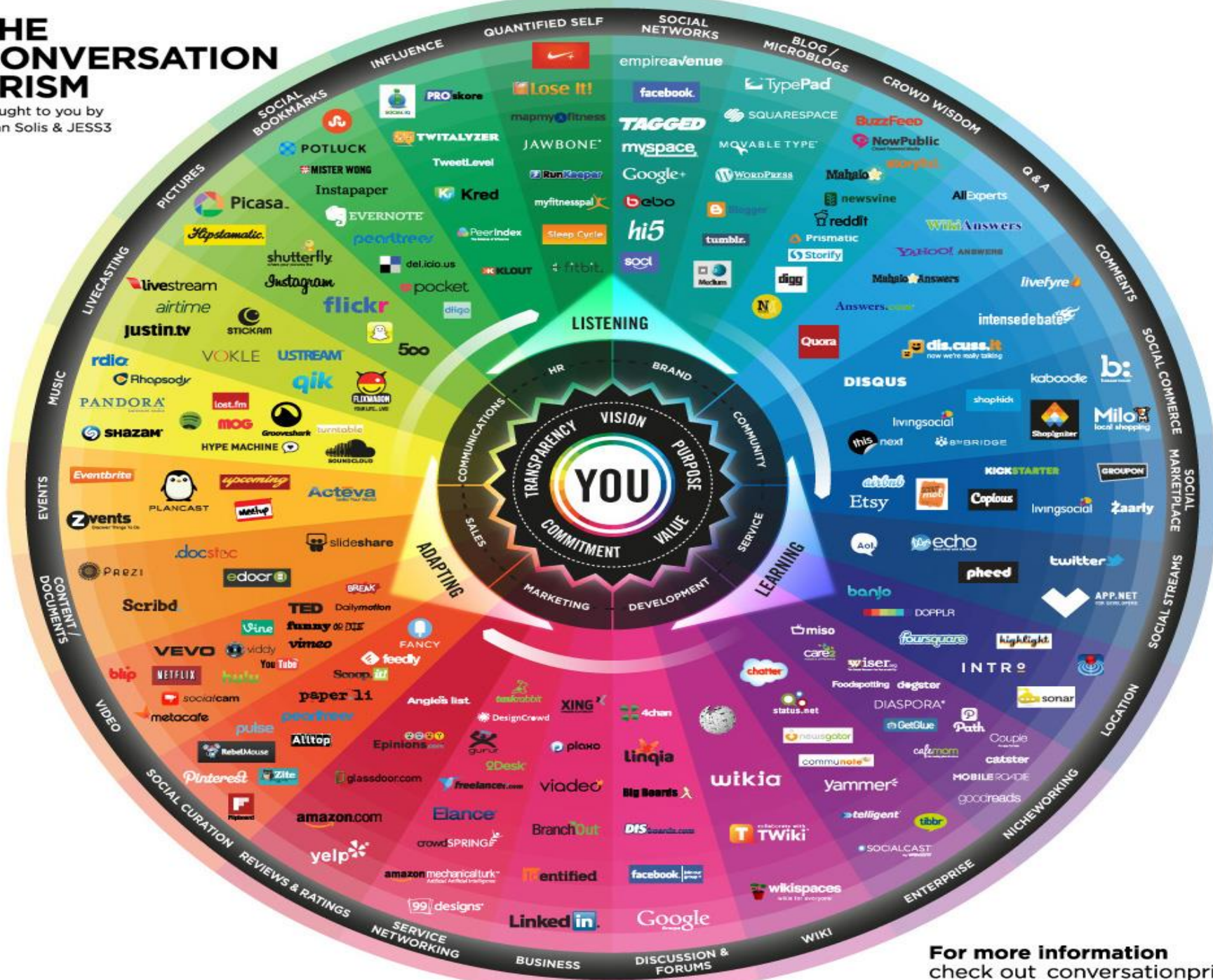
Father,
I have
sinned...

I already
know...



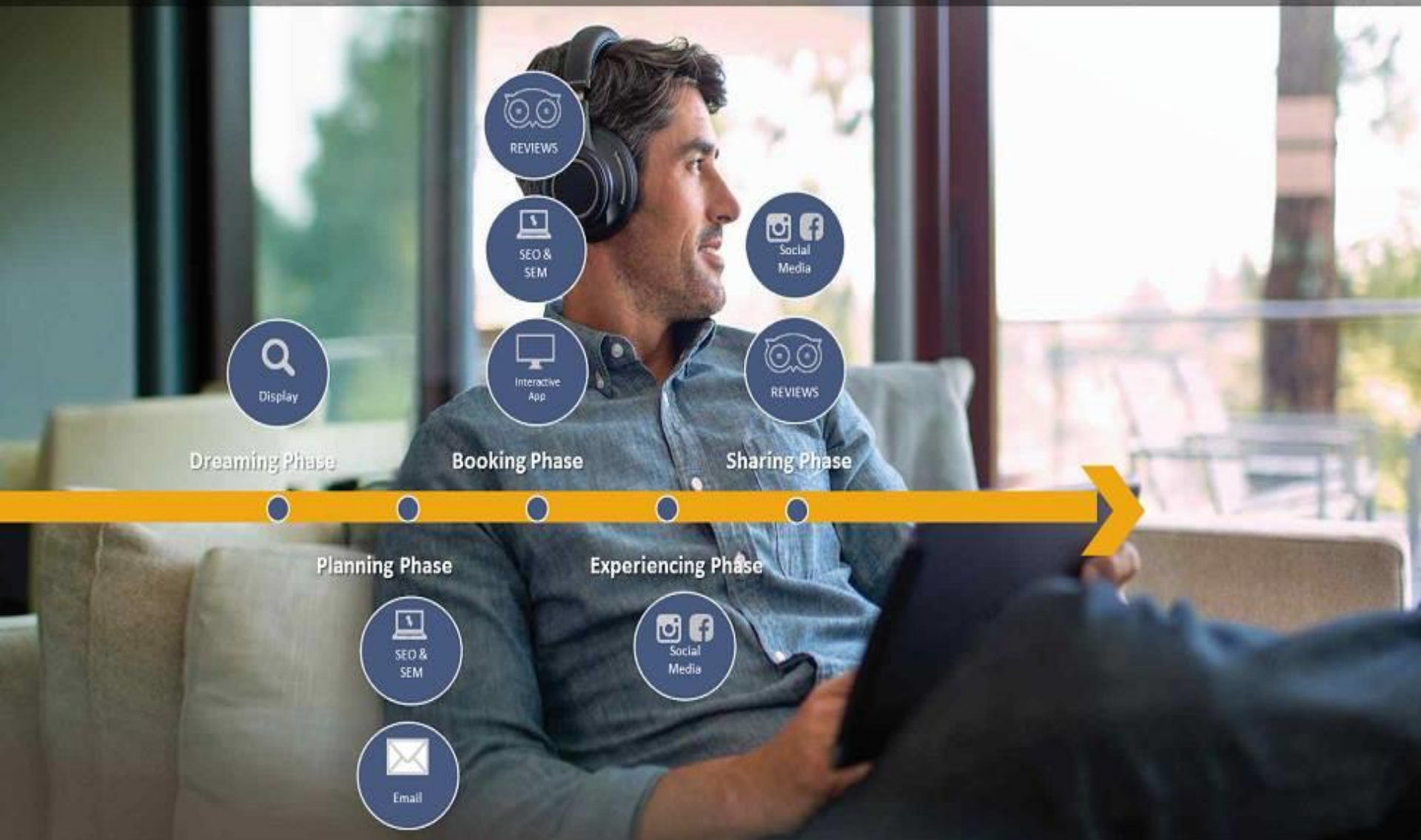
THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3



For more information
check out conversationprism.com

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



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.

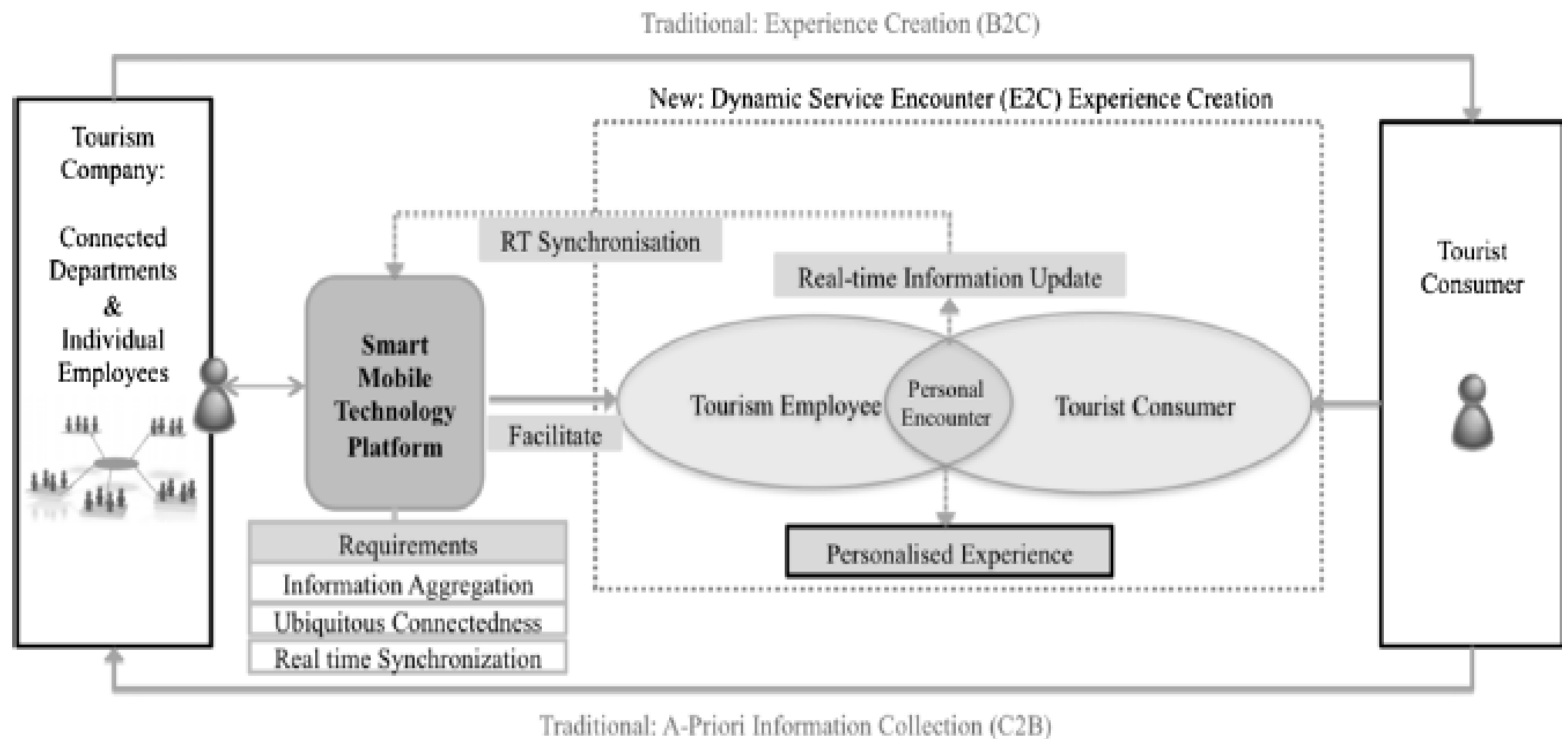
Smartness is fostered by open innovation, supported by investments in human and social capital, and sustained by participatory governance, in order to develop the collective competitiveness of tourism destinations to enhance social, economic and environmental prosperity for all stakeholders and generate 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.

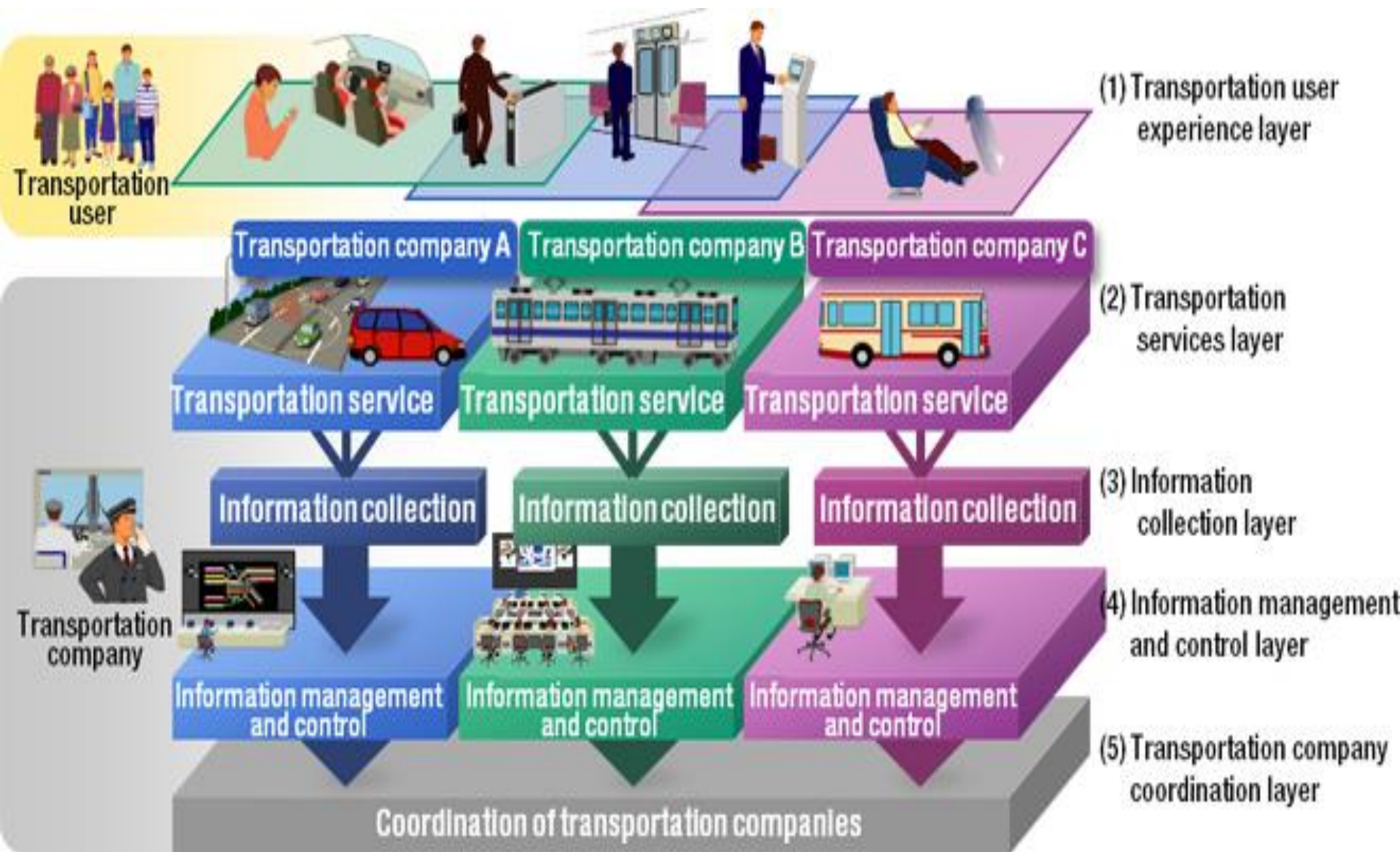
Smart personalised experiences

Smart Technology for Personalized Experiences



ig. 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)





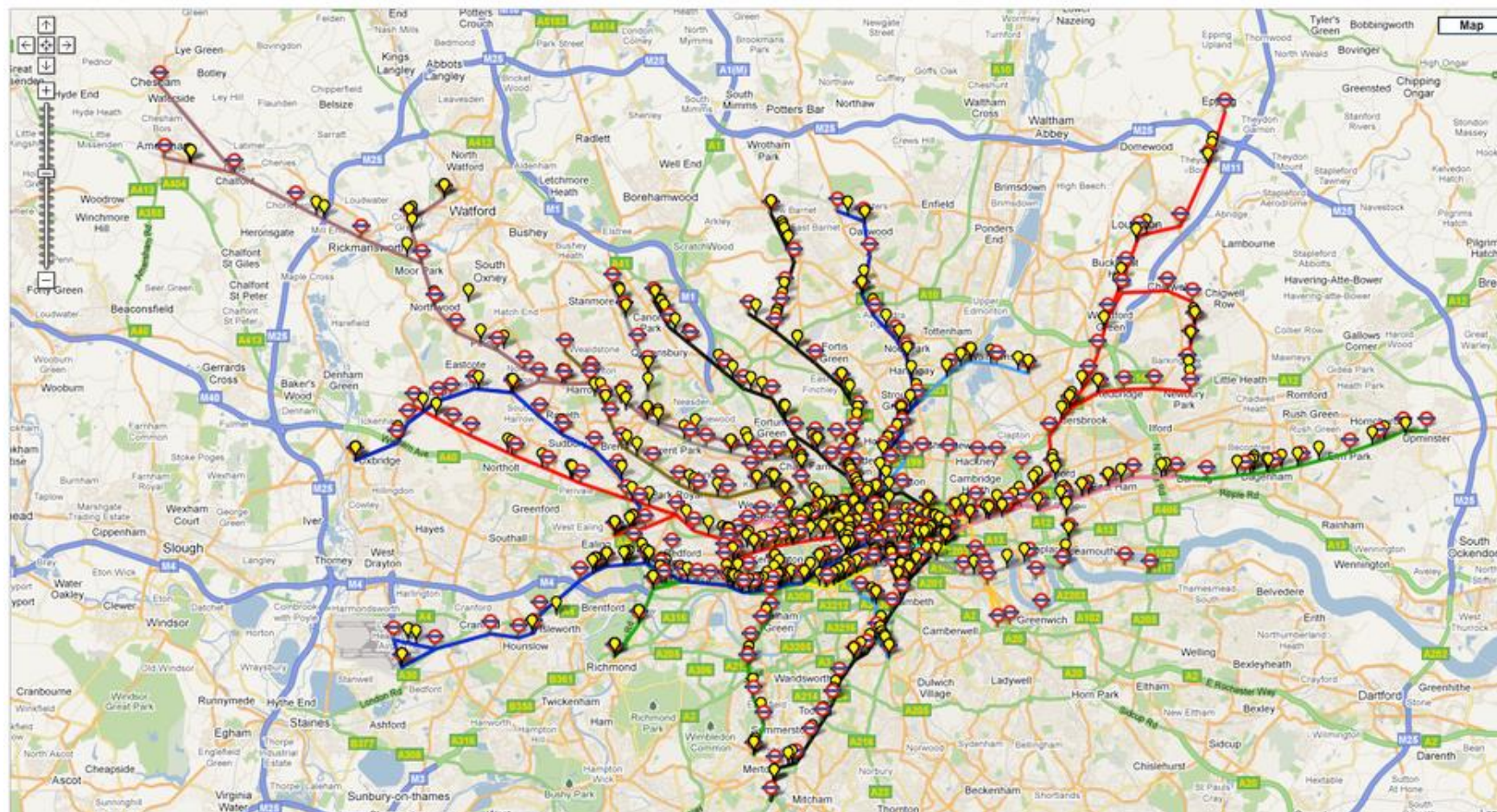
Bournemouth
University

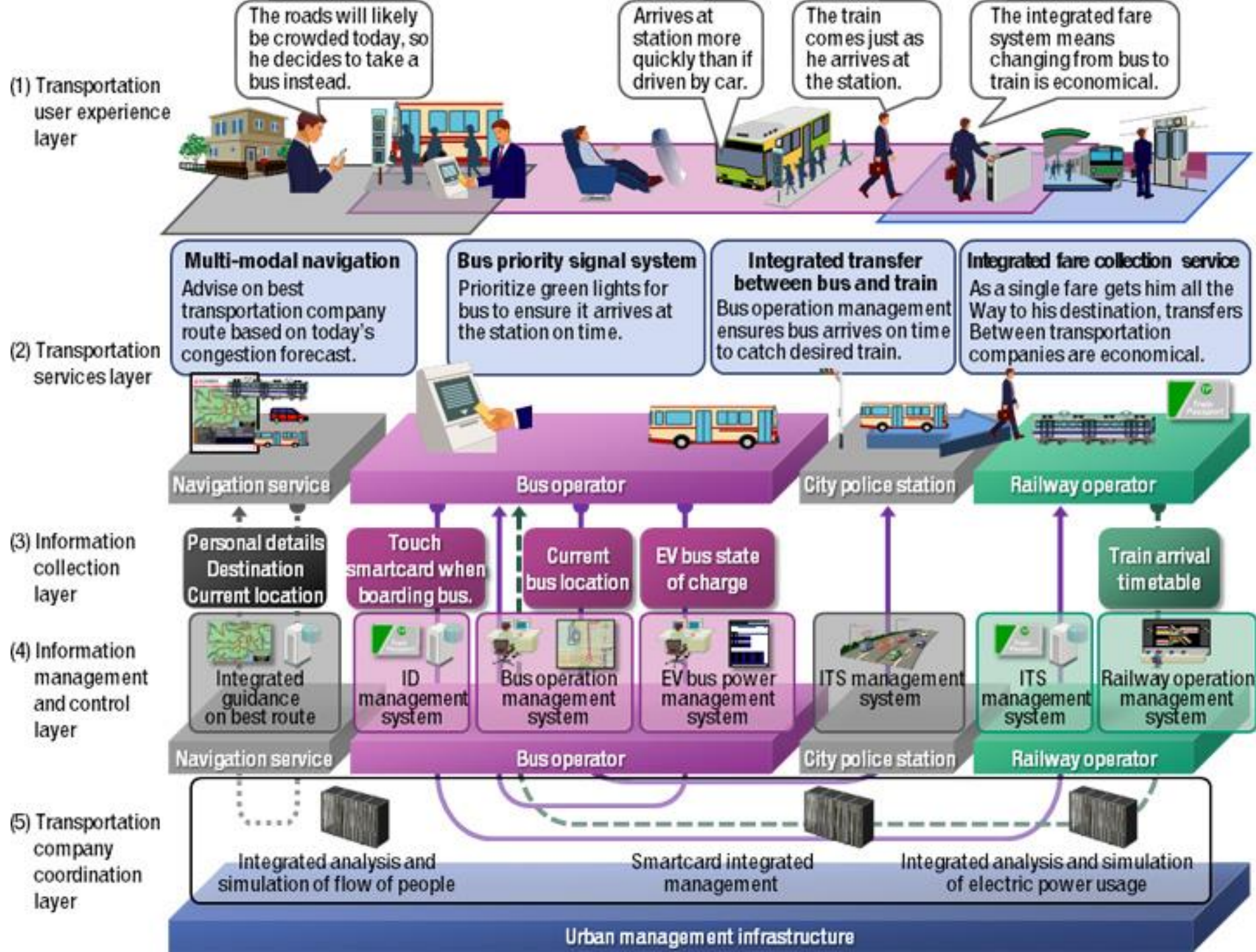
Bus Network



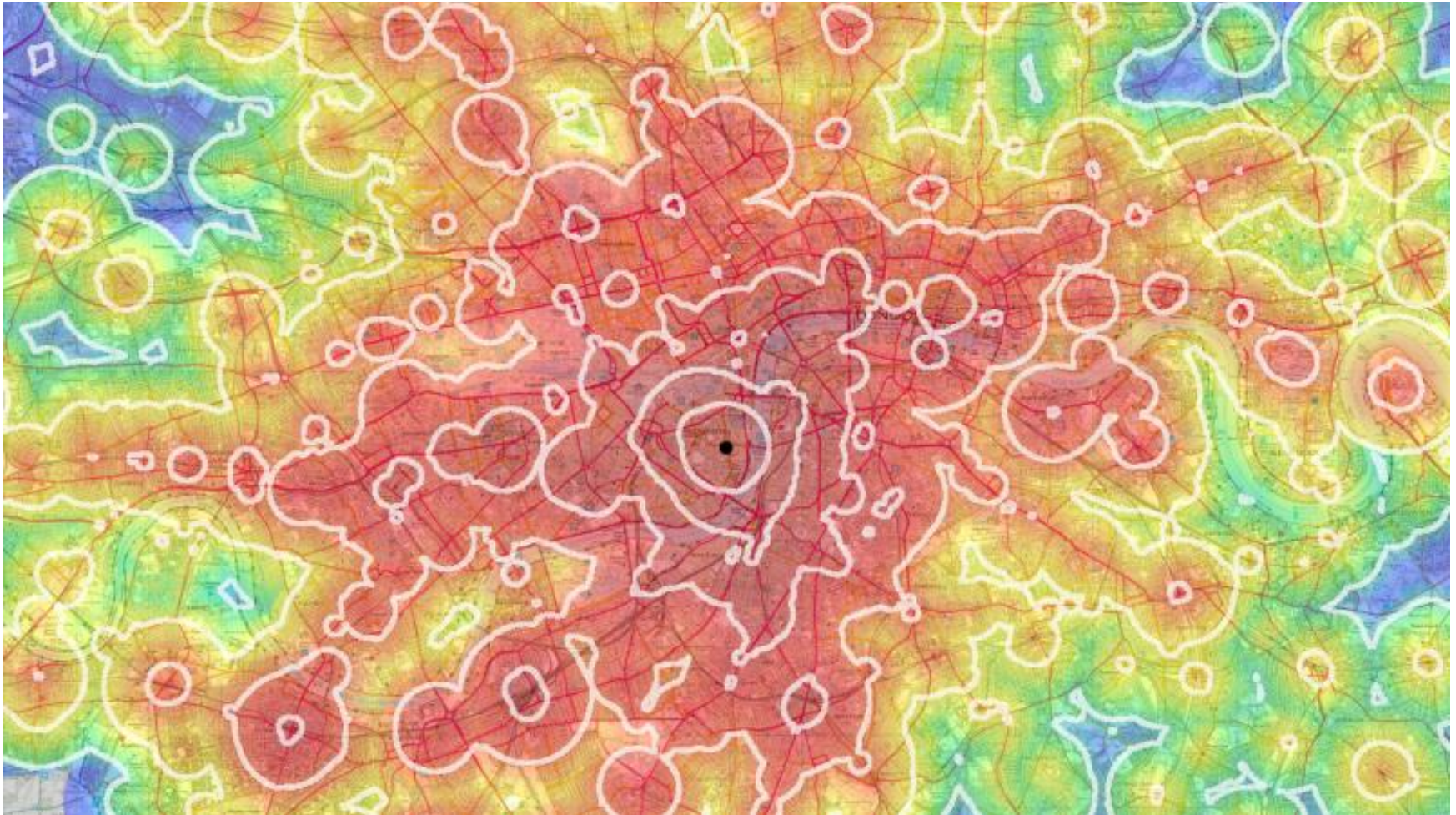
Live Trains

Data collected: Tue, 22 Jun 2010 12:44:22 +0100





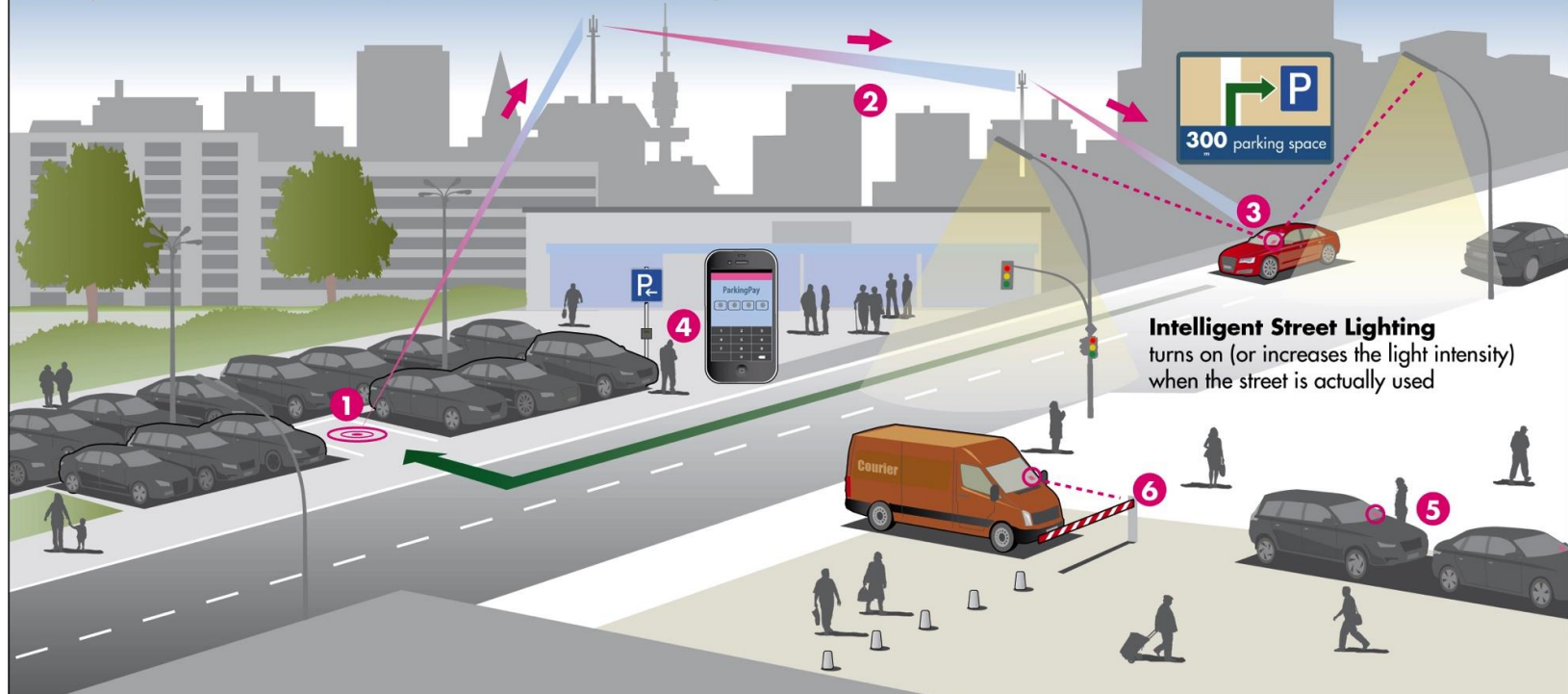
Dynamic information Time to work - emergencies



Parking space

Help with finding a parking space

30 percent of drivers in cities are looking for a parking space.
Intelligent machine-to-machine (M2M) solutions make life easier in the city.



Intelligent Street Lighting
turns on (or increases the light intensity)
when the street is actually used

1 Sensors "detect"
whether a parking space
is occupied or vacant and...

2 ... transmit **data** to
the central **server**

3 Smartphone app
"requests" a parking
space and guides
drivers to the free space

4 Parking fee
is paid directly
through the app

5 Special permit
Administration of
- parking and local resident IDs
- permits for taxis, coaches,
deliveries

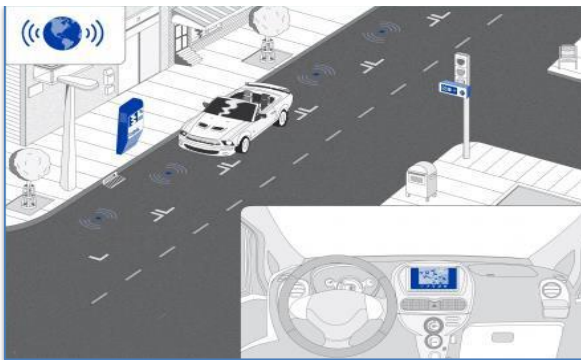
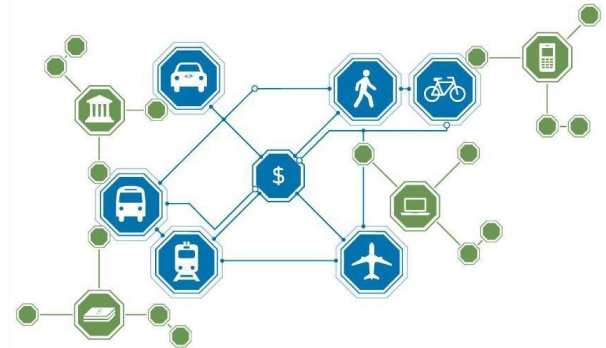
6 Legitimation
Access control to restricted traffic
areas such as loading zones,
residential parking

Source: Deutsche Telekom

M LIVE in Real Time – Marriott Hotels



Smart Destinations

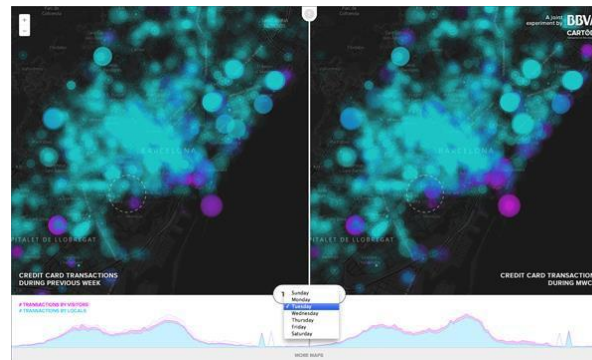
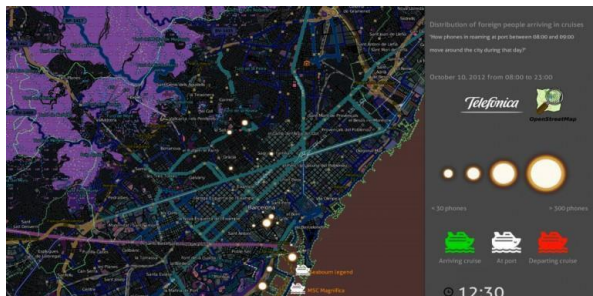


- Flow Management: sensors and apps
- Traffic situation: IoT (internet of things)
- Traffic Info through Apps
- Parking places
- Tourism for All. Apps for handicapped people

Smart Destinations

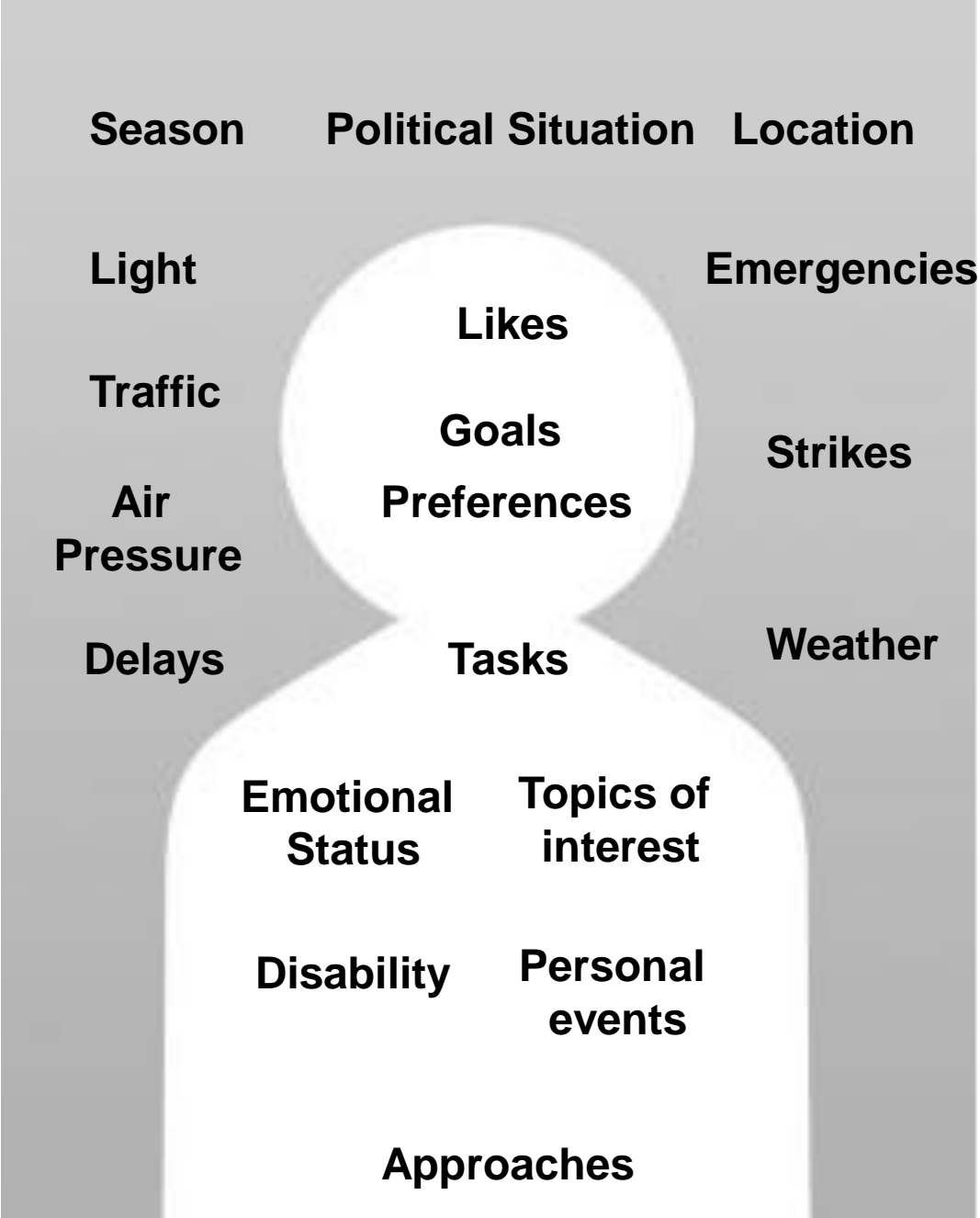


- Video-guides
- Geo localised touristic routes
- Promotion of touristic resources of the destination
- Full historic immersion through Smart Optics devices (oculus)





**Internal &
Expernal
Contextual
Factors**



SoCoMo enabled Cocreation

Travellers



Social Media



SoCoMo

SOcial media
COntext based
MObile

Context

Connected Mobile Devices



Travel Industry



Internal Context

Tasks and purpose
Company
Familiarity with area
Topics of Interest
Emotional status

Goals and Likes
Preferences
Disabilities
Allergies

External Context

Location
Weather
Social Environment
Season/Time
Political Situation

Traffic
Emergencies
Delays
Air Pressure
Light

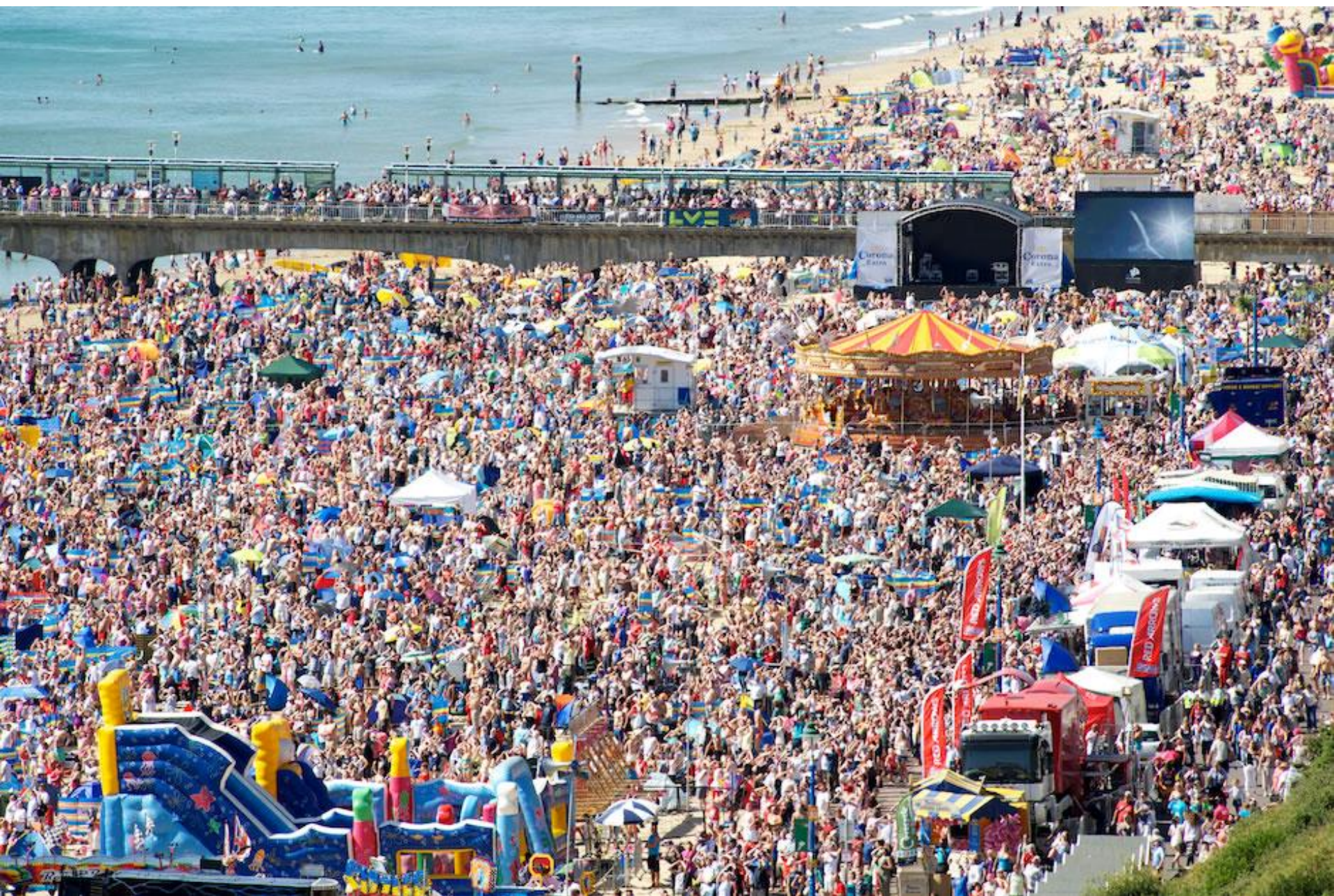
Advantages of SoCoMo marketing for suppliers and consumers.

Suppliers	Consumers
<ul style="list-style-type: none">● Long-term loyalty● Real-time engagement● Online reputation● Targeted advertising● Real-time promotion● Real-time yield management● Personalisation of products and services● Influence consumer decision making● Increased co-creation● Opportunity to compete among larger businesses	<ul style="list-style-type: none">● Personalised, situation● Specific information● Customer satisfaction● Better cover of needs● Co-creation● Personalisation● Customisation● Special offers● Social interaction● Extra value

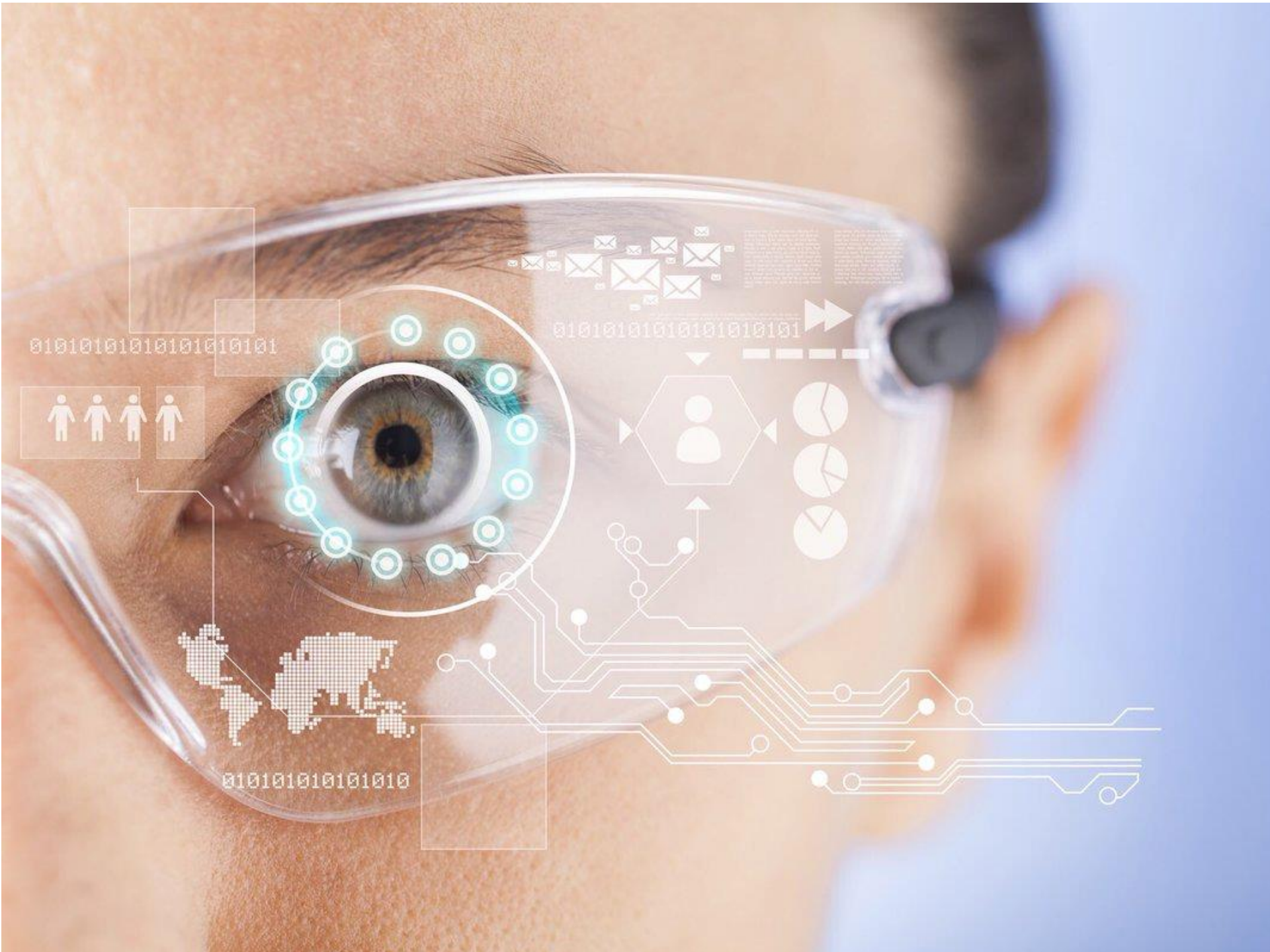
Bournemouth Tourism Product and Context based Services

Accommodation & location map











2012-08-15 14:13:25
VIDEO 1



VIDEO 2



VIDEO 3



VIDEO 4



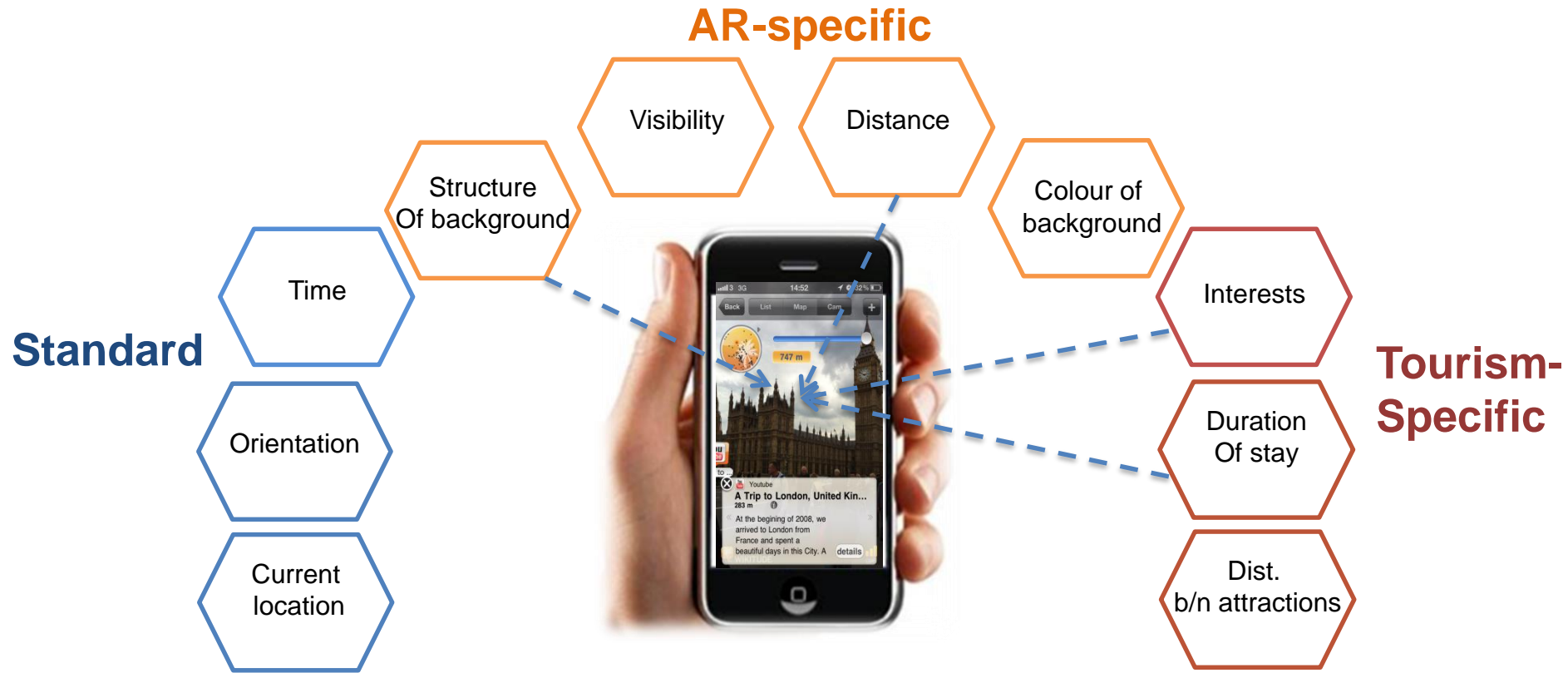
USE OF VISUAL CUES



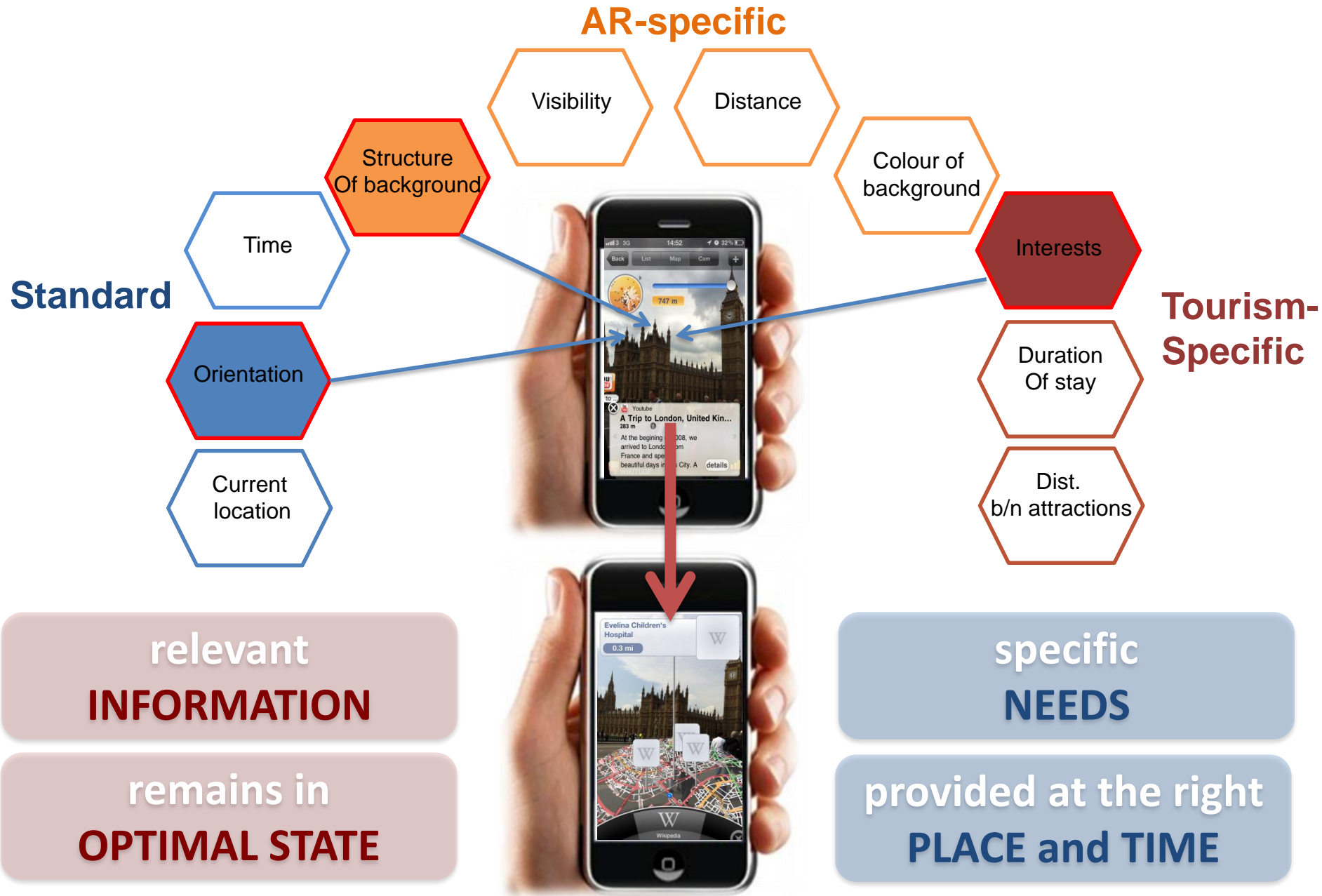
VIDEO 3

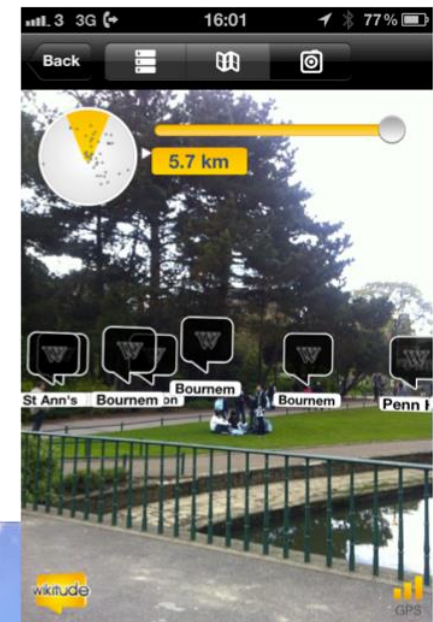
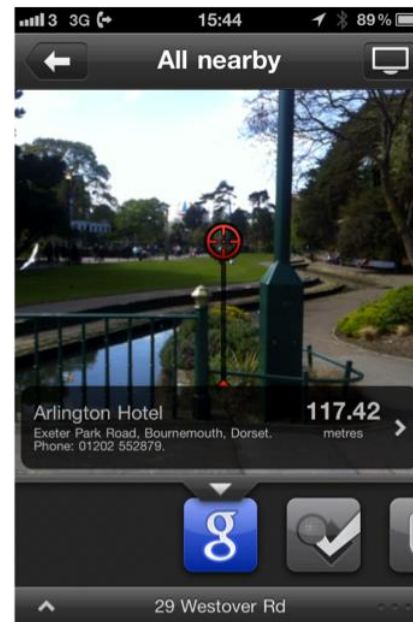
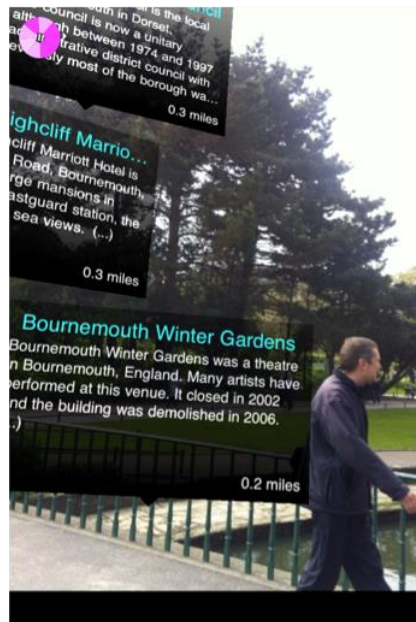
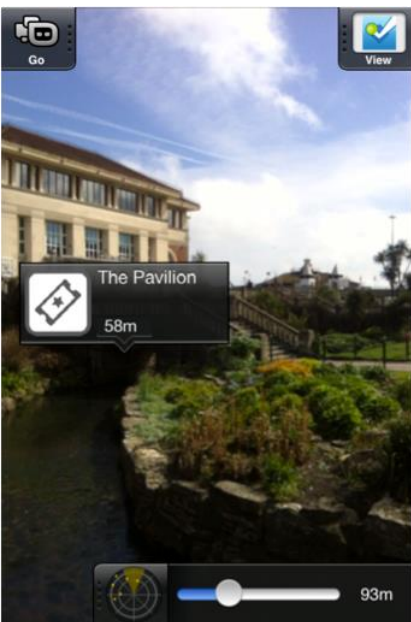
VIDEO 4

CONTEXT OF USE AND CONTEXT-AWARENESS



CONTEXT-AWARENESS AND ADAPTATION







1 02





官方微信二维码
Official WeChat QR code



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留言卡

Message Card



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

Stay in touch with Dimitrios



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