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Citation: Cantino, Valter, Giacosa, Elisa, Alfiero, Simona, Shams, Riad and Ferraris, Alberto (2019) Introduction: Smart Tourism Businesses (sustainability, Measurability, Awareness, Recognition, & Technology) [Editorial]. *Tourism Analysis*, 24 (3). pp. 261-263. ISSN 1083-5423

Published by: Cognizant Communication

URL: <https://doi.org/10.3727/108354219x15511864843786>
<<https://doi.org/10.3727/108354219x15511864843786>>

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INTRODUCTION: SMART TOURISM BUSINESSES (SUSTAINABILITY, MEASURABILITY, AWARENESS, RECOGNITION, & TECHNOLOGY)

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Smart use of technology (Atembe, 2015; Cortese, Giacosa, & Cantino, 2018; Gretzel, Sigala, Xiang, & Koo, 2015), sustainability (Alfiero, Lo Giudice, & Bonadonna, 2017; Barber, Deale, & Godman, 2011; Cantino, Giacosa, & Cortese, 2019; Choi & Turk, 2011; Parsa & Narapareddy, 2015; Shams, 2016a; Tuohino & Honkanen, 2015), shared supply chain (Harewood, 2008; Zhang, Song, & Huang, 2009), and digital layout of business models for tourism destinations management (Martins, Salazar, & Inversini, 2015; Park, Gretzel, & Sirakaya-Turk, 2007) are the mainstreams of new and traditional companies' practices as well as academic research (Vrontis, Thrassou, & Czinkota, 2011; Vrontis, Thrassou, & Vignali, 2006). In addition, development of tourism businesses may be reached through tailored ICT-driven innovations that might empower tourism entrepreneurs and strengthen the tourism sector overall (Ferraris, Monge, & Mueller, 2018).

The First International Conference in Smart Tourism 2017 (Turin, Italy, November 23–24, 2017) focused on these topics and aimed at enhancing tourism development through tailored ICT-driven innovation that empowers tourism entrepreneurs

and the tourism sector overall. The need to develop an interdisciplinary platform for diverse stakeholders around this ever-changing sector (Ferraris, Belyaeva, & Bresciani, 2018; Shams, 2016b; Vrontis & Viassone, 2013) called for contributions that advance our understanding of ongoing topics for improving tourism destination management, which combine sustainability, measurability, increased awareness, value recognition, and technology. In particular, this special issue aims at developing academic works and applied research around managerial tools and strategies for improving and reshaping business models in tourism destination management. The five issues mentioned above are fundamental to achieve an effective management of more effective and integrated tourism strategies.

The range of articles includes conceptual, empirical, and case studies dealing with the following key themes:

1. *Sustainability in tourism*: it involves the promotion of sustainable tourism strategies including, but not limited to, innovative firm–territory relationship, value cocreation, sustainable financial business models and operations.

2. *Measurability of tourism impacts*: a more holistic accounting and reporting method should take into consideration the impacts and the effects of the tourism dynamics in more detail. In addition, also adequate financial tools to support the management process need to be better investigated.
3. *Awareness of stakeholders*: it fosters the understanding of the integration and participation of stakeholders in the tourism supply value chain in terms of community empowerment in tourism development and human resource strategies for tourism and hospitality.
4. *Recognition of common value and values*: it looks at good and virtuous practices that protect common goods and natural areas linked to crucial regulation and institutionalization, which has been lacking in literature.
5. *Applied technology to tourism processes and procedures*: credible and trustworthy data are required to specifically outline the socioeconomic outcomes that support the sustenance of tourism. Therefore, technology could strengthen this lack by providing innovative information system processes, creative ways of structuring and qualifying the offer, and managing payment systems, financial instruments, and procedures in the tourism sector.

The special issue contains different typologies of articles. The first type is represented by a literature review on sustainable tourism, contributed by Satta, Spinelli, and Parola, with the purpose to explore how academic studies addressed the role of green innovation in generating value creation activities of tourist entities and destinations.

Case studies belong to the second type. In particular, Cortese, Cantino, Solazzo, and Fassio analyze integration of the triple bottom line approach for an event evaluation and how ICT support permits suggesting a new approach for integration of several stakeholders. Giacosa, Rossi, Festa, and Ferraris analyze the business model of Langhe as a successful wine tourism destination system, also in terms of a sustainable approach. Within the context of promotion, Alfiero, Bonadonna, Cane, and Lo Giudice investigate various business models for explaining the features of street food, developing local territory identity. De Bernardi, Bertello, and Shams analyze the extent of digitalization integrated in

museums' communication strategies, recognizing the logics hindering digital transformation within the context of cultural heritage strategic management. Candelo, Casalegno, Civera, and Büchi apply stakeholders' view to the coffee sector, also making a theoretical framework of coffee tourism benefits. Last, new technologies in tourism development is analyzed by Giaccone and Bonacini, which focused on the role of digital storytelling platforms in the context of cultural heritage promotion.

The third type is characterized by an empirical approach. In particular, Ossola, Giovando, and Crovini use a fuzzy-set qualitative comparative analysis approach, focusing on corporate governance mechanisms and performance within the context of air management companies.

The forth type contains several studies based on both qualitative and quantitative approaches. In particular, Vallone and Veglio introduce an innovative model of sustainable tourism in which a concept of made in Italy hospitality exploits tangible and intangible local resources. Troisi, Grimaldi, and Monda focus on how ICT enables value cocreation in managing smart service ecosystems through technology, whereas halal tourism has been considered as an opportunity for the global tourism industry by Biancone, Secinaro, Radwan, and Kamal. Health tourism and thermal heritage represent the context of Faroldi, Fabi, Vettori, Gola, Barmbilla, and Capolongo, with the purpose to verify how Italian spas may be managed with innovative multidisciplinary tools. Finally, Vesce, Giachino, Beltramo, and Re analyze the role of changing perspectives with particular reference to non-ecolabel-certified establishments in the hospitality industry.

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