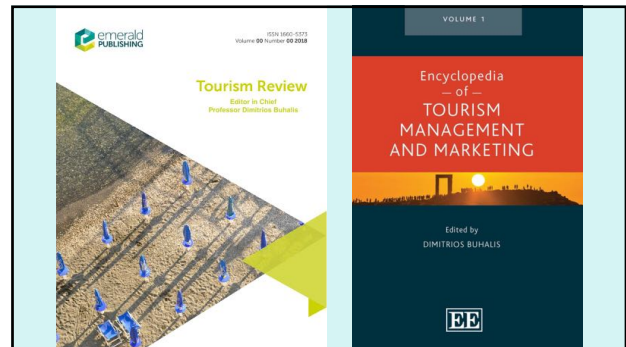


SMART TOURISM

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SMART NESS

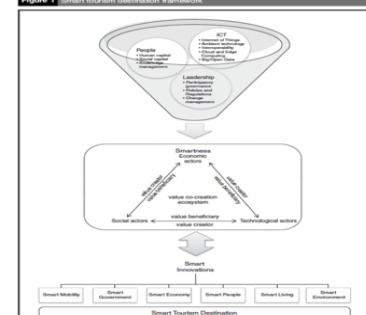


Smartness takes advantage of interconnectivity and interoperability of integrated technologies to reengineer processes and data in order to produce innovative services, products and procedures towards maximising value for all stakeholders.

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.

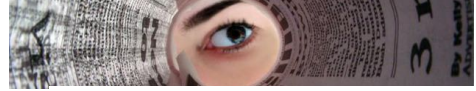
Smartness is the glue of interoperable, interconnected and mutually beneficial systems and stakeholders and provides the infrastructure for the value creation for all.

Buhalis, D. (2020), "Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article", *Tourism Review* 75(1), 267-272 <https://doi.org/10.1108/TR-06-2019-0258>



Boes, K., Buhalis, D., Inversini, A., 2016, Smart tourism destinations: ecosystems for tourism destination competitiveness, *International Journal of Tourism Cities*, Vol. 2(2), pp.108 – 124 <http://dx.doi.org/10.1108/IJTC-12-2015-0032>

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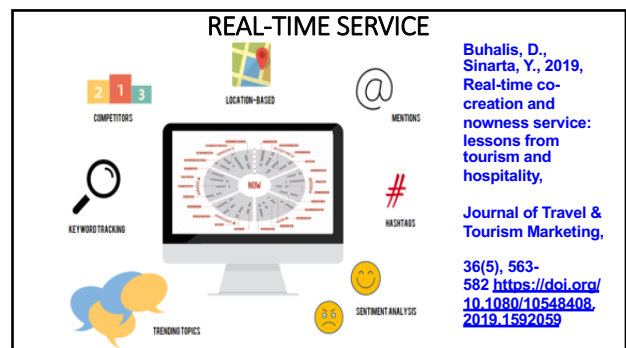
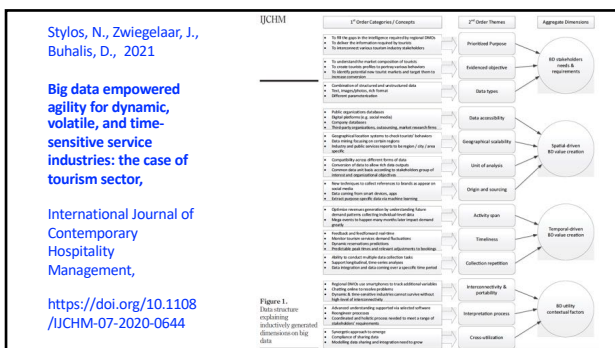
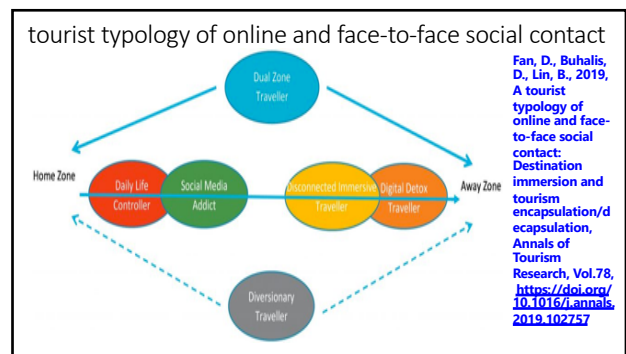
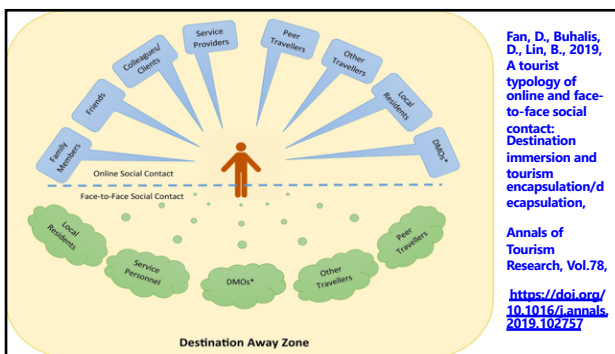
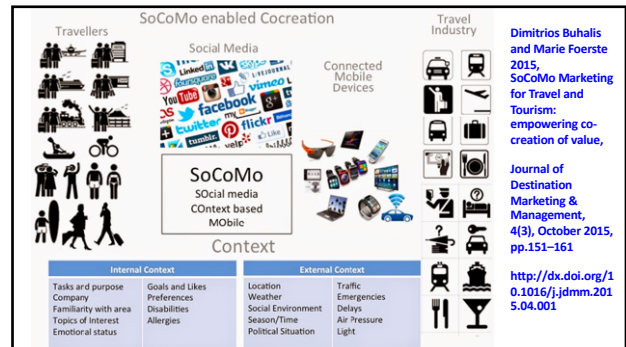
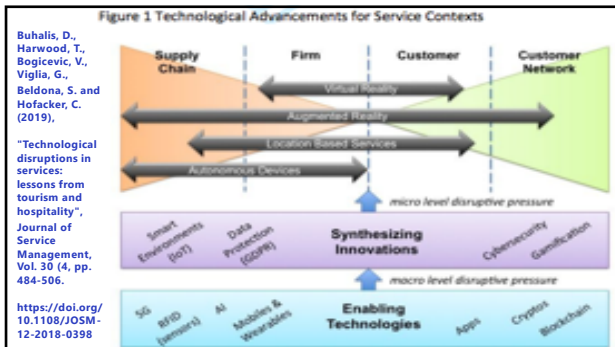
smartness and agility towards value co-creation and competitiveness building at the destination level as a network

- 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 tourism and hospitality industries
- Service Dominant Logic -Value co-creation of experience
- The concepts of co-creation and co-optimisation

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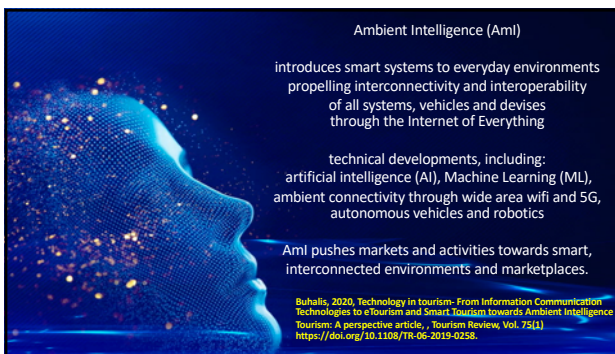
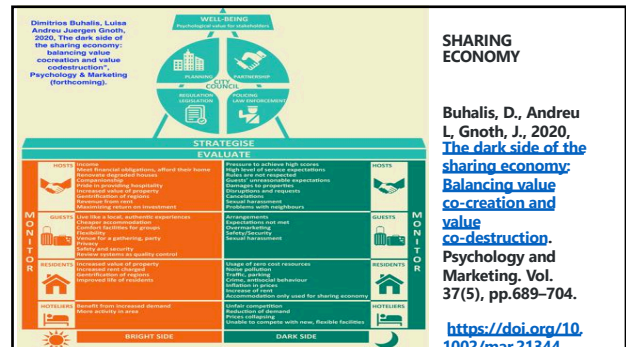
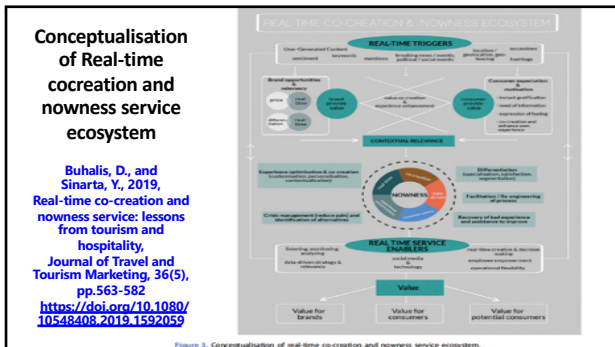
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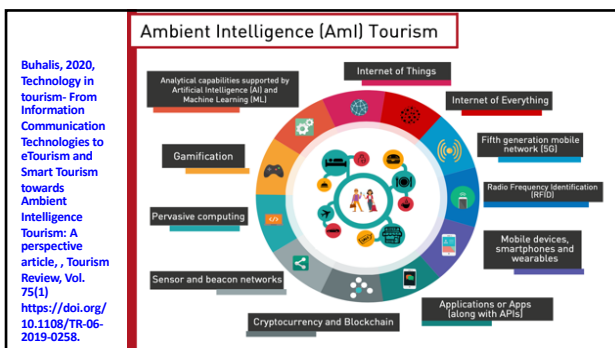
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H2H interaction in Tourism

Human to Human (H2H)	Business	Governments	Consumers	Employees	Interest groups	Local Residents	Robots & Machines
Business	B2B	G2B	C2B	E2B	I2B	L2B	R2B
Governments	B2G	G2G	C2G	E2G	I2G	L2G	R2G
Consumers	B2C	G2C	C2C	E2C	I2C	L2C	R2C
Employees	B2E	G2E	C2E	E2E	I2E	L2E	R2E
Interest groups	B2I	G2I	C2I	E2I	I2I	L2I	R2I
Local Residents	B2L	G2L	C2L	E2L	I2L	L2L	R2L
Robots & Machines	B2R	G2R	C2R	E2R	I2R	L2R	R2R

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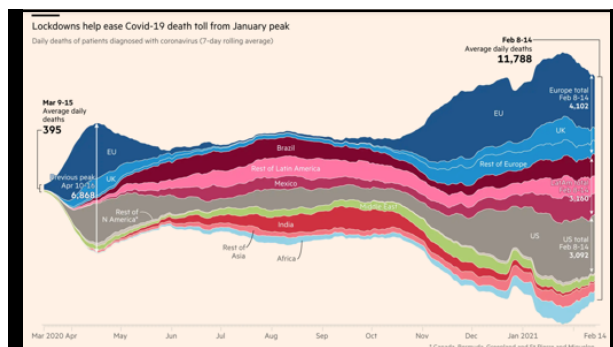
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Reignite Tourism

COVID-19
A CRISIS UNLIKE OTHER!



SMART Tourism

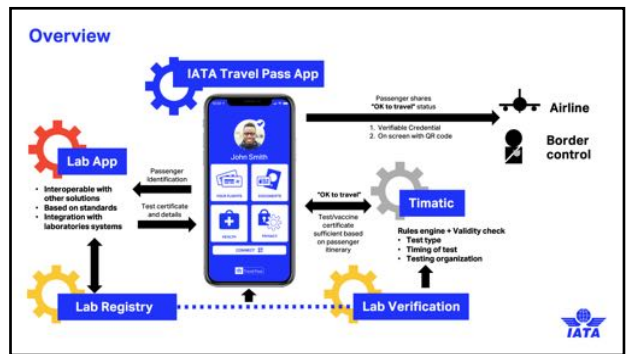
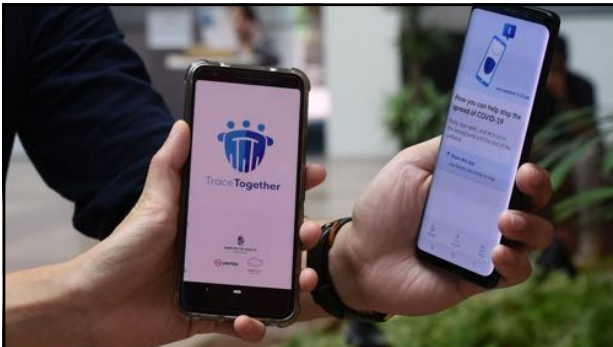
And COVID solutions



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IATA Travel Pass

Emirates has partnered with the International Air Transport Association (IATA) to become one of the first airlines in the world to trial IATA Travel Pass

a mobile app to help passengers easily and securely manage their travel in line with any government requirements for COVID-19 testing or vaccine information.

IATA Travel Pass enables Emirates passengers to create a 'digital passport' to verify their pre-travel test or vaccination meets the requirements of the destination.

They will also be able to share the test and vaccination certificates with authorities and airlines to facilitate travel.

The new app will also enable travellers to manage all travel documentation digitally and seamlessly throughout the travel experience.

Emirates
2,133,488 followers

Emirates becomes one of the first airlines in the world to trial the IATA Travel Pass – a global registry of travel requirements and verification. The digital solution ensures that governments, airlines, laboratories and passengers have the latest and most accurate updates on all COVID-19 related regulations.

<https://bit.ly/2M4319K>

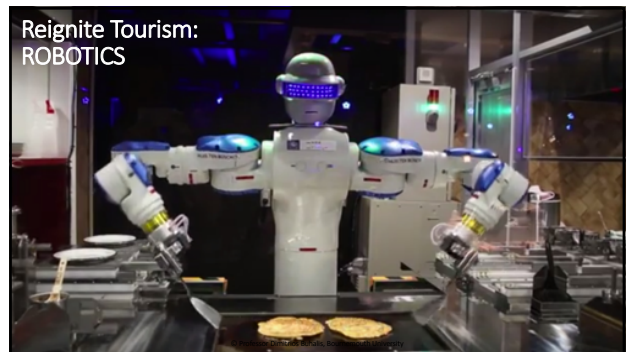
#IfySaferWithEmirates #IfyEmiratesFlyBetter International Air Transport Association (IATA)



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