

Chapter 8

Enhancing Journeys in the Digital Age of Tourism Through the Implementation of Smart Tourism Framework

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ABSTRACT

Explore the travel of the future with a smart tourism framework, a state-of-the-art strategy that combines technology and hospitality for travellers and travel destinations alike. It involves utilizing a range of smart technologies to raise the general calibre of tourism services as well as their efficiency and connectedness. The main elements and features that are typically included in a smart tourism framework are digital platforms and mobile apps, IoT (internet of things) integration, data analytics and big data, augmented reality (AR) and virtual reality (VR), smart infrastructure, digital signage and interactive displays, e-ticketing and contactless payments, Wi-Fi and connectivity, social media integration, community engagement, security and safety measures, and environmental sustainability. This chapter lays out the framework for smart tourism by defining the business and technological underpinnings, benefits and drawbacks. The study also emphasizes how important it is to conduct research in order to develop a framework for smart tourism.

INTRODUCTION

Technology is changing our way of life fundamentally and will continue to do so at a pace never before seen. The convergence of the physical and digital worlds, enhanced by sensors that gather data from visitors' interactions with destinations, has been observed in recent years. One of the innovative uses of technology that is reshaping the world today and in the future is smart tourism (ST) (Shen et al., 2020).

DOI: 10.4018/979-8-3693-3715-8.ch008

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Figure 1. Basic key concept for a smart tourism.



According to the UNWTO (2015), tourism is defined as a complex social, cultural, and economic phenomenon in which people relocate for personal, business, or professional purposes to locations outside of their usual surroundings. The figure 1, represent the smart tourism sounding with its key components like Information and Communication Technologies ICTs, Data Analytics, Internet of Things (IoT), and Mobile Application. The essential elements discussed in the context of smart tourism each have a unique function in improving the overall traveler experience and streamlining different parts of the business.

The tourism industry heavily depends on ICTs, so it is not surprising that “smart” concepts are starting to appear in this field. Building upon the fundamental application of ICTs in the sector, smart tourism is a logical progression from traditional and more contemporary e-tourism. This is demonstrated by the broad use of ICTs, including central reservation systems and worldwide distribution, as well as by the incorporation of Web-based technologies, which led to the development of the e-Tourism phenomenon (Gretzel et al., 2015). Large-scale data sets must be examined in data analytics in order to yield insightful conclusions. Data analytics is used in smart tourism to examine visitor trends, tastes, and actions. Making educated decisions, providing individualized services, and enhancing general tourism strategies are all made easier with the use of this information. The Internet of Things is a network of connected devices with data sharing and communication capabilities. IoT devices used in smart tourism

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