

Chapter 11

Sustainable Smart City Development: The Case of New Clark City, Philippines

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ABSTRACT

Smart cities – sustainable cities driven by technology with the potential to address economic, socio-cultural, and environmental challenges while contributing to the revival of the tourism industry, is seen to flourish even in the Philippines, and has gained momentum, particularly in current times where technology is seen to play a critical role in the post-pandemic period. The country, as part of its commitment

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to the ASEAN Smart Cities Network, is working on several initiatives, including the development of New Clark City, aimed at sustaining the country's competitiveness and adherence to new trends and market demands which has somehow made an impact that opened concerns related to inclusivity and sustainability for the local community. Using a quantitative research approach with a descriptive-correlational design, the results of the evaluation on the expected implications of New Clark City to the locals revealed perceptions and attitudes toward its development are mostly influenced by its perceived socio-economic benefits.

INTRODUCTION

The tourism industry has advanced to a significant extent in the last couple of years, where the use of technology and advancements in Information and Communications Technology (ICT) have made the world more accessible to new kinds of engagements and connections (Navío-Marco et al., 2018), changing the tourism and hospitality industry significantly due to technology-driven, competitive environments (Bovsh et al., 2024a; Khatri, 2019). As the world leans toward further advancement, the tourism and hospitality industry have tried to keep up with technological trends and practiced versatility to remain relevant and thriving at present (Bovsh et al., 2024b; Hall et al., 2020), despite the challenges brought about by the COVID-19 pandemic. An essential part of this pursuit required minimizing the effects of the pandemic on the tourism industry through the development and exploration of different trends to improve the industry's resiliency – including Smart City development.

A smart city, according to Umberto Rosati, and Sergio Conti (2016) and Sajhau (2017), a term first used by two (2) US-based digital corporations – Computer Information System Company Incorporated (CISCO) and International Business Machines Corporation (IBM), referred to cities that maximize technology use, designed to handle diverse urban community issues while enhancing the quality of life for residents and the area's physical, economic, and social resilience. As technological advancements can enhance the quality of living through increased efficiency, adoption of sustainable practices, and enhancing public safety, Smart City initiatives tend to generate business opportunities and other investment prospects like infrastructure development, construction, and foreign investment (Gracias, 2023). However, and although the advent of modern technology has proven to be beneficial to the growth and development of the tourism industry, it may be important to consider possible challenges that could affect local communities while adopting smart and innovative solutions to deal with constantly shifting demands for modernization. Acquiring local support for tourism growth and development is essential and identifying and considering the sentiments of residents in relation to the influence of such on their

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