Contents

List of figures viii
List of tables x
Acknowledgements xii
Abbreviations xiii

Introduction 1

PART 1
The need for a new form of tourism destination governance 5

1 Tourism destination governance and its challenges 7

1.1 Approaches to tourism destination development 8
1.2 Foundations of tourism destination governance 9
1.3 Network governance of tourism destinations 13
1.4 Challenges of tourism destination governance 18
References 21

2 Smart destination governance as a new model of destination development 29

2.1 Smart tourism and its development 29
2.2 Foundations of smart tourism design 40
2.3 The contribution of smart tourism design to destination governance 44
References 48

PART 2
The contribution of smart approach to overcoming the challenges of tourism destination governance 55

3 Changing tourist behaviour along the tourist journey 57

3.1 Touchpoints and possibilities of data collection along the tourist journey 58
3.2 Behaviour of different tourist segments along the tourist journey 66
3.3 Technology savvy tourists and their behaviour 73
References 78

4 The impact of smart tourism ecosystem on the role of destination management organisation 81

4.1 The role of destination management organisation in a network based on cooperation in marketing activities 82
4.2 The role of destination management organisation in a network based on knowledge transfer 90
4.3 Destination management organisation as a data hub in the smart ecosystem 97
References 99

5 Data analytics for a dynamic construct of a tourism destination 102

5.1 Identifying strategic visitor flows using big data analytics 103
5.2 Finding the intersection between visitor flows and destination stakeholders 108
5.3 Using the smart approach to get insights into the dynamics of a destination 112
References 114

PART 3
Designing smart tourism destination governance towards sustainability, competitiveness and resilience 117

6 Designing tourist experience based on smart data 119

6.1 Co-creating experience during all trip experience phases 120
6.2 Reacting to tourist behaviour in real time 122
6.3 Using smart data for value co-creation 128
References 130

7 Strengthening collaborative design through smart solutions 132

7.1 Augmented service blueprinting in a destination 133
7.2 Knowledge sharing through intelligent information system 138
7.3 Smart solutions enhancing sustainability, competitiveness and resilience 143
References 147

Conclusion 149

Index 151