



Govern
de les Illes Balears

2007-2013 Illes Balears
una manera de hacer europa

INVERTIR EN EL TUEU FUTUR



Unión Europea
Fondo Europeo de
Desarrollo Regional

INTO 2014 - Social Media & Tourism Industry
Dr. Roberto Micera
“Smart sustainable tourism development.
A new emerging paradigm in destination governance.”

The paper aims to qualify the role of the Smart Destination paradigm in tourism destination governance. In particular, it wants to explore the interrelationships existing between two main concepts - Smart City and Slow Tourism - in the belief that their combined approach can support a more sustainable tourism development.

The research defines a smart destination model in which the role of the government and the local stakeholders in destination service strategy formulation and implementation are clearly represented. It demonstrates how smart sustainable approaches can contribute to develop bottom-up strategies based on stakeholders' engagement in service provisioning to tourists. In the holiday experience the post-modern tourist looks for identity and diversity of his experience and not just to escape from the usual routine. It follows that the mere spread in the destination of a large amount of new smart tools and services can reveal a failed strategy if the destination governance is not able to create a supply and an use of tourism products that stimulate the interaction with the host community (contamination), enhance the specificity of the places (authenticity), minimize the impact on the environment (sustainability), improve the quality (time), involve (the end user) in multi-sensory experience (emotion), and repudiate the frenetic pace (slow).

