

Smart tourism? Exploring the impact of smart technologies on business models in tourism
SMARTT

Call for proposals European Science Foundation
Domain(s): SRG-SOC

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Abstract:

SMARTT explores how smart technologies create and develop new business models in tourism.

Key scientific questions: (1) Smart technologies change consumers' behavior, decision-making in tourism operations; (2) Emergence of new business models in tourism.

Scientific investigation lines to be explored and followed-up: Consumer – Prosumer. Paradigm shift? From business model “tourism for consumers” to “tourism with consumers” • How much the business models should adopt from online business, and how much needs to be created especially for tourism? • “Mobile” business models in tourism?

Follow-up: Collaborative research investigations; Joint publications; Knowledge cluster; Regular exchange of opinions.