Chapter 19
A New Concept in Tourism:
Smart Tourism Destinations

Gamze Coban
https://orcid.org/0000-0001-8628-7222
Faculty of Tourism, Nevsehir Haci Bektas Veli University, Turkey

Şule Aydın
https://orcid.org/0000-0002-8760-643X
Faculty of Tourism, Nevsehir Haci Bektas Veli University, Turkey

ABSTRACT
This chapter provides an insight into the topic of smart destinations. By adopting smart technologies, tourism destinations, as well as cities, gain more opportunities to offer better quality of life for residents and visitors. Smart cities aim to improve resource management, sustainability, and living conditions in urban environments by utilizing ICTs. The concept of smart tourism destination, deriving from smart city, refers to the use of technology in tourism destinations to increase the service quality and tourist satisfaction by focusing on tourists’ expectations. In other words, smart tourism destinations aim to integrate technology into the destination for these purposes. This chapter presents the concepts of smart city, smart tourism, and smart destination. The emergence of smart city and smart destination concepts and the issues and challenges they might face are discussed. In addition to some future research directions, a brief discussion on potential controversies is presented.

INTRODUCTION
Management of a city or a destination has always been a complex task. Although it is hard to claim that technology made this task totally easy, the advancements in technology are clearly providing the managers and governors with more tools for a successful city/destination management. On the other hand, the challenges are getting more complicated. Cities are facing many challenges due to the rapid increase in urban population (Buhalis and Amaranggana, 2014). More than half of the world population lives in cities which ultimately results in increasing pressure on infrastructure (Falconer and Mitchell,
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2012). Pollution, traffic congestion, and many other infrastructural problems created by this rapid increase (Kim and Han, 2012) are not easy to solve only with conventional methods such as building wider roads and pipelines. This trend in world population, i.e. increase in urban population, is estimated to continue (United Nations Population Fund, 2007). The problems related to increasing urban population threaten economic and environmental sustainability of cities (Neirotti, De Marco, Cagliano, Mangano, and Scorrano, 2014). Since conventional solutions are not that effective anymore, ‘smart’ solutions and knowledge and smarter use of current infrastructure and resources gain even more significance. Fortunately, technology could provide many opportunities to manage these issues. According to Komninos, Pallot, and Schaffers (2013), innovational internet-based services could help to solve these issues by meeting contemporary demands.

‘Smart’ might have many meanings but in terms of urban planning and management, it means a city environment that is integrated with contemporary technologies, especially information and communication technologies (ICTs) which also include data management, artificial intelligence, and etc. According to Boes, Buhalis, and Inversini (2015), a smart city’s ultimate goal is to increase the residents’ quality of life by using these technologies. Smart cities also aim to achieve resource optimization and sustainability through these technologies (Gretzel, Sigala, Xiang, and Koo, 2015a). As well as Boes et al. (2015), Gretzel et al. (2015a) do not ignore that ‘smart’ has also become a fashionable marketing word. In smart cities, smart technologies are used in order to manage and develop all city services (Washburn et al., 2010). Thus, smart cities offer many services to their residents and find solutions to urban problems with the help of information and communication technologies. In this chapter, the concepts of smart city and smart destination are discussed. Smart tourism and the components of smart city are also mentioned in this context. Another discussion is made on the issues on smart cities and smart destinations. Finally, some recommendations for future research are provided.

BACKGROUND

Smart Cities, Smart Tourism, and Smart Destinations

The term smart usually refers to the use of advanced ICTs in many different fields. The term of smart city is thought to be first appeared in 1990s (Söderström, Paasche, and Klauser, 2014). ‘Smart’ is highly associated with technology (Gretzel et al., 2015a) but adopting appropriate technologies does not make a destination smart unless appropriate policies that are mature enough to refer to contemporary issues such as privacy are applied (Lehr, 2018). The main goal is to increase quality of life by using these technologies and ensure sustainability with better resource optimization and governance (Gretzel et al., 2015a). Advanced ICT technologies provide the cities and destinations with appropriate tools for these purposes. Not surprisingly, smartness started to be applied after the recent developments in ICTs. As well as businesses, many cities adopted smart technologies in order to increase the quality of life, manage or overcome some infrastructural challenges, and operate more competitively and sustainably as a destination in the global marketplace. According to Bakıcı, Almirall, and Wareham (2013), smart cities use the ICTs in order to enhance residents’ quality of life and provide sustainable development. Bakıcı et al. (2013, p. 139) note that a smart city, in the case of Barcelona, “… implies a high-tech intensive and an advanced city that connects people, information and city elements using new technologies in order to create a sustainable, greener city, competitive and innovative commerce and a recuperating life