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Unión Europea
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INTO 2014 - Social Media & Tourism Industry **Dr. Carlos Lamsfus** **"Understanding Human Mobility within Smart Destinations"**

This presentation, entitled “Understanding Human Mobility within Smart Destinations” will try to shed some light in understanding the phenomenon of human mobility and behavioural patterns in the framework of smart environments. The conception and development of the notion of Smart City are focused both on Information and Communication Technology (ICT) infrastructure deployment and, overall, on permanent citizens in a city. Special focus is also given to travellers equipped with cutting edge technology like smartphones and their apps. With the aim of developing the Internet of Things and the concept of Smart in the field of tourism, it is necessary to conceptually change the existing approaches from start, since the main focus has to be put on travellers, which are considered short-time non-permanent citizens. Thus, the concept of Smart Destination described in this paper is based on the notion of Smart City but has a conceptually different approach, since it focuses on travellers and tourists. It pays special attention to how the Smart infrastructure can be used to have a deeper understanding of human mobility and how the information produced within smart cities can be used to find out about behavioural patterns and design of services. The presentation will show some examples of existing prototypes.

