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development

Tourism in the paradigm of Smart Cities

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Instituto de Geografia
e Ordenamento do Território
UNIVERSIDADE DE LISBOA



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Caixa Geral
de Depósitos

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

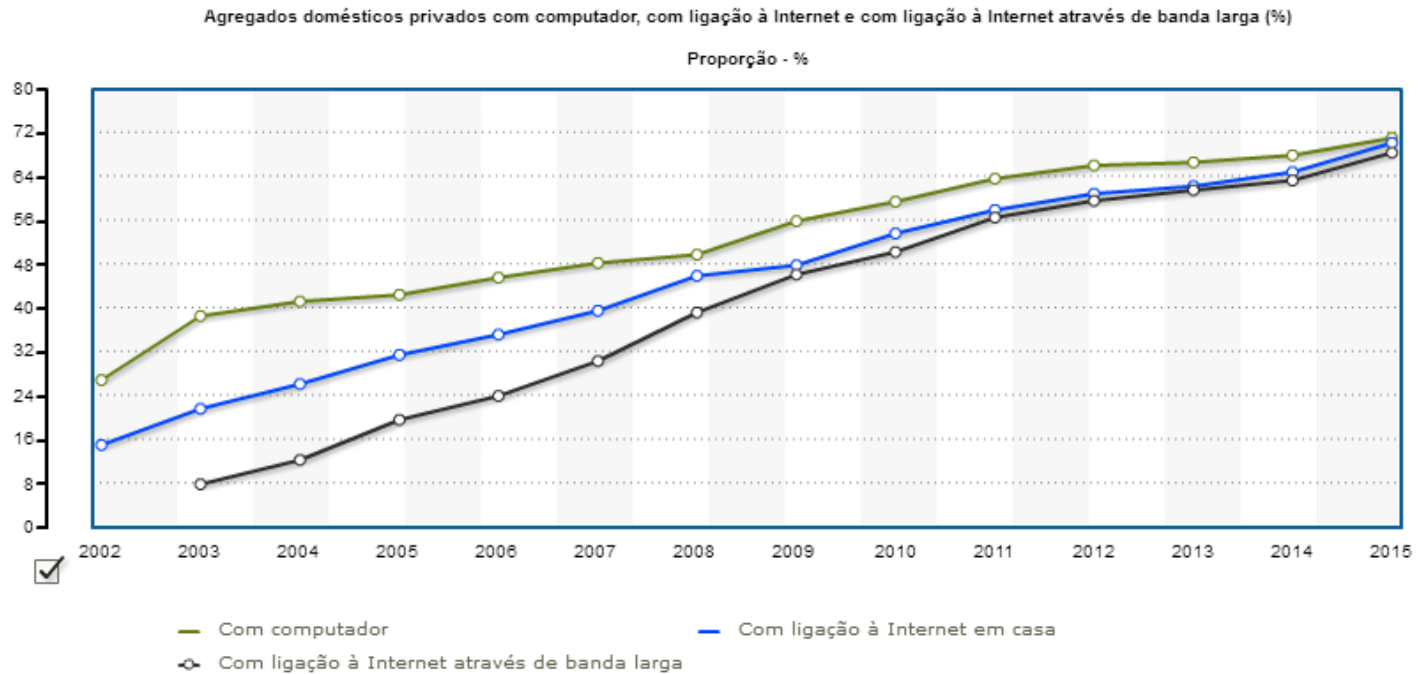
- The evolution of ICT (Information and Communication Technologies) from static information till relational one, and the possibility of secure transactions has a very fast and interesting development in special in tourism area
- The development of internet infrastructure is spread around the cities
-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



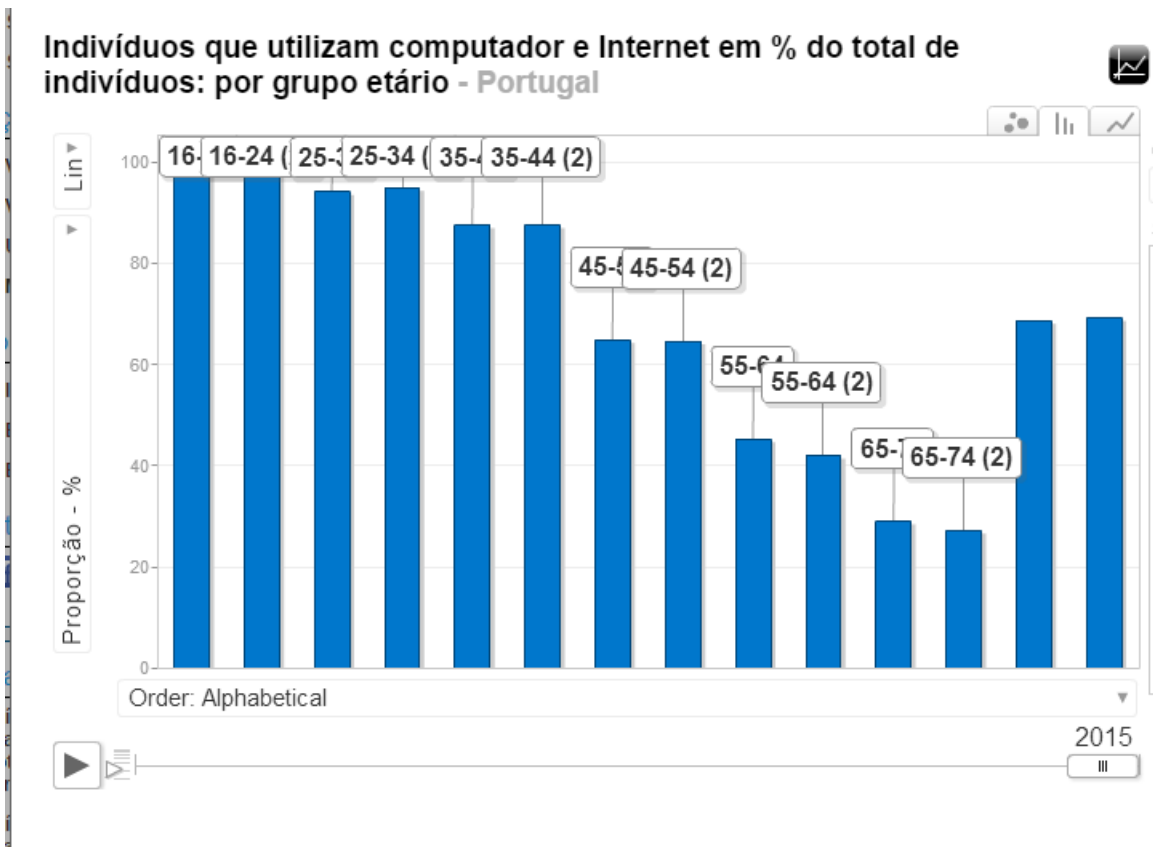
Evolution of % of the nº families with PC and linked to internet in Portugal 2002-2015



Fontes/Entidades: INE, PORDATA

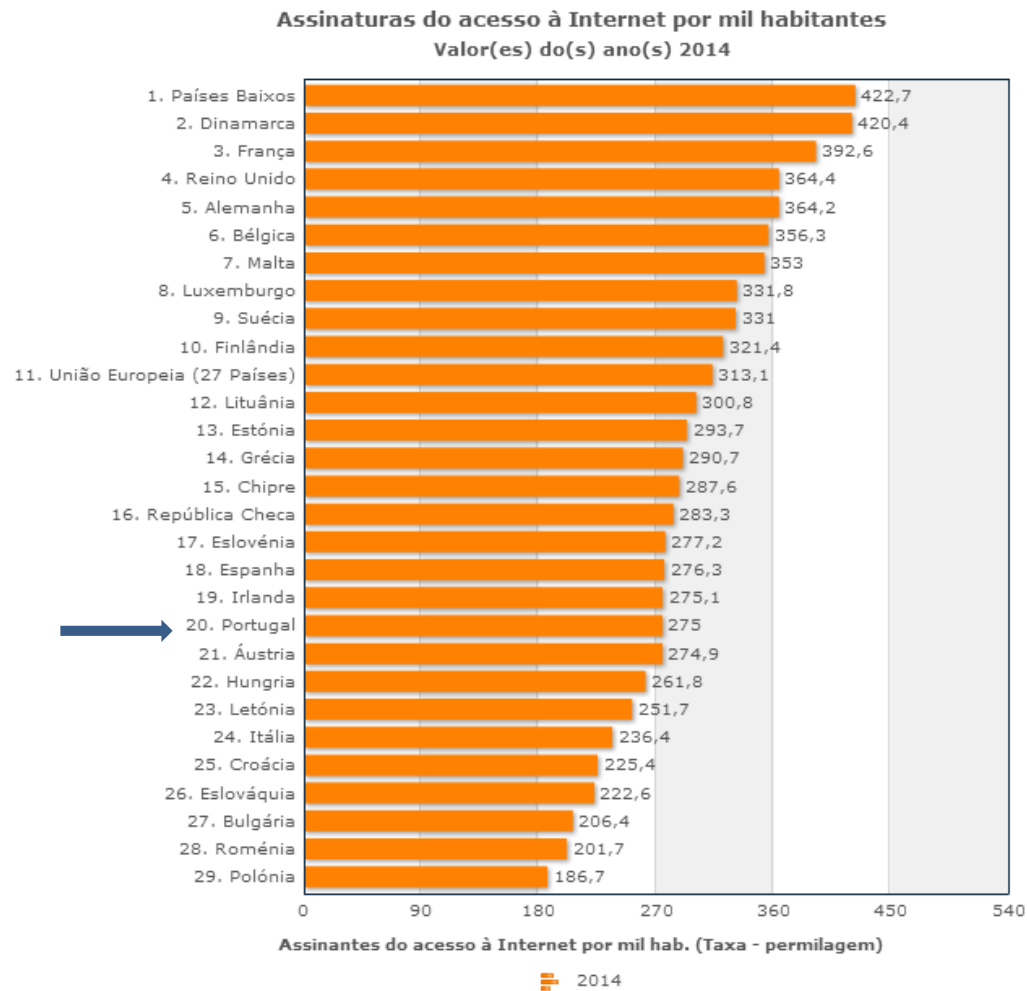
Source: INE, PORDATA

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



Source: PORDATA

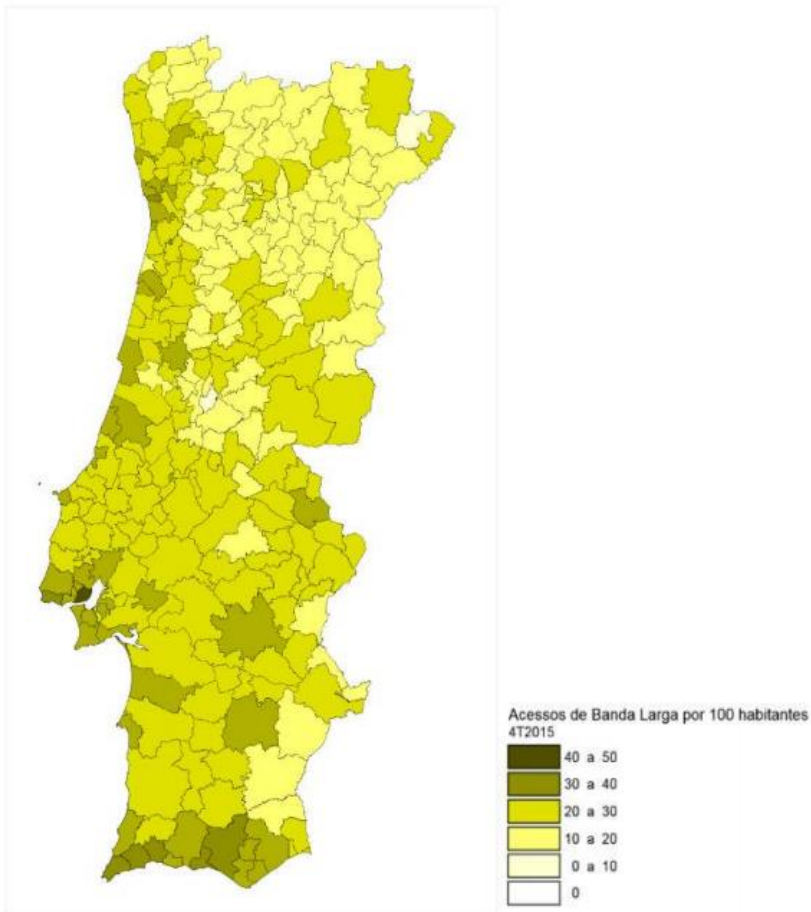
Internet access subscriptions by thousand ihab. In 2014



Source: PORDATA

Geographical distribution of Internet access in broad band

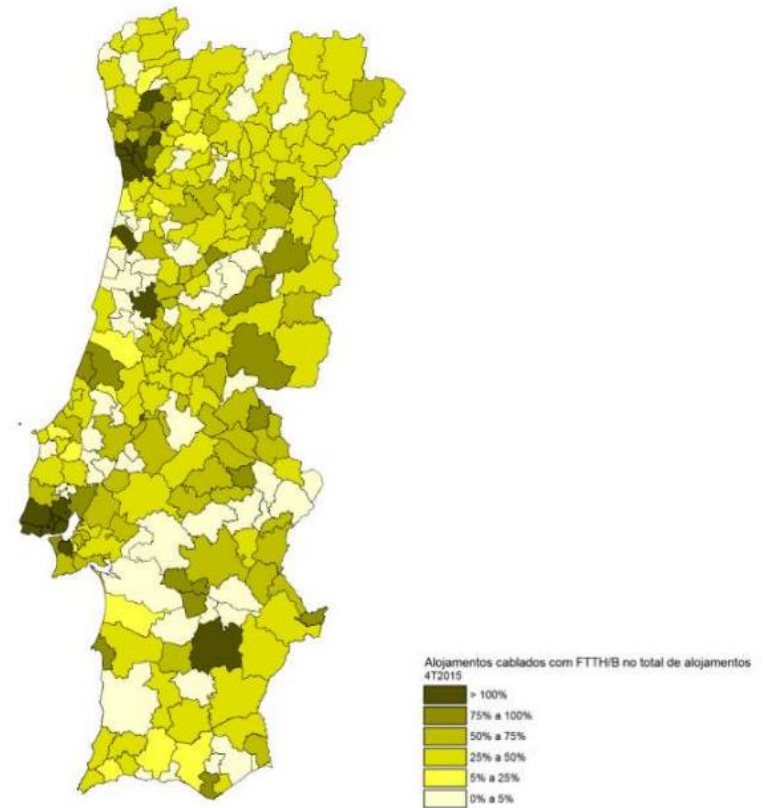
Figura 12 – Distribuição geográfica da penetração de acessos à Internet em banda larga (Portugal Continental)



Fonte: ANACOM

Cabled apartments in Portugal

Figura 1 – Distribuição geográfica dos alojamentos cablados com FTTH/B (Portugal Continental)

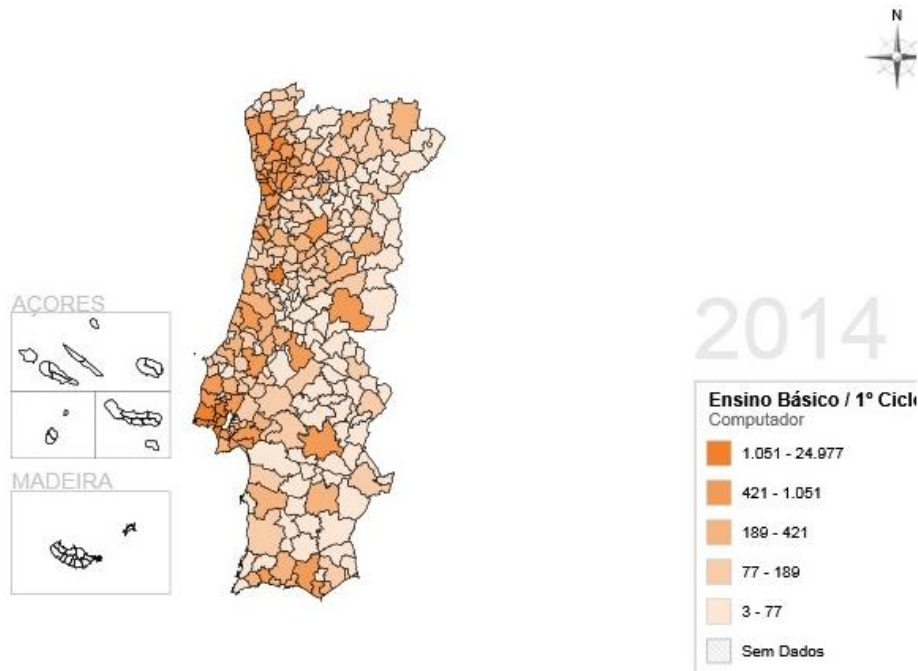


Unidade: percentagem de alojamentos cablados

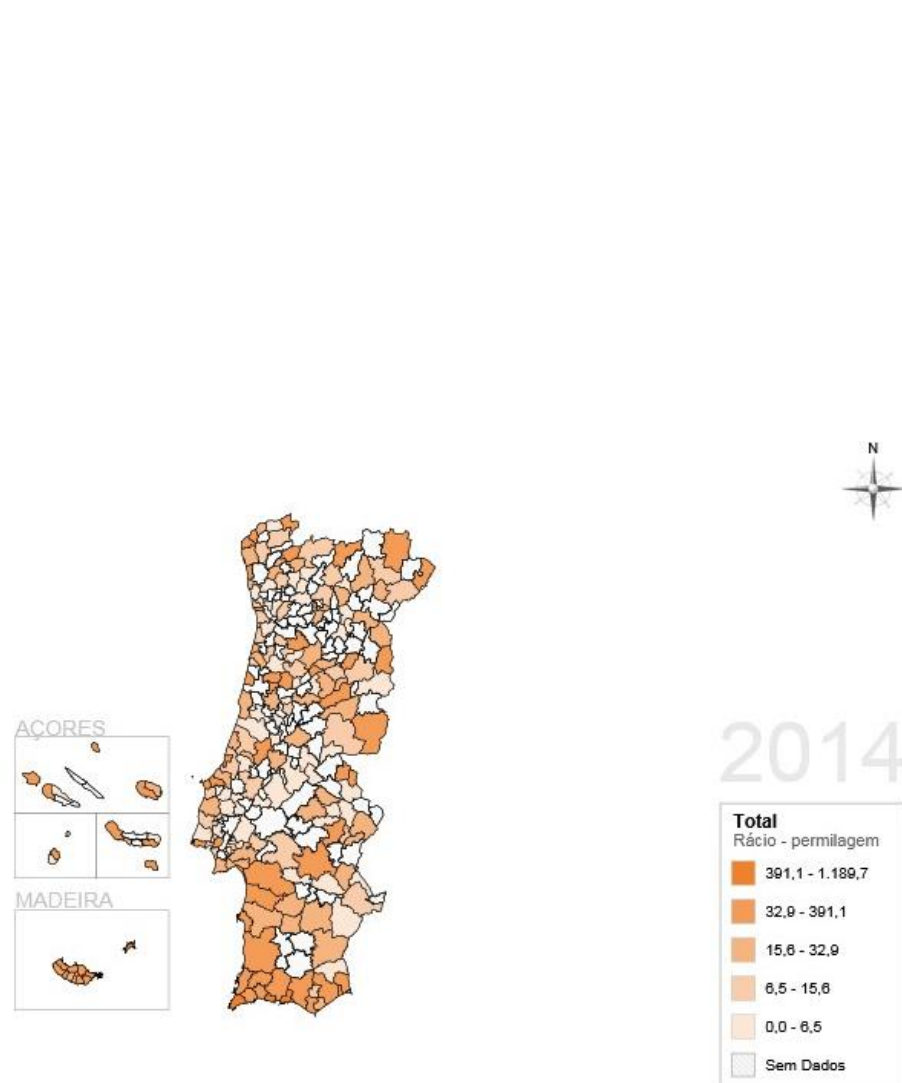
Fonte: ANACOM

(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

	Cartography	Transports	Touristic places / Heritage	Accommodations	Restaurants
Google maps					
Here maps					
Booking.com					
Airbnb					
Trivago					
Tripadvisor					
Uber					
Transports company					
Local sites					

Booking offer to 17 october

Contas do Google x Booking.com: Hotéis x

www.booking.com/searchresults.pt-pt.html?aid=376389&dcid=4&label=Hotéis-0kTaupyJHdsCSjDyYwvcNwS35038046098%3Ap1%3Ap2877.000%3Aac%3Aap11%3Aneg%3Afi%3Atiaud-146342138710%3Akwd-65526620%3Alp10:☆

Reservado 16 vezes hoje

Mapa Satélite

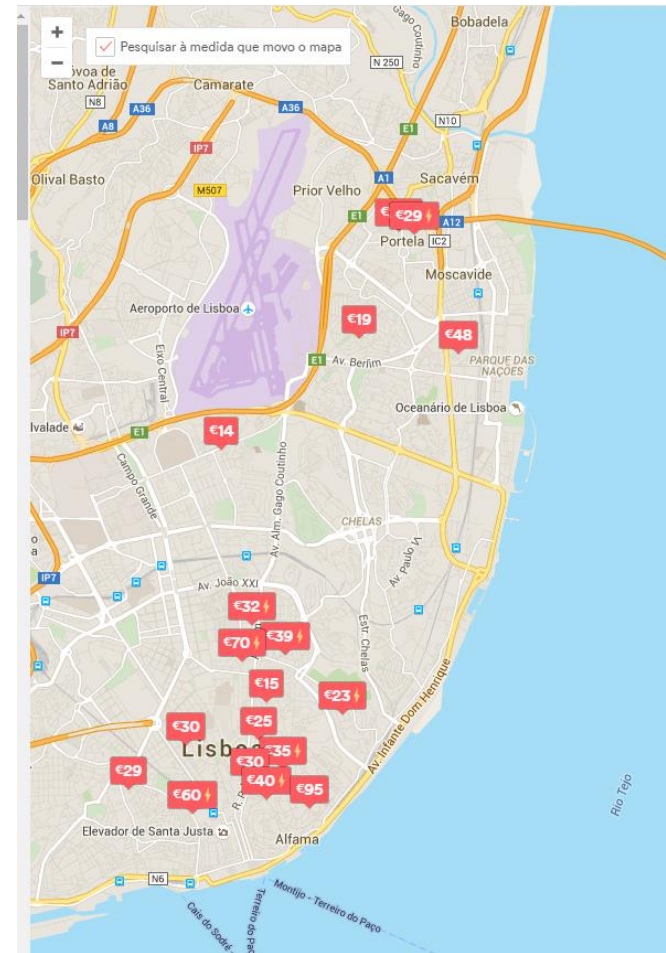
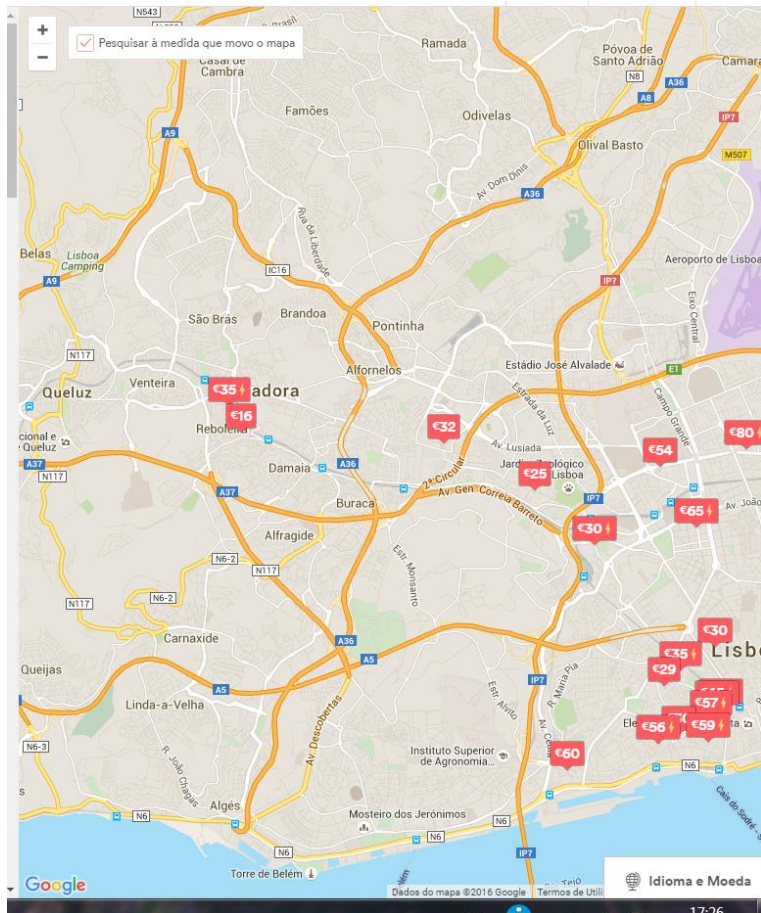
Há 1 pessoa a ver neste momento

Dados do mapa ©2016 Google, 1 km

Termos de Utilização Comunicar um erro no mapa

17:19
17-05-2016

Airbnb offer to 17 october



Challenges to the cities managers

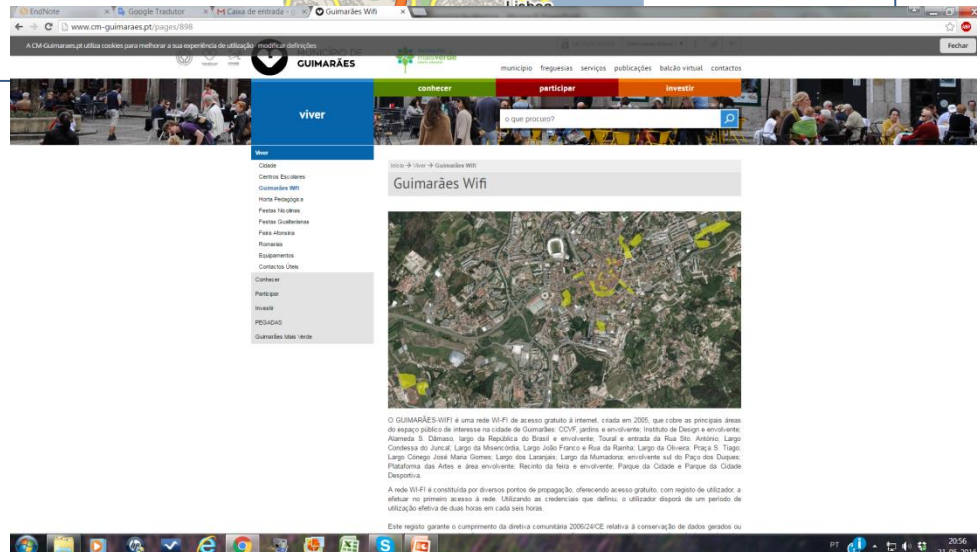
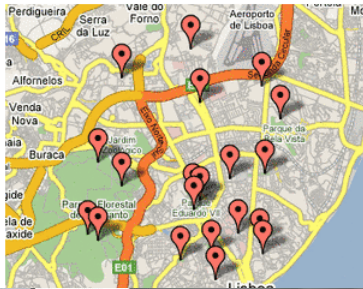
- Organize tourism activities without disrupt urban life namely in public transports and housing
- Prevent the resident population feels used for tourist purposes
- Prevent the destruction of local life
- New planning and management of the city

Can smart cities be a tool to tourism?

in Experiências

Jardins Digitais

Como já referi anteriormente neste blog, está a decorrer em Lisboa, em princípio, até 30 de Junho, o **projecto-piloto Jardins Digitais**, que consiste numa parceria entre a **Câmara Municipal de Lisboa**, e 3 ISPs, a **Broadnet**, a **PT Wi-Fi** e a **Zapp**, para disponibilizar acesso à Internet via Wi-Fi, livre e gratuito em cerca de 20 espaços-públicos.



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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