Tourism Destination strategies
1. Competitive advantage
2. Destination differentiation
3. Enhanced reputation & maintaining destination image
4. Nurturing new business models – innovation & investment
5. Resource optimisation

6. RESIDENT BENEFITS!

Source: Kieran White

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Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities, and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do.

Europe reached 90% of pre-pandemic levels in Q1 2023. World Tourism Organization @UNWTO 31 May 23.
SMART NESS

Smartness takes advantage of interconnectivity and interoperability of integrated technologies to reengineer processes and data in order to produce innovative services, products and procedures towards maximising value for all stakeholders.

This reengineering enables shaping products, services, processes and actions in real-time, by engaging different stakeholders simultaneously to optimise the collective performance and competitiveness and generate agile solutions and value for all involved in the value system.

Smartness is the glue of interoperable, interconnected and mutually beneficial systems and stakeholders and provides the infrastructure for the value creation for all.

Ambient Intelligence (AmI) introduces smart systems to everyday environments propelling interconnectivity and interoperability of all systems, vehicles and devices through the Internet of Everything.

Technical developments, including: artificial intelligence (AI), Machine Learning (ML), ambient connectivity through wide-area Wi-Fi and 5G, autonomous vehicles and robotics.

AmI pushes markets and activities towards smart, interconnected environments and marketplaces.


OpenAI just released GPT-4: It:
- Is multimodal (can see & listen)
- Passes basically every exam with flying colors
- Has advanced reasoning capabilities
- Will solve difficult problems with mind-blowing accuracy.

The world will never be the same again.
METAVERSE ERA in the AI ROBOTS and SMART TOURISM BUSINESS TRANSFORMATION

Supply side: INDUSTRY

Table 3. ChatGPT use in the Tourism, Travel, Transport and Hospitality ecosystem

<table>
<thead>
<tr>
<th>DEMAND/Travel</th>
<th>SUPPLY/Tourism organisations and destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information finding</td>
<td>Managing content for destinations</td>
</tr>
<tr>
<td>Building itineraries</td>
<td>Marketing content to passengers/generation</td>
</tr>
<tr>
<td>Searching for specialised services</td>
<td>Menu engineering and recipe development</td>
</tr>
<tr>
<td>Eliminating Choice</td>
<td>Food Finding</td>
</tr>
<tr>
<td>Contextual personalization</td>
<td>Identifications of resources</td>
</tr>
<tr>
<td>Chat Navigating</td>
<td>Social media and organisations own web pages</td>
</tr>
</tbody>
</table>

ChatGPT can assist with the booking and reservation process.
- Provides guests with information about availability and pricing.
- Assists with booking and reservation inquiries.
- Helps guests find information about destinations and attractions.
- Offers extensive information provided by several organisations.
- Utilises search engines, such as Google, since early 2000.
- Shares lists of websites in order to then co-create their own itinerary.
- ChatGPT offers the opportunity to obtain a range of different currencies.
- Evaluates a comprehensive list answer questionnaires quickly and accurately.
- It can be used in natural and native language.
- ChatGPT can assist on the supply side.
- ChatGPT can assist on the demand side.
- It can be used by travel, transport and hospitality organizations or individuals.
- The following recommendations are based on their interests, abilities, disabilities and preferences.
- ChatGPT can assist with the booking and reservation process.
- Provides guests with information about availability and pricing.
- Assists with booking and reservation inquiries.
- Helps guests find information about destinations and attractions.
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**Mixed Reality**

- Mixed Reality (MR) describes a very realistic augmentation of the real world for users.
- It is so realistic that users cannot distinguish virtual content from physical objects, providing a seamless experience between real and digitally constructed environments.

**Metaverse**

- Metaverse (MV) describes a very realistic virtual world for users.
- It is constructed between real and digitally augmented environments.

**Metaverse in Marketing**

- Mixed Reality (MR) for Generation Z in Cultural Heritage Tourism Towards Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy

**Metaverse in Hospitality**

- Beyond the hype: A driver for hospitality management

**Metaverse in Tourism and Hospitality**

- Metaverse beyond the hype: A driver for hospitality management

**Table 1: Metaverse experiences in creation process in Metaverse**

<table>
<thead>
<tr>
<th>Before</th>
<th>During</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience</td>
<td>Immersive</td>
<td>Experience</td>
</tr>
<tr>
<td>Plants</td>
<td>Interactive</td>
<td>Plants</td>
</tr>
<tr>
<td>Flowers</td>
<td>Virtual</td>
<td>Flowers</td>
</tr>
</tbody>
</table>

*Source: Adapted from Buhalis' work (2002)*
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New Century Grand Hotel Hangzhou
Metaverse in Tourism and Hospitality
Buhalis, D., Lin, M., Leung, D., 2023, Metaverse as a driver for hospitality customer experience and value co-creation: implications for hotel and tourism management and marketing” International Journal of Contemporary Hospitality Management
https://doi.org/10.1108/IJCHM-05-2022-0631


The travel industry is an information-intensive sector


MR Spectrum, the allocation of holographic and immersive devices (Bray 2020).

https://holidayayo.com/article/the-metaverse-era-in-tourism-industry

https://youtu.be/IJycXwmcmQ

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Achieving Diversity, Equity and Inclusivity (DEI) in the Metaverse

Ugandan Women enjoying VR sessions, Photo credit: Nile One Group

The Saudi Arabian government has revealed the design for the Mukaab, a cube-shaped supertall skyscraper that will become the center of the New Murabba district in downtown Riyadh.

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https://youtu.be/ghbSaTYw14

https://youtu.be/Q_QkI8qu

https://youtu.be/KQkmFZQ2SA

https://youtu.be/zCaDJOGnkuo?t=97

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