REFLECTION AND DEVELOPMENT OF THE TOPICS OF DESTINATION MANAGEMENT AND SMART DESTINATIONS

Introdução

Reflexão e Desenvolvimento dos Tópicos de Gestão de Destinos e Destinos Inteligentes

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ABSTRACT

The evolution of tourism activity is in interactivity with innovation, knowledge management, Information and Communication Technologies and the mediatized society. This allows a deeper perception of the tourist destination by the consumer and indicates a path of competitive advantage, both for the destinations themselves and for organizations interested in the demand. This interactivity demonstrates another factor of great relevance to the studies: tourist behavior, which feeds and allows the intelligent management of a destination, generating better services, quality of life for residents and the possibility of better balance in the locality. In this way, information, especially through Big Data and networks, becomes indispensable in this process and for all those involved in the social context. Demonstrating that there are cutting-edge and quality research outside the United States-Europe axis, what we need is space to publish these results. In view of this, we believe that we did a good job in creating this space for authors from these regions of the globe, with the support of the Rosa dos Ventos Journal team.

KEYWORDS

Tourism; Management; Smart Destinations; Turkey; Brazil.

RESUMO

A evolução da atividade turística coloca-se em interação com a inovação, a gestão do conhecimento, as tecnologias da informação e da comunicação e com a sociedade mediatizada. Tal cenário permite uma percepção mais profunda da destinação turística pelo consumidor, além de indicar caminhos para vantagens competitivas para as destinações e outros organismos interessados na demanda. Tal interatividade demonstra outro fator de grande relevância para os estudos: comportamento do turista, os quais alimentam e permitem a gestão inteligente da destinação, promovendo melhores serviços, qualidade de vida para residentes e a possibilidade de melhores dividendos para a localidade. Dessa maneira, informação, especialmente através do *big data* e de *networks* se tornam indispensáveis nesse processo e para todos aqueles envolvidos no contexto social. Demonstrando que são pesquisas de ponta de qualidade, realizadas fora de centros norte-americanos e/ou europeus, e que necessitam de espaços de publicação de seus resultados. Sob este ponto de vista, acreditamos que fizemos um bom

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trabalho na criação desse espaço para autores de regiões localizadas fora dos centros hegemônicos globais, com o apoio da equipe da Rosa dos Ventos – Turismo e Hospitalidade.

PALAVRAS-CHAVE

Turismo; Gestão; Destinos Inteligentes; Turquia; Brasil.

INTRODUÇÃO

This Dossier [special issue] was a personal reflection on the need to present the themes, research and results of reflections and empiricism on smart destinations and destination management [thinking about this intelligence]. From many readings for supervision, preparation of undergraduate and master's classes on the topics of smart destinations and their relationship with Information and Communication Technologies in Destination Management, I came across low production on the topic in the regions of Latin America and Western Asia. So, in order to get to know better what is produced from related and close themes, I got together with my colleague Professor Professor Yusuf Karakuş at Recep Tayyip Erdogan University [Turkey] to think about a joint call. For that, there is nothing better than a journal that I greatly admire and that I have been publishing since 2012 [Rosa dos Ventos – Turismo e Hospitalidade], a journal that is a reference in Brazilian tourism for producing excellent quality and impactful special themed issues.

My partnership with Professor Yusuf Karakuş dates to when he invited me to be field editor at JOMAT [Journal of Multidisciplinary Academic Tourism] still in 2020, a relatively new journal that he edits with great care and respect for the authors. In addition, he has published in Brazilian journals and is interested in expanding the papers produced in Turkey beyond Eurasia [Europe-Asia]. This special issue of ours [Dossier] received many papers to be evaluated [which was a great surprise for us], but that made us refuse some or even indicate to the normal flow of Rosa dos Ventos Journal some papers that were not the scope of our call.

Our challenge was not to have so many works linked to Covid-19, since the idea is to have timeless papers and, at the same time, present research results in the scope of this special call-in general terms. The Smart destinations must start from a management of tourist information that integrates technology and communication, being one of the best tools to boost the recovery of the economy in Tourism. We had a total of 14 articles accepted, reviewed, and resubmitted, from different countries by different researcher-authors in Latin America and Western Asia.

The title themes of the papers:

- Evidence-based tourism destination management: proposal for a conceptual model for tourism observatories.

- Sustainability in public policies for local management of tourism in Cozumel, Mexico.

- A meta-synthesis study on the effect of movies and tv series on destination marketing.

- Design of an information system to impulse a process of transformation into a smart tourism destination.

- Evaluation of paradoxical communication criteria in destination management: a study on hotel managers.

- Role of global citizenship on tourists' intention to prefer destinations with green smart technology-based management system.

- Bibliometric analysis of smart cities and tourism studies with visual mapping technique.

- The image of Turkey in the South America tourism market: a research on Mercosur country citizens.

- Smart tourist destinations and the experience of tourists: a systematic review of the literature in national tourism journals.

- Recreational facilities in the context of destination management.

- Evaluation of the use of smart technology in hotels in terms of sustainable development.

- The impact of the Covid-19 pandemic on the accommodation preferences of domestic tourists: the case of Turkey.

- Tourism and big data: a look at the Syrian in the light of intelligent tourist destination theories.

- An innovative culture route proposal in destination management of Cappadocia region.

- Destination construction in vlog videos as new destination image designs of the digital age.

- Smart destination applications according to Cohen's smart city wheel: the example of Izmir.

- Managerial practices on operations and tourism supply chain during the pandemic crisis in Brazil: a case study of Juiz de For a-MG, Brazil.

- Big data for the management of smart tourist destinations: analysis of available tools in Brazil.

Smart tourist destinations have three pillars: governance, technology, and sustainable development. All this for a more current, revolutionary, and ideal destination management for

tourists and residents. Smart destinations are differentiated tourist structures that facilitate the interaction and integration of the visitor, before, during and after the trip, and increase the quality of their experience with the destination, through the use of innovative methodologies and technologies.

The evolution of tourism activity is in interactivity with innovation, knowledge management, Information and Communication Technologies and the mediatized society. This allows a deeper perception of the tourist destination by the consumer and indicates a path of competitive advantage, both for the destinations themselves and for organizations interested in the demand. This interactivity demonstrates another factor of great relevance to the studies: tourist behavior, which feeds and allows the intelligent management of a destination, generating better services, quality of life for residents and the possibility of better balance in the locality. In this way, information, especially through Big Data and networks, becomes indispensable in this process and for all those involved in the social context.

As we can see, the themes are instigating, current, necessary to debate smart destinations, but very related to management, a new look at the management of tourist destinations in a more systemic, technological, intelligent, and functional way. Demonstrating that there are cutting-edge and quality research outside the United States-Europe axis, what we need is space to publish these results. In view of this, we believe that we did a good job in creating this space for authors from these regions of the globe, with the support of the Rosa dos Ventos Journal team.

In addition, many readers of the papers will have access to a Brazilian journal with papers that will be cited and referenced worldwide, this opens doors for the Journal team and for Brazilian authors to publish outside Brazil [especially in Turkey], as well as we expand partnerships and networks with knowledge-producing countries in the field of tourism.

We hope you will appreciate, read, cite, and honor researchers from Latin America and West Asia.