

ICTR 2021

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Mini Track on Regional Smart Destinations

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Smart Destinations can be seen as being based on three pillars: accessibility, information and communication technologies (that both create a better experience for tourists and also feedback to decision makers) and sustainability. But now to be more complete in the definition, we have to include governance and innovation. The pillar (or axe) of sustainability has an added challenge, namely, the need for rigorous measuring, because destinations have such different characteristics that general indicators should be adapted. This track intends to compare how different regions have arrived to rigorous results in this adaptation and, if possible, to identify a common methodology, which could be used by other destinations that are moving towards becoming smart destinations.

Another avenue we would like to look at is the use of existing Big Data for monitoring proposed indicators of sustainability and developing new ones, e.g. related to innovation. The idea of a smart destination should sit well for this as a means to identify sources, to explore them and to extract the right data to take decisions in terms of sustainability (in this case).

The purpose of this track is to discuss interesting and successful smart destinations that, have arrived at good solutions for: the use of big data to measure and monitor, adapting general indicators to specific situations and the methodology of tracking. Topics of interest include, but are not limited to:

- Tourism Sustainability Indicators
- Regional Monitoring: methods, solutions, and adaptation
- Role of Residents and Tourists in Measuring Tourism Sustainability
- The Role of Big Data and ICT in the Monitoring, Management, and Development of Tourism



M^a Carmen Pardo is a lecturer at the Polytechnic Institute of Viana do Castelo, Portugal, since 2019. Before, she worked for more than 20 years across a number of diverse roles in the tourism sector. She obtained her PhD degree in Antonio Nebrija University (Madrid). Her interests include tourism intelligence for better public decisions takings, smart destinations, and tourism as a sustainable instrument for development.



Goretti Silva is the head of Tourism Studies at the Polytechnic Institute of Viana do Castelo, Portugal. She obtained her PhD degree at Bournemouth University (UK). Her interests include tourism as a strategy for rural development, particularly in peripheral regions and protected areas, tourism destination sustainable development. She is currently involved in several research funded projects both at national and international level.

Submission Details

In the first instance a 300-350 word abstract is required, submissions must be made using the online submission form: <http://www.academic-conferences.org/conferences/ictr/ictr-abstract-submission/>
If you have any questions please email the mini track chairs: marialopez@estg.ipvc.pt or goretti@estg.ipvc.pt

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