



# Innovation & Tourism International Seminar Social Media & Tourism Industry

## **SMART SUSTAINABLE TOURISM DEVELOPMENT. A new emerging paradigm in destination governance**

**Roberto Micera**

*Italian National Research Council (CNR)*

*Institute for Service Industry Research (IRAT)*

*Naples, Italy*

**Angelo Presenza, PhD**

*Department of Management and Business Administration, University*

*“G. D’Annunzio” of Chieti-Pescara*

*Pescara, Italy*

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# Research rationale, aim, method

- ❑ Increasing attention to the topic of **smart approach in tourism destination** and to opportunities offered by a **rapid diffusion of new technology for sustainable development** (Pyo *et al.*, 2002; Fayos-Sola *et al.*, 2012; Heitmann *et al.*, 2011).
- ❑ To contribute to this growing area of study by providing **insights into the interrelationships existing between two main concepts – Smart City and Sustainable Tourism - in the belief that their combined approach can support a more competitive tourism destination development.**
- ❑ First exploratory case study of an **international network of cities pioneering in the pursuit progress and innovation to promote a form of sustainable tourism.**

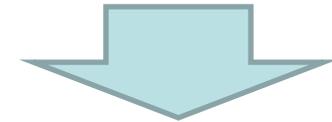
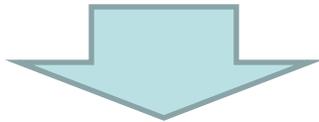
# Research questions

1. How should the **synergic relationship between smart city and sustainable development** be activated?
2. How should **smart city and sustainable development be linked to slow tourism philosophy**?
3. How do the **smart sustainable development paradigm influence the governance** of small/medium tourism destination?

# Theoretical background: Tourism policy and sustainability

The tourism **competitiveness is closely linked with its sustainability**, as the quality of tourist destinations is strongly influenced by their natural and cultural environment and their integration into a local community (Holden, 2003).

Sustainable tourism and associated policies involve considering 'solutions' of **destination rejuvenation** such as resort upgrading, product innovation and diversification of markets (Dodds, 2007; Bianchi, 2004)



In the overall paradigm of sustainable development, it is evident that any **sustainable development project has to put people in the middle**

Tourism governance has to reflect and raise awareness on **the themes of quality, slowness and local identity**, as clear represented by the slow tourism philosophy.

# Theoretical background: Slow Tourism

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*Campbell, 1996*

It **combines economic, environmental and social principles** that constitute the triple bottom line of sustainable development

*Woehler, 2004*

Movement guarantees **the respect of the local identities through different routes**, whose key factors are an appropriate use of the leisure, hospitality, sense of place and conviviality

*Irving, 2008*

An intense and enjoyable way **to live a tourism experience**, preserving the needs of those tourists

*Yurtseven , Kaya, 2011*

A way of life based on the **rediscovery of the perception** of the holiday through the **use of the five senses** and to live an experience in **harmony** with the destination

*Dall'Aglio, 2011*

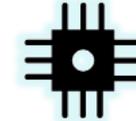
A practice possible where development strategies will be successful only if oriented towards **the specificity of the territory** and an **increasing collaboration** between all parties

# Theoretical background: Smart City

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- the quantity of information which is produced by the interaction of several sensing systems is achieving unthinkable levels



instrumented

Integrate  
and reply

- today, thanks to several kinds of sensors, it is possible to measure and see in real time the conditions of every aspect of the city



interconnected

Listen and  
collect

- by analysing in an effective way this enormous data's amount, we will be able to take more focused and smarter decisions, on different time scales, about the management and the optimal planning of city's ecosystem



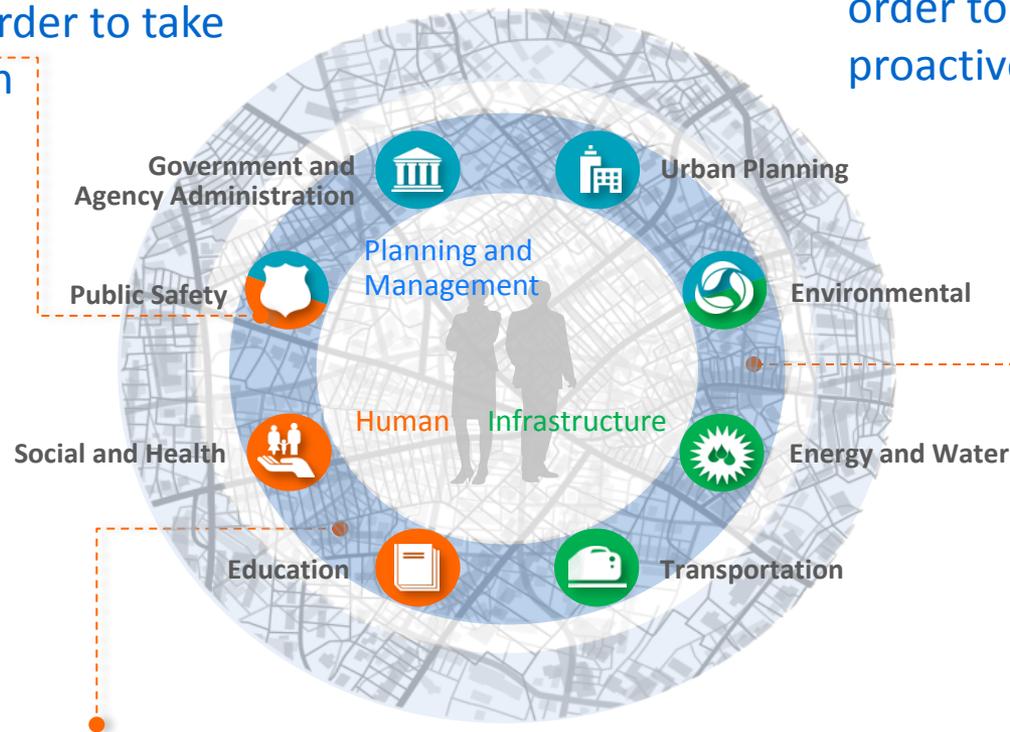
intelligent

interact

# Theoretical background: Smart City

...intensively uses the information in order to take the best decision

...foresees problem in order to solve them proactively



...coordinates the resources in order to work in a more efficient way

# Theoretical background: Smart Tourism Destination

*Baggio et al., 2010*

TD is a **complex system** that requires the adoption of strong rules and needs the **flexibility** for changing them dynamically, reacting quickly to all the changes that may occur.

*Funilkul, Chutimaskul, 2009*

ICT is the tool through **users interact and collaborate**, exchange information, share information and opinion in an attempt to converge toward a **common vision**.

*Sigala, Marinidis, 2012*

It is possible activate **e-democracy process** realized through an active participation of citizenships in the decision-making process about territorial policies.

*Racherla et al., 2008*

Destination became a space where **stakeholders are engaged** in continuous interactions.

*Smart Tourism Destination is a local system characterized by advanced services, a **high degree of innovation** through a considerable use of ICTs and the presence of **open, multipolar, integrated and shared processes** directed at enhancing the **quality of life for both residents and tourists***

# Methodology of the research

- **Qualitative** approach based on case studies.
- Focus on **successful association** that are known in the tourism industry as innovators and stand as exemplary cases of effective sustainable practices.
- Selection of Cittaslow Association that is an **urban social movement representing the desire of some governments to pursue progress and innovation and to create networks of social and local interests around the theme of quality of life.**
- **Desk analysis focus on the history and the evolution of the organization,** using documents covering the period from the beginning (the Association was founded in 1999) to present time and slow city-official webpages, scientific articles and several independent reports, in order to triangulate our data.
- **Participant observation as auditors at the assembly of the association of Italian Cittaslow** that took place in September 2013.

# Association Profile: Cittaslow

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- ❖ It is an **extension of the slow food** movement and, consequently, as an application at the destination governance's level of the slow tourism philosophy
- ❖ Born in **1999 in Italy**, Cittaslow Association is now spread throughout the world (over **200 cities** in over 30 countries around the world).
- ❖ The association is reserved for **small city**, with no more than 50.000 inhabitants.

- ❖ to implement an **environmental** policy.
- ❖ to implement a **coherent infrastructural** policy.
- ❖ to promote the **use of technologies**.
- ❖ to encourage the **production and use** of foodstuffs.
- ❖ to safeguard **autochthonous production**.
- ❖ to promote the **quality of hospitality**.
- ❖ to promote **awareness among all citizens**



# Case analysis: CittaSlow Association

- ❑ Differentiated practices and spaces lived **slowly co-exist with “fast”** and standardization.
- ❑ The factors that are usually associated with the “fast”, such as new technologies, can be slow **to support practices and greater qualification** of the supply system.
- ❑ Cittaslow Brand is attributed to cities/associated with cities that agree to work towards **a set of goals that aim to improve the quality of life** of its citizens and visitors, and to **share knowledge**.
- ❑ The criteria for becoming a Slow City include aspects like **Energetic and Environmental Policies, Infrastructure Policy, Policies for urban quality, Policies for agriculture, tourism, handcraft, Policies for the hospitality, awareness and training Policies for social cohesion and Partnerships**.
- ❑ The Slow Cities **pursue strategies for territorial development in a sustainable way** and with the aim of **exploiting the resources** through the use of dedicated infrastructure and innovative techniques for the recovery and reuse.



# The smart side of a CittaSlow results of analysis



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General Secretary of Cittaslow (Pier Giorgio Olivieti) during the Assembly of September 2013:

*“The hinges around which concepts and projects of cittaslow are developed can be summarized as following:*

- *respect for the **local identity, memory, heritage** of the community;*
- *respect for the natural **environment, landscape and biodiversity**.*

*The inclusion of **technologies is a must for the sustainability and represents an indispensable element of local development**. There are various possible applications: looking at the Smart City deployment, several examples can be made such as urban products regarding connectivity, mobility, safety, ecology, retail or cultural issues. New services can be imagined. Image the opportunities given by apps!”.*

# The smart side of a CittaSlow results of analysis



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**P1:** *“In my town, through the use of new ICT-based technologies, it has been possible to create a new programming model of tourism policies based on the listening and the indications coming from the local community”.*



**Recognition of the need for citizen involvement makes “community involvement” an increasingly important sustainability principle.**

**P2:** *“it is possible to use the web to exchange experiences, culture, best practices and projects”.*



**The presence of a system of strong relations among destinations that share the same “slow” philosophy represents a competitive driver for small communities .**

**P3:** *“being member of cittaslow allows my city to improve the attractiveness of tourism through a known brand”.*



**Global information technologies and communication media play a central role for promoting and securing slow tourism’s diverse offerings and experiences**

# The smart side of a CittaSlow results of analysis



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**P4:** *“we have put small signs near the historic buildings and points of interest in the historic center. ..on the sign there is a QR code... through a smart-phone, allow to access to a wide description and an extensive photo gallery.”*

**P5:** *“we have developed a so-called tourist app that provides the user with various services. In the meantime, we are implementing the service with a geo-referenced system”.*



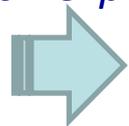
**The objective is reflected in outlining a path able to identify the brand identity based on a combination of typical and cultural heritage**

**P6/7:** *“we have developed a system to obtain information about local public transport... Through an electronic payment system, it is also possible to pay for car-parking as well as public transport”... “it is possible to utilize the public bike sharing”.*



**The public and private mobility evolves offering new facilities for citizens to improve roads and transport**

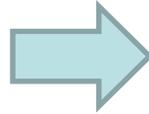
**P8:** *“we are trying to use storytelling as a means of developing and marketing our city. Our goal is to establish a narrative environment where we and our guest co-produce a richer destination experience”.*



**Tourists can discover realities that are not always proposed by traditional routes and so follow a more slow travel experience.**

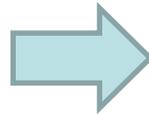
# Conclusions and remarks

The intrinsic relationship existing between **smart city** and **sustainable development**



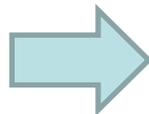
The smart use of the available resources through the application of new technologies turns out to be a **trigger factor for the spread of the sustainable tourism philosophy**

The increasing **prominence of slow tourism** in the tourism destination development



Slow tourism is the fertile soil from where **destination government** has to take inspiration to implement their policies.  
**SPECIALLY FOR SMALL DESTINATION**

The interconnection among **slow tourism, smart technologies** and **emotional experiences**



The application of mobile and ubiquitous technologies in tourist destination gives rise to the **import of particular conceptualisations** of behaviour and experience.

Using new ICT Slow TD can promote their **“essence” to their audience faster** and with greater accuracy

# Limits & further research

*Further research to overcome limits:*

- Only one case study;
- Specificity of association profile.

**Multiple case studies in order to validate and extend findings and deepen the understanding of slow tourism and smart destination approach for a more sustainable and competitive tourism governance.**



**Thank you for your attention !**

**Roberto Micera**

**[r.micera@irat.cnr.it](mailto:r.micera@irat.cnr.it)**