6 Smart tourists in smart cities

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Introduction

Smart cities pursue efficiency, contribute to citizen value co-creation and sustainability, and improve the quality of life of their residents. This concept also impacts other industries and sectors that offer services to people that do not reside in the city, such as tourists (Sánchez-Corcuera et al., 2019). Therefore, smart city development must take into account not only the business and environment-related domains but also the cumulative use of urban resources for citizens and tourists (Romão et al., 2018).

Smart cities, as knowledge centres managing information, technology and innovation (Caragliu et al., 2011) are essential to respond to the voices of citizens (Kim et al., 2021). They have also become a differential element in decision-making of many tourists. Participation in tourism is becoming a vital part of new global lifestyle. In order to satisfy the growing demand of tourists, the authorities in various cities aim to see tourists as temporary citizens, trying to create value for them. Thanks to smart technologies, tourism is spilled into all areas of the city. Hence, the lines between residents and tourists are being blurred. This results into the convergence between 'everyday' and 'touristic' in the urban context (Gretzel & Koo, 2021).

Tourists are increasingly more active and have higher expectations in terms of tourism engagement with local resources looking for authentic experiences (Antón et al, 2019). The widespread adoption and extensive use of information technologies have resulted in a radical shift in tourist behaviour, creating a new market segment – smart tourists (Gajdošík, 2020). Smart tourists are profiting from the use of cutting-edge technologies (Shen et al., 2020a) that smart city infrastructure can offer (Um & Chung, 2021) Therefore, smart cities play a crucial role in satisfying the demand of these smart tourists.

Smart tourists as temporary citizens in smart cities

Cities have become global economic hubs, driving growth and innovation, while attracting more and more people who come to live, do business and discover them. The people component in smart cities is critical to their development (Heaton & Parlikad, 2019), as smart cities are developed for people. This social approach highlights the value creation for citizens and communities. Value creation is based on effective and systematic bid data analysis and optimisation of networks, which requires active involvement and participation in city-related issues (Stylos et al., 2021). For citizens, it might offer better insights into city life, support everyday living and decision making, and empower alternative visions of city development (Wolff et al., 2020) Citizens and local communities should be constantly connected, technology savvy, sufficiently creative and empowered (Hedlund, 2012; Buhalis & Amaranggana, 2014). Such a behaviour seamlessly connects people with the city services and creates value by solving city related problems with the aid of technology.

Smart cities are also the world's greatest tourism destinations (Table 6.1). Nearly half of global international travel takes place in cities, for business, pleasure, art and culture as well as medical and educational reasons (WTTC, 2019). Tourists are drawn to the vibrancy, excitement and diversity of the offer in cities. Regarding service innovation (Buhalis et al., 2019) implemented in smart cities, the culture and tourism sectors have become critical for all services offered in smart cities (Um & Chung, 2021).

As tourism shapes the city development, smart cities have started to consider tourists as temporary citizens, where tourism is an inseparable part of the city (Barcelona, 2017). The term 'temporary citizen' has been used because tourists are no longer only consumers. Thanks to real-time information and connection with city stakeholders, they co-create their experience and are becoming 'prosumers' (Buhalis & Sinarta, 2019). Therefore smart cities should consider tourists as temporary citizens and ensure that city policies promote the engagement of visitors and residents to build a city for all (UNWTO, 2018). Residents and tourists should also be central to the debate as the primary recipients of value (Koo et al., 2019) through the process of smart city development.

Table 6.1: Tourism activity in selected cities

City	Tourist arrivals	Direct T&T GDP (US$ bn)	Direct T&T GDP (% of city GDP)	International tourist spend (US $ bn)
Paris	19,760,800	35.6	4.1	14.8
New York	14,010,000	26.0	3.5	21.0
Tokyo	10,443,100	23.1	2.4	21.7
London	19,559,900	18.2	1.9	17.5
Singapore	19,760,800	13.7	4.0	19.9
Barcelona	7,016,600	9.3	5.2	15.2
Seoul	9,105,900	4.7	1.3	9.9
Amsterdam	8,835,400	5.5	4.0	10.4
San Francisco	2,987,500	5.2	3.1	5.0

Source: Processed based on WTTC, 2019 and Euromonitor International, 2019.

Behaviour of smart tourists and implications for smart cities

With a tendency toward shorter and more frequent trips, smart cities emerge as the ideal destinations offering compelling experiences to the increasingly demanding tourists. The built smart infrastructure in smart cities, the use of the Internet of Things, cloud computing, big data analytics, as well as the widespread adoption of mobile devices offering ubiquitous connectedness (Buhalis, 2020), has led to that fact that some tourists started to behave smarter and the smart tourist market segment was created (Gajdošík, 2020). The characteristics of a smart tourist are summarized as follows (Table 6.2):

Table 6.2: Characteristics of a smart tourists

Description	Author(s)
Exigent and well informed tourists, who are interested in the sustainability and responsibility of the destination they visit, yet treat the environment with elevated sensibility and responsibility, as well. The smart tourist wants to interact with the destination. Due to this engagement, they become co-creators and co-promoters of the destination.	Gahr et al. (2014)
A tourist heavily reliant on information and communication technologies, who undertakes in-depth information searches, and is very active on social media. Smart tourists are seeking customised and personalised offerings as well as mindful of value for money and safety and environmental matters	Ghaderi et al. (2018) Fan et a. (2019)
A tourist who benefits from smart tourism by utilising various information technologies available at a smart tourist destination.	Gretzel et al. (2018)