SMART TOURISM AT GLOBAL LEVEL

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Abstract

Smartness has emerged in the functions and activities of tourism sector. Smart applications of ICTs are significantly vital in smart infrastructure existence at the destinations. A number of cities are developing with these smart apps and technologies. This study's aim to review the smartness and smart functions of numerous smart cities at global level like Dubai, Amsterdam, London, Benidorm etc. Many previous studies reviewed related to this research. A number of smart functions and activities of different cities has been revealed in this study. There is a need to expand the smart activities and functions more and more not only at global level but also at regional and national level.

Keywords: Smart City, Smart Destination, Technology, Smart Tourism, Smart Tourism Destination.

Introduction

Smart cities are crucial in the fight against climate change as well as the progression of new smart technologies (Orejon-Sanchez et al., 2022). We commonly assert that we are surrounded by such environment that is constantly evolving and dominated by advancements of technologies of information and communication (ICTs) (Liberato et al., 2018). Technological breakthroughs have transformed the way we live in society. Knowledge of the means, actions conducted on them, and changes made to them all fall under the category of technology. These changes are most obvious in cities, where a significant number of people are searching for more than just a work, but also a nice life. (Liberato et al., 2018). It seems a potential to help not just these aspects, but an efficiency with which such cities deliver services (Vicini et al., 2012). Cities have grown as more complicated and compete, needing the coordination of ICT-based operations and actions (Liberato et al., 2018).

Smart systems are gaining popularity as a notion in organizational management, as they enable for utilization and distribution of information to meet user requests (Khan et al., 2017). The theory of "smart," which comprises identifying solutions through integrated systems and processes (Khan et al., 2017). The smart positioning does not have to be based on technologies of information and communication (ICTs). A focus on "smart" endeavours is defined by the imaginative application of cutting-edge technology systems (Khan et al., 2017).

Technology is increasingly being used like a vital and guiding tool at tourism places (Kuflik et al., 2015). As a result, tourism industry is undergoing innovative advances which make doing business simpler and better while also encouraging competition and globalization. According to certain research, the data utilization technologies as well as the possibilities for collaboration along with organizations made available through the internet are linked to the expansion of the tourist industry. It also identifies tourism as a big user of ICTs, notably the internet, as one of today's economic drivers (Seligman et al., 2001). Booking vacations as well as other tourist-related services and goods, for example, is exceedingly in trending on the internet. Understanding how travellers have adapted to technology advancements is crucial in this regard, because they do not just increase linkages to as well as data utilization, but they also serve as aspects that explain visitors' needs and aims (Xiang et al., 2015).

Smart Destinations (SDs) are trending in tourism research as an amazing addition to the notion of "tourist destination"(Jovicic, 2019). They are almost becoming recognized as a feasible management strategy of destination supported by ICT-enabled research engagement among the stakeholders of destination and using tourism-related big data to make informed decisions (Buhalis & Amaranggana, 2013; Ivars-Baidal et al., 2019; Xiang & Fesenmaier, 2017). Despite the fact that SDs are a somewhat speculative term, governments and DMOs are increasingly paying attention to them, with legislation being introduced in a number of places (Gretzel et al., 2015). SDs combine snipping technology along with centralized as well as broad ICTs to give many of smart solutions (Femenia-Serra & Ivars-Baidal, 2021).

As a result, travellers with common interests (such as Nanjing as a tourist destination) can connect to share their encounters and travel recommendations. As a result, travellers are not only contributing in the production of new experiences, but they are also doing so in real time and in multiple directions (service provider-tourist, tourist-tourist, tourist-service provider) (Wang et al., 2013). Such sharing of experiences would probably boost the tourist's value gain from their vacation (Wang et al., 2013). Finally, STD effort attempts to improve the tourist encounter, models of tourism business, and marketing strategies for destination (Wang et al., 2013). This study's aim to review the smartness and smart functions of numerous smart cities at global level like Dubai, Amsterdam, London, Benidorm etc.

Smart Tourism

When it comes to cities, smart refers to the ability to use technology to increase destination sustainability (González-Reverté, 2019). Tourism service is one of the most important and vital local people, as well as an economic sector which can profit from technology improvements (Buonincontri & Micera, 2016). In this case, a novel kind of destination known as a smart destination has emerged. This theory refers to a location where technology has an impact on the travel encounter, improves destination's fairness, and supports projects that promote tourism (Boes et al., 2015). Smart tourism's growth is intrinsically tied to concept of smart city (Khan et al., 2017).

An ultimate goal in smart tourism is to establish a link to the traveler as well as his/her intended destination in order to provide a responsive response to individual requirements. In order to improve standard of life for both residents as well as visitors, such locations use "new technologies and open, multipolar, integrated, and shared processes." In smart tourism destinations, effective resource utilisation is critical for system operation, and this idea is linked to sustainability (Khan et al., 2017). According to Hunter, (2009), Smart tourism locations can be paired with either significant or moderate sustainability indications, thanks to sustainability as an adaptive paradigm. The smart business component of smart tourist destinations includes a group of players, and organizations that allows for interchanging of tourism resources and experience (Buhalis & Amaranggana, 2013).

As a result, technology is more important in boosting tourist destinations, spreading and promoting tourism, and assisting visitors during and before their visit (Liberato et al., 2018). The most essential thing is to offer travelers through an outstanding experience; yet, in order to do so, the place must be unique, appealing, and capable of triggering emotions (Liberato et al., 2018).

Smart Cities in world

According to Khan et al., (2017), Barcelona was crowned the world's top smart city in a 2015 assessment. Singapore, which had been rated sixth the year before, surged to top spot in 2016, surpassing Barcelona (Khan et al., 2017). The system's ability to use technology has been identified as a key feature. Healthcare, transportation, utilities, and tourism are just a few of the businesses that make use of these systems.

Benidorm

Benidorm is a sun and sand tourist town on Spain's Mediterranean coast, in the Alicante province. "Visit Benidorm" is a public-private partnership in charge of public-oriented

destination's prompotion and administration, as well as fighting for Benidorm's competitiveness and protecting the interests of all of its members (Femenia-Serra & Ivars-Baidal, 2021).

Dubai

In March 2014, Dubai unveiled its smart city concept, "Smart Dubai". Prior to launch of Smart Dubai, this city has undertaken a number of large-scale initiatives that either have overtly or covertly link to the "smart" notion. In 1999, the strategy of Dubai ICT was launched, and in 2000, the e-government agenda was launched (Khan et al., 2017). In fact, Dubai has developed a number of digital sources like mobile applications that help to encourage visitor and resident happiness, as well as help to grow in business operation smoothly and efficiently (Khan et al., 2017). Dubai provides NFC (Near Field Communication) tags in conjunction with their gadgets to tourists to find out where they should go and what they should do. Tourists can connect to systems quickly and easily without having to download any software. Tourists can interact with the "Nahaam" tour guide system swiftly and easily thanks to the RTA's deployment. Tourists will be having a link at all times thanks to smart systems such as even healthcare systems, retail systems, information kiosks, and transportation systems (Khan et al., 2017).

Korea Tourism

KTO's IT platforms are described in detail, including three channels: a website, a social media site, and a mobile app. From a social media site or a mobile application, consumers can get precise information on a webpage (Koo et al., 2013). According to Koo et al., (2013), Gusuk, is a website that provides domestic users with information on tour places, lodgings, and festivals in Korea in order to deliver tourism and hospitality information to Koreans as well as grow the domestic tour sector. There are 11 websites in the platform of Visitkorea for 1.5 million international visitors, and KTO manages them in ten languages: English, Japanese, Chinese, Spanish, German, Russian, Turkish, Thai, French, and Arabic. These websites deliver users with useful Korea tour items and information; on the other side, by analysing foreign users' behaviour requests, KTO increases reliability and loyalty of foreign tourists to Korea tourism and develops promotional methods.

Koo et al., (2013), stated that Korea Everywhere, a domestic app, as well as Visit Korea, an English app, both emphasis on promoting Korea tourism with offering an overview of the country, inbound tourism advertising, and local events, as well as addressing tourists' fundamental needs by providing basic tour information, transportation, restaurants, mapping and lodging services. Finally, while the Korean app Korea Everywhere focuses on where to go, Visit Korea focuses on how to go.

London

Although, there are uncertainties adjacent Brexit, the UK capital has been named the world's brightest city in the reports of IESE Cities in Motion for 2019 and 2020. It is being given special consideration because of its enormous integrated and efficient transportation system, human capital, global projection, technological advancement, and economic robustness. Above all, the city's greatest strength is the technical innovation that has been incorporated (Orejon-Sanchez et al., 2022). UK government commissioned a standard as part of smart city strategy, which consists of a set of six fundamental complimentary agreements that address each of the major development areas (Joss et al., 2017).

Amsterdam

Amsterdam is frequently, known as "first smart city" in world due to articles on Amsterdam Digital City dating back to 1994 (Angelidou, 2014). Its success can be attributed to a comprehensive urban planning development approach (Orejon-Sanchez et al., 2022). Nonetheless, city's growth has been staged, starting with the concept of a digital metropolis. The Digital City concept was formed for the first time after using ICTs to help Amsterdam inhabitants prepare for political elections. After that, secondly, the city was the first in the country to establish an approach to tackle pollution and excessive energy use in cities. Lastly, the promotion of city as an urban living laboratory where businesses may test and highlight new digital products and services. These elements make it possible to build a knowledge sharing and learning infrastructure that connects enterprises and citizens (Orejon-Sanchez et al., 2022).

Conclusion

This study's aim to review smartness as well as smart functions of numerous smart cities at global level. Some studies reviewed to attain this objective. Firstly, the importance of technology is presented for the residents and tourists at the destination. Technical and digital sources as well as applications have changed the way of living and travelling in the city. Both visitors and local residents to avail the smart services in city use these sources. Technological breakthroughs have transformed the way we live in society. Then the smart tourism and technological notion is discussed. All tourism services are integrated with the smart technologies to facilitate tourists efficiently. Some smart cities are discussed along with their smart tourism services, smart technologies, smart applications and smart infrastructure. There is a need of enhancing tourist experience and promotional activities for the smart destinations at global level.

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