Tourism in the paradigm of Smart Cities

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Summary

• Introduction
• Tourism in the city
• Smart Cities
• Impact of smart cities in tourism
• Challenges to the city
• Conclusion
Introduction

• Intelligence represents, from a territorial approach, a new planning paradigm, based on knowledge-based economies and in a globalized innovation.
• new planning paradigm, in general related with smart cities, has not been researched in all facets, in special the negative ones or at least not completely positive results for urban quality of life
• One of the function that has been profiting from the new technological changes with the use of internet, in a radical new way, is tourism.
Objectives

• Analyse the change in the tourism (urban and cultural) or the behaviour of the tourists in the last decade according with the development of the access of internet in the city and in special in mobile phones (smart phones).
• To study the impact of some APPs and sites in the spreading of tourism in residential areas of the city or at least non tourist areas
• Importance of these changes in the management of the city
Importance of Tourism in the city

• Functional - Importance of the economic and innovative activities linked with the tourists
• Demographic – increase of people using the public spaces and their animation
• Cultural – valorisation of tangible and intangible heritage
• Urban regeneration – increase the investment in buildings
Development of ICT in last 2 decades in Portugal

• 1990 - Development of the infrastructure and in special of the broad band ISDN/RDIS (Rede Digital com Integração de Serviços )

• 2000 - From analogical access - mostly offering static information only in some areas

• Digital Access – exchange of information and services (Cable Modem)

• 2008 - Mobil devices – ubiquitous access in the country and abroad (Wireless/Radio)
Used concepts of Smart Cities

• Descriptions of smart cities are including qualities of people and communities as well as ICTs

• A Smart city as a high-tech intensive and advanced city that connects people, information and city elements using new technologies in order to create a sustainable, greener city, competitive and innovative commerce, and an increased life quality. Bakıcı et al. (2012)

• (Smart) cities as territories with high capacity for learning and innovation, which is built-in the creativity of their population, their institutions of knowledge creation, and their digital infrastructure for communication and knowledge management. Komninos (2011)
Smart cities and tourism

• The evolution of ICT (Information and Communication Technologies) from static information till relational one, and the possibility of secure transactions has a very fast and interesting development in special in tourism area
• The development of internet infrastructure is spread around the cities
• The development of the contents to tourism activities is increasing very fast

• Public sector – information about urban life, cultural heritage and economic activities

• Private sector – economic activities like restaurants, hotels, transport services, recreation activities
Tourism and Smart cities In Portugal

- Tourism mobilizes 82% of searches on Portugal made on the net, and this interest 52 times greater than shown by the information business.

- The evolution of the penetration of internet in Portugal shows an incredible potential.
Evolution of % of the nº families with PC and linked to internet in Portugal 2002-2015

Source: INE, PORDATA
Individuals using computer and internet in % of total individuals by age group in Portugal, 2015

Source: PORDATA
Internet access subscriptions by thousand inhabitant.

In 2014

Source: PORDATA
Geographical distribution of Internet access in broadband

Cabled apartments in Portugal

(Source: anacom)
Internet computers in primary and secondary education (2014)

Hotel establishments - capacity per thousand inhabitants (2014)

Source: PORDATA
Impact of Smart cities on the tourism

• Cartography – very easy access to big scale information with photographic recognition, which allowed liberty of movements and independence from the knowledge of the language

• Transports – possibility of self organizations of the movements to a destiny and in the city; use new international platforms like Uber

• Touristic places – discovery of personal interest places, development of groups with particular interests, possibility of local authorities to make their own marketing
• Accommodations – development of new urban areas where foreign people can stay
  – Development of new areas with hotels out of the traditional touristic zone
  – Airbnb – spreading around residential areas and in peripheral neighbourhoods; mix of local and foreign population in the same building

• Restaurants – increase of publicity and public
Some sites and APPs interesting to tourism

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Booking offer to 17 October
Airbnb offer to 17 October
Challenges to the cities managers

• Organize tourism activities without disrupt urban life namely in public transports and housing
• Prevent the resident population feels used for tourist purposes
• Prevent the destruction of local life
• New planning and management of the city
Can smart cities be a tool to tourism?
Conclusion

• The development of smart city linked with tourism can:
  • Allowed a wider distribution of economic benefits brought by tourism
  • Develop unpredictable targeting tourism
  • Increase the deregulation of services
  • Dissemination of tourism by not tourist areas
  • More difficulty of the resident population cope with the impact of tourists
  • Difficulty of the public authorities control the types of tourist offer
Thank you

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