Chapter 22
Smart Tourism Planning: Geographical Evidence From Poland

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ABSTRACT

This chapter discusses geographical context of smart tourism planning through the analysis of relations between spatial planning, tourism development, and technology. The main question addressed in this enquiry is whether development of technology and tourism respects sustainable spatial planning. Thus, geographical influence of tourism and ICT on spatial planning was investigated. Research is carried out in Poland as tourist destinations in the country are substantially different regarding their tourist attractions, infrastructure, and development. Geographically weighted regression (GWR) was applied to identify regions where spatial planning is significantly influenced by tourism, and technology development as well. Both mentioned phenomena were recognized as competing in terms of spatial planning. Tourism and technology development did not support spatial planning parallely. Hence, establishing and developing smart tourism planning was confirmed as challenging from the geographical perspective.

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INTRODUCTION
The scientific discussion on smart tourism destinations and smart cities has been growing in recent years (Del Chiappa & Baggio 2015). The rise of the tourist numbers all over the world seems to be one of the major contemporary concerns of the tourist attracting destinations, especially the most popular ones. Some of destinations are under threat of extreme visitor numbers which severely affect social, economic, cultural and especially environmental aspects of the destinations. Of course, the extreme rise of the visitor numbers is a threat not only for popular destinations but tourism destinations all over the World. Mentioned trends of tourism development strongly affect spatial planning of tourism destinations, and are related to development of technology supporting all contemporary development processes.

The main focus of the chapter is to discuss geographical context of smart tourism planning through the analysis of relations between spatial planning, tourism development, and technology. The main question addressed in this enquiry is whether development of technology and tourism respects sustainable spatial planning. Thus, geographical influence of tourism and ICT on spatial planning was investigated. Research is carried out in Poland as tourist destinations in the country are substantially different regarding their tourist attractions, infrastructure, and development. Geographically weighted regression (GWR) was applied to identify regions where spatial planning is significantly influenced by tourism, and technology development as well.

BACKGROUND
The word “smart” has become a popular term for describing the development assisted by information and communication technologies (ICTs). The relation between people and multi devices has occurred also in tourism as support of travel experience (Gretzel et al. 2016). The Internet has changed the channels of dissemination of travel information and enabled tourists to freely share knowledge (Munar & Jacobsen 2014). ICTs have changed the consumer behaviour as well. Smart tourism is a progression from traditional tourism to e-tourism, where the consumers are very familiar with the new technologies, and use them permanently. It contains multiple components, like reservations systems, social media, various communication and connection applications etc. (Gretzel et al. 2015). In tourism industry, technological developments and applications are important not only for the competitiveness of tourism destinations and tourism enterprises but also for the experience of tourists (Huang et al. 2017). The idea of smart tourism destinations derived from the concept of smart cities, as technology has become an enabler of development of tourism destinations (Boes et al. 2015).

The main focus of this chapter is to discuss geographical context of smart tourism planning. Tourism is a spatial complex of processes that shapes the tourism landscape and affect social, economic, cultural, and political relations (Shaw & Williams 2004). Moreover, smart tourism simultaneously uses and influences technology which make tourism destinations available. Thus, the relations between spatial planning, tourism development, and technology need to be investigated. The focus of this chapter is on spatial planning as it is expected that sustainable spatial planning of tourism destinations might enable spatial justice (Jamal & Camargo 2014). However, when considering smart tourism planning, tourism development and development of ICT industry need to improve the quality and effectiveness of spatial planning. Thus, following notions need to be discussed and related to reach other: spatial planning, tourism development, sustainability, spatial justice, and smart tourism.
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