Bournemouth University
Tourism Restart, Governance and Management
Smart Tourism
Nowness
Ambient Tourism
Professor Dimitrios Buhalis
International Centre for Tourism and Hospitality Research
Bournemouth University
http://www.bournemouth.ac.uk/icthr
www.buhalis.com

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emerald PUBLISHING
Tourism Review
Editor in Chief
Professor Dimitrios Buhalis
VOLUME 1
Encyclopedia
— of —
TOURISM
MANAGEMENT
AND MARKETING
Edited by
DIMITRIOS BUHALIS
EE

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British Airways - You make us fly
https://www.youtube.com/watch?v=NQIbrvWTPus

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Reignite Tourism
COVID-19
A CRISIS UNLIKE OTHER!

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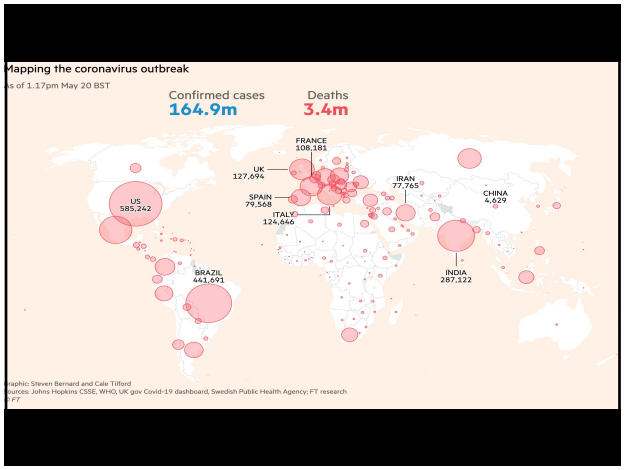
Mapping the coronavirus outbreak
Confirmed cases
164.9m
Deaths
3.4m
FRANCE 108,183
UK 127,694
IRAN 77,765
CHINA 4,629
US 585,242
SPAIN 79,568
ITALY 124,646
BRAZIL 441,691
INDIA 287,122

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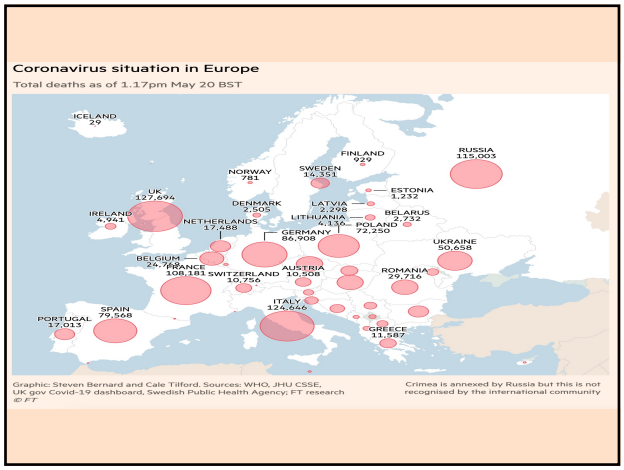
Coronavirus situation in Europe
Total deaths as of 1.17pm May 20 BST
ICELAND 29
NORWAY 781
FINLAND 929
SWEDEN 16,351
RUSSIA 115,003
ESTONIA 1,232
UK 127,694
IRELAND 4,941
DENMARK 2,505
NETHERLANDS 17,468
LATVIA 2,298
LITHUANIA 4,134
BELARUS 2,732
POLAND 72,250
GERMANY 86,908
UKRAINE 50,658
BELGIUM 24,787
FRANCE 108,183
SWITZERLAND 10,756
AUSTRIA 10,508
ROMANIA 29,716
SPAIN 79,568
PORTUGAL 17,013
ITALY 124,646
GREECE 11,587
Graphic: Steven Bernard and Cale Tilford. Sources: WHO, JHU CSSE, UK gov Covid-19 dashboard, Swedish Public Health Agency; FT research
Crimea is annexed by Russia but this is not recognised by the international community

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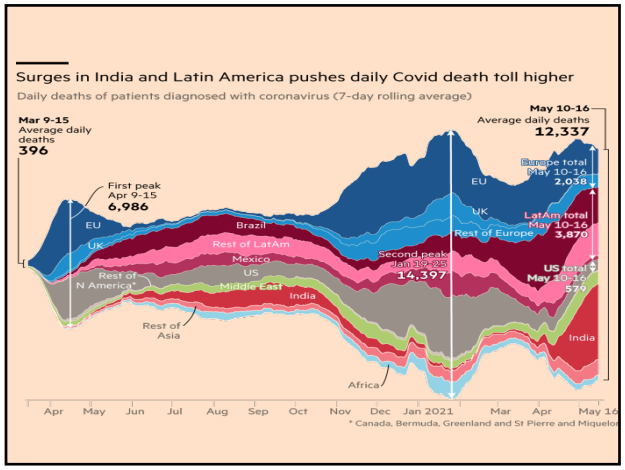
Surges in India and Latin America pushes daily Covid death toll higher
Daily deaths of patients diagnosed with coronavirus (7-day rolling average)
Mar 9-15
Average daily deaths
396
May 10-16
Average daily deaths
12,337
First peak
Apr 9-15
6,986
Second peak
Jan 19-25
14,397
Europe total
May 10-16
2,038
LatAm total
May 10-16
3,870
US total
May 10-16
576
EU
UK
Brazil
Rest of LatAm
Mexico
US
Middle East
India
Rest of N America
Rest of Asia
Rest of Europe
Africa
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Jan 2021
Mar
Apr
May 16
* Canada, Bermuda, Greenland and St Pierre and Miquelon

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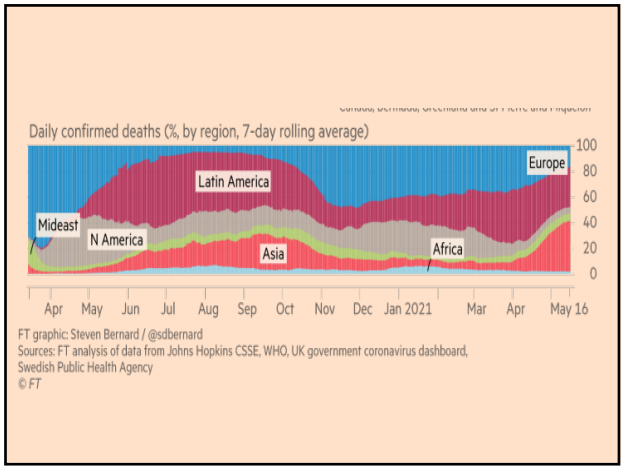
Daily confirmed deaths (%, by region, 7-day rolling average)
Europe
Latin America
Mideast
N America
Asia
Africa
100
80
60
40
20
0
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Jan 2021
Mar
Apr
May 16
FT graphic: Steven Bernard / @sdbernard
Sources: FT analysis of data from Johns Hopkins CSSE, WHO, UK government coronavirus dashboard, Swedish Public Health Agency
© FT

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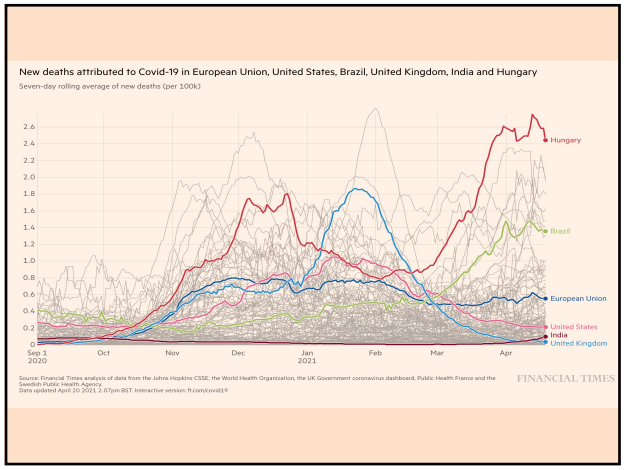
New deaths attributed to Covid-19 in European Union, United States, Brazil, United Kingdom, India and Hungary
Seven-day rolling average of new deaths (per 100k)
Hungary
Brazil
European Union
United States
India
United Kingdom
Sep 1 2020
Oct
Nov
Dec
Jan 2021
Feb
Mar
Apr
FINANCIAL TIMES

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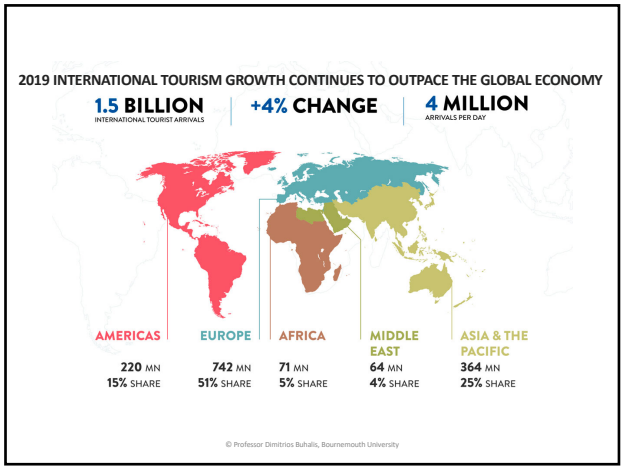

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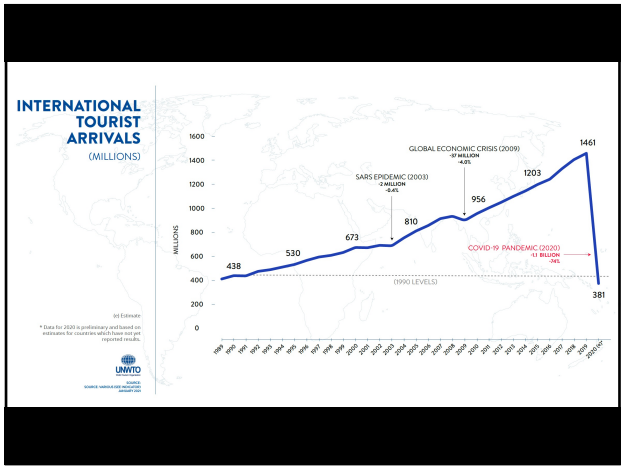

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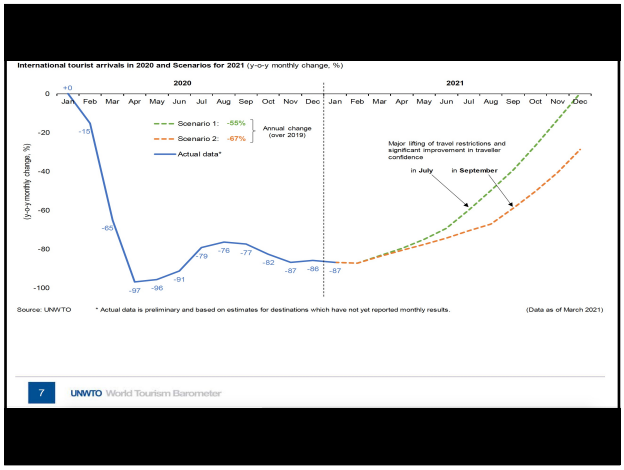

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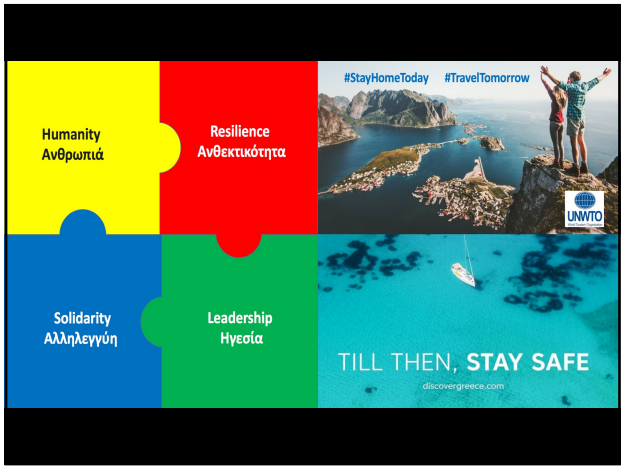

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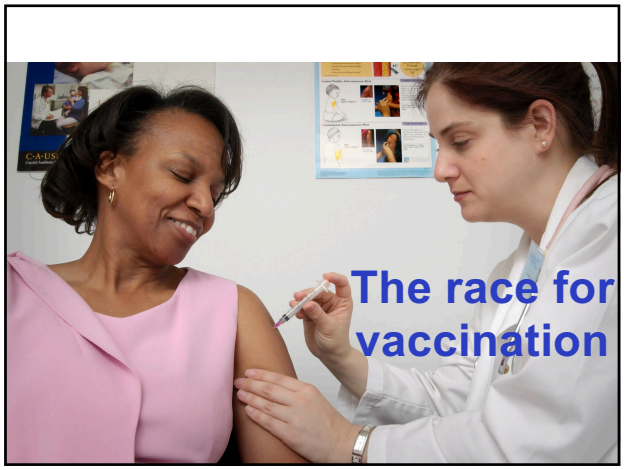

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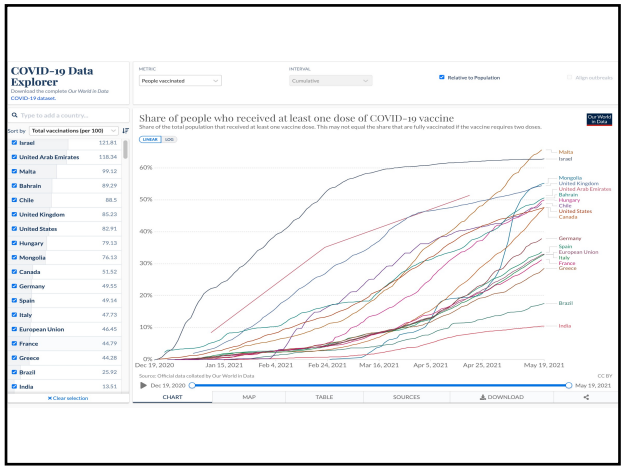

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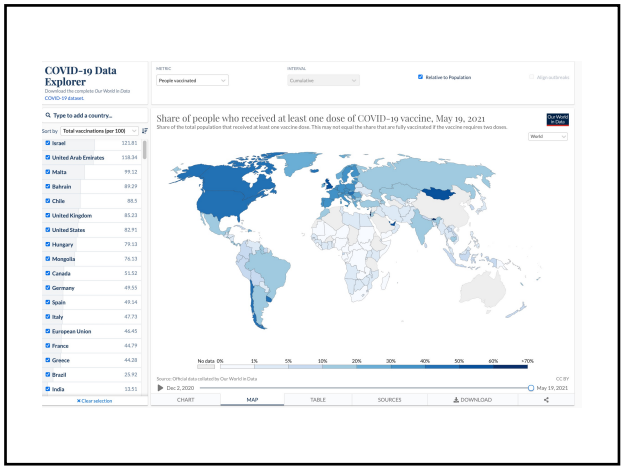

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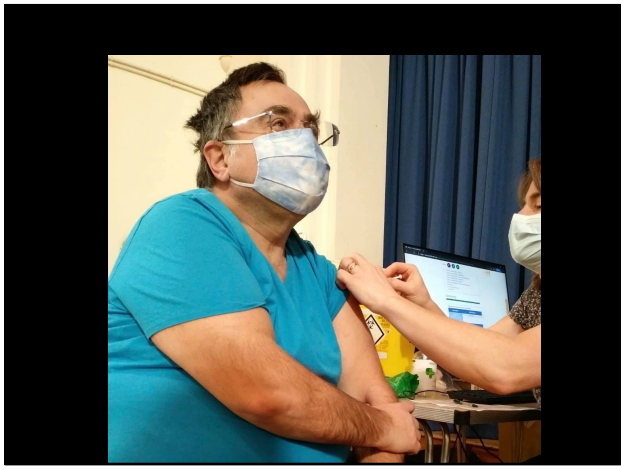

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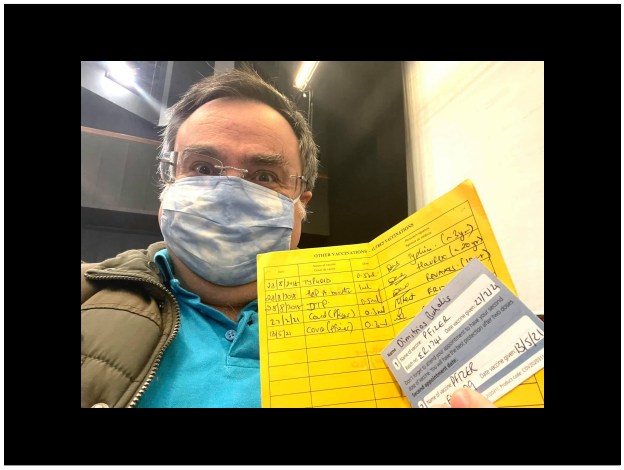

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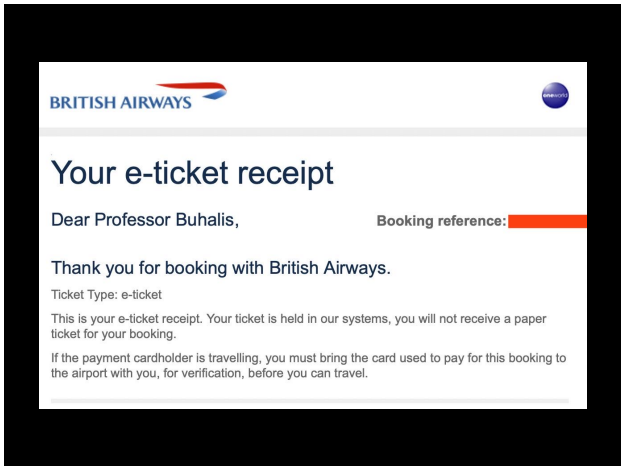

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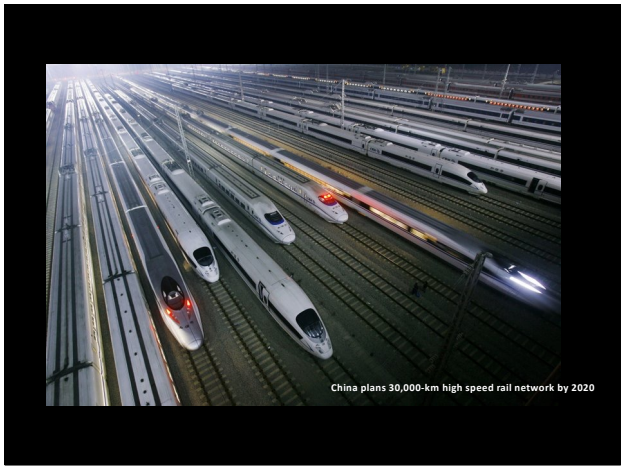

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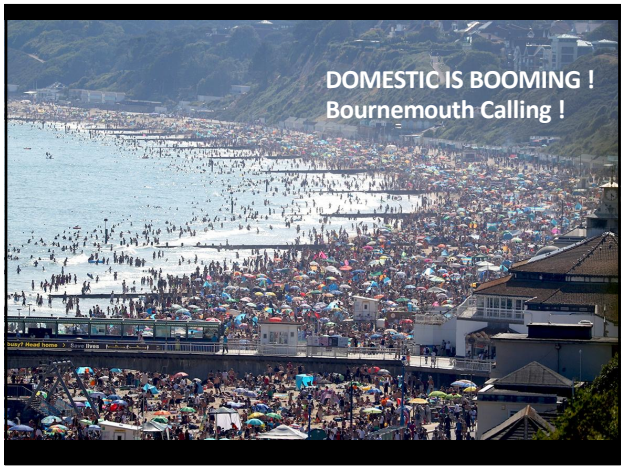

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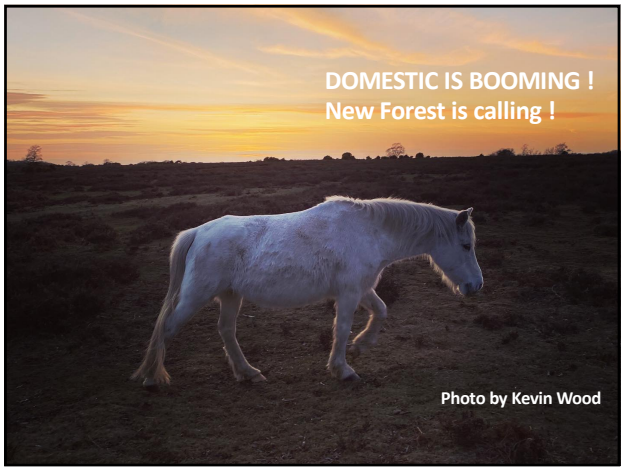

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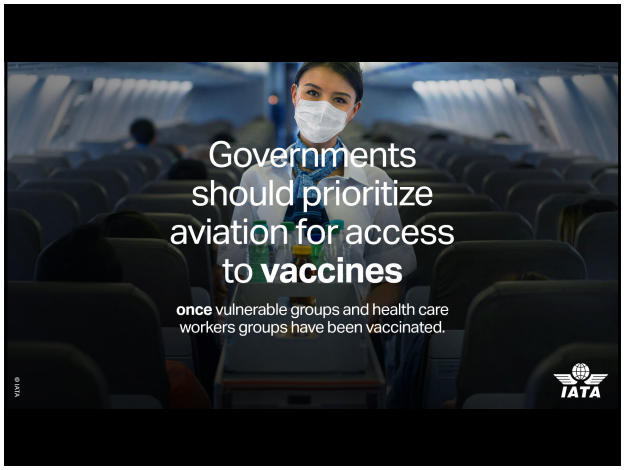

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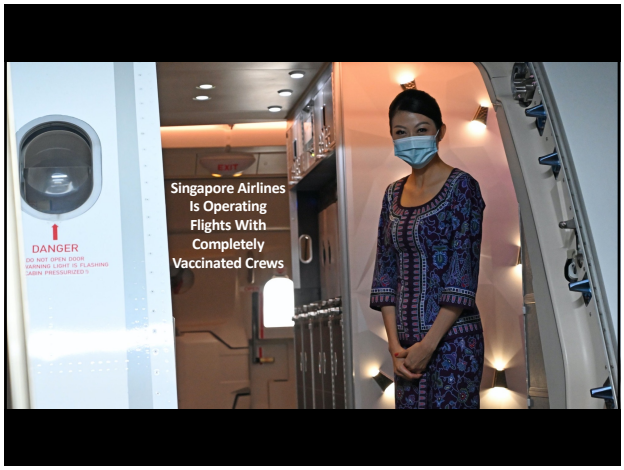

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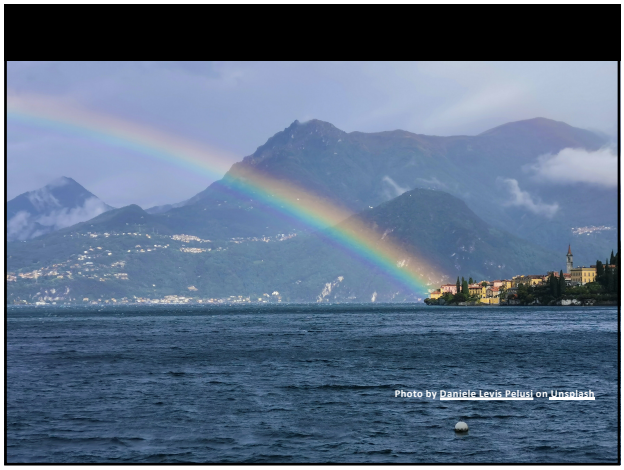

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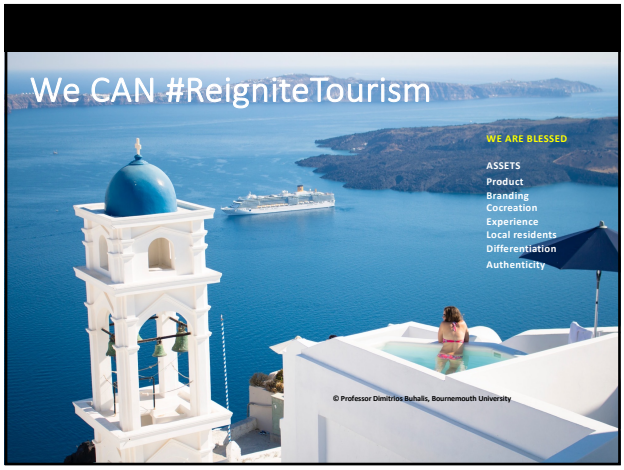

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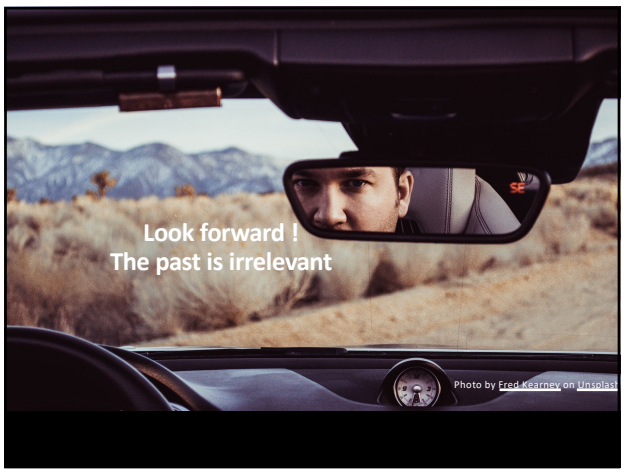

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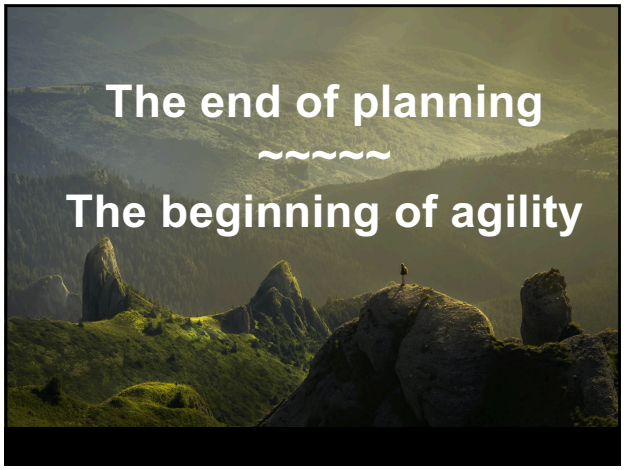

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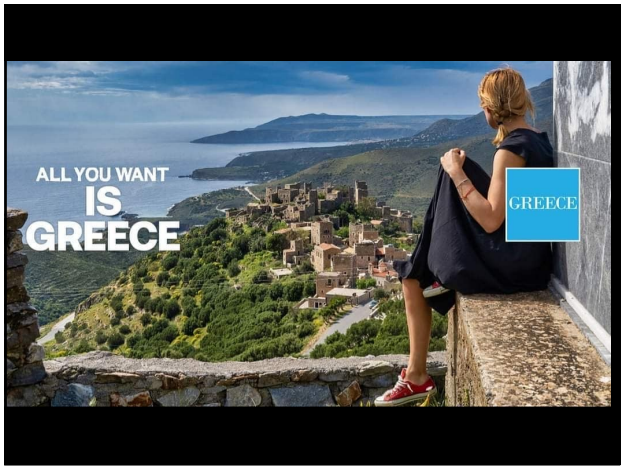

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Tourism Restart, Governance and Management

SMART TOURISM

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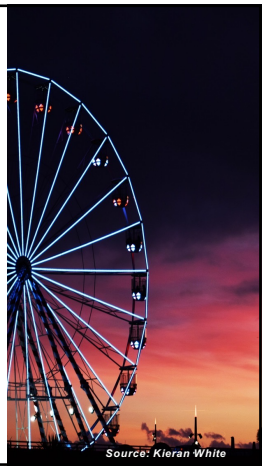
Destination strategies

1. Competitive advantage
2. Destination differentiation
3. Enhanced reputation & maintaining destination image
4. Nurturing new business models –Innovation & investment
5. Resource optimisation

6. RESIDENT BENEFITS!

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism management*, *21*(1), 97-116.



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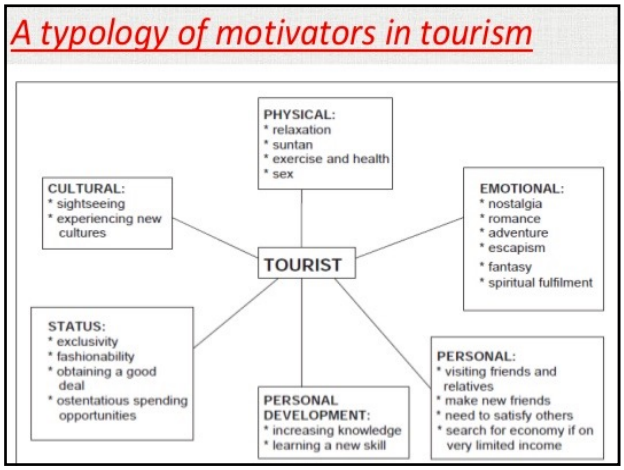

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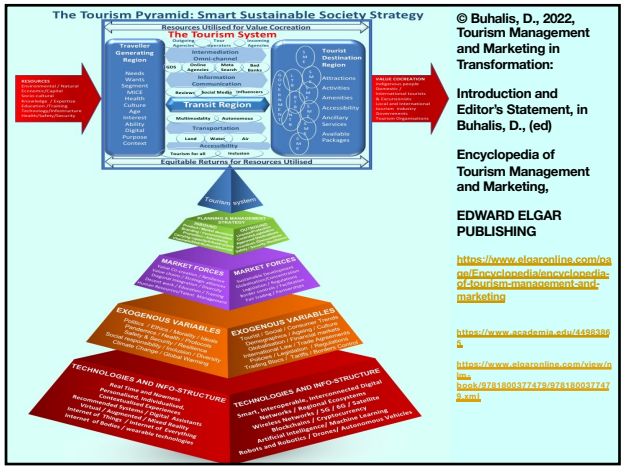

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Buhalis, D. (2020), "Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article", Tourism Review 75(1), 267-272 https://doi.org/10.1108/TR-06-2019-0258

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.

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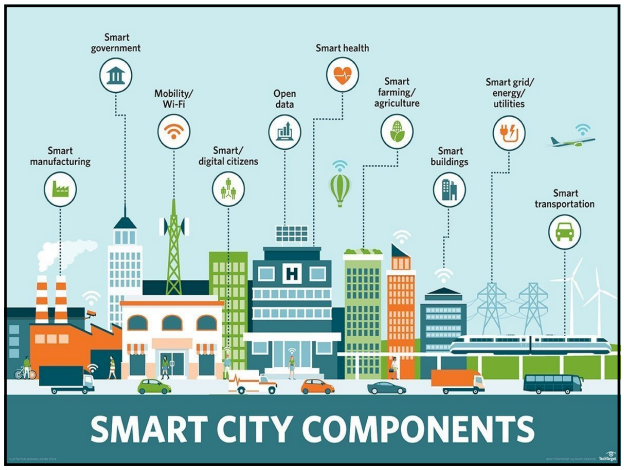

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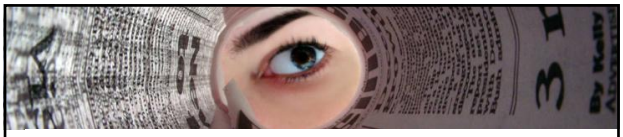

smartness and agility
towards value co-creation and competitivess
building at the destination level as a network

- 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

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SMART NESS

≠
Automation and Information Technology
Digitatization
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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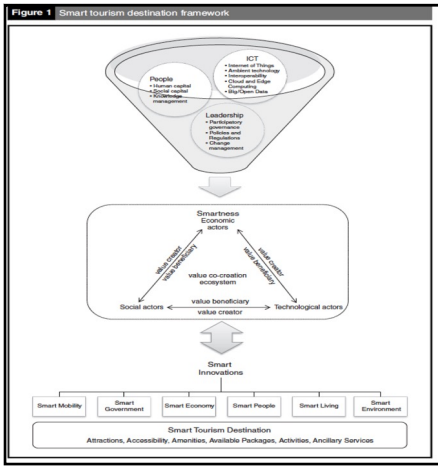

Boes, K., Buhalis, D., Inversini, A., 2016, Smart tourism destinations: ecosystems for tourism destination competitiveness,

International Journal of Tourism Cities, Vol. 2(2), pp.108 – 124

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

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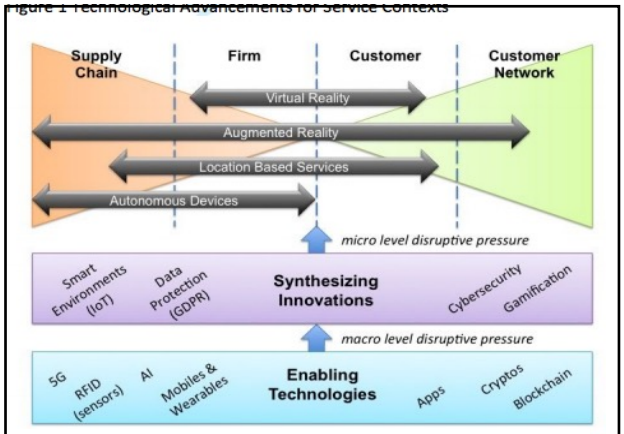

Buhalis, D, Harwood, T, Bogicevic, V, Viglia, G., Beldona, S., Hofacker, C., 2019, Technological disruptions in Services: lessons from Tourism and Hospitality, Journal of Service Management, Forthcoming. http://tinyurl.com/ITDisruptioninServices

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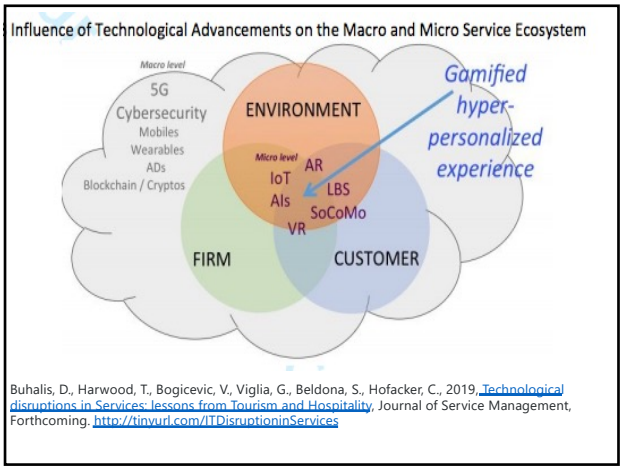

Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., Hofacker, C., 2019, Technological disruptions in Services: lessons from Tourism and Hospitality, Journal of Service Management, Forthcoming. http://tinyurl.com/ITDisruptioninServices

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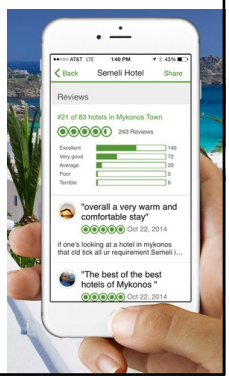
Technology driven tourism by smart Travellers looking for VALUE

- 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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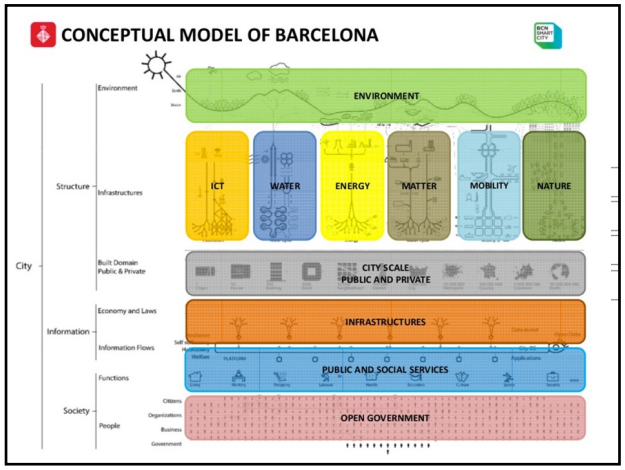

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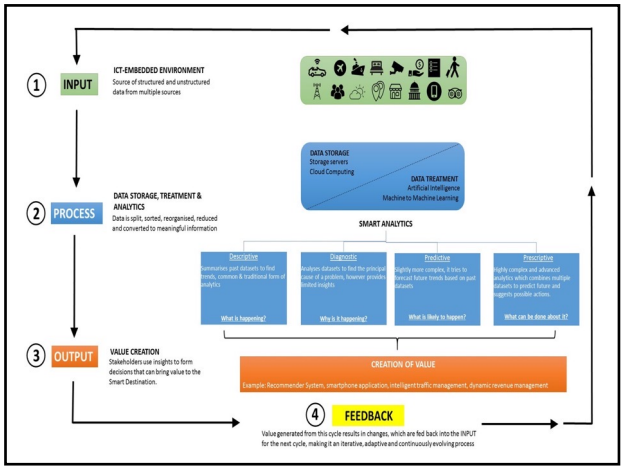

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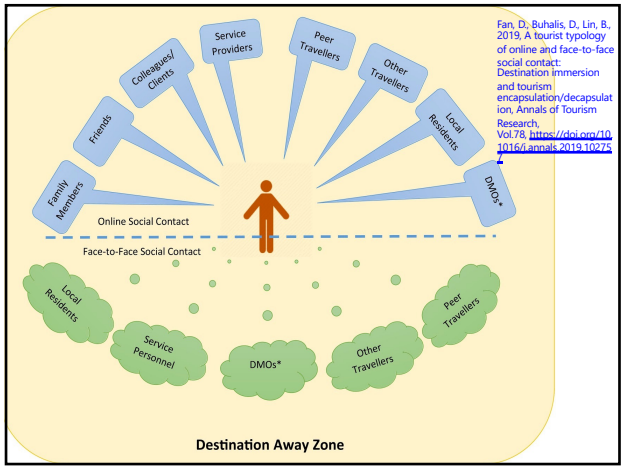

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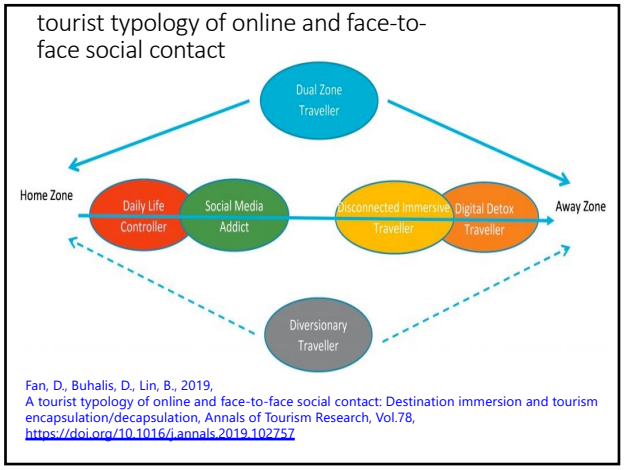

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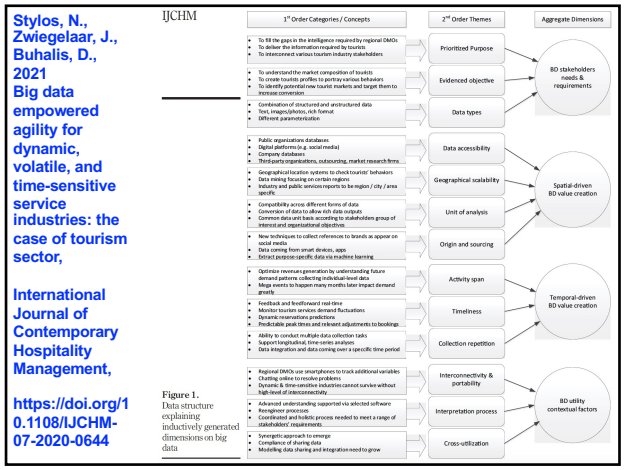

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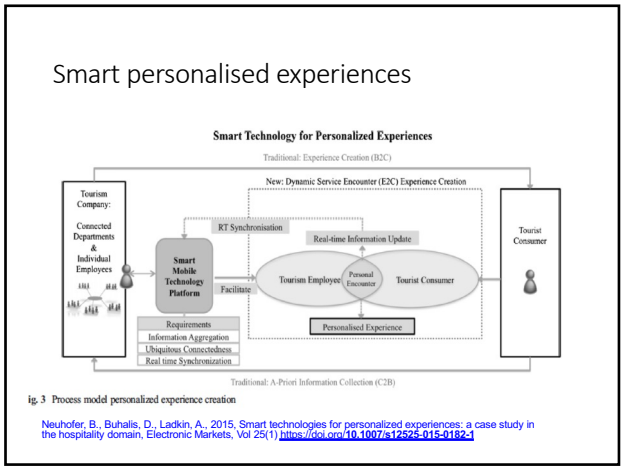

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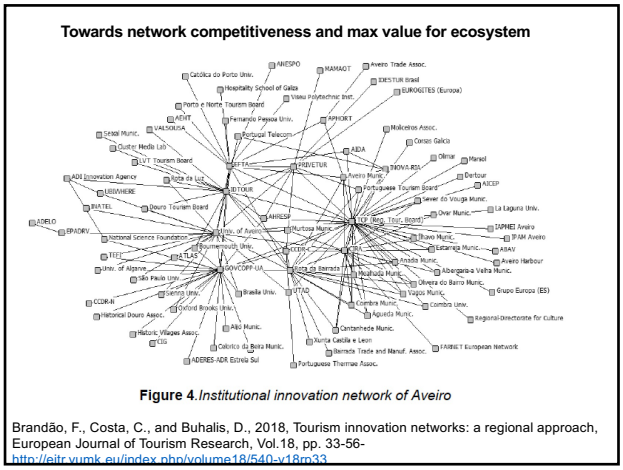

Figure 4.*Institutional innovation network of Aveiro*

Brandão, F., Costa, C., and Buhalis, D., 2018, Tourism innovation networks: a regional approach, European Journal of Tourism Research, Vol.18, pp. 33-56-
http://eitr.vumk.eu/index.php/volume18/540-v18p33

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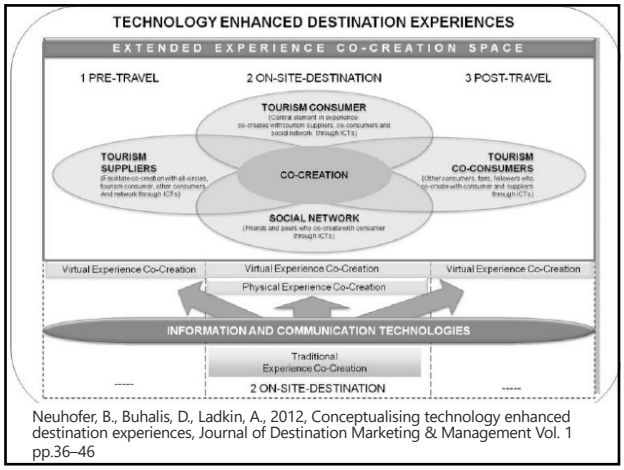

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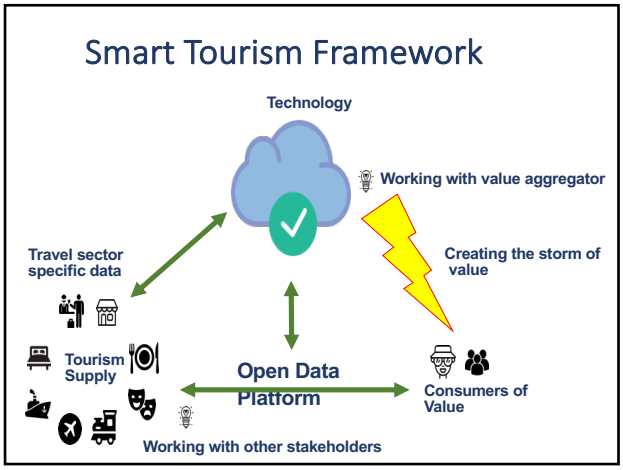

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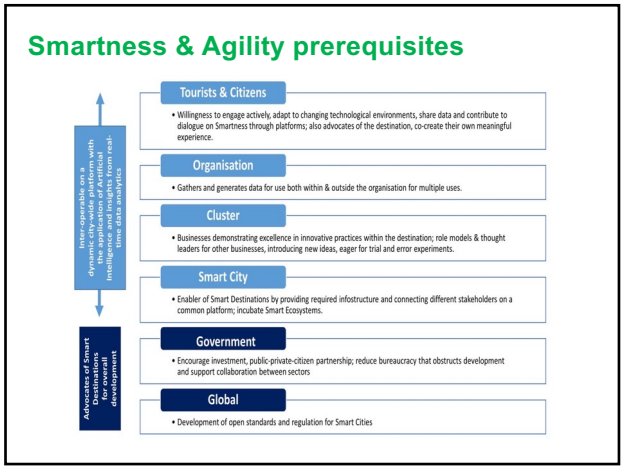

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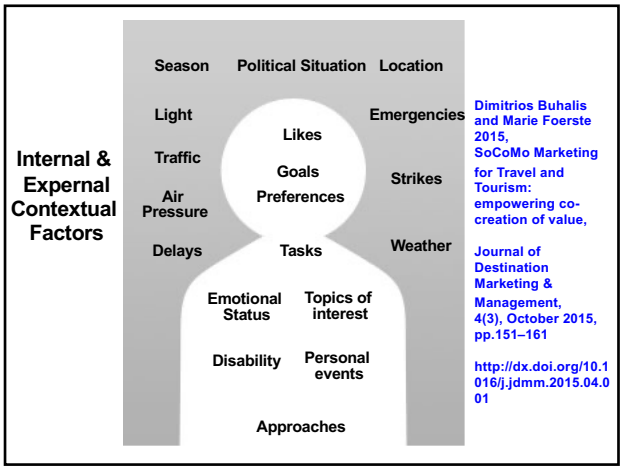

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http://dx.doi.org/10.1016/j.jdmm.2015.04.001

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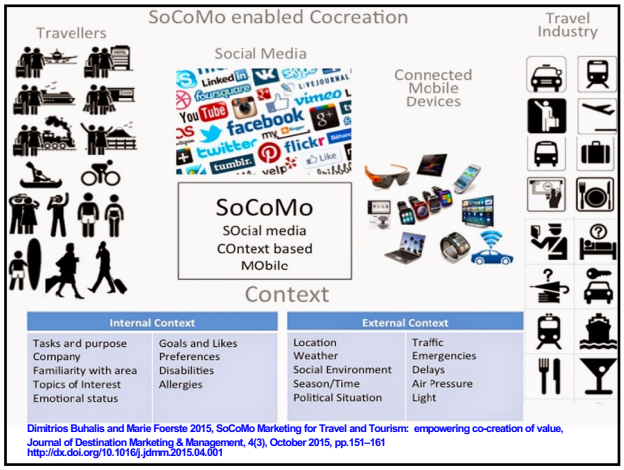

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SMART SOLUTIONS

Sharing Economy
Autonomous Vehicles and Drones
Artificial Intelligence
Big Data Management
Real Time Management
Autonomous Vehicles

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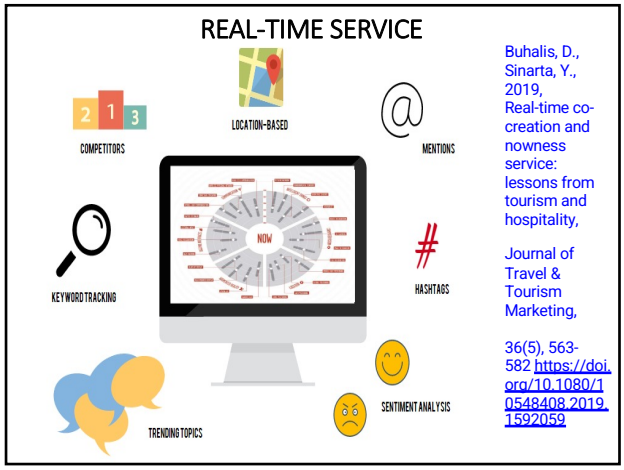

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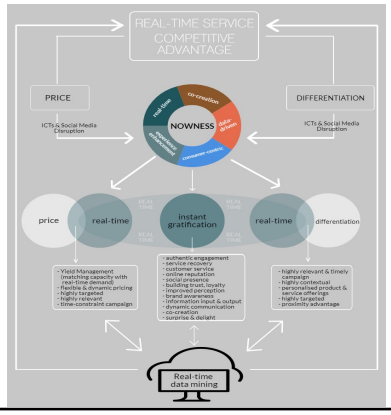
Conceptual Framework of Real-time Service Competitive Advantage



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Conceptualisation of Real-time cocreation and nowness service ecosystem

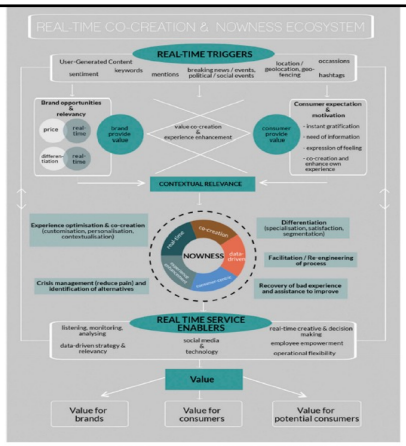

Figure 3. Conceptualisation of real-time co-creation and nowness service ecosystem.

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Ambient Intelligence (Aml)

introduces smart systems to everyday environments propelling interconnectivity and interoperability of all systems, vehicles and devises 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

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

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Ambient Intelligence

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

Source: Aarts & De Ruyter, 2009

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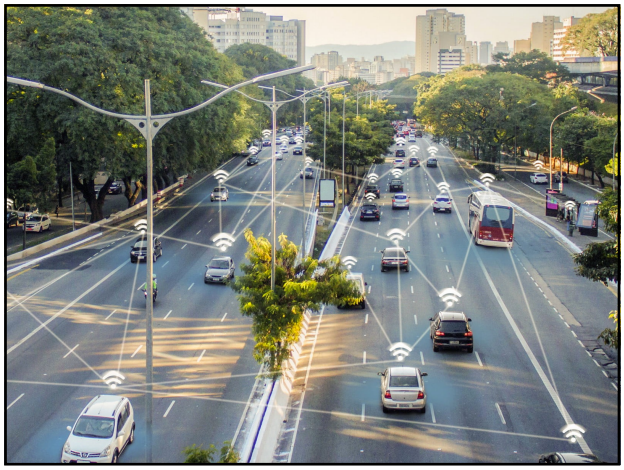

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H2H interaction in Tourism

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

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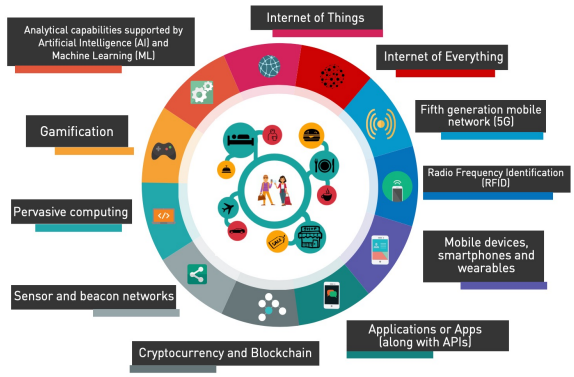
Ambient Intelligence (AmI) Tourism



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Facebook: https://www.facebook.com/ProfessorDimitriosBuhalis

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