Tourism Routes

Smart Tourism and digital marketing of the future

Professor Dimitrios Buhalis
Head of Department Tourism and Hospitality
Bournemouth University

www.bournemouth.ac.uk/tourism
www.buhalis.com
Professor Dimitrios Buhalis

Head of Department

Tourism and Hospitality

Bournemouth University
Tourism & Hospitality

We are recognised globally as a leading contributor to knowledge creation and dissemination in tourism and hospitality. A team of 35 academic staff and over 1,000 undergraduate, postgraduate and doctoral students make us one of the biggest and most prolific departments in the world. The combination of staff expertise and enthusiasm, knowledge excellence and co-creation with industry, generate innovation and best professional practice. Our approach is about creating value with everyone we work with, locally and globally, and to share the benefits with society.

Our approach to teaching is to inspire and empower - we want our students to develop their professional skills in a tourism and hospitality context, and to have the confidence to tackle future global challenges. We foster an intellectually challenging but nurturing educational environment, encouraging our students to develop not only professionally, but also personally.

We work closely with key academic and tourism industry professional bodies and associations, including the United Nations World Tourism Organisation (UNWTO), VisitBritain, VisitScotland, VisitWiltshire, Bournemouth Tourism, Merlin Entertainments Resort Theme Parks, TUI, Hilton Hotels, Corinthia Hotels and many others.

We are an Institute of Travel & Tourism Centre of Excellence, while many of our undergraduate and postgraduate degrees are accredited by the UNWTO. Some of our undergraduate degrees are also recognised by the Tourism Management Institute.

We also host the Annual Hospitality Conference in London with speakers from Marriott International, Red Carnation Hotels, the Shangri-La Hotel, the Institute of Hospitality Management, Accor International, InterContinental Hotels and Whitbread Premier Inn.
I would like to take your children away
Study Tourism & Hospitality @ Bournemouth University
Tourism Review

TOURISM REVIEW

Editor in Chief
Professor Dimitrios Buhalis
(since 2017)

The Editors encourage articles that explore knowledge and theory and provide an innovative, future perspective that adds value to all tourism stakeholders globally.

TOURISM REVIEW PUBLISHES THREE TYPES OF PAPERS

- Research Papers (both empirical and conceptual)
- State of the Art papers (synthesis of literature)
- Cutting edge papers (short contemporary topic/ PhD research/emerging topics)
China’s polar extension to Silk Road

The Lamu port is part of the larger transportation corridor between Kenya, Ethiopia, South Sudan and Uganda.

NOTE: September is the end of summer in the North Pole when the frozen lid of sea ice tends to shrink to its smallest. Unlike the Antarctica, there is no land under the frozen Arctic ice.

Sources: CHINA'S NATIONAL DEVELOPMENT AND REFORM COMMISSION, THE ARCTIC INSTITUTE, NATIONAL SNOW AND ICE DATA CENTRE, REUTERS STRAITS TIMES GRAPHICS
Tourism Routes Definitions

- “Tourism routes are tourist attractions which are interrelated and promoted by a certain theme which enhances their popularity, management and preservation” (Timothy and Boyd 2006; Stoddart and Rogerson 2009).

- “Tourism routes can tie up several attractions that would independently not have the potential to entice visitors to spend time and money” (Meyer et al. 2004).

- “Tourism routes are tourism products that associate a selected theme with natural and created attractions that can be reached by a variety of means of transport” (Puczko and Ratz 2000).
Themes of Tourism Routes

- Old Trade Roads – the Silk Road, the Spice Road
- Religious – pilgrim, cathedrals, churches, etc.
- Cultural – including literature, music, arts, crafts, etc.
- Historical – history, architecture, fortresses, etc.
- Culinary – local, regional, national food
- Drinks – wine, sherry, whiskey, champagne, etc.
- Nature – ecotourism, cycling, bird-watching, soft and hard adventure tourism, etc.
- Thermalism – hot springs
Creation of tourism routes: Processes

- Superstructure Enhancement

Six A’s Framework for Analysis of Tourism Destinations: This framework created by Buhalis (2003), includes the superstructure of a destination. Its implementation can help destinations analyse their potential for the creation of tourism routes, start planning their establishment accordingly and enhance their superstructure.

The 6 A’s framework for destinations and routes:

- Attractions (natural, man-made, artificial, purpose-built, heritage, special events)
- Activities (all activities available at the destination and what consumers do when visit)
- Accessibility (entire transportation system comprising routes, terminals, vehicles)
- Amenities (accommodation and catering facilities, retailing, other tourist services)
- Available packages (pre-arranged packages by intermediaries and principals)
- Ancillary services (services used by tourists such as banks, telecommunications, post, newsagents, hospitals, etc.)
Examples of Tourism Routes

Figure 1: Horizontal and Vertical Integration among Destinations of a Tourism Route
NEW REALITIES IN TOURISM NEED INNOVATIVE STRATEGIES
An Increasing Number of Connected And Sophisticated Devices Will Become Available

50Bn of connected devices in 2020
We Are Facing A Digital Revolution That Will Radically Change Industries
NON Smart Traveller

- Confused
- Unfamiliar environment
- Barriers such as language or mobility needs

Smart Traveller

- Personalised & contextualised services
- Engage & explore
- Authentic & immersive experience
- All stages of travel

User Generated Content
- Influence brand reputation
- Impacts destination
- World of Mouth
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.
THINKING SMART

Digital intelligence is the key to making life safer and more efficient. At Intel Labs, engineers create ingenious ways to build high-tech, connected devices into everyday items to help you make smarter decisions.

SMART HOMES
The Near Future
Living a seamlessly connected lifestyle isn’t as far off as you would think: Intel chips can be placed virtually anywhere, from human skin to a running shoe.

1. Intelligent dishes and silverware that determine dietary needs.
2. Connected with wireless displays at home.
3. Connected with wireless mobile displays.

SAFER DRIVING
Intelligent street lighting in Helsinki, Finland, uses automatic sensors to dim or brighten depending on environmental conditions.

1. Predictive mapping to calculate road safety.
2. Vehicle sensors that transfer inter-car data about position and velocity.

SUSTAINABLE LIVING
How does data fusion work for cities? The combination of fixed, mobile and voluntary sensors allows to get larger impactful insights and services, such as traffic management.

1. Voluntary mobile sensing
Participants volunteer to sense the environment with external devices like phones.
2. Fixed sensing sensors
are used to collect data on environmental elements.
3. Opportunistic mobile sensing
The system uses an external device to collect information.

50 billion
Expected number of connected devices by 2020. That’s an average of six devices per person!

70% Mobile traffic growth in 2012.
36 million The number of connected tablets in 2012.

"200% increase
The expected growth in five years for the smart home market."
Your wearable technology map

Where can we wear technology and what can it do?

Opportunities for the travel industry

Wearable technologies open up the opportunity for travel businesses to expand and redefine their propositions. From developing bespoke wearable technologies themselves, to developing applications or services based on those that already exist. Explore the technologies below and think about how wearables could change your future.

Let’s shape the future of travel
shapethefutureoftravel.com
Social Media Monitoring

• Social Media Statistics:
  http://www.socialbakers.com
Smart personalized experiences


www.bournemouth.ac.uk
Thinking smart for life - BEACONS
Father, I have sinned...

I already know...
Smart Tourism

Ecosystems

and the power of networks
https://doi.org/10.1016/j.jdmm.2012.08.001
Smart Tourism Ecosystem

Interoperability of systems in real-time

Technology is the means to an end, not the solution
Enabled by Big Data, IoT and Open Data

Enhancing positive experiences, removing negative factors through co-creation

Deriving value through marketing

All elements are pushed through with an agile mindset

Destination > Individual businesses
Smart Tourism Framework

Technology

- Working with value aggregator
- Creating the storm of value

Open Data Platform

- Travel sector specific data
- Tourism Supply

- Working with other stakeholders
- Consumers of Value

- Smart Tourism Framework
SMART SOLUTIONS

Sharing Economy
Autonomous Vehicles and Drones
Artificial Intelligence
Big Data Management
Real Time Management
Autonomous Vehicles
Autonomous Vehicles
Autonomous Vehicles
谢谢
Stay in touch with Dimitrios

Professor Buhalis Dimitrios
WWW.BUHALIS.COM

Head of Department Tourism and Hospitality Director, eTourism Lab
Bournemouth University, Poole, BH12 5BB, UK

Tel: +44 1202 961517
Email: dbuhalis@bournemouth.ac.uk

http://www.bournemouth.ac.uk/tourism/

Dimitrios Web: http://www.buhalis.com

WeChat: ProfBuhalis
Twitter: http://twitter.com/buhalis
Facebook: https://www.facebook.com/ProfessorDimitriosBuhalis