**Smart Tourism Futures**

**7th UNWTO Global Summit on Urban Tourism – Seoul South Korea**

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**SESSION 2: The 4th Industrial Revolution Shaping the Future of Urban Tourism**

**Smart cities and smart tourism**

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**Destinations**

1. Competitive advantage
2. Destination differentiation
3. Enhanced reputation & maintaining destination image
4. Nurturing new business models – Innovation & investment
5. Resource optimisation especially urban assets
6. Reimagining DMOs

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**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 infrastructure for the value creation for all.

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**Boes, K., Buhalis, D., Inversini, A., 2016, Smart tourism destinations: ecosystems for tourism destination competitiveness,**


http://dx.doi.org/10.1108/IJTC-12-2015-0032

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smartness and agility
towards value co-creation and competitiveness
building at the destination level as a network

- Networks: Interoperability and interconnectivity
- Internet of Things and Internet of Everything
- Sensors and Beacons
- Big Data and Data Analytics
- Social Media, Web 2.0 and User Generated Content
- Technological enablers for the hospitality industry
- Service Dominant Logic - Value co-creation of experience
- The concepts of co-creation and coopetition

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**Your wearable technology map**
Amadeus

*Where can we wear technology and what can it do?*

Opportunities for the travel industry

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**Social Media Monitoring**

- Review sites
- Forums
- Blogs

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**The Conversation Prism**

FOR MORE INFORMATION
CHECK OUR CONVERSATIONPRISM.COM

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SMART SOLUTIONS

Sharing Economy
Autonomous Vehicles and Drones
Artificial Intelligence
Big Data Management
Real Time Management

Dock-less bicycle-sharing system
Shared cars

YOUR VEHICLE IS JUST AROUND THE CORNER
Hourly car and van hire available 24/7

Autonomous Vehicles

Interconnectivity

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SESSION 2: The 4th Industrial Revolution
Shaping the Future of Urban Tourism

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Bournemouth University, United Kingdom

Panellists:
- Mrs. Diana ROBINO, Global Tourism Partnerships Lead, Mastercard
- Mr. Jackson PEK, Vice President, Asia Pacific, Amadeus
- Mr. Fabio MONTANHEIRO, Research Coordinator, City of São Paulo, Brazil
- Mr. LEE Donggun, CEO, myrealtrip, Republic of Korea
- Mrs. Yael FROMAN-IDÈSES, Digi-Tourist Manager, Tel Aviv Tourism, Israel
- Mr. Dionisis KOLOKOTSA, Government Relations, Google Asia-Pacific