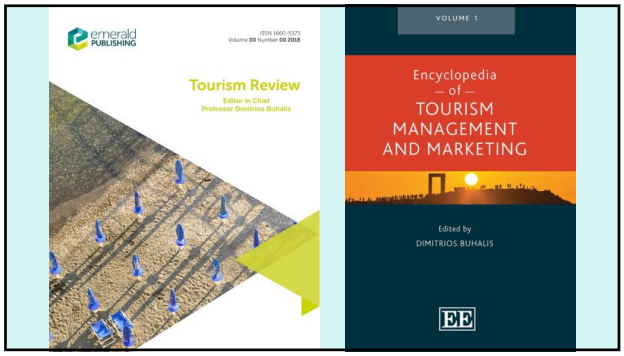
SMART TOURISM
Professor Dimitrios Buhalis



SMART AND AGILE Tourism

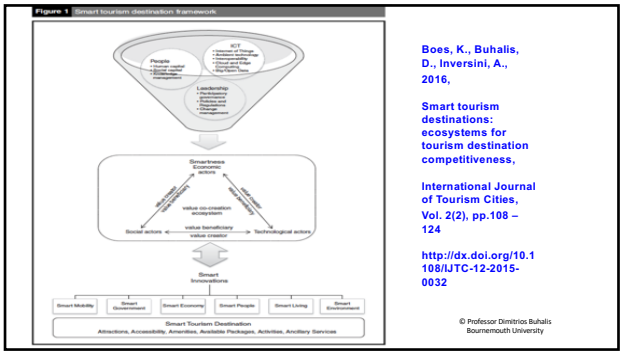
SMART NESS

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.

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,

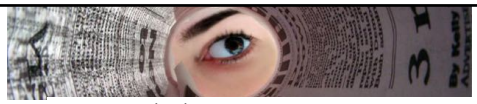
Smart tourism destinations: ecosystems for tourism destination competitiveness,

International Journal of Tourism Cities, Vol. 2(2), pp.108 – 124

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

© Professor Dimitrios Buhalis
Bournemouth University

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

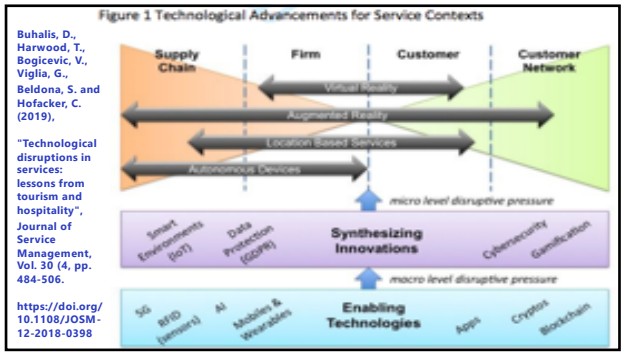


smartness and agility
towards value co-creation and competitivess building at the destination level as a network

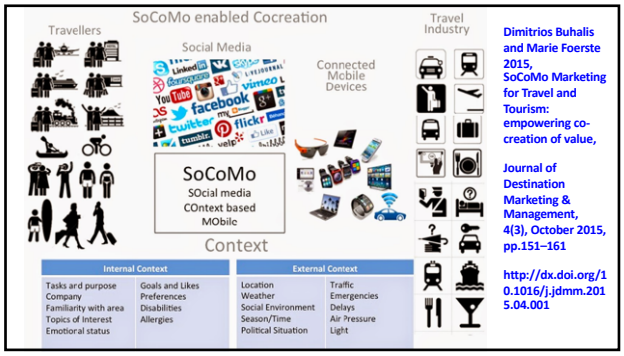
- Networks: Interoperability and interconnectivity
- Internet of Things and Internet of Everything
- Sensors and Beacons
- Big Data and Data Analytics
- Social Media, Web 2.0 and User Generated Content
- Technological enablers for the tourism and hospitality industries
- Service Dominant Logic -Value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

© Professor Dimitrios Buhalis, Bournemouth University
http://www.buhalis.com **dbuhalis@Bournemouth.ac.uk**
https://buhalis.blogspot.com/ https://www.linkedin.com/in/dimitriosbuhalis/
https://www.youtube.com/ProfessorDimitriosBuhalis https://www.facebook.com/ProfessorDimitriosBuhalis/
https://twitter.com/Buhalis https://www.instagram.com/d.buhalis/

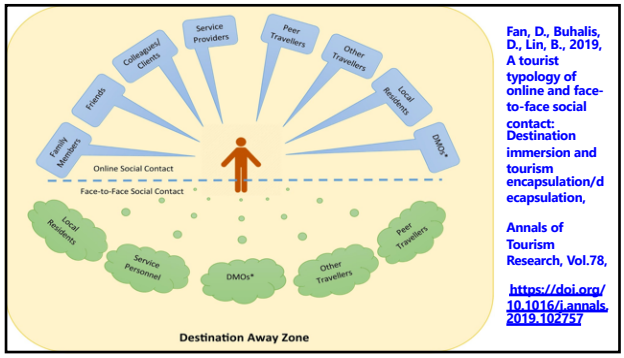
SMART TOURISM
Professor Dimitrios Buhalis



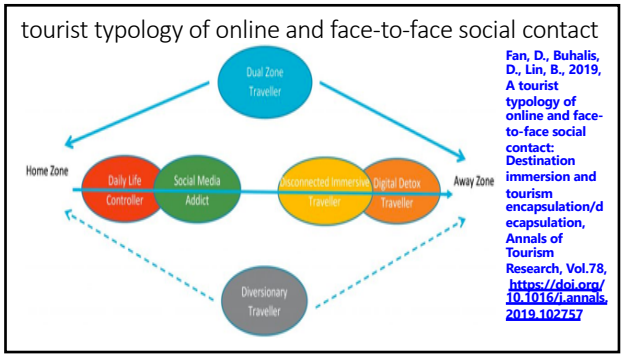
Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S. and Hofacker, C. (2019), "Technological disruptions in services: lessons from tourism and hospitality", Journal of Service Management, Vol. 30 (4, pp. 484-506. https://doi.org/10.1108/JOSM-12-2018-0398



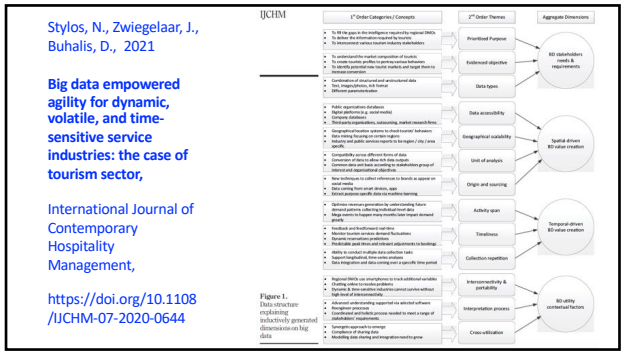
Dimitrios Buhalis and Marie Foerste 2015, SoCoMo Marketing for Travel and Tourism: empowering co-creation of value, Journal of Destination Marketing & Management, 4(3), October 2015, pp.151–161 http://dx.doi.org/10.1016/j.jdmm.2015.04.001



Fan, D., Buhalis, D., Lin, B., 2019, A tourist typology of online and face-to-face social contact: Destination immersion and tourism encapsulation/decapsulation, Annals of Tourism Research, Vol.78, https://doi.org/10.1016/j.annals.2019.102757



Fan, D., Buhalis, D., Lin, B., 2019, A tourist typology of online and face-to-face social contact: Destination immersion and tourism encapsulation/decapsulation, Annals of Tourism Research, Vol.78, https://doi.org/10.1016/j.annals.2019.102757



Stylos, N., Zwiegelaar, J., Buhalis, D., 2021

Big data empowered agility for dynamic, volatile, and time-sensitive service industries: the case of tourism sector,

International Journal of Contemporary Hospitality Management,

https://doi.org/10.1108/IJCHM-07-2020-0644

Buhalis, D., Sinarta, Y., 2019, Real-time co-creation and nowness service: lessons from tourism and hospitality, Journal of Travel & Tourism Marketing, 36(5), 563-582 https://doi.org/10.1080/10548408.2019.1592059

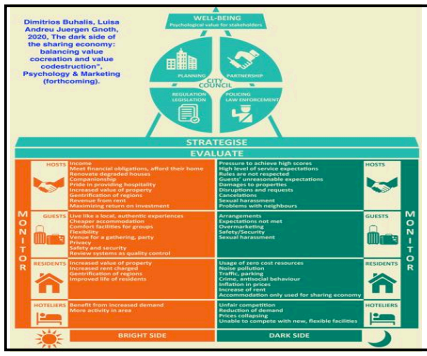
© Professor Dimitrios Buhalis, Bournemouth University
http://www.buhalis.com **dbuhalis@Bournemouth.ac.uk**
https://buhalis.blogspot.com/ https://www.linkedin.com/in/dimitriosbuhalis/
https://www.youtube.com/ProfessorDimitriosBuhalis https://www.facebook.com/ProfessorDimitriosBuhalis/
https://twitter.com/Buhalis https://www.instagram.com/d.buhalis/

SMART TOURISM
Professor Dimitrios Buhalis

Conceptualisation of Real-time cocreation and nowness service ecosystem

Buhalis, D., and Sinarta, Y., 2019, Real-time co-creation and nowness service: lessons from tourism and hospitality, Journal of Travel and Tourism Marketing, 36(5), pp.563-582 https://doi.org/10.1080/10548408.2019.1592059

Figure 3. Conceptualisation of real-time co-creation and nowness service ecosystem.



SHARING ECONOMY

Buhalis, D., Andreu L, Gnoth, J., 2020, The dark side of the sharing economy: Balancing value co-creation and value co-destruction. Psychology and Marketing. Vol. 37(5), pp.689–704.

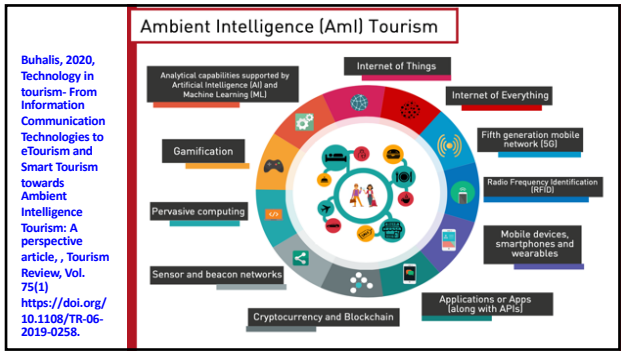
https://doi.org/10.1002/mar.21344

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

Buhalis, 2020, Technology in tourism- From Information Communication Technologies to eTourism and Smart Tourism towards Ambient Intelligence Tourism: A perspective article, Tourism Review, Vol. 75(1) https://doi.org/10.1108/TR-06-2019-0258.

Buhalis, 2020, Technology in tourism- From Information Communication Technologies to eTourism and Smart Tourism towards Ambient Intelligence Tourism: A perspective article, , Tourism Review, Vol. 75(1) https://doi.org/10.1108/TR-06-2019-0258.

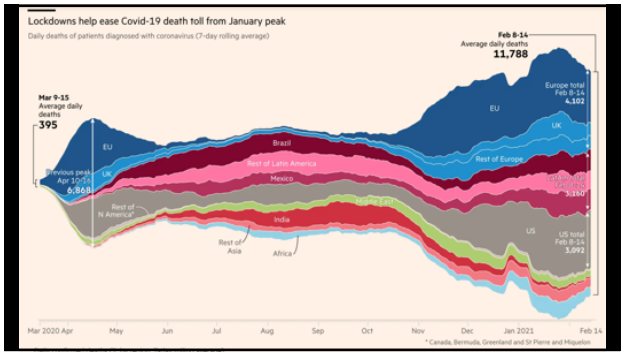


© Professor Dimitrios Buhalis, Bournemouth University
http://www.buhalis.com dbuhalis@Bournemouth.ac.uk
https://buhalis.blogspot.com/ https://www.linkedin.com/in/dimitriosbuhalis/
https://www.youtube.com/ProfessorDimitriosBuhalis https://www.facebook.com/ProfessorDimitriosBuhalis/
https://twitter.com/Buhalis https://www.instagram.com/d.buhalis/

SMART TOURISM
Professor Dimitrios Buhalis

 # Reignite Tourism

COVID-19
A CRISIS UNLIKE OTHER!

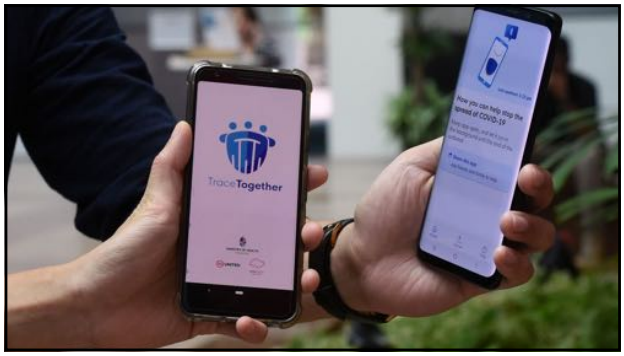


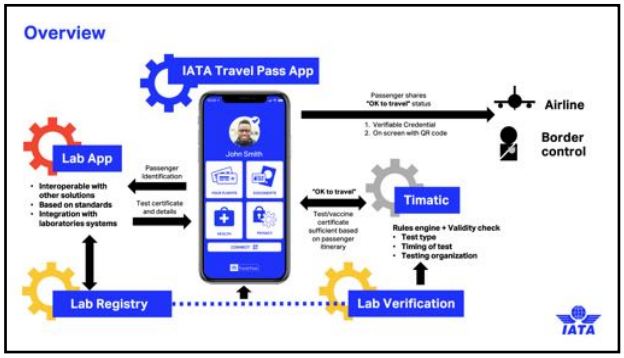
SMART Tourism

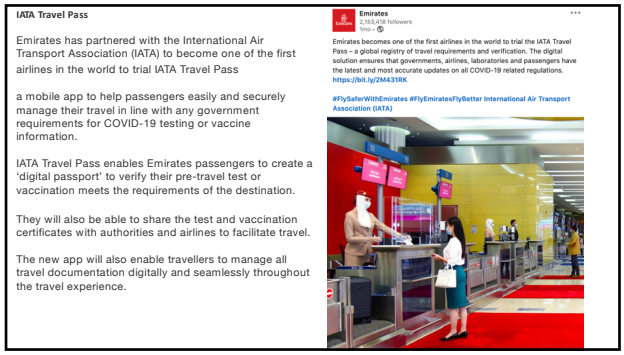
And COVID solutions

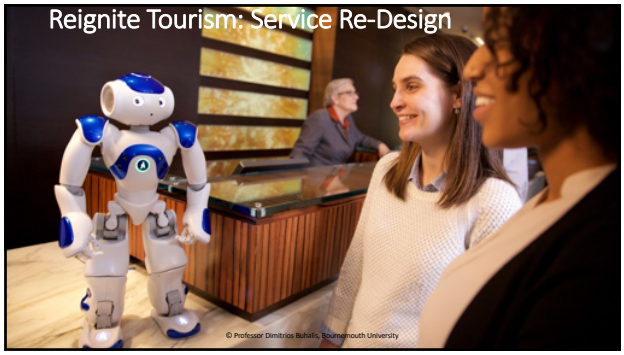
© Professor Dimitrios Buhalis, Bournemouth University
http://www.buhalis.com **dbuhalis@Bournemouth.ac.uk**
https://buhalis.blogspot.com/ https://www.linkedin.com/in/dimitriosbuhalis/
https://www.youtube.com/ProfessorDimitriosBuhalis https://www.facebook.com/ProfessorDimitriosBuhalis/
https://twitter.com/Buhalis https://www.instagram.com/d.buhalis/

SMART TOURISM
Professor Dimitrios Buhalis



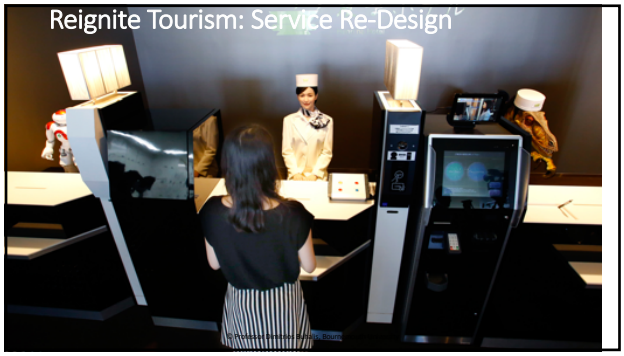


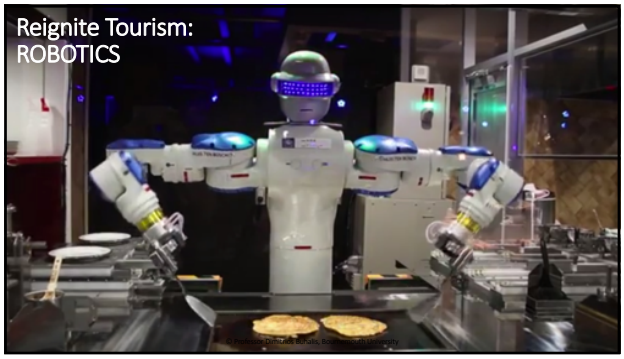




© Professor Dimitrios Buhalis, Bournemouth University
http://www.buhalis.com **dbuhalis@Bournemouth.ac.uk**
https://buhalis.blogspot.com/ https://www.linkedin.com/in/dimitriosbuhalis/
https://www.youtube.com/ProfessorDimitriosBuhalis https://www.facebook.com/ProfessorDimitriosBuhalis/
https://twitter.com/Buhalis https://www.instagram.com/d.buhalis/

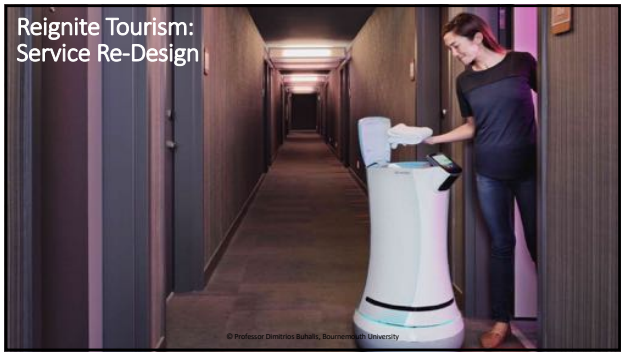
SMART TOURISM
Professor Dimitrios Buhalis





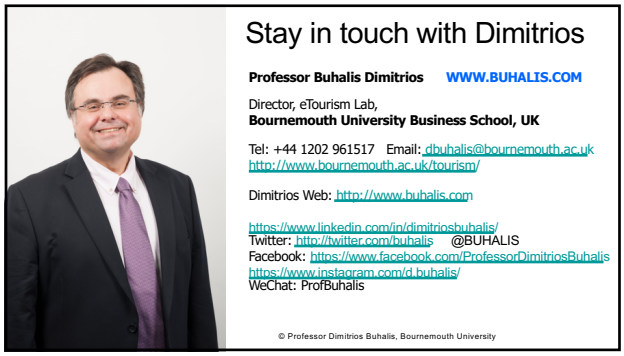
© Professor Dimitrios Buhalis, Bournemouth University
http://www.buhalis.com dbuhalis@Bournemouth.ac.uk
https://buhalis.blogspot.com/ https://www.linkedin.com/in/dimitriosbuhalis/
https://www.youtube.com/ProfessorDimitriosBuhalis https://www.facebook.com/ProfessorDimitriosBuhalis/
https://twitter.com/Buhalis https://www.instagram.com/d.buhalis/

SMART TOURISM
Professor Dimitrios Buhalis



© Professor Dimitrios Buhalis, Bournemouth University
http://www.buhalis.com **dbuhalis@Bournemouth.ac.uk**
https://buhalis.blogspot.com/ https://www.linkedin.com/in/dimitriosbuhalis/
https://www.youtube.com/ProfessorDimitriosBuhalis https://www.facebook.com/ProfessorDimitriosBuhalis/
https://twitter.com/Buhalis https://www.instagram.com/d.buhalis/

SMART TOURISM
Professor Dimitrios Buhalis



© Professor Dimitrios Buhalis, Bournemouth University
http://www.buhalis.com **dbuhalis@Bournemouth.ac.uk**
https://buhalis.blogspot.com/ https://www.linkedin.com/in/dimitriosbuhalis/
https://www.youtube.com/ProfessorDimitriosBuhalis https://www.facebook.com/ProfessorDimitriosBuhalis/
https://twitter.com/Buhalis https://www.instagram.com/d.buhalis/