Chapter 20
Smart Tourism Eco Space:
Praxis Policies and Governance

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ABSTRACT

To ensure the sustainable growth of destinations, destinations entail the use of data-driven decision-making, digital technology, and cooperative networks. An In-depth study of pragmatic policies and governance in the context of the Smart Tourism Eco Space is provided insightful results on the role that tourism stakeholders play in determining how tourism destinations can be developed sustainably and managed responsibly. Smart governance emphasizes stakeholder participation, policy development, and regulatory frameworks in addition to using cutting-edge techniques to manage tourism flows, infrastructure, and services. as well as cultural and environmental preservation, making it a crucial component in the future. This research illuminates the frameworks and tactics that may direct policymakers, industry stakeholders, and communities towards a more sustainable and technologically-driven future for tourism by looking at case studies and best practices.

INTRODUCTION

As mankind's reliance on technology grows, smart tourism has become growing in appeal over the past few years. The world is gradually evolving into a more complex and intelligent platform that allows for the application of augmented reality, virtual reality, and artificial intelligence Approaches (Bulchand-Gidumal, 2022). In a variety of fields, including marketing, healthcare, communication, and education, this has been shown to be quite beneficial. In order to improve destination competitiveness and facilitate value co-creation among the many stakeholders, it is optimal to integrate smart tourism strategies and establish a sustainable ecosystem at destinations (Soares et al., 2022). The phrase “Smart Tourism” was developed in the 2000s, which marked the beginning of the digitalization of the travel and tourist sectors. Big data and artificial intelligence are now recognized as two key elements that provide a competitive edge for the tourism products and services (Doborjeh et al., 2022). With the development

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of global distribution systems (GDS), centralized reservation systems (CRS), web-based technologies, e-tourism services, etc., smart technologies in tourism have been prevalent for a few decades now (Choe, & Fesenmaier, 2021). Due to social media's widespread adoption in marketing and promotion, the travel industry now has a platform for efficient information sharing, brand building, and communication (Solazzo et al., 2022).

The use of smart technology in daily life has become highly addictive for the current generation. Humans have grown accustomed to making decisions using smart gadgets and ICT-enabled systems (Bradley et al., 2018). This has been the general trend in the tourist sector in recent decades, with many services and facilities becoming automated and digital. Technology has been effective in bringing overcrowded sites back to life and creating greater marketing chances for them (Femenia-Serra, & Ivars-Baidal, 2021). The use of social media, the internet, and the world wide web has given service providers new opportunities to interact and connect with travelers from across the globe (Mrsic et al., 2020).

Smart Ecosystem and Cities

For a constantly evolving modern economy, Urbanziation and Enviornmnetal concerns are always at the front line. The idea of a "Smart Eco Space" has developed as a creative response that aspires to transform how we create, live in, and interact with our ecosystem. To build a harmonious, effective, and resilient urban environment, this creative approach blends cutting-edge technology, sustainable practices, and a strong dedication to ecological preservation (Femenia-Serra, & Ivars-Baidal, 2021). In order to lessen the negative effects of urban expansion on the environment, Smart Eco Spaces give top priority to the use of sustainable building materials and construction methods. Literature susbtantiates for the creation and implementation of a smart ecospace, there should be infrastructure that supports and facilitates these massive developments (Pasquinelli, & Trunfio, 2023; Soares et al., 2022).

Every element of construction is focused toward reducing carbon footprints, from eco-friendly building materials to green roofs and walls that improve energy efficiency and air quality. Another significant practice followed in a smart ecosystem is the efficient implementation and management of renewable energy sources (Choe, & Fesenmaier, 2021). To maximize energy use and lessen reliance on fossil fuels, energy storage systems, smart grids, and energy-efficient lighting are introduced.

The incorporation of renewable energy sources, such as solar panels, wind turbines, and geothermal systems, are crucial. In order to promote sustainability, green mobility mechanisms are adopted at destinations. This is done by integrating environmentally beneficial modes of mobility, such as electric cars, bicycles, and pedestrian-friendly routes into the ecospace. To lessen traffic congestion and pollution, car-sharing programs and effective public transit networks are encouraged. A rising concern in the modern day world is the scarcity of fresh water sources. Pollution has resulted in the deterioration of the quality of the water sources. Urban cities and towns are lacking behind in conserving water through impropal waste disposal, poor drainage system and sewage disposal. The fundamental tenets of Smart Eco Spaces are effective water management and water saving. To cut water use and limit wastewater, modern filtration systems, graywater recycling, and rainwater harvesting are implemented.

For a destination to effectively transform itself into a smart and sustainable ecospace, the integration of technology into the ecosystem is of optimal significance (Soares et al., 2022). Data driven monitoring and surveillance systems can benefit the destination in ensuring that everything is functioning in a smooth and efficient manner with the optimum use of resources (Zainal-Abidin et al., 2023). The effective management of resources within these areas is made possible by IoT technology (Mandić & Kennell, 2021).