



Tourism Routes

Smart Tourism and digital marketing of the future

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Department of Tourism & Hospitality

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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 cocreation 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.

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take your
children away**

■ ■ ■ ■

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Tourism Review

TOURISM REVIEW

Editor in Chief
Professor Dimitrios Buhalis
(since 2017)

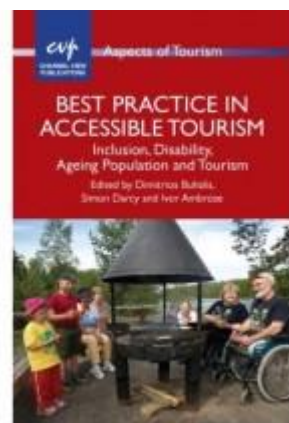
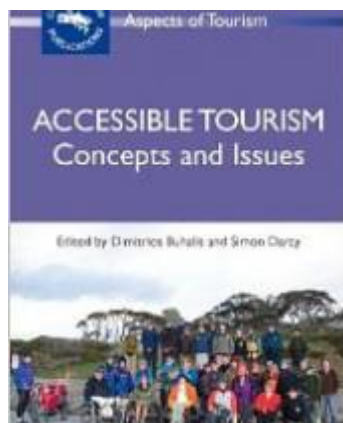
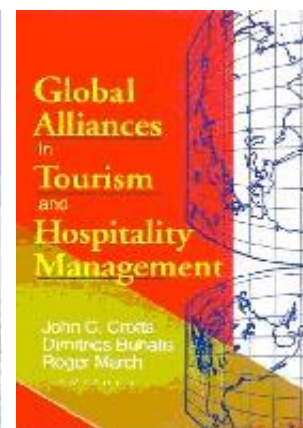
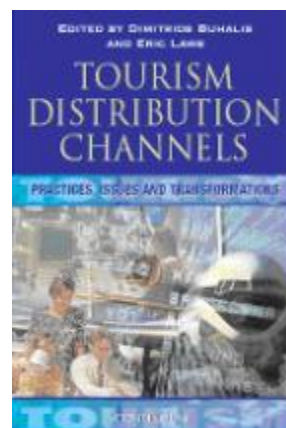
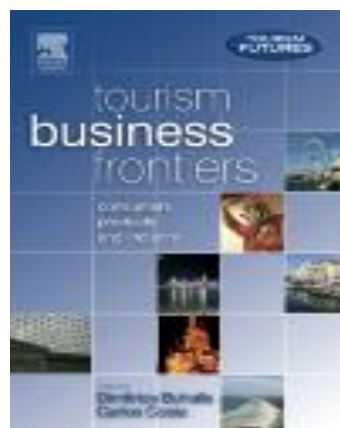
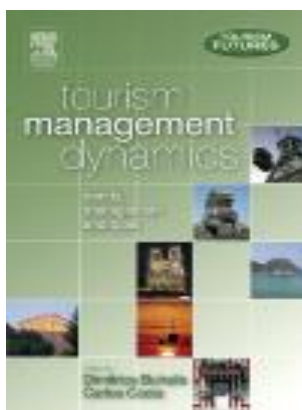
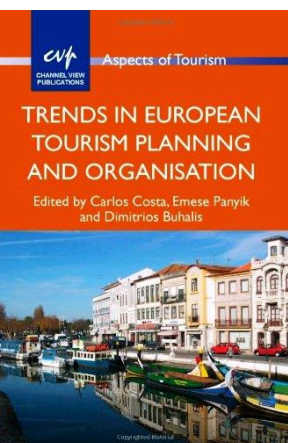
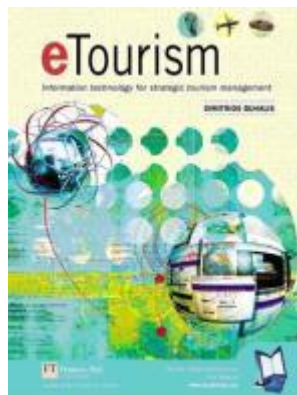
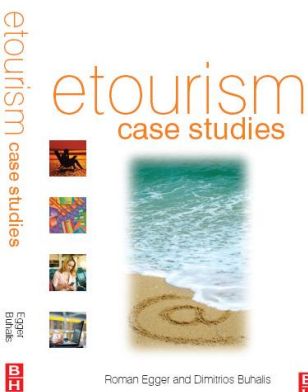


The Editors encourage articles that explore knowledge and theory and provide an innovative future perspective that adds value to all tourism stakeholders globally.

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)

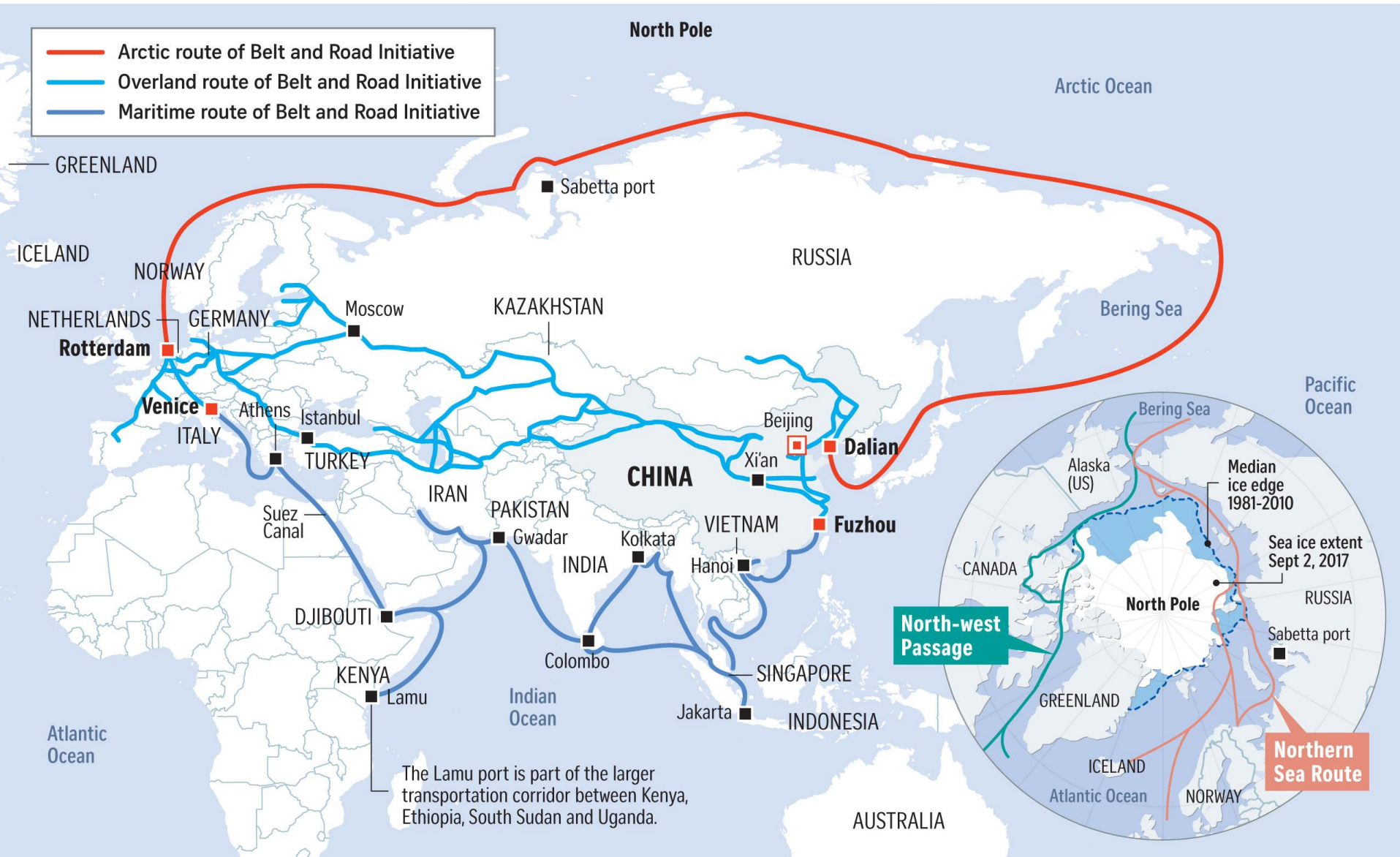
ISSN 1660-5373



TTRAEurope2019: Tourism in the era of connectivity
8-10 April 2019, Bournemouth University
Department of Tourism and Hospitality
www.bournemouth.ac.uk/TTRA



China's polar extension to Silk Road



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

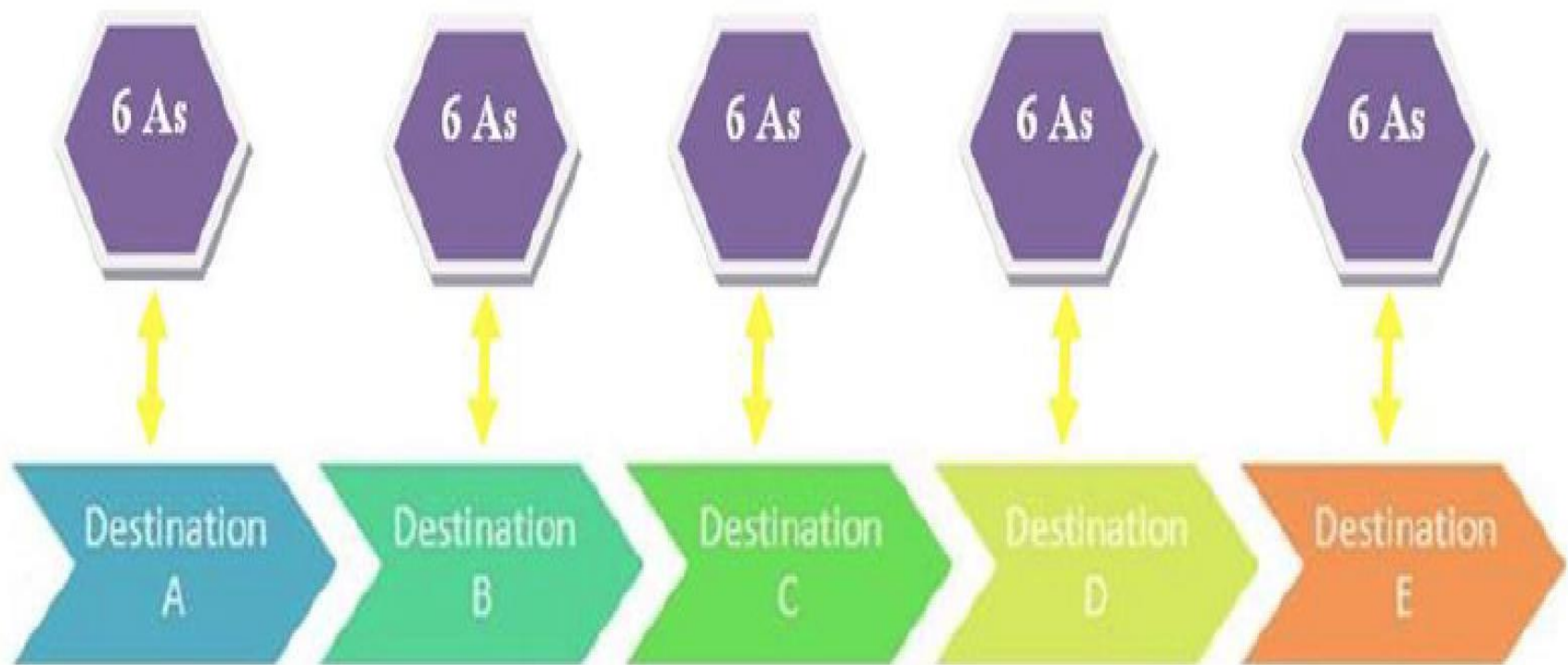
Six A's Framework for Analysis of Tourism Destinations: This framework created by Buhalis (2003), includes the superstructure of a destination. Its implementation can help destinations analyse their potential for the creation of tourism routes, start planning their establishment accordingly and enhance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



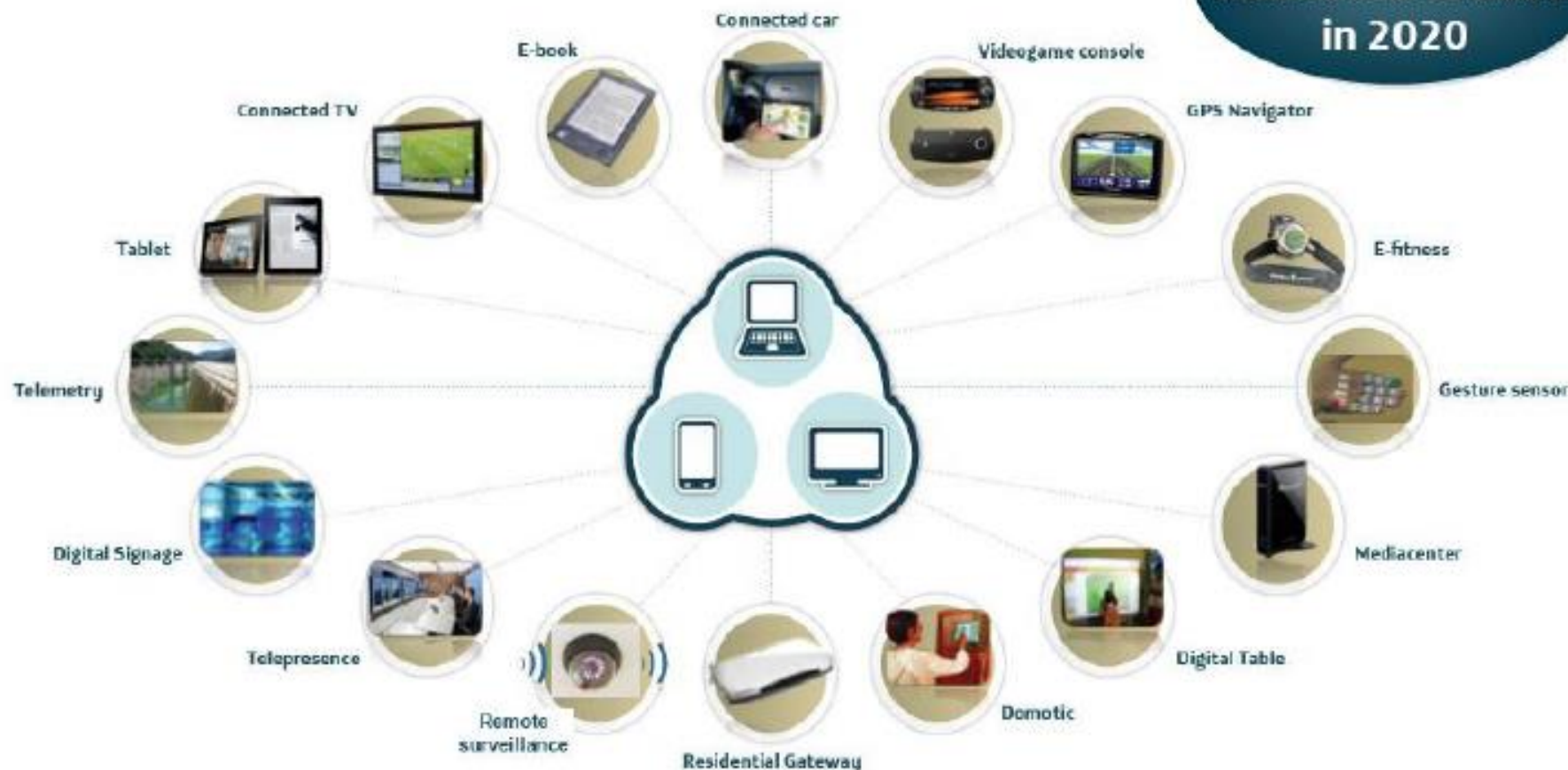


NEW REALITIES IN TOURISM NEED INNOVATIVE STRATEGIES

An Increasing Number of Connected And Sophisticated Devices Will Become Available

O₂

50Bn of
connected devices
in 2020



We Are Facing A Digital Revolution That Will Radically Change Industries



2005



Luca Bruno / AP

2013



NBC NEWS

Michael Sohn / AP

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**

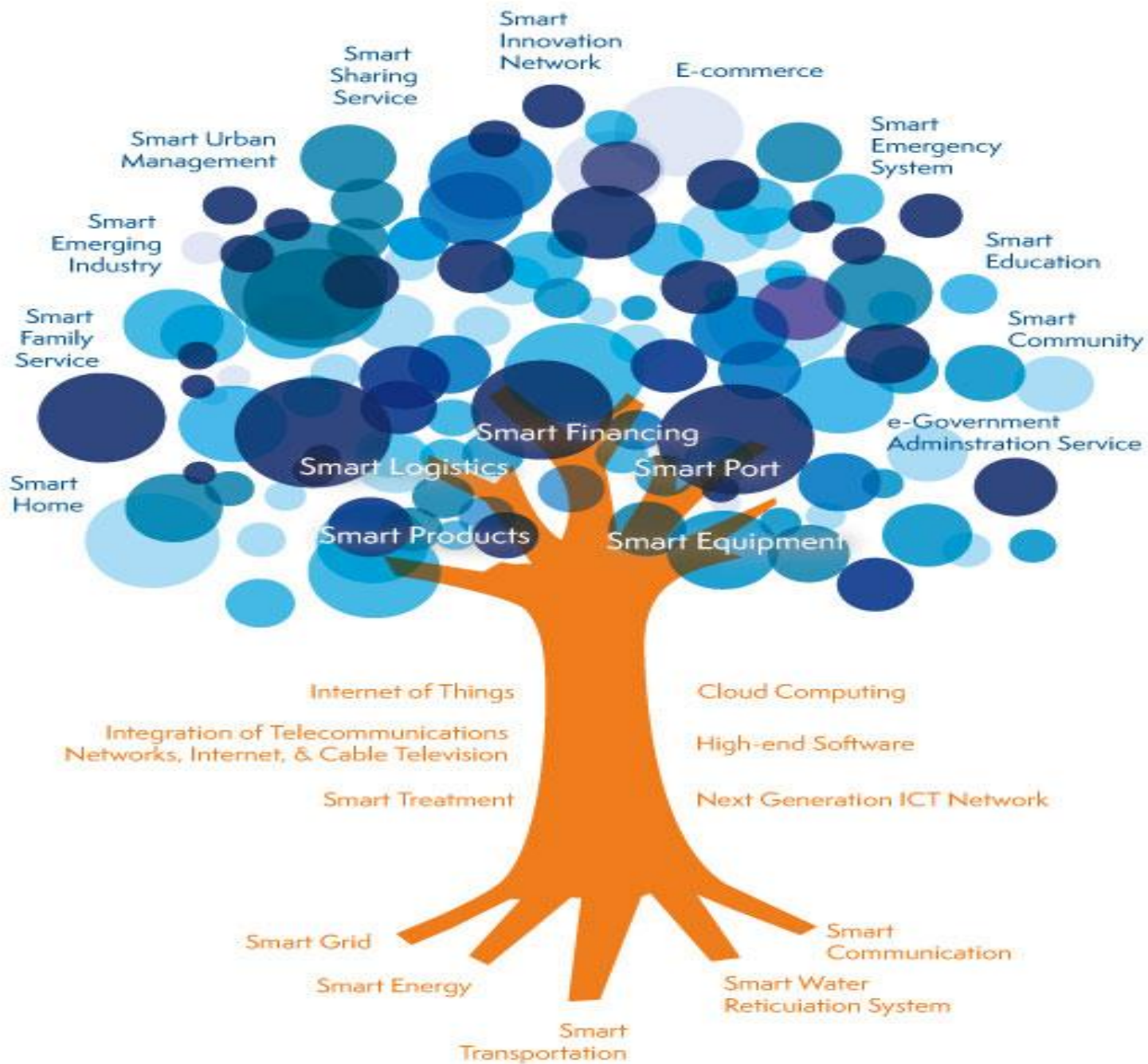


SMART NESS

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 for life - SENSORS

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.



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.

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.



200% increase

The expected growth in five years for the smart home market.

Source: Urban population growth (World Health Observatory); Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update 2012-17; Intel data

Your wearable technology map

amADEUS

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.

Understand

Wearable technology offers the chance for travel businesses to understand their customers in new, more powerful ways

- 3L Labs Footlogger
- 4iiii Viiiiva
- Adidas Smart Run
- Air Scouter
- Amigo Fitness Band
- Apple Watch
- Atheer One
- Atlas Fitness Tracker
- Basis B1
- BIA Sports Watch
- Bodymedia Link Armband
- BSX Insight
- Catapult Nanotrak
- Catapult Optimeye S5
- Electricfox Pulse
- Epson Pulsense Watch
- Epson Pulsense Wristband
- FitBit Flex
- FitBit One
- FitBug Orb
- Fly Fit
- Free Wavz
- Garmin Forerunner 910XT
- Garmin Vivofit
- GeoPalz Ibitz
- GoBe Activity Monitor
- Google Glass
- GOQII Activity Band
- HXM Smart
- Ihealth Activity/ Sleep Tracker
- Jawbone UP24
- Jaybird Reign
- LG Lifeband Plus
- Lumo
- Mistfit Shine
- Motorola Motoractv
- Nike Fuelband SE
- Nike+ Sportswatch GPS
- Pebble Steel Smartwatch
- Samsung Gear
- Smart Q Zwatch
- Sonostar Smartwatch
- Sony Smartband SWR10
- Sony Smartwatch
- Timex Ironman One GPS+
- Wellograph Watch
- 9Solutions IPCS Products
- Agent Smartwatch
- Air Scouter
- Atheer One
- Apple Watch
- BIA Sports Watch
- Connecteddevice Cogito Watch
- Connecteddevice Cookoo
- Elocator Checkpoint
- Filip Smartwatch
- Funiki Ambient Glasses
- Glance
- Google Glass
- Hereo
- I'm SPA I'm Watch
- Kidswatcher Watch
- KMS Wristband
- Ledhal Shoe
- LG Smartwatch
- Logbar Ring
- Martian Watches
- Merni Smartbracket
- Meta M1 Watch
- Moto 360
- Motorola Motoractv
- Nike+ Sportswatch GPS
- Omate Truesmart Watch
- Pebble Steel Smartwatch
- Samsung Gear
- Sony Smartwatch
- Timex Ironman One GPS+

Alert

Wearable technology can disappear into the background, only nudging or guiding travellers in the appropriate situation, time or place

Head
including
eyes/ ears

Back

Waist

Arms
including
hands/fingers

Body
including
chest/ neck

Wrist

Legs
including
feet/ankles

Engage and entertain

Whether it distracts from the boredom of travel or immerses people in the experience of new places, wearable technology can make travel a more interesting and fulfilling experience

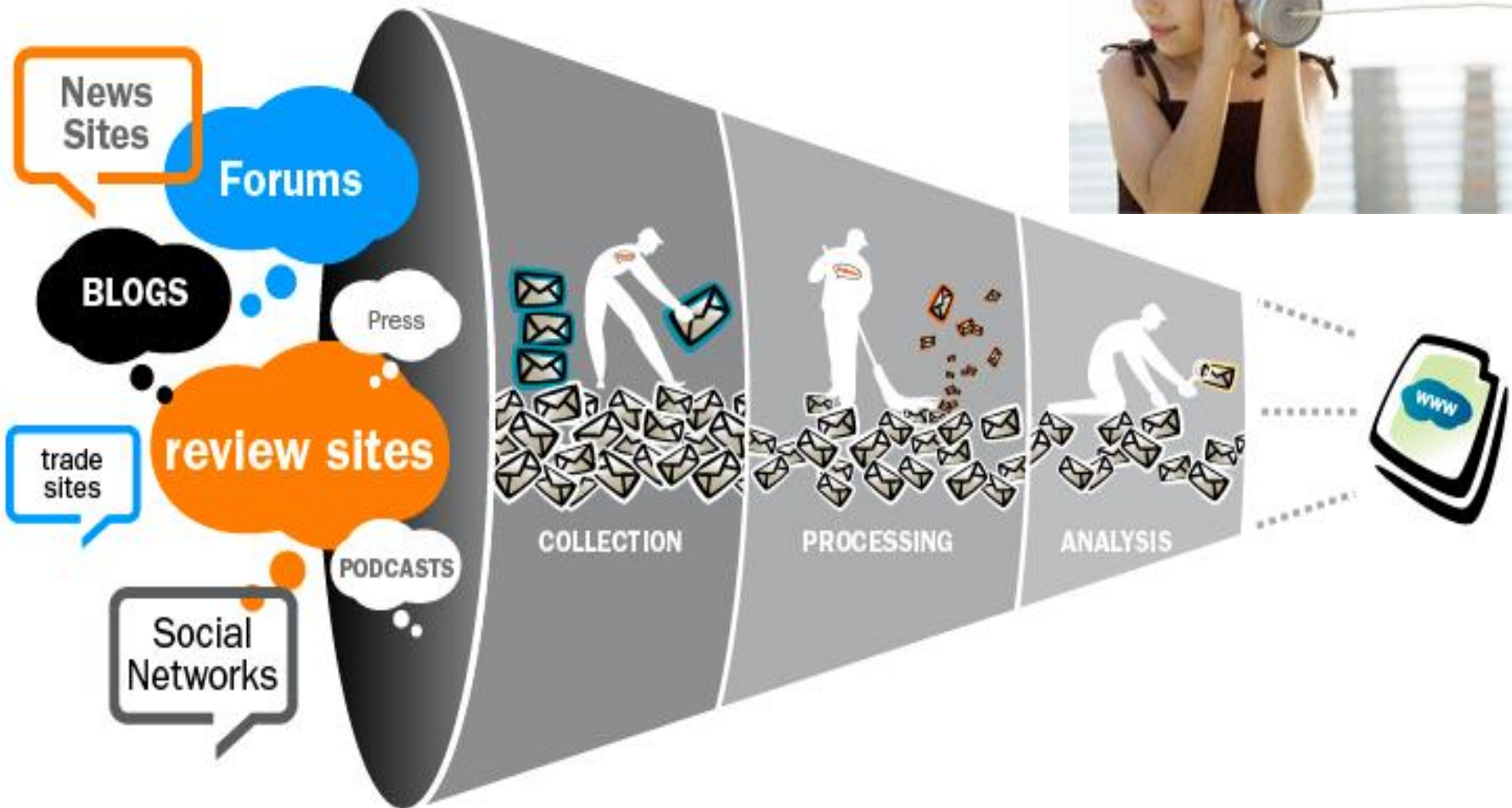
Protect

The safer people feel in exploring new places, on their own or with their families, the more likely they are to head off the beaten track. Here's some of the technologies that are leading the trend today

- 4D Force
- Agent Smartwatch
- Air Scouter
- Atheer One
- Apple Watch
- Avegant Glyph
- Beartek Bluetooth Gloves
- Buhel Speakglasses
- Buhel Speackgoggle
- Casio G-Shock GB-6900
- Castar
- Cinemizer OLED
- Connecteddevice Cogito Watch
- Connecteddevice Cookoo
- Dash Earphones
- Epiphany Eyewear
- Epson Moverio BT-200
- Eyetaip Digital Eye Glasses
- FashionTeq Zazzi
- Filip Smartwatch
- Free Wavz
- Glance
- Glassup
- Google Glass
- Infiniteye Virtual Reality Display
- Intelligent Headset
- I'm SPA I'm Watch
- Kreyos Meteor
- Laster Pro Mobile Display
- Leap Band
- LG Lifeband Plus
- Martian Watches
- Merni Smartbracket
- Meta M1 Watch
- Meta Pro
- Mirama Digital Glasses
- Moto360
- Motorola Motoractv
- Mykronoz Zewatch
- Narrative Clip
- Neptune Pine
- Oculus Rift
- Ormate Truesmart Watch
- OMG Autographer
- Optinvent ORA-S
- Pebble Steel Smartwatch
- Peregrine
- Qualcomm TOQ
- Recon Instruments Jet
- Recon Instruments Snow 2
- Rufus Cuff
- Samsung Gear
- Sigma
- Smart Q Zwatch
- Sonostar Smartwatch
- Sony HMZ-T3W 3D Viewer
- Sony Smartwatch
- VUZIX 1200DX
- Wellograph Watch
- Xone
- Amulyte
- Bionym Nymi Wristband
- Nymi Wristband
- Cuff
- Elocator Checkpoint
- Geak Ring
- Kidswatcher Watch
- KMS Wristband
- NFC Ring
- PFO Safety Bracket
- Safelet
- Spotnsave
- Triloc GPS Locator
- VALRT

Let's shape the future of travel
shapethefutureoftravel.com

Social Media Monitoring



•**Social Media Statistics:**

<http://www.socialbakers.com>

Brought to you by
Brian Solis & JESS3



Mobilized Interest Communities

Fashion

Parenting

Health

Finance

Education

High Tech

Entertainment

Travel

Decoration

Cooking

Sports

Auto

Beauty

Functional Segmentation Platforms

Microblog

SNS

BBS

E-commerce

Anonymous

Business

Enterprise

Light Blog

Photo

Short Video

Wiki & Q&A

Discovery

Communication

Video & Music

Blog

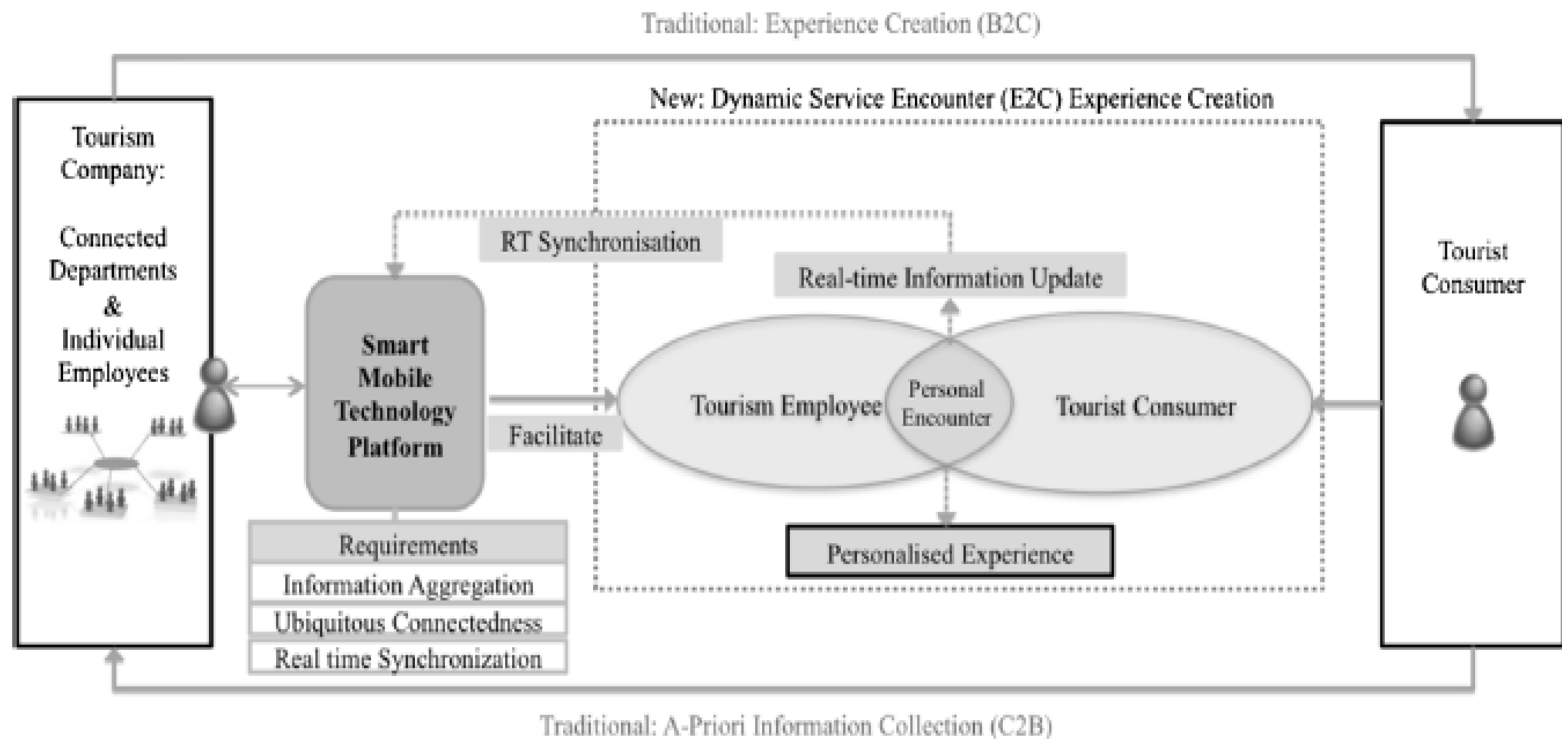


a KANTAR MEDIA Company

China Social Media Landscape 2015

Smart personalised experiences

Smart Technology for Personalized Experiences



ig. 3 Process model personalized experience creation

Neuhofer, B., Buhalis, D., Ladkin, A., 2015, Smart technologies for personalized experiences: a case study in the hospitality domain, Electronic Markets, Vol 25(1)

<https://vimeo.com/19998192>



Thinking smart for life -BEACONS



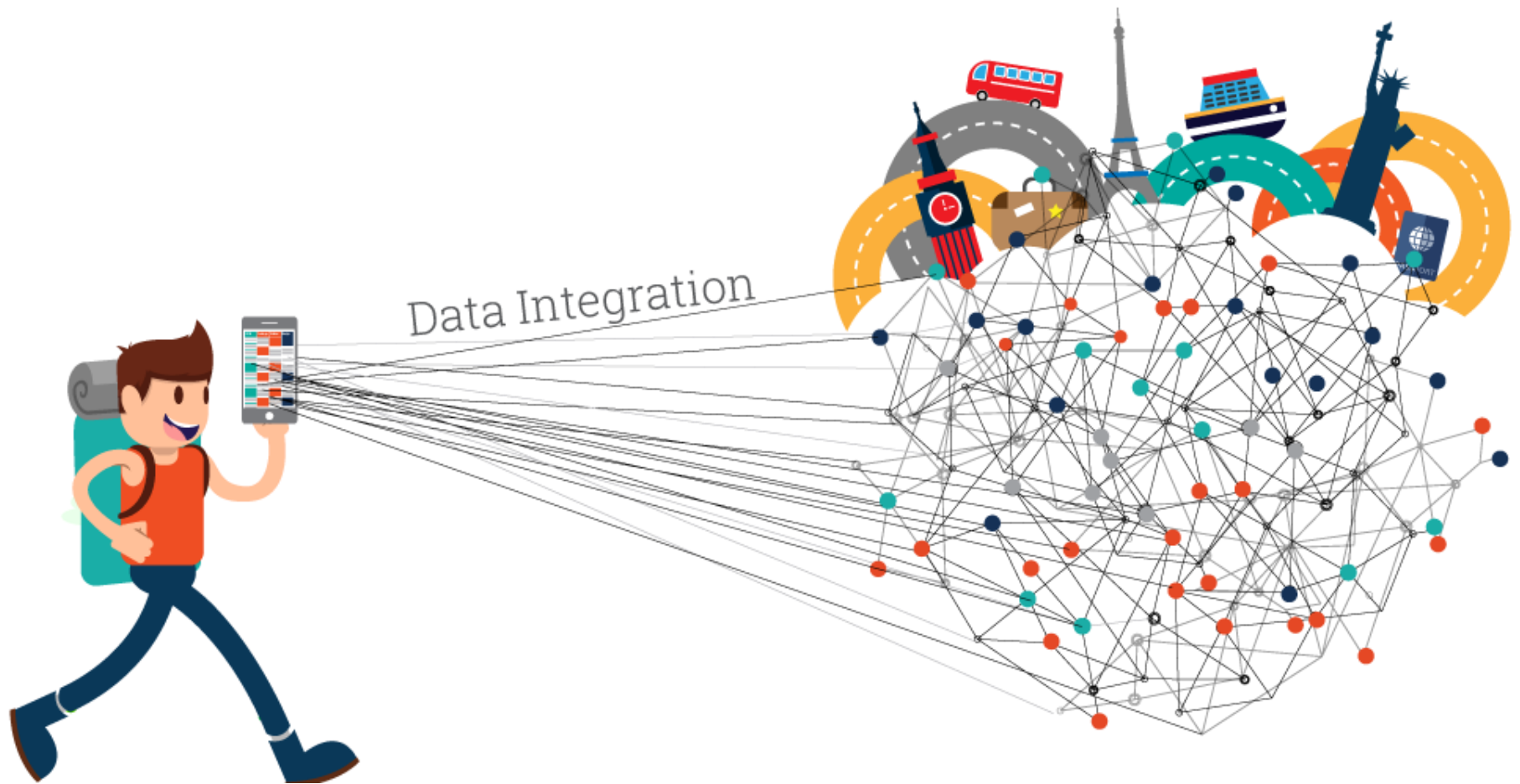
Father,
I have
sinned...

I already
know...



Smart Tourism

Ecosystems
and the power of
networks



TECHNOLOGY ENHANCED DESTINATION EXPERIENCES

EXTENDED EXPERIENCE CO-CREATION SPACE

1 PRE-TRAVEL

2 ON-SITE-DESTINATION

3 POST-TRAVEL

TOURISM CONSUMER

(Central element in experience;
co-creates with tourism suppliers, co-consumers and
social network through ICTs)

**TOURISM
SUPPLIERS**

(Facilitate co-creation with all circles,
tourism consumer, other consumers
And network through ICTs)

**TOURISM
CO-CONSUMERS**

(Other consumers, fans, followers who
co-create with consumer and suppliers
through ICTs)

CO-CREATION

SOCIAL NETWORK

(Friends and peers who co-create with consumer
through ICTs)

Virtual Experience Co-Creation

Virtual Experience Co-Creation

Virtual Experience Co-Creation

Physical Experience Co-Creation

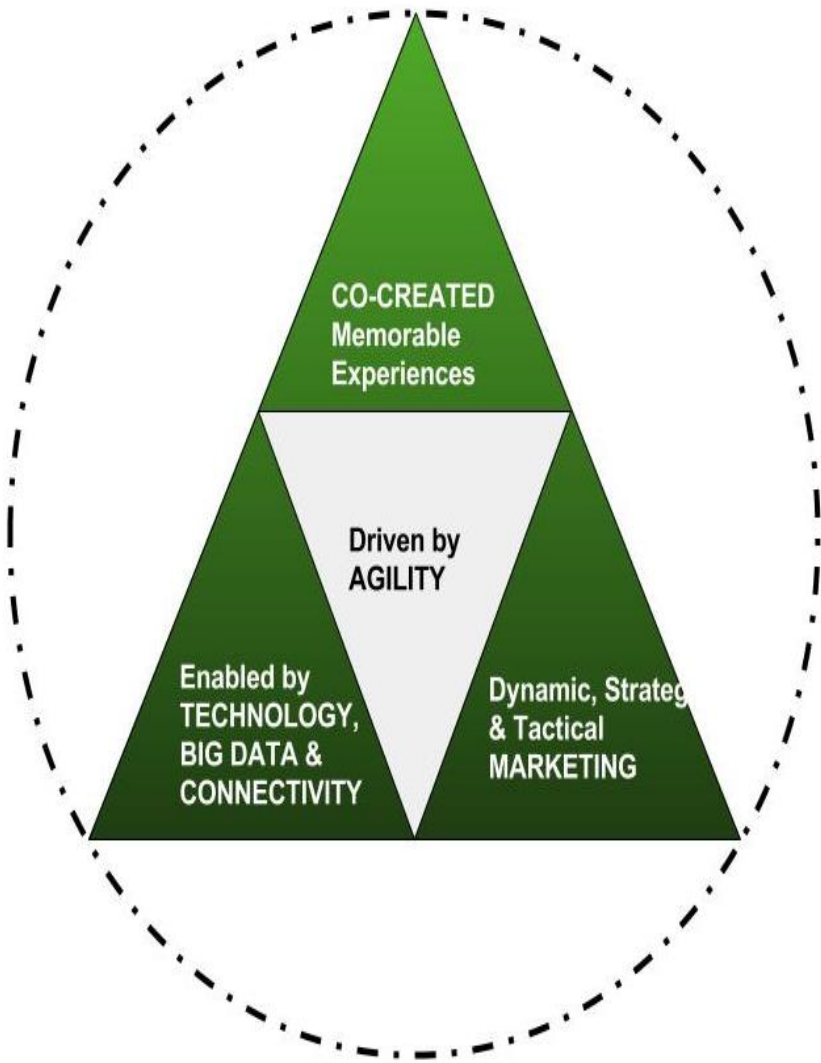
INFORMATION AND COMMUNICATION TECHNOLOGIES

Traditional
Experience Co-Creation

2 ON-SITE-DESTINATION

Neuhofer, B., Buhalis, D., Ladkin, A., 2012, Conceptualising technology enhanced destination experiences, Journal of Destination Marketing & Management Vol. 1 pp.36–46

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

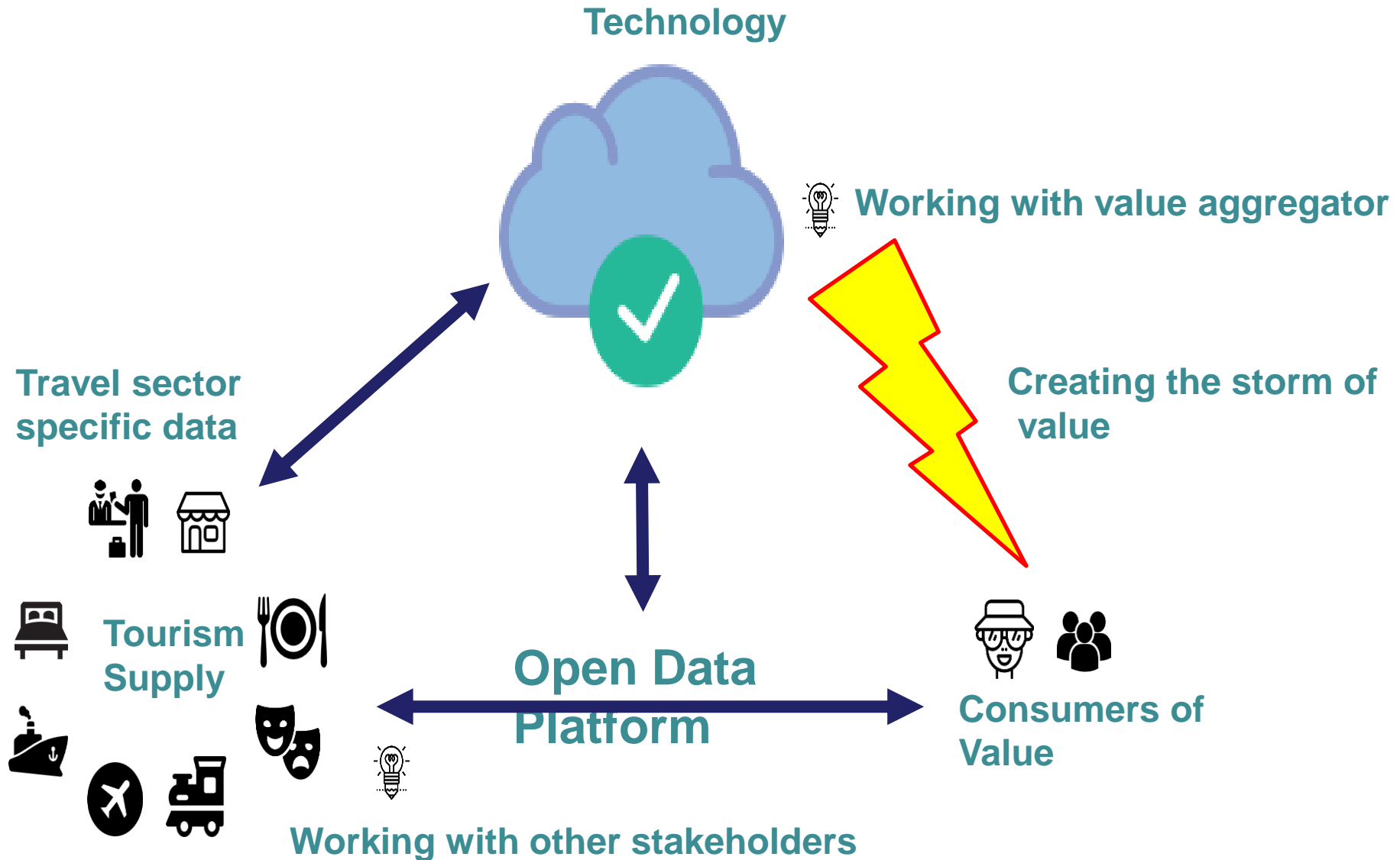
Enhancing positive experiences, removing negative factors through co-creation

Deriving value through marketing

All elements are pushed through with an agile mindset

Destination > Individual businesses

Smart Tourism Framework



SMART SOLUTIONS

Sharing Economy

Autonomous Vehicles and Drones

Artificial Intelligence

Big Data Management

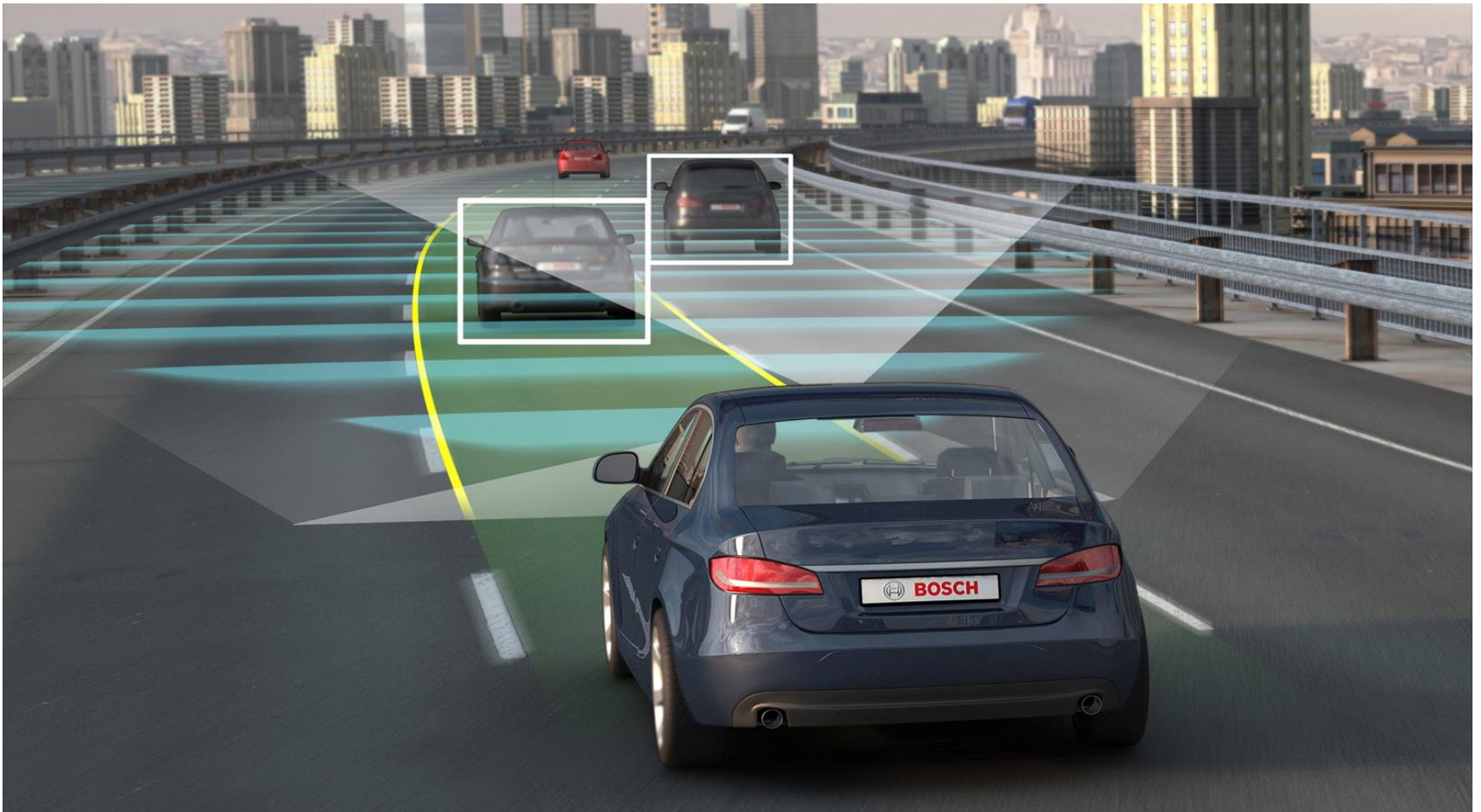
Real Time Management

Autonomous Vehicles





Autonomous Vehicles



Autonomous Vehicles





DESTINATION MUSEUM OF MODERN ART
DISTANCE 5KM
ARRIVAL TIME 16:22

Hey!
Don't forget your
show at 8pm

New version, tap
to upgrade!

SLOW
DOWN
21m

4 SYSTEM
UPDATES

43 NEW
NOTIFICATIONS

AUTOPILOT
OFF

26
km/h

60

12,348
km today

23°C

FRIENDS

Hernán Ortiz

Camila Alvarez

Juliana Viter

Juliana Ospina

PEOPLE

SETTINGS

MEDIA





谢谢

Stay in touch with Dimitrios



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