

The Challenge to Create Bangkok Smart Destination Image and Loyalty

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Abstract

This paper aims to take advantage from the development of Smart Cities by conceptualising framework for Smart Tourism Destinations through exploring tourism applications in destination and addressing both opportunities and challenges to create Bangkok Smart destination image and loyalty.

Keyword: Smart Tourism, Destination Image, Destination Loyalty, Smart city.

Introduction

The rapid transformation of technologies introduces smartness to all part. The Smart Tourism Destinations concept begin from the development of Smart Cities. With technology on all stakeholder will exploit synergies between technology and their social components to support the tourist experiences (Buhalis & Amaranggana, 2013).

The influence of Technology on tourism receives even more attention with the advent of smart tourism. The smart tourism concept are apply to address travellers' needs before, during and after their trip, destinations could increase their competitiveness level. Yoo, Goo, Huang, Nam & Woo (2017) suggest that internet communication technologies has significantly expanded the impact of technology on tourism. For example, online travel agencies not only facilitate direct interactions with service providers but also greatly expand trip options for the travelers.

Nowaday the highly competitive travel market, Tourism Destinations are adding digital tools to their traditional marketing practices to attract visitors. Social media have revolutionized communication in tourism industry. it has emerged as a powerful and low-cost marketing tool with global reach. Although social media platforms have demonstrated a reciprocal and growing interest in the tourism industry (Chan & Denizci Guillet, 2011; Gretzel, Fesenmaier, Formica & O'Leary, 2006; Xiang & Gretzel, 2010). Because Tourism products are

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purchased in advance prior to their use and away from the point of consumption. Visitors, therefore, must rely on descriptions provided by destinations. From this point of view is timely and accurate information, relevant to visitors needs (Buhalis, 1998).

According to the WTCC predict, the world's tourism landscape will be changed by 2020 when more than 1.6 billion people will travel. 416 million tourists will travel to the Asia-Pacific region, where Thailand is a key player. (TAT) believes this growth must be driven by innovation, technology, creativity and public-private cooperation under the Pracha Rath programme.

Thailand 4.0 with five mechanisms: sustainable tourism management; development of environmental factors and infrastructure to support tourism; modern marketing for future changes; establishment of tourism enterprises and start-ups based on innovation; and an efficient network of private and public agencies here and overseas throughout the tourism supply chain. While the environmental factors will be taken into account as tourism infrastructure is developed, modern marketing will work to keep pace with technology and fast communications. (<http://www.nationmultimedia.com/news/business/EconomyAndTourism/30316434>). Krungthep Turakij newspaper, that tourism was the industry that had come closest to the Thailand 4.0 goals in terms of high income generation and distribution.

Review of the current literature revealed that previous studies have examined the role of information technology to share and knowledge in tourism, but still there is a lack of the influence of technology to travel planning, destination image and understanding travelers' loyalty. This purpose of this study is to gain the role of information technology in smart tourism to understanding of the travelers' behavioral in travel planning that impact on the challenge to creating Bangkok Smart image and loyalty.

Purpose

This study explores how to make Bangkok as a first smart destination choice. It is important to understand the role of the smart destination for international tourist in Bangkok, and important for stakeholders to find ways to increase tourism.

Research Objective

This research aim to :

1. Define the role of the Smart Tourism in bangkok.
2. Understand the importance of the Smart Tourism for international tourism in bankok.
3. Explore how stakeholders use Smart tourism to increase tourism in bangkok.

Research Question

How can a Smart Tourism increase international tourism in bangkok ?

Literature Review

Smart Tourism Destination

The Definition of Smart Tourism

Smart Tourism Destinations cored in massive tourism resource data centre, supported by Internet of Things and Cloud Computing, focused on enhancing tourists experience through intelligent identification and monitoring. The real sense of Smart Tourism Destinations is to focus on tourists' needs by combining the ICT with casual culture and tourist innovation industry in order to promote tourism service quality, improve tourism management and enlarge industry scale to a broader extent (Huang et al., 2012).

Smart Tourism Destination can be considered to be a knowledge-based destination, where ICTs, the Internet of Things, Cloud Computing and end-user internet service systems (Buhalis & Amarangana, 2013) are used to provide instruments, platforms (Toppela, 2010) and systems (Morelli et al., 2013) to make knowledge and information accessible to all the stakeholders in a systematic and efficient way, and to make available mechanisms that allow them to participate as much as possible in the innovation process

Ma & Liu (2011) defined Smart tourism as the combine between people, green and technologies to make quality of tourism service better by technology like could computing, networking and high-speed communicating.

Molz (2012) identified "Smart Tourism" that aims to employ mobile digital connectivity to create more intelligent, meaningful and sustainable connections between tourists and the destination.

Baggio & Del Chiappa (2014) defined a Smart Tourism Destination as a networked system of stakeholders delivering services to tourists, complemented by a technological infrastructure aimed at creating a digital environment which supports cooperation, knowledge sharing, and open innovation.

Smart tourism, defined as the convergence of tourism content, service, and IT devices (GooglePlay, 2016) helps tourists to extend their cognitive boundary of travel planning with the destination details visualized and enhances the decision quality with data-driven, context specific recommendations.

Smart City

A smart city can be defined as ‘a city in which ICT is merged with traditional infrastructures, coordinated and integrated using new digital technologies’ (Batty, Fosca, Bazzani & Ouzounis 2012).

Nam & Pardo (2011) consider technology, people, and institution to be being pivotal factors for smart cities. Broadly speaking, smart cities are cities well performing in the following six aspects: smart economy, smart people, smart mobility, smart environment, smart living and smart governance

Smart tourism brings the transform in tourism’s pattern

The role of smart technology in developing smart destination with more engaging at destination experiences would be a key differentiator that sets smart tourism (Gretzel, Sigala, Xiang & Koo 2015).

Ma & Liu (2011). Smart tourism change the way and tourist behavior. As a result that Smart tourism became trend to improve tourism with scientific and technologies.

Believes that smart tourism should consider technology development as an opportunity to realize the sustainable development of tourism industry through meeting tourists’ demand for having personal experiences through innovation, improving enterprise operational competence by innovation management, and promoting the transformation of government function. Sheng (2012) In Western countries, it is rare to take smart tourism as the core strategy of tourism development.

The transformation of tourists’ behavior

Everyday Millions of people join travel blogs and websites to share their travel experiences. Thus, blogging plays an important role in the tourist production and consumption process. Furthermore, Web-based platforms allow ‘real-time’ recording and sharing of travel experiences (Munar & Jacobsen, 2013).

Li, Y., Hu, C. Huang, C. & Duan, L. (2016). The elastic of touring has increased, in the meaning the control of travel has decreased, for ex sample tourists can always change the schedule by the sharing information of tourist experience, such as recording the travel route from photo at the destination, or adding trip note on social media, or linking the photo to google Maps. Tourist can get all kinds of travel data through the internet from tourists’ experience, activity on internet, records of expenses and other data sources. moreover they can be pleased with tourist’s experience in destination from using virtual innovation. get the ticket and booking via smart technology.

The development of technologies in the area of internet-based social media has made travelers enable to share their travel stories. In fact, sharing information on social media websites is known as a significant source of information that can help travelers in travel decision making (Zeng & Gerritsen, 2014).

Xiang, Magnini & Fesenmair (2015) found that while using the Internet to search for primary products such as airline tickets, car rental, and accommodation already reached a level of maturity, information searches and transactions have increasingly included secondary products such as museum tickets, shopping, or dining through Smart tourism technology like mobile apps.

The start of the Internet and social media has altered the way tourist knowledge spreads, and it has turned into the most commonplace information search (Xiang & Gretzel, 2010).

Social media use on the Internet by travellers has become a dominant way of searching for information (Pan, MacLaurin & Crotts, 2007)

Social media are important in information search and decision-making behaviors in tourism industry (Fotis, Buhalis & Rossides, 2011).

Social media help travelers to search, organize, and share their travel memories and experiences through blogs, online social networks, media sharing websites, social bookmarking websites and other ways (Leung et al., 2013).

Travel blogs and website are a form of digitized word-of-mouth (WOM) communication that enables travelers to obtain insight from other travelers (Zehrer, Crotts & Magnini, 2011).

Werthner & Ricci (2004) state that tourism is an industry that is at the forefront of internet use and online transactions. And online content is one of the most important sources of information in tourism.

The transformation in travel planning

Larsen (2007), tourist experience consists of three parts: the planning process, the actual mission of the trip, and memories of the trip. Pre-trip travel planning which is a particular type of consumer information search is a vital part of the trip experience. Through pre-trip travel planning, traveler obtains an important amount of information to develop his/her travel plan.

Torres (2010) 84% of leisure travelers used the internet as a planning source that gives them information about flight, cost, and destination.

Social media can also be used throughout the travel planning process and even after travel for sharing experience. Increased usage of social media brings electronic word of

mouth closer to traditional word-of-mouth communication which is still a crucial information source for travel planning and decision making (Jacobsen & Munar, 2012).

Ana Maria Munar & Jacobsen (2014). By the development of web technologies, it has become necessary for industries to determine those technologies that have the potential to provides the opportunity for using the internet as an important tool for travel planning.

The Adoption of Smart phones in Smart tourism.

Li, Hu, Huang & Duan (2017). Smart tourism also involves the touring in formation service offered by public service organizations and information service enterprises, such as tour Apps for smart phones with Apple and Android systems that can provide the location and navigation aid, electronic maps, reservation and other information services. At a hotel, tourists can check in and check out through systems and use an mobile devices to know about the menu, room entertainment facilities, surrounding facilities, and so on.

Smartphones, iPads and tablets have become indispensable components of the daily lives' of people. The possession of computers among travelers has increased the consumption of the internet through marketing channels at various tourism destinations (Grone, Friedrich, Holbling & Peterson, 2009; Rogers & Davidson 2015).

The features in smartphones enable customers to purchase tourism products at different destinations, access and share information freely that impacts the pattern of communications in the tourism industry (Sultan & Rohm, 2009).

Traveler used mobile apps to compare, select travel vendors and complete booking for transportation, lodging, or dining. Another that they used mobile app to discover and determine destination to go to and itinerary (Huang, Goo, Nam & Yoo, 2017).

The content and interface of mobile apps are becoming a critical part of tourists' travel planning, and the presentation of in- formation search results and communication functions within the apps have been shown to promote interactivity and effectiveness of the STTs (Kennedy-Eden Gretzel, 2012).

Destination image

Dobni & Zinkhan (1990) conclude that image is a perceptual phenomenon that takes shape through consumers' emotional interpretation with cognitive and affective components.

The definitions of the destination image relate to individual or group perceptions of a place (Zeugner-Roth & Zabkar, 2015).

Destination image is an interactive system of thoughts, opinions, feelings, visualizations, and inten- tions toward a destination (Koltringer & Dickinger, 2015).

A good image can influence repeat patronage (Dick & Basu, 1985). Destination image influences tourists in the process of choosing a destination and revisiting the destination in the future (Hosany & Prayag, 2013). Hotel image acknowledges that destination image affects tourists' behavior and destination choice (Kltringer & Dickinger, 2015). Kandampully & Suhartanto (2000) identify that hotel image with the performance of house-keeping, reception, food and beverage has a positive effect on customer loyalty.

Destination loyalty

Kumar, Shah & Venkatesan (2006) suggest that there are two elements of Destination loyalty: behavioural and attitudinal. From a behavioural point of view, loyalty can be understood as a current revisit to a holiday destination. An attitudinal approach represents the personal attitude and emotions that play a part in showing loyalty to a destination. The intention of revisiting a destination in the future is a manifestation of the latter.

On the other hand (Jacoby & Chesnut, 1978) told that Tourism loyalty literature, identify three main definitions of loyalty in the field of marketing: attitudinal loyalty, behavioural loyalty and composite loyalty. The first definition comprises customer attitudes toward a good based upon her/his perceived value and tourists' intention to recommend the destination to friends and family. The second definition looks at the actual tourist behavioural, such as patronage or intention to revisit the destination, And the third definition is a mix of the previous two.

Santana & Gil (2017) suggest that Destination loyalty can divide 4 segment. First, Behavioural Horizontal Loyalty (BHL) is composed of tourists who display repeat visits to different destinations within the competitor set. Second is Attitudinal Horizontal Loyalty (AHL), tourists who, like the previous group, manifest previous repeat visits to different destinations within the competitor set. Third, Behavioural Destination Loyalty (BDL) is composed of tourists displaying a repeat pattern to a single destination. Thus, tourists can be described as BDL if they make at least two or more visits to the same destination within the competitor set. And the last one is Attitudinal Destination Loyalty (ADL), ADL tourists are those who are loyal to one only destination. Like BDL tourists, these tourists visit the same destination two or more times, and they have not visited other destinations within the competitor set.

In the present, tourists not only share their time with different sources of information and specific social media, but also share their holiday time within several destinations at the same time, staying loyal to several of them, which is known as horizontal loyalty (McKercher, Denizci- Guillet & Ng, 2012). The content generated by users in those platforms plays a key role in planning trips, including decisions regarding revisiting destinations and

loyalty (Xiang, Wang, O’Leary & Fesenmaier, 2014). Not only have the search methods used by tourists changed, but also the relationship regarding loyalty towards tourist destinations. (Stepchenkova, Shichkova, Kim, Pennington-Gray & Rykhtik, 2015). noted that for tourists with a loyal behaviour, the Internet seems to be the main source used when choosing a holiday destination.

In fact, loyal tourists are likely to spend more time at a destination, better promote it and consume more goods, although the relationship may also be nonlinear. (Shoemaker & Lewis, 1999)

Destination image and consumer experience have a positive effect on destination loyalty. An improvement for the overall image of a destination makes a positive assessment for visiting a destination. Consistent with (Prayag, 2008) the destination satisfaction and destination loyalty Therefore, as satisfaction levels increase for the international tourists, the propensity to return and recommend increases.

Wu, C. W. (2016). The country image is a key determinant of destination satisfaction, and loyalty. Destination managers must monitor the evolution of this image and adjust advertising, public relations, promotional messages, and advising to travel agents and tour operators to correct deviations from the complex country image acquired by visitors. Furthermore, the indirect influence that image has on revisiting and recommending intentions through satisfaction requires destination marketers to proactively manage the destination image for successful destination development. This management enables the generation of positive word of mouth from the existing foreign visitors.

Conclusion

Based on the above analysis of the Smart Tourism and review of literature helped to conceptualise framework for The Challenge To Create Bangkok Smart Destination Image and Loyalty. To take advantage from the development of Smart Cities.

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