



Online seminar, 12th of January 9:00 - 12:00 (CET)

SMART TOURISM AND SUSTAINABILITY

The potential of SMART technologies for sustainability issues in tourism

Use the following link to attend (no registration needed):

<https://ruc-dk.zoom.us/j/65397118567?pwd=VE95UTdqTFI1RjMrQXpmSnJCZWZDQT09>



The convergence between smart destinations and sustainability: From theory to reality

Paco Femenia-Serra is Lecturer at the Department of Geography, Complutense University of Madrid (Spain)



Putting sustainability back into smart tourism: A framework for responsible smart tourism

Ulrike Gretzel is a senior research fellow at the University of Southern California, USA, a lecturer at the IMC University of Applied Research Krems, Austria, and a fellow at Nebrija University, Spain and Taylor's University, Malaysia



The role of technologies in smart and sustainable tourism: Researchers' perspective

Fuad Mehraliyev is an Associate Professor at the Department of Social Sciences and Business, Roskilde University, Denmark



The strength of data in value chains - Big data application in Danish Tourism

Rasmus Friis Sørensen is Head of Innovation at Dansk Kyst- og Naturturisme. Here he works with BI, technology and the development of entrepreneurship in Danish tourism

Roskilde University's Centre for Tourism Research (CfTR) and research group Innovation in Service and Experience invites you to join this webinar on smart tourism and sustainability.

<https://cftr.ruc.dk/>;
<https://www.linkedin.com/company/research-group-innovation-in-service-and-experience-ise-roskilde-university/>



PROGRAMME

09:00 – 09:35

Ulrike Gretzel: Putting sustainability back into smart tourism: A framework for responsible smart tourism

Break

09:45 – 10:20

Paco Femenia-Serra: The convergence between smart destinations and sustainability: From theory to reality

Break

10:30 – 11:05

Fuad Mehraliyev: The role of technologies in smart and sustainable tourism: Researchers' perspective

Break

11:15 – 11:50

Rasmus Friis Sørensen: The strength of data in value chains - Big data application in Danish Tourism

11:50 – 12:00

Finishing remarks

Introduction to the topic: Smart tourism research has started its lifecycle with a very promising agenda and has since been growing exponentially. Despite there is no agreed definition on what smart tourism is, smartness in this context has been mainly associated with two elements, technologies and sustainability. Smart technologies give more opportunities to tourism destinations (e.g., efficient destination management), businesses (e.g., optimized benefits) and tourists (e.g., enhanced experiences) alike. The sustainability element of smart tourism, may be traced back to “smarter planet” initiative, and entails being smarter about the use resources. The focus of smart tourism research, however, has been mainly on the technology element while the sustainability aspect has lagged behind. This seminar aims to bring sustainability element (back) to the centre of smart tourism research, revive discussions and facilitate further research collaborations on this topic.

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