

O CONGRESO MOVILID RIBUCIÓN INTELIGENCI CADO TECNOLOGÍAS IA



TURITEC

XIV Congreso Internacional de Turismo y
Tecnologías de la Información y las
Comunicaciones

19 y 20 de octubre de 2023

OR IOT **INFORMACIÓN**
JNIDAD SOSTENIBILIDA
COMUNICACIONES SO
ROMARKETING BIG DAT
DESIGN TURISMO VIAJ



UNIVERSIDAD
DE MÁLAGA

IATUR

INSTITUTO ANDALUZ
DE INVESTIGACIÓN
E INNOVACIÓN EN TURISMO



Facultad de Turismo
UNIVERSIDAD DE MÁLAGA



TURITEC

2023

XIV CONGRESO INTERNACIONAL DE TURISMO Y
TECNOLOGÍAS DE LA INFORMACIÓN Y LAS
COMUNICACIONES

XIV INTERNACIONAL CONFERENCE OF TOURISM
AND INFORMATION & COMMUNICATION
TECHNOLOGIES

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PRÓLOGO



Es un placer presentar la XIV Edición del Congreso Internacional de Turismo y Tecnologías de la Información y las Comunicaciones TURITEC 2023, en un momento donde el uso la TICs en el sector turístico y los destinos ha adquirido una importancia vital, tendencia que las diferentes ediciones de TURITEC han ido mostrando.



Estamos de enhorabuena, el congreso vuelve a estar organizado por la Facultad de Turismo de la Universidad de Málaga y en esta edición por el recién constituido Instituto Andaluz de Investigación e Innovación en Turismo de las Universidades de Granada, Málaga y Sevilla (IATUR), un nuevo agente del conocimiento andaluz con una proyección extraordinaria.

Desde la última edición, en plena pandemia, se han acelerado las tendencias que están transformando el sector turístico, hacia un incremento de la sostenibilidad local, la adaptación a la crisis climática y muy especialmente un avance en tecnología, con la digitalización de empresas y destinos, el uso incipiente de la inteligencia artificial, etc. Estos cambios no se asimilan igual según el tamaño de las empresas y destinos, por lo que las soluciones tecnológicas deben democratizarse en los distintos escenarios de futuro.

En esta edición avanzamos en temas conocidos, pero con múltiples novedades con el aumento en la digitalización aplicada a la movilidad, la distribución turística, a las economías de plataformas; e incorporamos otras temáticas disruptivas como la inteligencia artificial y su impacto en la comercialización, el metaverso, el neuromarketing, la economía circular o la gobernanza inteligente.

Este programa se desarrolla con una amplia diversidad de perspectivas, las cuales son expuestas el 19 de octubre en dos conferencias, una mesa redonda y la presentación de comunicaciones científicas en tres ejes; el 20 de octubre se introduce un espacio para que empresas del sector tecnológico presenten soluciones innovadoras, dado el éxito de la edición anterior, y como ya es tradición, TURITEC se clausura con la conferencia del Director de la IFITT (International Federation for IT and Travel & Tourism). En esta edición se introduce una novedad destacada, las actas del congreso se publicarán en la

prestigiosa editorial Springer, lo que dota el congreso de una difusión internacional notoria.

Es necesario agradecer enormemente la colaboración de patrocinadores y colaboradores tanto públicos como privados. Agradecer también a los investigadores e investigadoras, congresistas, empresas, instituciones y a los participantes su asistencia e involucración en el congreso, por último, hay que destacar el esfuerzo realizado por el personal técnico y profesorado de la Facultad de Turismo y del IATUR en la organización. A todas/os gracias por contribuir para que TURITEC siga consolidándose como un congreso de referencia internacional en TICs aplicadas al turismo.

Antonio J. Guevara Plaza - Enrique Navarro Jurado

Comité científico de TURITEC 2023

PREFACE



It is a pleasure to present the XIV Edition of the International Conference on Tourism and Information and Communications Technology, TURITEC 2023, at a time when the use of ICTs in the tourism sector and destinations has acquired vital importance, a trend that the different editions of TURITEC have been showing.



On this edition, we are in luck: the conference is once again organized by the Faculty of Tourism of the University of Málaga and in this edition by the newly formed Andalusian Institute for Research and Innovation in Tourism of the Universities of Granada, Málaga and Seville (IATUR), a new agent of knowledge in Andalusia with an extraordinary projection.

Since the last edition, in the midst of the pandemic, the trends that are transforming the tourism sector have accelerated, towards an increase in local sustainability, adaptation to the climate crisis and especially an advance in technology, with the digitalization of companies and destinations, the incipient use of artificial intelligence, etc. These changes are not assimilated in the same way depending on the size of companies and destinations, so technological solutions must be democratized in the different future scenarios.

In this edition, we are moving forward on familiar topics, but with multiple novelties with the increase in digitization applied to mobility, tourism distribution, and platform economies; and we incorporate other disruptive topics such as artificial intelligence and its impact on marketing, the metaverse, neuromarketing, circular economy or smart governance.

This program is developed with a wide diversity of perspectives, which are exposed on October 19 in two conferences, a panel discussion and the presentation of scientific papers in three lines; on October 20, a space is introduced for companies in the technology sector to present innovative solutions, given the success of the previous edition and, as has become a tradition, TURITEC closes with the conference of the Director of the IFITT (International Federation for IT and Travel & Tourism). This edition introduces an important new feature, the conference proceedings will be published in the

prestigious Springer publishing company, which gives the congress a notorious international dissemination.

The collaboration of sponsors and collaborators, both public and private, is greatly appreciated. We would also like to thank the researchers, congress participants, companies, institutions and participants for their attendance and involvement in the congress. Finally, we would like to highlight the efforts made by the technical staff and professors of the Faculty of Tourism and IATUR in the organization of the congress. Thank you all for contributing to TURITEC's continued consolidation as an international reference congress in ICTs applied to tourism.

Antonio J. Guevara Plaza - Enrique Navarro Jurado

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PROGRAMA - PROGRAMME

19 DE OCTUBRE

09.00 Acreditaciones – Vestíbulo de FYCMA – Accreditations – FYCMA Hall**Acto de Inauguración: Presencia de autoridades - Welcome and opening remarks**

- 09.30
- ⌚ D. Enrique Martínez Marín, Presidente de SEGITTUR, Secretaría de Estado de Turismo, Ministerio de Industria, Comercio y Turismo.
 - ⌚ Excmo. Sr. D. Arturo Bernal Bergua, Consejero de Turismo, Cultura y Deporte de la Junta de Andalucía.
 - ⌚ Excmo. Sr. D. José Francisco Salado Escaño, Presidente de la Diputación Provincial de Málaga.
 - ⌚ Excmo. Sr. D. Francisco de la Torre Prados, Alcalde del Ayuntamiento de Málaga.
 - ⌚ Excmo. Mgfc. Sr. D. José Ángel Narváez Bueno, Rector Mgfc. de la Universidad de Málaga.

Impacto de la Inteligencia Artificial en la Comercialización Turística - Impacts of Artificial Intelligence in Tourism commercialization.

- 10.00
- ⌚ Enrique Serrano – CEO de Tinamica, Presidente de la Comisión de la IA & Big Data en Ametic, miembro de Gaia-X.

11.00 Pausa café – Coffee break**Mesa redonda – Panel discussion:****Digitalización Centrada en los Destinos: Plataformas Inteligentes – Destination centered Digitalization: Smart Platforms.**

- 11.30
- ⌚ Leire Bilbao – Directora Gerente de Fundación Visit Benidorm.
 - ⌚ Daniel Caro – Chief Data Officer en Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A, Consejería de Turismo, Cultura y Deporte de la Junta de Andalucía.
 - ⌚ Laura Flores – Directora de Desarrollo de Negocio y Nuevas Tecnologías en SEGITTUR.
 - ⌚ David Giner – Coordinador de Estrategia DTI en INVAT-TUR.

Modera: Jonathan Gómez Punzón – Director General del Área de Turismo del Ayuntamiento de Málaga.

Estrategias Tecnológicas para la Fidelización en los Destinos Turísticos - Technological Strategies for Loyalty in Tourism Destinations.

12.30

- ⌚ Miguel Ángel Gómez – Senior Advisor en Travel Club /Inloyalty.
 - ⌚ Francisca Huélamo – Directora de Tecnología e Innovación en Travel Club/Inloyalty.
-

13.30

Almuerzo - Lunch

(no incluido en la inscripción. Not included in the registration)

16.00

Presentación de comunicaciones

-

Presentation of papers

18.00

20 DE OCTUBRE

09.30

Presentación de Soluciones Tecnológicas de Empresas.

-

(Pausa café – Coffee break 11.00 – 11.30)

13.00

Tech Solutions for Tourism.

How will AI impact customer experience in tourism and what implications will it have on business? - ¿Cómo afectará la IA a la experiencia del cliente en el turismo y qué implicaciones tendrá en las empresas?

13.00

- ⌚ Juho Pesonen – Director de IFITT (International Federation for IT and Travel & Tourism).
-

13.30

Clausura – Closure

SALAS PARALELAS – PARALLEL ROOMS

SALA 1 (ROOM 1) - DIGITALIZACIÓN

19 DE OCTUBRE

16.00h Tracking tourist flows through Wi-Fi sensor technology in Seville.
16.20h

16.20h Best practices in technology usage for promotion of music
16.40h festivals in Spain.

16.40h Framework for a Tourism Intelligence System based on
17.00h knowledge governance: a conceptual model.

17.00h Lexical competence in new digital environments: the metaverse
17.20h and its application to tourism science.

17.20h The impact of the pandemic on the P2P market for tourist
17.40h accommodation.

17.40h Analysis of the trend in the number of followers on social
18.00h networks in spanish world heritage cities: a comparative study of
Facebook, Instagram and Twitter.

18.00h Impact of Virtual Reality technologies on the tourist experience:
18.20h a comparative study.

SALA 2A (ROOM 2A) – INTELIGENCIA ARTIFICIAL

19 DE OCTUBRE

-
- 16.00h Big Data in real time for the management of tourist destinations: the TOURETHOS platform technological model.
-
- 16.20h Big Data and Business Intelligence in cruise destinations.
- 16.40h Conceptual architecture for a tourism organization data platform.
-
- 17.00h Unsupervised sales forecasting model using Big Data tools based on restaurant tickets.
-
- 17.20h Innovation and AI: an opportunity for spanish tourism in the post COVID-19 era.
-
- 17.40h La inteligencia turística, clave en la reactivación del sector.
-

SALA 2B (ROOM 2B) – INTELIGENCIA ARTIFICIAL

19 DE OCTUBRE

-
- 16.00h Transición digital, innovación y modelos de negocio en la vivienda vacacional: Un análisis bibliométrico.
-
- 16.20h Last tendencies in acquiring text competence in the field of tourism.
16.40h The case of chatbots and AI.
-
- 16.40h Predictors of the success of yacht charter in Andalusia from a leading P2P platform using Machine Learning.
17.00h
-
- 17.00h Assessment of functional and emotional factors in the hotel experience through UGC.
17.20h
-
- 17.20h Analysis of the opinions of Málaga's cultural tourism resources on the Tripadvisor web platform.
17.40h
-
- 17.40h Rise and fall of Tripadvisor: the lack of participation and its causes.
18.00h
-
- 18.00h Optimizing tourism data extraction and analysis: a comprehensive methodology.
18.20h

SALA 3 (ROOM 3) – SOSTENIBILIDAD

19 DE OCTUBRE

-
- 16.00h El impacto del territorio en la capacidad de innovación de los destinos turísticos.
-
- 16.20h Conexiones entre un destino turístico, el ecosistema digital y los agentes TIC.
-
- 16.40h Identificación de grupos de visitantes según su grado de sostenibilidad en los destinos.
-
- 17.00h Application of Proknow-C for the systematic analysis of literature on the influence of carbon footprint reduction measures on the choice of accommodation reservation.
-
- 17.20h Circular economy in tourism: an opportunity for hotel and catering companies.
-
- 17.40h Framework for enhancing the social impact of tourism research.
-
- 18.00h Assessing tourists' perception of 'smartness' in a destination: a case study of Tenerife island.
-

-
- 09.30h Pilarbox ONA - Digitalización del servicio de habitaciones y canal de comunicación directo entre huéspedes y hotel.
- 10.00h Dielmo 3D - *Hotel Inmersivo*: Gemelo digital de establecimientos hoteleros. *Mirador Turístico Digital*: promoción turística mediante Realidad Virtual.
-
- 10.30h MyStreetBook - Inteligencia Artificial de recomendación y creación de rutas personalizadas e inteligentes para el turismo.
- 11.00h
11.30h *Pausa Café – Coffee break*
-
- 11.30h Parque Tecnológico de Andalucía (PTA) - TURISMO 4.0: programa transnacional de apoyo para promover un turismo sostenible a través de modelos de negocio digitales en las PYMES turísticas.
- 12.00h
12.30h Accesscity - Destinos turísticos más accesibles, seguros e inclusivos
-
- 12.30h LaOficina Producciones Culturales - Wikiturismo: Wikipedia aplicada a la inteligencia del turismo.
- 13.00h

CONFERENCIANTES – KEYNOTE SPEAKERS

Conferencia: “Impacto de la Inteligencia Artificial en la Comercialización Turística” – “Impacts of Artificial Intelligence in Tourism commercialization”



Enrique Serrano Montes. CEO de Tinamica, Presidente de la Comisión IA de Ametic y miembro de Gaia-X.

Ejecutivo con amplia capacidad de liderazgo para la gestión de grandes empresas en entornos tecnológicos y multinacionales. Actualmente dirige empresas centradas en business intelligence, big data, analítica avanzada e inteligencia artificial, y es miembro del consejo de administración de varias empresas tecnológicas y educativas. Consejero Delegado de Tinámica, compañía especializada en extraer alto valor de los datos a través de soluciones tecnológicas basadas en ecosistemas big data, machine learning, inteligencia artificial y análisis cognitivo. Vicepresidente de la Comisión de Inteligencia Artificial de Ametic y miembro de Gaia-X.

Mesa redonda “Digitalización centrada en los Destinos: Plataformas Inteligentes” – Panel discussion: “Destination centered Digitalization: Smart Platforms”

Leire Bilbao Laredo. Directora Gerente de Fundación Visit Benidorm.

Gerente del Ente de Promoción Turística VisitBenidorm, responsable del Eje de Innovación en el Ente-Gestor del DTI-Benidorm que impulsó la certificación UNE-178501 y de la Unidad de Inteligencia y Smart Data de VisitBenidorm, certificado en UNE-166006.

Miembro del CTN 178 Smart Cities. Miembro del Consejo asesor del INVAT-TUR, y del Consejo de Turismo de Cámara de Comercio de Alicante.



Daniel Caro Ruiz. Chief Data Officer en la Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A. Consejería de Turismo, Cultura y Deporte de la Junta de Andalucía.



Daniel Caro lleva más de 20 años impulsando la transformación empresarial a través del análisis de datos en turismo, movilidad, medio ambiente y robótica,

Es reconocido como Gartner Cool Vendor por ser pionero en soluciones de ciudades inteligentes basadas en datos. Daniel también ha demostrado un liderazgo solvente en la gestión de equipos multidisciplinares de científicos de datos, ingenieros y analistas. Actualmente es Chief Data Officer en Turismo Andaluz.

Laura Flores Iglesias. Directora de Desarrollo de Negocio y Nuevas Tecnologías en SEGITTUR.

Ingeniera Informática y funcionaria de carrera del Cuerpo Superior de Sistemas y TICs de la Administración General del Estado. Destaca su implicación en proyectos transversales de digitalización de la Administración, como la gestión documental electrónica, archivo electrónico y la firma electrónica, en todas las escalas administrativas. Actualmente, como Subdirectora General de Inteligencia Artificial y Tecnologías Habilitadoras Digitales, es responsable del desarrollo e implantación de la Estrategia Nacional de Inteligencia Artificial.





David Giner Sánchez. Coordinador de Estrategia DTI en INVAT-TUR.

Doctor en Dirección y Planificación del Turismo (Universidad de Alicante), especializado en planificación y gestión de destinos turísticos, en su vertiente tecnológica y del marketing.

Técnico en el Instituto Valenciano de Tecnologías Turísticas (INVAT-TUR), centro dependiente de Turisme Comunitat Valenciana, y profesor asociado del Departamento de Análisis Geográfico Regional y Geografía Física de la Universidad de Alicante.

Jonathan Gómez Punzón. Director General del Área de Turismo del Ayuntamiento de Málaga. Moderador de la mesa.



Experiencia internacional de 20 años en la creación, promoción y comercialización de productos turísticos así como en política de gestión de mercados turísticos nacionales e internacionales. Cuenta con amplia experiencia en dirección y puesta en marcha de políticas turísticas digitales y proyectos de innovación; y experiencia en áreas y departamentos en el sector público y en el privado, en órganos directivos; y en el desarrollo de planes de destinos turísticos inteligentes.

Conferencia: “Estrategias Tecnológicas para la Fidelización en los Destinos Turísticos” – “Technological Strategies for Loyalty in Tourism Destinations”.

 **Miguel Ángel Gómez Jiménez.** Senior Advisor en Travel Club /Inloyalty.

Senior Marketing Advisor en Air Miles (Travel Club Inloyalty). Director de Marketing en Air Miles España (Inloyalty/Travel Club). Partner de Markonsult. Jefe de Comunicación en C&A. Marketing Planning Manager en Laboratorios Knoll. Ha desempeñado diferentes funciones de Sales & Marketing en Eli Lilly and Company.

 **Francisca Huélamo Medina.** Directora de Tecnología e Innovación en Travel Club/Inloyalty.

Licenciada en Biología, especializada en Bioquímica Molecular, por la Universidad Autónoma de Madrid. Directora de Tecnología e Innovación gestionando equipos de alto rendimiento. Experta en fidelización de clientes, innovación y tecnología aplicada al negocio, así como en herramientas de liderazgo y Desarrollo profesional y personal.

Conferencia: “How will AI impact customer experience in tourism and what implications will it have on business? - ¿Cómo afectará la IA a la experiencia del cliente en el turismo y qué implicaciones tendrá en las empresas?”

 **Juho Pesonen.** Director de IFITT (International Federation for IT and Travel & Tourism).

Dr. Juho Pesonen es profesor de negocios turísticos en el Centro de Estudios Turísticos de la Escuela de Negocios de la Universidad de Finlandia Oriental. Juho se centra en cómo las tecnologías de la información y la comunicación están cambiando el negocio del turismo, los turistas y su comportamiento. También está interesado en la comercialización de destinos en canales digitales.

SALA 1
DIGITALIZACIÓN, MOVILIDAD Y DISTRIBUCIÓN TURÍSTICA
Room 1
DIGITALIZATION, MOBILITY AND TOURISM DISTRIBUTION



MODERA: ALEXANDER AUGUSTO BIZ

TRACKING TOURIST FLOWS THROUGH WI-FI SENSOR TECHNOLOGY IN SEVILLE

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Abstract

The study of tourism flows consists of understanding the spatial-temporal relationship of tourists with the space they visit, which has become a key aspect for the management of destinations. The advance of communication and information technologies nowadays allows the extraction and storage of a large amount of data of different types and at different scales, which can be very useful for decision-making. In this context, this study aims to use WiFi sensor technology to track and record the movement patterns of tourists. The methodology used focuses on the measurement and analysis of this variable through the extraction of real-time data from WiFi points in the Barrio de Santa Cruz, Seville. The results obtained demonstrate the viability of this instrument for analysing tourist flows at the destination as opposed to the use of other instruments that involve higher costs and/or limitations. Likewise, in terms of its applicability, the results show the need for its use, in combination with other tools and techniques, for the planning and management of tourist destinations.

Keywords: tourist flows, ICT, WiFi sensors, tracking, Seville.

BEST PRACTICES IN TECHNOLOGY USAGE FOR PROMOTION OF MUSIC FESTIVALS IN SPAIN

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Abstract

Technology plays a crucial role in the success of festivals and music events, contributing to the promotion of tourist destinations, optimization of dissemination processes, accessibility for attendees, and overall enhancement of their experience. This article presents a case study of best practices in the use of technology in festivals and music events in Spain, based on award-winning technological initiatives from the Talkfest Music Fest Summit, which promotes the Iberian Festival Awards. A cooperative benchmarking methodology is employed, and the challenges and directions in the face of the technological paradigm shift posed by artificial intelligence (AI) are assessed. The results provide updated insights into the best practices in technology usage in music events in Spain, as well as identifying challenges and trends in this field.

Keywords: event management, cooperative benchmarking, tourist promotion, artificial intelligence, cashless.

FRAMEWORK FOR A TOURISM INTELLIGENCE SYSTEM BASED ON KNOWLEDGE GOVERNANCE: A CONCEPTUAL MODEL

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Abstract

The objective of this article is to present a framework of Tourism Intelligence System (TIS) with support in Knowledge Governance (GovC) to support decision making in tourist destinations. The form of cooperation and use of knowledge should be structured through mechanisms that allow availability and reliability. The methodological framework is structured in Design Science Research (DSR) of technological and applied nature, with data collection method using a qualitative approach, classified as exploratory and descriptive, from the validation of semi-structured interviews with experts in the tourism sector and technology. This architecture was composed of three layers: knowledge application, knowledge generation and application, and knowledge generation. It focuses on the extraction of data generated by the tourist trip in the pre-trip, during trip, and post-trip phases, using Knowledge Management (KM) processes such as knowledge identification, acquisition, and use. The GovC aspect considered the mechanisms aimed at the sustainability and evolution of the TIS, as well as the hybrid structure through network and market formation, by means of knowledge centers with actors involved in the segments of the tourism production chain. The research is still in the validation phase by specialists in the tourism and technology sector of the Red DTI Latin America.

Keywords: Tourism Intelligence System, Knowledge Governance, Competitive Intelligence, Tourism.

LEXICAL COMPETENCE IN NEW DIGITAL ENVIRONMENTS: THE METAVERSE AND ITS APPLICATION TO TOURISM SCIENCE

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Abstract

The general objective of this work is to publicize the lexical competence around the metaverse in order to be able to apply it to the tourism sector. Currently, the business world and technology experts discuss the metaverse as a tool to create spaces where physical distances are bridged and new experiences based on a virtual environment can be offered. These tools not only change the relationship between people, but also entail an economic, social, and environmental challenge that humanity faces in the 21st century.

Therefore, according to the technology experts determining the operation and multiplicity of possibilities in digital spaces, it is also necessary to consider the repercussions at a legal level, in relation to codes of conduct, in order to promote safe and respectful digital spaces.

These immersive and interactive social interactions are in the development and evolution phase -where experiments are carried out with state-of-the-art technological means- and present a paradigm shift, modifying reality in all branches of science and therefore in the teaching-learning of the lexicon in our field of study.

Keywords: metaverse, lexical competence, glossary, tourism science.

THE IMPACT OF THE PANDEMIC ON THE P2P MARKET FOR TOURIST ACCOMMODATION

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Abstract

This paper examines the impact of the COVID-19 pandemic, which was declared in March 2020, on the peer-to-peer (P2P) market for tourist accommodation, focusing on supply, demand, and prices. By analyzing monthly data between February 2019 to February 2021 from 15 cities across Europe, North America and Australia, the study provides insights into the changes experienced in the P2P market during the pandemic. The ensuing findings indicate a significant decline in both supply and demand. The number of reviews, serving as a proxy for demand, shows a clear downward trend that reflects the reduced travel activity during the pandemic. In parallel, the number of listings decreases, highlighting the adaptability of supply to demand shocks. The pandemic also led to a notable decrease in prices, as observed in the analysis of price data and backed by previous studies. Professional hosts demonstrate their capacity to adapt by adjusting prices and minimum stays to attract a stable demand. This finding aligns with previous research that displays the strategic responses of professional hosts to market conditions. Furthermore, the results contribute to the existing literature by providing empirical evidence of the simultaneous decline in supply and demand, leading to lower prices and income for hosts. The strategic responses of professional hosts make evident their adaptability in the P2P market.

Keywords: Airbnb; COVID-19; tourist demand; entry and exit barriers; housing rentals.

ANALYSIS OF THE TREND IN THE NUMBER OF FOLLOWERS ON SOCIAL NETWORKS IN SPANISH WORLD HERITAGE CITIES: A COMPARATIVE STUDY OF FACEBOOK, INSTAGRAM AND TWITTER

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Abstract

The presence of tourist destinations on social media has become a fundamental requirement for the success of tourism management. Virtually all tourist destinations have profiles on one or more social networks. However, their presence is not the same on all these social networks, as the existence of a profile and level of activity largely depends on the preferences of destination managers or the marketing strategy chosen by the destination.

Using the weekly number of followers on the three main social networks of the 15 Spanish Cities of World Heritage (CEPH), the objective of this study is to delve into the analysis of the annual variation experienced by estimating the most appropriate trend model for the analyzed time series.

The results obtained have allowed us to identify the profiles that have grown the most during the year, locate the social network in which this growth has occurred the most, and understand how this growth has occurred throughout the analyzed year. In turn, the trend analysis in time series reveals that, predominantly, the exponential model is the one that best fits the data. This implies that the highest growth rates occur in the middle and late months of the year.

Keywords: Spanish Cities of World Heritage, social media, followers, trend, linear/logarithmic/exponential.

IMPACT OF VIRTUAL REALITY TECHNOLOGIES ON THE TOURIST EXPERIENCE: A COMPARATIVE STUDY

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Abstract

This study investigates the impact of various Virtual Reality (VR) technologies - Google Earth, Street View, and 360° videos - on the promotion of tourist destinations. It examines how these technologies influence the tourist experience, the sense of presence, the destination image, and the intention to visit. A laboratory experimental design was employed, selecting Paris and Singapore as destinations, and randomly assigning participants to interact with them through the different VR technologies. Our findings provide empirical evidence of the effectiveness of these technologies in enhancing the promotion of tourist destinations, underscoring the importance of the tourist's experience in shaping the destination image and intention to visit. Significant differences were found in the perception of interactivity among the technologies, with Google Earth emerging as the more interactive option. Furthermore, it was discovered that interactivity has a positive impact on the intention to visit, although it does not significantly affect the sense of presence or the destination image. These findings can be useful for tourism marketing professionals and immersive technology developers, providing a guide for the effective use of these technologies in promoting tourist destinations. However, this study suggests areas for future research, such as expanding the sample and exploring the impact of other immersive technologies.

Keywords: Virtual Reality, Image of the Destination, Immersion, Interactivity, Intention to Visit.

SALA 2A
INTELIGENCIA ARTIFICIAL Y TURISMO
Room 2A
ARTIFICIAL INTELLIGENCE & TOURISM



MODERA: JACQUES BULCHAND GIDUMAL

BIG DATA IN REAL TIME FOR THE MANAGEMENT OF TOURIST DESTINATIONS: THE TOURETHOS PLATFORM TECHNOLOGICAL MODEL

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Abstract

Big data is one of the main existing promises for improving the management of tourist destinations. The acquisition of large amounts of data from different sources, their consolidation and exploitation by means of artificial intelligence algorithms will allow the achievement of various objectives for destination management, such as understanding tourist flows, an increase and better distribution of tourist spending, improving the quality of life of residents and achieving better sustainability. Additional benefits could even be obtained if this big data were to be managed in real time. To achieve these objectives, it is necessary to have high quality and reliable data sources. This article describes a technological platform called Tourethos, which allows active collaboration between different stakeholders to collect data on the movements of tourists in the territory based on their connections to Wi-Fi networks in the area. This data source has interesting and valuable characteristics: it is relatively simple to collect, it can be easily anonymized and it offers a sufficient level of precision to draw valuable conclusions for the management of tourist destinations in real time.

Keywords: Big data, software architecture, smart destination.

BIG DATA AND BUSINESS INTELLIGENCE IN CRUISE DESTINATIONS

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Abstract

The aim of this research is to analyse the potential of Big Data and Business Intelligence in cruise destinations. This potentiality is faced from a managerial view management but also from a sustainable view management. Although the cruise industry is very small in relation to all tourism activity, in the places where ships embark/disembark or in the ports of call it has a large economic impact. The study focuses on the challenges and opportunities of big data and Business Intelligence differentiating between ports of embarkation/disembarkation and ports of call. This is a conceptual research that makes a set of proposals for the application of Big Data and Business Intelligence based on the information that a cruise destination may have available. *Funding: This communication is part of the project "Retos para la transición digital en turismo: análisis de la inteligencia turística y propuestas normativas", approved by the Ministry of Science and Innovation Order CIN/1360/2021, reference TED2021-129763B-100.*

Keywords: Artificial Intelligence, Big Data, Business Intelligence, Cruises, Data Bases, Home port, Port of call.

CONCEPTUAL ARCHITECTURE FOR A TOURISM ORGANIZATION DATA PLATFORM

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Abstract

The tourism sector is one of the sectors that has undergone most changes in recent years due to digital transformation. One of the pillars of this transformation is the management of organizations based on data-driven decisionmaking. The raw material for these data-driven strategies is, of course, the sources of information used, which have changed and grown significantly in recent years. This article attempts to provide a conceptual architecture for a modern data platform that effectively manages and analyses these information sources and facilitates data-driven decision-making in tourism organizations.

Keywords: tourism destinations, smart destinations, data-driven organizations, tourism digitalization, tourism data-platform.

UNSUPERVISED SALES FORECASTING MODEL USING BIG DATA TOOLS BASED ON RESTAURANT TICKETS

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Abstract

Revenue Management (RM) is one of the challenges facing the restaurant industry, mainly due to the lack of technology in this sector and the lack of data. Forecasting is the most valuable input of RM. For this reason, the main objective of this research is the proposal of a sales forecasting model based on the data provided by the tickets of a restaurant to extract information that allows the correct management of price and capacity. A system based on an unsupervised Machine Learning (ML) model was implemented to analyze the information and visualize the relationships between dishes and temperatures. The developed system uses unsupervised ML techniques, such as multicomponent analysis and bootstrap sampling, to identify and visualize statistically relevant relationships between data. This study provides a simple and understandable solution to improve management and maximize profits to support restaurant managers' decision-making.

Keywords: Revenue Management, Big Data, Machine Learning, sales forecasting.

INNOVATION AND AI: AN OPPORTUNITY FOR SPANISH TOURISM IN THE POST COVID-19 ERA

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Abstract

The value of innovation in economic activity is undeniable, as is the importance of tourism in the Spanish economy. However, tourism has traditionally been considered less innovative than other sectors, which has led to less attention being paid to research in this area. With the arrival of the pandemic and its destructive impact on tourism, interest in new technologies applied to the sector has reached its peak. For this reason, this paper seeks to determine whether the use of these technologies, and specifically AI, represents an opportunity for the Spanish tourism sector in the post-COVID-19 crisis. To this end, a descriptive analysis of several successful cases of the application of this technology in the sector is carried out, as well as a solution to one of the problems arising from this new situation: the use of face masks.

Keywords: tourism, innovation, IA, COVID-19.

LA INTELIGENCIA TURÍSTICA, CLAVE EN LA REACTIVACIÓN DEL SECTOR

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Resumen

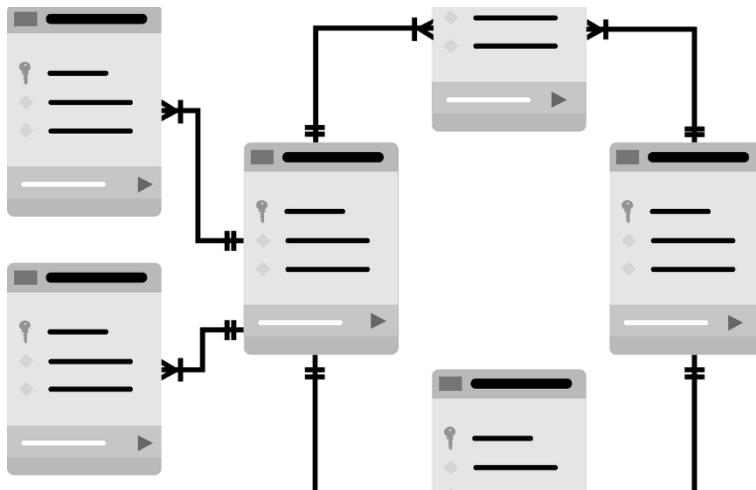
La crisis provocada por la pandemia del COVID-19 ha azotado duramente al sector turístico, causando una caída sin precedentes en el sector. Ello ha acentuado la necesidad de sistemas robustos de conocimiento turístico, que aporten inteligencia, mejoras en la competitividad y mayor eficiencia en el sector, aprovechando sus potencialidades mediante procesos más colaborativos y digitales.

El valor añadido de este trabajo es definir, en base a la literatura y la experiencia existente en diversos territorios, cuáles son los aspectos principales a tener en cuenta en el diseño de un sistema integrado de conocimiento e inteligencia turística. Nos encontramos en una etapa de recuperación de la actividad turística tras la pandemia donde los procesos de digitalización son factores clave dentro de los cambios estructurales en el sector.

Los sistemas de inteligencia turística deben basarse en la colaboración entre todos los agentes del sector, en la consolidación e integración de la información procedente de distintas fuentes, en la aplicación de la tecnología y de técnicas de inteligencia de negocio para proporcionar conocimiento de alto valor, en la contribución al desarrollo de los territorios por parte del sector turístico y en la mejora de la competitividad basada en la gestión del conocimiento.

Palabras clave: inteligencia turística, colaboración, conocimiento, digitalización, turismo.

SALA 2B
INTELIGENCIA ARTIFICIAL Y TURISMO
Room 2B
ARTIFICIAL INTELLIGENCE & TOURISM



MODERA: EDUARDO PARRA LÓPEZ

TRANSICIÓN DIGITAL, INNOVACIÓN Y MODELOS DE NEGOCIO EN LA VIVIENDA VACACIONAL: UN ANÁLISIS BIBLIOMÉTRICO

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Resumen

El proceso de transición digital implica a menudo innovaciones disruptivas en las formas de trabajo, procesos y en las formas como entendemos las empresas. Estos procesos flexibles y su capacidad para ser innovadores requieren de mecanismos de conocimiento colectivo y de singularidad. De igual forma, la aplicación sobre los modelos de negocios y la gestión de la vivienda vacacional son otro campo objeto de estudio, no explorado con suficiente profundidad en la literatura académica. Sin embargo, falta clarificar las aplicaciones y posibles derivadas sobre su afectación. Con este fin, se lleva a cabo un análisis bibliométrico a través de las herramientas VOSviewer y Bibliometrix agrupando los constructos mencionados y dando como resultado un análisis total de 4729 trabajos publicados, 97 países y 2872 autores. Tras este proceso, se llega a conocer la realidad que vincula los fenómenos de la transición digital, innovación, modelos de negocio y vivienda vacacional, a la vez que se proponen futuras líneas de investigación que completen dicha conclusión.

Palabras clave: Transición digital; Innovación; Modelos de negocio; Vivienda vacacional; Análisis bibliométrico.

LAST TENDENCIES IN ACQUIRING TEXT COMPETENCE IN THE FIELD OF TOURISM. THE CASE OF CHATBOTS AND AI

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Abstract

Our aim is to propose the usage of generative Artificial Intelligence, hereafter AI, while lecturing, as a complement to the traditional methodology, to ease technological skills acquisition in the related AI. AI has been widely spread in all aspects of cultural life and professional praxis worldwide. There is no need to say that is of key importance in the training of our professional to be.

In the last course of the Degree of Tourism, in the subject dealing with English for tourism management, we shall concentrate on chatbots aided by AI. Our aim, in the first place, is to make a literary review in order to see the state of the question and, in the second place, to reflect on the needed changes to implement these tools.

To go forward we shall try to outline the characteristics, possibilities, advantages and disadvantages, as well as the influence on both students and lecturers alike of the usage of AI in chatbots to deal with outcoming texts.

Direct interaction of both learner and lecturers with the tools will be highlighted. Of key importance is training lecturers in the productive use of such tools, having always in mind “prompt engineering”.

To conclude, handling specialised texts in the field of tourism by means of chatbots might help lecturers’ awareness and responsibility for right use of such tools to obtain semi-specialised and specialised texts in the field of tourism in order to understand, extract and evaluate its pertinence.

Keywords: Generative AI, English applied to tourism, chatbots, training, prompt engineering

PREDICTORS OF THE SUCCESS OF YACHT CHARTER IN ANDALUSIA FROM A LEADING P2P PLATFORM USING MACHINE LEARNING

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Abstract

Research related to the sharing economy in yacht charter is scarce compared to other tourism services such as accommodation, so more contributions are needed. Yacht rental has become essential in the tourist services of coastal destinations, providing important benefits. The vertiginous growth of the boat rental offer hosted on p2p platforms requires analysis, characterization, and search for product patterns that allow a better knowledge of it. The data obtained, based on machine learning techniques, can be used as predictors to detect which products are suitable for the growth and development of the sector in each Andalusian marina. The results provide a relevant contribution to the sector and the enrichment of the literature.

Keywords: sharing economy, yacht charter, nautical tourism, machine learning, cluster.

ASSESSMENT OF FUNCTIONAL AND EMOTIONAL FACTORS IN THE HOTEL EXPERIENCE THROUGH UGC¹

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Abstract

User Generated Content (UGC) is a valuable source of information that allows to know what are the attributes that tourists value the most. In the hotel context, user reviews are useful for knowing tourists' opinions. There are two forms of UGC: functional and emotional. The first is analyse messages with practical information while the second is composed of messages that show feelings. This paper aims to identify the differences between the functional and emotional factors assessed positively and negatively by tourists about the hotels in Trujillo (Cáceres, Spain). A content analysis of Booking.com reviews of Trujillo hotels is carried out. The hotels are divided into two groups demonstrating the differences in services and prices: 1 and 2-stars and 3 and 4-stars hotels. The results show that guests evaluated functional and emotional factors positively and negatively in both groups. According to the attributes identified, to increase the positive hotel experience, the factors that should be considered are those that include emotional dimension; while to minimise the negative experience, functional factors should be considered to cover the basic hotel experience. As a main conclusion, it is outstanding that the emotional value of the hotel experience is not exclusive to the higher categories, as it is present in both groupings.

Keywords: UGC, hotels, tourism experience, Nvivo, tourism marketing.

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JUNTA DE EXTREMADURA

Consejería de Economía, Ciencia y Agenda Digital

ANALYSIS OF THE OPINIONS OF USERS OF THE TRIPADVISOR WEB PLATFORM ON THE CULTURAL TOURISM RESOURCES OF MÁLAGA

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Abstract

This study analyses the experiences of visitors to cultural tourism resources in the municipality of Malaga (Spain) through sentiment analysis. The online reviews shared by visitors on TripAdvisor and other platforms are relevant to know the valuation of users, being an influencing factor in decision-making by other users. The aim of this research work is to shed light on the online reputation of the cultural heritage of the city of Málaga through reviews on social networks or TripAdvisor opinion web platforms. The basis of the study were the reviews issued by TripAdvisor users, expressing the satisfaction and emotions experienced in the experiences at the destination, focusing interest on museum exhibitions, and highlighting the architectural spaces that complement the visit. Likewise, our results highlight that the emotions and feelings experienced are mostly positive in visits to heritage monuments, highlighting the historical value and the synergy with green areas as an ideal complement that make up the urban landscape of the city of Malaga. The findings of this study will not only contribute to the existing literature on consumer behaviour towards online reviews but may also provide valuable information for organisations involved in the cultural tourism sector.

Keywords: online reputation, online reviews, cultural tourism, data mining, museums.

RAISE AND FALL OF TRIPADVISOR: THE LACK OF PARTICIPATION AND ITS CAUSES

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Resumen

TripAdvisor's remarkable growth since it launched is undeniable, with over 859 million reviews covering 8.6 million businesses by 2023.

However, recent years have seen a noticeable stagnation, if not decline, raising pertinent questions from both a business and academic perspective about its future as a key player in the tourism industry.

Our research, launched in 2016, tracks monthly reviews of restaurants and hotels on TripAdvisor and Booking. It covers global destinations. It focuses on four well-known tourist hubs - Madrid, London, Paris and Rome - and covers the period from 2016 to 2022.

The results show an initial phase (2017-2019) with a decrease in the annual growth rate of reviews in all destinations. The subsequent phase (2020-2021), influenced by pandemic-induced inactivity, showed minimal annual variation.

The third phase shows a slight recovery, but no destination has exceeded a year-on-year variation of 4%. To counter this downward trend, TripAdvisor needs to implement innovative strategies and adapt its business model and user interaction processes. Such proactive measures are essential to overcome current challenges, ensure its relevance and maintain a pivotal role in the evolving tourism industry.

Palabras clave: TripAdvisor, Rankings, Hotels, Reviews.

OPTIMIZING TOURISM DATA EXTRACTION AND ANALYSIS: A COMPREHENSIVE METHODOLOGY

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Abstract

Objective: There are various sources that provide data related to tourism. However, at times, this data lacks structure or is found in sources that do not facilitate its easy, automatic, or unsupervised collection. In such situations, a methodology employing data science techniques offers a significant advantage to researchers. They can leverage the tools available through the proposed methodology to extract, process, and analyze information efficiently. While this methodology is applicable to various disciplines, this work presents a specific case focused on tourism in Spain.

Methodology: The study employs a data science methodology based on graph techniques and unsupervised machine learning. Data on the origin and number of tourists visiting Spain are collected and processed using tools such as Python, R, and VOSViewer. The analysis identifies the primary sources of tourism and patterns and interactions among the originating countries. A detailed analysis of Andalusia is conducted due to its high influx of tourists.

Results: The study provides significant information about the primary sources of tourism in Spain and tourist behavior patterns. Detailed visual information is presented regarding the origin of tourists, the number of visits, and interactions. Furthermore, an in-depth analysis of Andalusia is performed, examining the number of visits received and the originating countries.

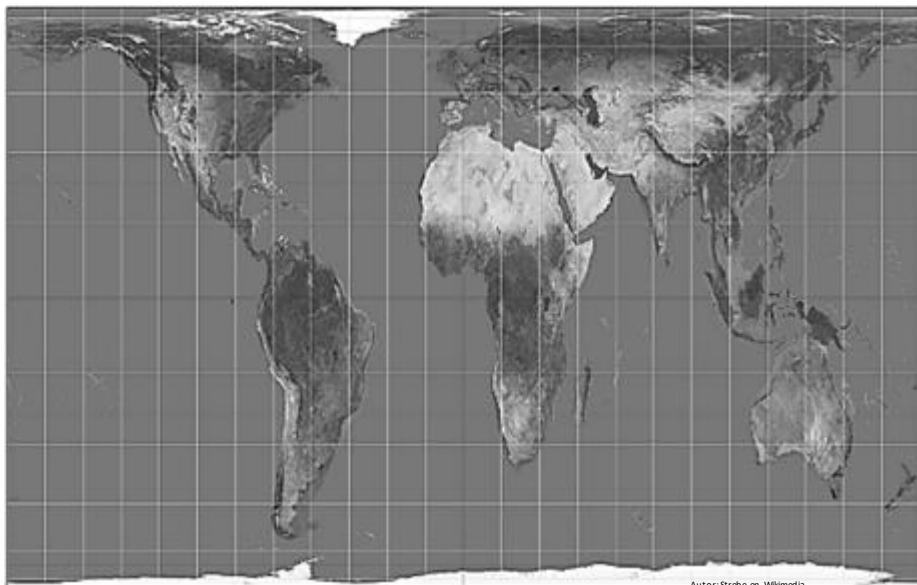
Conclusions: Through data analysis and the use of data science techniques, valuable insights about tourism in Spain are obtained. The study identifies the primary sources of tourism and comprehends the patterns and interactions among the originating countries of tourists. These findings can be utilized for strategic decision-making and improving the promotion and management of tourism in Spain.

Keywords: tourism, data science, vosviewer, Python, methodology.

SALA 3
SOSTENIBILIDAD, ECONOMÍAS DE PLATAFORMA Y
NUEVAS REALIDADES

Room 3

SUSTAINABILITY, PLATFORM ECONOMIES AND NEW
REALITIES



MODERA: EVA MARTÍN FUENTES

EL IMPACTO DEL TERRITORIO EN LA CAPACIDAD DE INNOVACIÓN DE LOS DESTINOS TURÍSTICOS

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Resumen

La innovación es un vehículo para la modernización y la competitividad en turismo y, aun así, el Informe sobre Innovación Turística y Especialización Inteligente de SEGITTUR y COTEC (2021) confirma que el sector turístico no innova lo suficiente. El presente artículo evalúa la convocatoria de financiación al emprendimiento turístico Emprendetur, desarrollada por SEGITTUR (2012-2016). A través de un análisis exploratorio, el objetivo es examinar la distribución geográfica del emprendimiento e innovación turística, así como la tipología de innovación desarrollada en cada territorio y el éxito en la obtención de financiación de dichas innovaciones.

La conclusión principal del estudio es que existe una desigualdad geográfica en la distribución del emprendimiento e innovación en turismo en España. Existe una concentración de solicitudes de emprendedores y emprendedoras en zonas urbanas como Madrid y Cataluña, así como mayor éxito de dichas solicitudes, por un mayor énfasis en emprendimiento e innovación centrada en Tecnologías de la Información y la Comunicación. Dichos resultados muestran como el diseño de las políticas de apoyo a la innovación en turismo deben de tener en cuenta las disparidades regionales, para acabar con las brechas generadas y fomentar un desarrollo sostenible e igualitario.

Palabras clave: territorio, innovación, emprendimiento, destinos turísticos.

CONEXIONES ENTRE UN DESTINO TURÍSTICO, EL ECOSISTEMA DIGITAL Y LOS AGENTES TIC

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Resumen

El sector turístico y los propios destinos turísticos están afrontando una transición digital para mejorar su resiliencia y competitividad. La forma en que los destinos turísticos abordan la transición digital difiere, ya que algunos incorporan más tecnología en su ecosistema que otros dando lugar a la aparición de diversos tipos de redes turísticas digitales. Esta investigación pretende revelar las diversas configuraciones en las que un destino turístico se vincula a un ecosistema digital, centrándose específicamente en las conexiones con los actores de las TIC. El estudio se basa en el marco teórico del turismo como ecosistema. Mediante rastreo web, se recopilaron datos de red sobre 670 agentes turísticos y más de 36.000 sitios web a los que están conectados a través de hipervínculos. Se identificaron y clasificaron las entidades más frecuentemente vinculadas del ecosistema digital descubierto ($n = 447$), distinguiendo 13 tipos de actores TIC. Los resultados muestran cómo la red de destinos online se incorpora al ecosistema digital. El estudio revela que la configuración del ecosistema digital que rodea a un destino turístico se caracteriza por distintos niveles de importancia para la red de agentes del destino en los que los agentes de las TIC ocupan un posicionamiento central.

Palabras clave: destino turístico, ecosistema digital, agentes TIC, hipervínculos, Red de Destino Online, redes.

IDENTIFICACIÓN DE GRUPOS DE VISITANTES SEGÚN SU GRADO DE SOSTENIBILIDAD EN LOS DESTINOS

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Resumen

Esta investigación se enmarca en el ámbito del turismo sostenible y persigue identificar grupos de visitantes según su grado de compromiso con la sostenibilidad en los destinos. Para ello, se identifican variables de las teorías que tradicionalmente estudian el comportamiento pro-ambiental, así como otras de naturaleza sostenible y circular. Se realizaron 400 encuestas a turistas que hubieran realizado algún viaje en los últimos doce meses. Los resultados ponen de manifiesto la existencia de cuatro segmentos, siendo el grupo más numeroso el denominado “viajeros sostenibles”, seguido por el grupo “viajeros sostenibles potenciales”. Se identificaron también dos grupos adicionales de menor tamaño, los “viajeros sostenibles integrales o circulares” y “viajeros no sostenibles”, que son los que tienen un mayor y menor nivel de compromiso, respectivamente. Este estudio ofrece implicaciones relevantes para los profesionales turísticos y las administraciones públicas, para emprender acciones adaptadas al grado de compromiso sostenible en los destinos de los viajeros identificados.

Palabras clave: Segmentación, turismo sostenible, comportamiento pro-sostenible, comportamiento pro-circular, destinos.

APPLICATION OF PROKNOW-C FOR THE SYSTEMATIC ANALYSIS OF LITERATURE ON THE INFLUENCE OF CARBON FOOTPRINT REDUCTION MEASURES ON THE CHOICE OF ACCOMMODATION RESERVATION

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Abstract

The tourism sector is directly related to high energy consumption. In this context, measuring the ecological footprint generated by tourism is crucial to address environmental challenges. Hotels play a prominent role in this footprint due to their size and daily operations, which consume large amounts of energy and natural resources. The objective of this research is to analyze the state of the question of the influence of this carbon footprint reduction in tourist accommodation, especially hotels. The method used is based on the application of the Knowledge Development Process - Constructivist (ProKnow-C), providing a structured, rigorous procedure that minimizes the use of randomness and subjectivity in the bibliographic review process, as well as its subsequent analysis in the Bibliometrix program. As results, 7 relevant articles are obtained and aligned with the research topic, making it possible to identify the main approaches proposed by the authors of this bibliographic portfolio in relation to the problem raised. The present research can be used as a guide for the construction of knowledge in a systematic way and provides, both academics and professionals, a better overview to understand the contributions of the carbon footprint in the accommodation reservation, especially hotels. Through the bibliometric analysis, it was possible to identify relevant data from the 7 articles in the final portfolio, such as the main words and their correlation, the main authors, the production of said authors over time, etc., which can be presented as an opportunity for future researchers.

Keywords: Carbon footprint, Accommodation, Sustainability, Proknow-C, Bibliometrix.

CIRCULAR ECONOMY IN TOURISM. AN OPPORTUNITY FOR HOTEL AND CATERING COMPANIES

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Abstract

The Circular Economy (CE) is an economic system focused on maintaining and increasing the economic value of goods through preservation, reduction, reuse and recycling, with the purpose of limiting and reducing environmental damage, impacting the quality of life of the beings that inhabit the planet. CE can provide the tourism sector with economic returns in the short term through the use and optimization of resources, products and materials used to provide its services, and in the medium and long term because in tourism the conservation of nature is to a large extent what ensures the permanence of businesses. The aim of this conceptualisation work is to analyse the importance of the circular economy for the tourism sector, as well as to refer to research instruments and conclusions from various empirical studies on this topic. A qualitative and documentary type of research was carried out using scientific articles, documents generated by various organisations, among others. It is concluded that the components and benefits of CE are still not widely known by entrepreneurs in the tourism sector, mainly small businesses. Likewise, there is a shortage of research instruments to validate the CE construct for its measurement.

Keywords: Circular Economy, Sustainability, Tourism Sector.

FRAMEWORK FOR ENHANCING THE SOCIAL IMPACT OF TOURISM RESEARCH

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Abstract

This study addresses the importance of enhancing the social impact of tourism research through the implementation of a theoretical framework. The article presents the results of a review of the existing literature on the social impact of research. Key aspects for the design of a framework to enhance social impact are identified, including the identification of relevant social problems, the involvement of relevant stakeholders, a multidisciplinary approach, appropriate ethics, effective communication and impact evaluation. A series of interconnected steps are proposed to enhance the social impact of tourism research. The proposed framework seeks to address the current deficiencies in the connection between tourism research and social impact, promoting a participatory and multidisciplinary approach that generates positive change in society. Enhancing the social impact of tourism research is fundamental to maximising its effectiveness and achieving positive change in local communities.

Keywords: social impact of research, tourism, framework.

ASSESSING TOURISTS' PERCEPTION OF 'SMARTNESS' IN A DESTINATION: A CASE STUDY OF TENERIFE ISLAND

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Universidad de Lleida

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miquel.mesegue@udl.cat

Abstract

Smart Tourism Destinations (STDs) have been presented as a key element to boost the tourism sector and keep it adapted to the changing needs of governments, local inhabitants and tourists. The Spanish government launched the STDs' Network in 2013 to adapt Spanish tourist destinations to evolving needs. The program aims to create customized, accessible experiences using technology and innovation while ensuring sustainability. To be recognized as a STD, destinations must meet 80% of requirements set, classified into governance, innovation, technology, universal accessibility, and sustainability. The study aims to examine tourists' awareness of the smart characteristics of destinations, by analyzing user-generated content. The data collection focuses on Tenerife Island's top attractions and includes reviews from the English section of TripAdvisor's "things to do" category. The analysis reveals changes in tourists' comments and highlights that tourists are aware of some indicators and objectives such as accessibility. The article sheds light on the concept of STDs and their implications for the tourism industry.

Keywords: Smart Tourism Destination, User Generated Content, VOSViewer, TripAdvisor, Review analysis, Destination image.

20 DE OCTUBRE
SOLUCIONES TECNOLÓGICAS DE EMPRESAS
TECH SOLUTIONS FOR TOURISM



PILARBOX ONA - DIGITALIZACIÓN DEL SERVICIO DE HABITACIONES Y CANAL DE COMUNICACIÓN DIRECTO ENTRE HUÉSPEDES Y HOTEL.

Susana Jiménez
Directora de Comunicación de Pilarbox



hello@pilarbox.com



Pantalla 8 pulgadas



Sensor de movimiento



Encendido programable



Batería +16 horas



Carga Rápida



Cable de carga para móviles

Pilarbox ONA tiene como objetivos principales la digitalización del servicio de habitaciones de los hoteles y la creación de un canal de comunicación directo entre el hotelero y sus huéspedes. De estos objetivos se derivan otros intereses, como son mejorar la relación con el cliente, aumentar las líneas de negocio e incrementar la rentabilidad de los recursos disponibles.

DIELMO 3D - HOTEL INMERSIVO: GEMELO DIGITAL DE ESTABLECIMIENTOS HOTELEROS. MIRADOR TURÍSTICO DIGITAL: PROMOCIÓN TURÍSTICA MEDIANTE REALIDAD VIRTUAL.

José Carlos García González
CEO de Dielmo 3D



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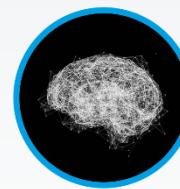
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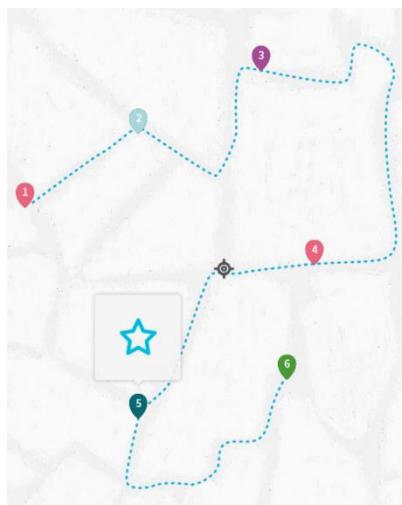
Hotel Inmersivo quiere convertir la web de todo tipo de alojamiento turístico en una experiencia que fidelice mediante la creación de una web inmersiva, diseñando un gemelo digital real del establecimiento y su entorno. Por su parte, el Mirador Turístico Digital permite a cualquier municipio turístico llevar a cabo una campaña de promoción digital a través de vistas panorámicas de muy alta resolución, siendo un elemento vertebrador aportando accesibilidad a todos los recursos digitales del destino a la vez que se potencian las mejores vistas de la ciudad.

MYSTREETBOOK - INTELIGENCIA ARTIFICIAL DE RECOMENDACIÓN Y CREACIÓN DE RUTAS PERSONALIZADAS E INTELIGENTES PARA EL TURISMO.

Esther Rodríguez Ramos
CEO y Cofundadora de MyStreetBook



info@mystreetbook.es



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MyStreetBook es un recomendador de rutas personalizadas que conecta los intereses de cada uno de nosotros con los lugares en los que vivimos o visitamos. Se centra en tus gustos y crea rutas según las preferencias que escojas. Puedes planificar un viaje e improvisar en tu entorno. Su plataforma app relaciona al visitante con los destinos que le interesan y con condiciones externas como horarios, medio de transporte o cuestiones de accesibilidad.

PARQUE TECNOLÓGICO DE ANDALUCÍA (PTA) - TOURISM 4.0:
PROGRAMA TRANSNACIONAL DE APOYO PARA PROMOVER UN
TURISMO SOSTENIBLE A TRAVÉS DE MODELOS DE NEGOCIO
DIGITALES EN LAS PYMES TURÍSTICAS.

Sonia Palomo
Directora de Transferencia de Tecnología y RR.II. en el PTA



spalomo@pta.es

Tourism 4.0 objectives

Generating sustainability through the development of digital business models

Establish a collaborative framework for peer-learning, knowledge and tourism SMEs' practices exchange, digitalization transformation & long-term collaboration

Design, implement and execute a capacity building mechanism to boost the uptake of digitalization and innovation by tourism SMEs

Provide financial support assistance to third-party beneficiaries in the hospitality sector, in particular hotels, small accommodation, travel operators and tourism operators

El proyecto Tourism 4.0 ofrece un programa de capacitación, transferencia de tecnología, apoyo y asistencia a las PYMEs turísticas para ayudarlas a adoptar y aprovechar las tecnologías digitales emergentes con el fin de mejorar su productividad, sostenibilidad y rendimiento empresarial.

ACCESSCITY - DESTINOS TURÍSTICOS MÁS ACCESIBLES, SEGUROS E INCLUSIVOS

Virginia Real Gayà
CEO de Accesscity



virginia@accesscity.es



Metodología propia de toma de datos

Mapeamos el área objeto de estudio en base a normativa , europea, nacional y autonómica.



Designación de rutas temáticas inclusivas

Extraemos del área estudiada una ruta analizada desde la diversidad susceptible de adecuar a corto plazo.



Participación ciudadana

Realizamos entrevistas, marchas exploratorias y talleres para recoger todos los puntos de vista diversos.

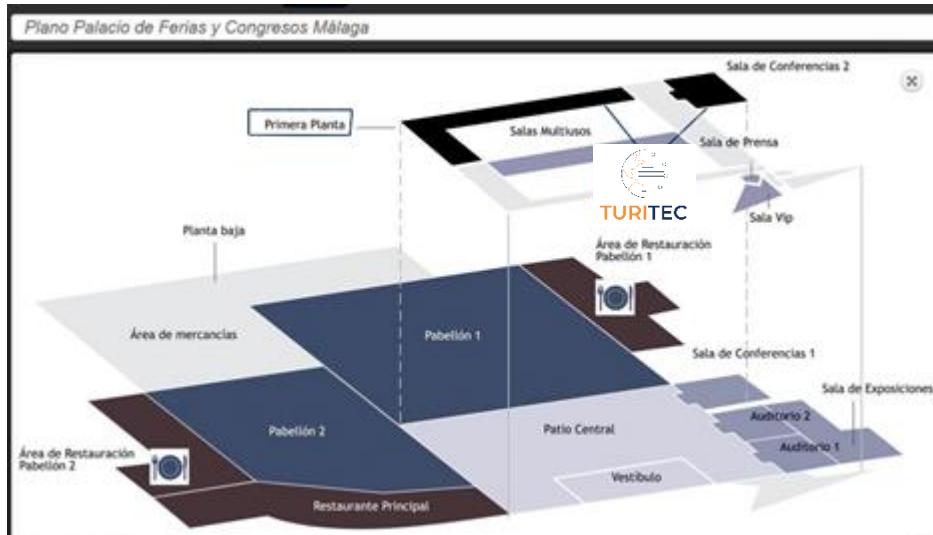
Accesscity persigue impulsar a las entidades locales a tomar acción para crear espacios urbanos inclusivos, seguros y accesibles, dotándolos de herramientas tecnológicas para que lo técnicos municipales puedan identificar y solucionar de una manera cómoda y sencilla las incidencias en materia de accesibilidad universal. Incorpora la dimensión de participación ciudadana y la perspectiva feminista en los estudios del entorno urbano para preservar la cadena de accesibilidad en los destinos turísticos.

Números de Emergencia - Emergency numbers

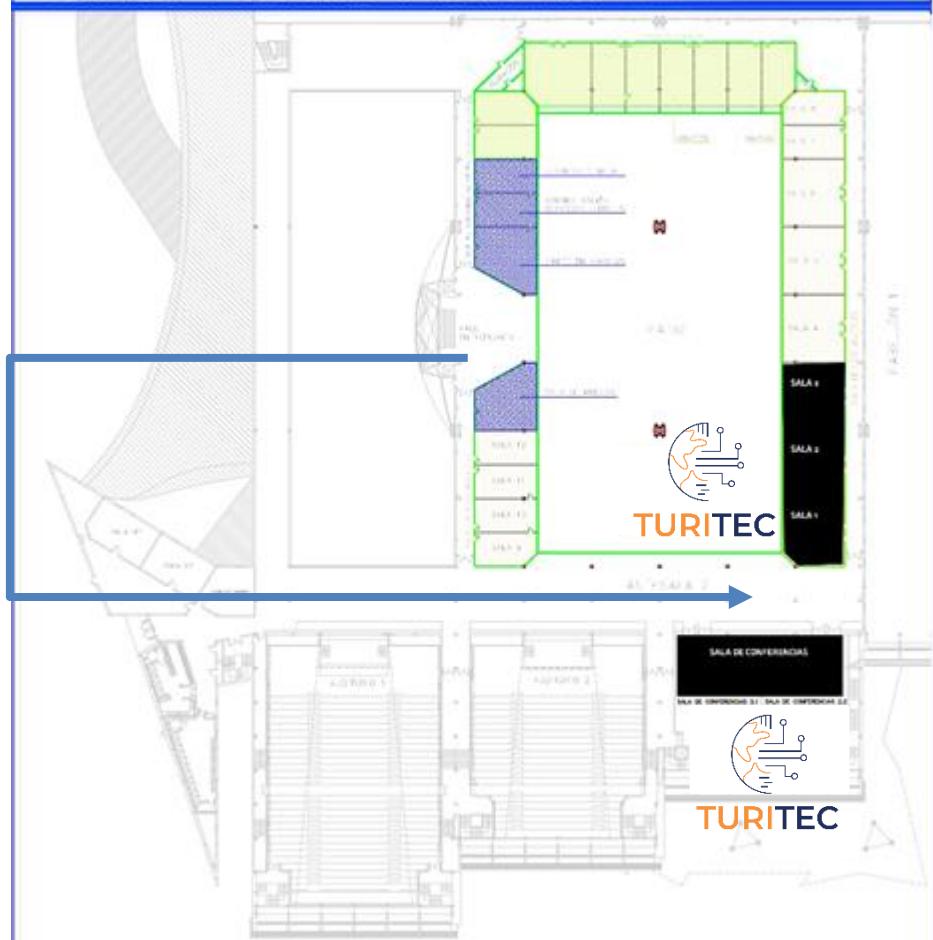
Servicios Médicos - Medical service: 061

Policía Nacional - National police: 091

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