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DEVELOPMENT OF TOURIST SMART DESTINATIONS: SUCCESSFUL WORLD PRACTICES

The article considers the peculiarities of smart destination formation on the example of analyzing the experience of successful tourist territories. The paper presents various ratings and indicators (Smart Tourism Capital.eu, Statista, Smart City Index) used to analyze the level of development of «smart» cities as the most important component of tourist smart-destinations. Examples of different «smart technologies» that have influenced the development of «smart tourism» in different cities of the world were given. Particular attention is paid to «smart solutions» and practices in «European capitals of «smart tourism» for the period 2019-2022; an important emphasis is placed on the features of technology implementation in such cities as Helsinki, Gothenburg, Malaga, Lyon, as well as the specifics of assessment of these destinations by criteria: accessibility, sustainability, digitalization, cultural heritage and creativity. The paper presents an overview of technological solutions for tourism in the cities: Singapore, Macao, New York and others. The authors also give the examples of the implemented «smart technologies» in tourism in Kazakhstan, as well as present the top «smart cities» according to the internal national ranking.

Keywords: tourism, smart concept, smart destination, smart technologies, smart tourism, competitiveness of the tourism destination, sustainable destination development, smart territory, urban tourism, information and communication technologies.

Кілт сөздер: туризм, smart-дестинация, smart технологиялар, smart туризм, туристік бағыттың бәсекеге қабілеттілігі, smart дестинация тұжырымдамасы, дестинацияның тұрақты дамуы, смарт территория, қалалық туризм, ақпараттық-коммуникациялық технологиялар.

Ключевые слова: туризм, smart дестинация, smart технологии, smart туризм, конкурентоспособность туристской дестинации, концепция smart дестинации, устойчивое развитие дестинации, smart территория, городской туризм, информационно-коммуникационные технологии.

Introduction. The concept of «smart» is currently relevant when considering the development of tourism. Undoubtedly, innovative projects in the field of tourism, modernization of tourism infrastructure, a paradigm shift in consumer preferences, comprehensively affect the development of the concept of «smart».

It allows increasing the competitiveness of tourist areas, as well as the active development of sustainable tourism. «Smart» destination promotes the exchange of innovative solutions, effective management, tracking qualitative changes. A special place in the emergence and implementation of these approaches is played by information and communication technologies, which, along with other factors, play an important role in this process. As we know, many cities and countries are actively implementing initiatives of smart tourism, which has already covered the whole world, regardless of location, structure of economic activity; countries seek to develop measures for its implementation, as well as the establishment of international cooperation in the field of technological exchange.

Smart tourist destinations/cities, innovations and technologies should be integrated with tourist applications and urban infrastructure. Certainly, the effective and rational using of tourist destination infrastructure in conjunction with urban life will strengthen the development of smart tourism [1].

Every year, various ratings are compiled, which show not only the achieved positions on smart tourism, digitalization, but also, in general, represent the level of competitiveness of the entire tourism industry, both regionally and internationally.

The article is aimed on analyzing the successful foreign practices of smart destination development. The

main objectives of the research are to study the ratings of smart destinations, as well as to consider the specifics of implementing smart solutions and smart technologies in the tourist territories.

The scientific novelty of the presented research results lies in a comprehensive comparative assessment of the structure of smart tourist territories, based on the using of methods of content analysis, as well as systematization.

Literature Review. The issues of the formation and development of smart destinations have been topical for the past decade; in this connection, the economic literature presents a variety of authors' approaches to defining their essence; at the same time, the search for the reasons for their transformation into such is of particular importance.

For instance, the online business intelligence resource Statista, views the smart city, «as digital cities, smart cities - urban areas that collect and process data from devices, from residents»; the full range of applications are used to enhance knowledge and innovation, minimize costs, improve living conditions and increase communication between government and citizens [2].

The processes of smart destination development are not possible without smart tourism. As the Chinese researchers Y. Li, C. Hu, Ch. Huang, L. Duan (2017), there is no unified interpretation of smart tourism, but they consider this concept as a set of individual tourist support systems through information services and overarching technologies [3].

Such researchers as A.M. Williams, I. Rodriguez, T. Markkanen (2020) note in their works that smart destinations are innovative systems, in the development of which entrepreneurial circles play a major role [4]. A group of economists led by J.A. Ivars-Baidal (2021) developed a system of indicators to measure the achievements of the development of smart tourist destinations together with INVAT.TUR, then successfully applied to the region of Spain - Valencia; at that the results of their research showed uneven development of tourist regions [5].

The position of Dr. S. Chau and Dr. L. Yan (2021) is characterized by an unusual approach to the research of smart: hospitality isn't in the food and accommodation facilities, but at the level of the destination through the authors' indicators with focus groups [6].

G.D. Chiappa and R. Baggio (2015) presented a general definition of a tourist smart destination as a holistic network of stakeholders and their technological capabilities (websites) [7].

Proposed by M. Volgger, G. Erschbamer, H. Pechlaner (2021) innovative solutions based on design and design thinking for better understanding of problems in tourist destinations are unconventional and quite new for tourism, including its «smart» component [8].

The special place to date is occupied by the study on the impact of pandemic on the development of urban tourist destinations, namely the change of values and attributes of urban brands (Rome, Florence, Venice and Milan) through social networks, carried out by a group of Italian Researchers C. Pasquinelli, M. Trunfio (2022) and others [9]. In general, it should be noted that one of the first definitions of «smart destinations» was presented in the work of E. Sorokina, Y. Wang, A. Fyall, P. Lugosi, E. Torres, T. Jung (2022): a means of integrating physical and technological infrastructure to create a «seamless» experience for tourists and improve their quality of life» [10]. According to scholars such as K. Boes, D. Buhalis, A. Inversini (2016), the purpose of the «smart city» and «smart destination» concepts is almost identical; it consists in increasing the destination's competitiveness and improving the quality of life for local residents and tourists [11].

Analyzing an array of scientific publications, including those presented in the Web of Science (Clarivate Analytics), Scopus and RSCI databases, we can conclude that to date, aspects related to identifying the essence of «smart tourism» and «smart destination», as well as the specifics of their implementation abroad, are not fully disclosed and require clarification, which once again confirms the relevance of the authors' research.

Methods. To achieve the goal and objectives of the research, general scientific methods were used, including: the method of content analysis, which allowed to review the body of scientific literature reflecting the essence of «smart destinations» and «smart tourism», the method of systematization, on the basis of which the criteria for evaluating regions from the position of «smart» were determined, as well as the method of graphic interpretation, which made it possible to visualize examples of successful implementation of «smart tourism» tools in the city of Gothenburg.

Results and Discussion. Analyzing cities as «smart» tourist destinations, special emphasis was placed on the peculiarities of their evaluation by the following rankings:

1. «European capitals of smart tourism 2020-2022»;
2. «Cities on the motion (smart-cities) around the world in 2020 (Statista)»;
3. «SCO Smart City Index 2021».

When identifying the European capitals of «smart-tourism» (Smart Tourism Capital.eu), the principle of highlighting the most successful regions within the following categories was recognized as a good practice: accessibility, sustainable development, digitalization, cultural heritage and creativity [12]. Below is the evaluation of European capitals from the position of the selected parameters and their subgroups by the European Commission (Table 1).

Table 1

Assessment of European capitals from
the perspective of development of «smart-tourism» in 2019-2020*

Criteria	Criterion subsets	Reasoning	Capital	Examples
1	2	3	4	5
Accessibility	Accessibility for everyone	- transformation of public transport and road infrastructure; - placement of special panels with voice announcements, screens for the use of sign language and AR capabilities	Malaga	- urban applications for blind pedestrians; - panels with voice announcements; - events, tours for residents with hearing and visual impairments, etc.
	Harnessing the potential by young people	- platforms for the special integration of the younger generation in the tourism services	Linz	- project «Next Generation» - joint development of new tourist products with students and representatives from politics and business
	Digital accessibility of urban applications	- development of applications to improve the level of the accessibility of transport infrastructure	Helsinki	- Whim App as an aggregator of transport offerings in the city, which aims on reducing the popularity of personal cars and increasing the popularity of public transport
	Urban «smart-cards»	- unified travel cards; - improving the convenience of public transport when visiting major attractions	Copenhagen, Ljubljana, Lyon, Tallinn	- contactless card Ljubljana Urban Smart Card for public transport, cable car, parking, etc. for Ljubljana; - Lio Smart Card, which provides through the app tours of the city in 4 languages, discounts, etc.; - Tallinn travel map, which also provides free entrance to more than 40 landmarks in the city
	Access to information	- access to tourist information through apps and information centers	Helsinki, Lyon, Nice, Gothenburg, Breda	- personal city assistants (specialized communities and online resources) in Helsinki; - Tur4all program is a platform with shared access to tourist information in Valencia; - innovative signage in Lyon; - access to annually updated guidebooks in Nantes, through a variety of programs and apps
Sustainability	Tourist flows	- measures to regulate demand during the low season	Brussels, Lyon, Poznan, Tallinn, Ljubljana	- an incentive to travel in the low season; - organization of festivals and other events

1	2	3	4	5
Digitalization	Assistance in obtaining information by specific consumer groups	- development of special applications for the target audience	Helsinki, Copenhagen, Malaga, Nice	- WeChat is an app for travelers from China to Helsinki (social networking, information, etc.); - sales of travel services through the apps; - the ability to create your own itinerary in Nice and Malaga + bike rentals + eco-trips and information about them
	«Smart» collection management	- a special approach to the analysis and collection of data on tourists	Cascais, Lyon, Malaga, Karlsruhe, Nice, Gothenburg	- creating «prototypes» of tourists; - the use of CRM-tools; - analysis of customer experience; - control of tourist movements; - digital platforms for business; - event impact calculator for tourist flows and tourism business, in general
	Accessibility through innovation	- using of AR/VR, social networks and portals by tourists	Helsinki, Ljubljana, Nantes, Tallinn, Zagreb, Poznan, Salamanca	- virtual reality - Helsinki2020 model - time travel through the city; - guidebook application + object scanning capabilities; - blogs, online galleries in Poznan; - portals with guided tours and in the city of Salamanca; - 3D models; - digital weeks
	Revival of traditions and cultural heritage	- special attention to the development of cultural and historical sites of the cities	Helsinki, Poznan, Lyon, Malaga, Breda, Linz, Karlsruhe, Nantes	-rethinking the culture of going to the sauna in Helsinki: ecological sauna, organic restaurant; - events dedicated to architecture; - introduction and using of quality labels and specialized labels; - creation of a «city of museums»; - holding events dedicated to local handicrafts; - holding festivals of artists; - creation and opening of graffiti galleries; - creation of «smart» tourist routes
Cultural heritage and creativity	Public infrastructure	- modernization of public infrastructure	Helsinki, Ljubljana, Tallinn	- opening and popularizing libraries; - creating libraries in the shade of trees; - holding black night film festivals; - creation of educational centers; - collaborations; - development and implementation of unusual excursions; - holding creative events
	Cultural heritage and new creativity	- organization of special events to promote the destination brand	Helsinki, Copenhagen, Varna	- new tourist values and initiatives; - holding unusual events; - forming a new perspective on old places of interest
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* Compiled by the authors on the basis of the source [12]

The examples given in Table 1 of sustainable development (reduction of air emissions, eco-certification, etc.), digital technologies (applications, online platforms, AR/VR-technology, etc.), increased accessibility of infrastructure for people with special needs, comprehensively demonstrated the effectiveness in transforming cultural and educational and urban tourism into «smart tourism».

It is important to note that the cities of Malaga (Spain) and Gothenburg (Sweden) in 2020 were recognized as European capitals of «smart tourism». These cities have implemented initiatives such as: technological, social, and sustainability measures [12]. This capital for many years strives to remain at the peak of digital trends, actively implementing smart-tourism initiatives, focusing on equal access to technology for all residents, as well as developing public-private partnerships.

In another European capital of smart tourism - the city of Malaga has been implemented and are actively used the following tools of smart tourism: opened bicycle rental stations and created bike lanes, using noise monitoring in the city. Special attention has been paid to modernizing urban infrastructure (LED lighting), which is a platform for the development of urban smart tourism; also there is an analysis of the level of air pollution, developed programs for waste disposal in the city. Let us consider the rating of European capitals from the point of view of the smart component (Table 2).

Table 2

Rating of European capitals from the position of smart tourism development in 2019-2020*

N	Year	Capital	Examples of smart technologies
1	2019	Helsinki (winner)	- «smart» public transport system; - test period of unmanned buses; - multilingual assistants (Helsinki Helpers') at the city's main landmarks; - increased share of bicycle transport; - MyHelsinki.fi portal - recommendations from city residents; - eco-saunas powered by solar energy and wind
2	2019	Lyon (winner)	- an adapted public transportation system for people with special needs; - «smart» road signs; - «audio menus» in restaurants; - special excursions for people with hearing impairments; - Lyon City Card - free travel, sightseeing (23 museums); - ONLYON Experience - push notifications to the smartphone, considering the geolocation of the tourist; - film, series and website created about the Chef Factory culinary school; - Traboules walks and fresco tours are available with AR technology
3	2019	Copenhagen (winner in the digitalization category)	- AI technology; - storytelling about wonderful Copenhagen, tips for tourism organizations for creatin the video content; - online analysis of wheelchair accessibility on Google Maps; - Copenhagen Visitor Service - information service with banners, robots, VR technology; - tracking and collecting data about tourists' movements; - various applications with geolocation and distribution of tourist content
4	2020	Gothenburg (winner)	- cooperation between the city authorities and representatives of the tourist business communities; - filling social networks and the city's website with relevant tourist information; - 24-hour chat with the tourist center; - the «events impact calculator» is a forecasting tool by which the organizers calculate the impact of events from economic, social and environmental positions
5	2020	Malaga (winner)	- bicycle rental; - LED street lighting; - smart systems for watering parks and gardens; - air and noise pollution analysis; - vibrant urban spaces; - urban art districts
6	2020	Ljubljana (winner in the digitalization category)	- URBANA card - access to the use of public transport (buses, bike rental, parking, cable car); - Visit Ljubljana portal - application and website in 6 languages; - WiFi - free Internet access (400 access points); - single ticket Ljubljana card - admission to 19 museums + free bus fare + WiFi, etc.

* Compiled by the authors based in the sources [13, 14]

Normally, this competition is held annually, but data for 2021 are not available due to the pandemic; however, the results of the 2022 competition are already available: 1. Bordeaux City (France); 2. Dublin City (Ireland); 3. Florence City (Italy); 4. Ljubljana City (Slovenia); 5. Palma City (Spain); 6. Valencia City (Spain); 7. Venice City (Italy).

Despite the high achievements in the field of tourism planning as well as «smart tourism», the contestants, the European capitals of «smart tourism» in 2022 were Valencia (Spain) and Bordeaux (France). These capitals combine not only the richest cultural heritage, but also environmental friendliness and innovation in their development [15].

It should be noted that «smart tourism» is developing dynamically not only in European cities, but also around the world. To develop this direction, strategies for the development of smart tourism are being actively developed and implemented, smart technologies are being adapted (Table 3).

Table 3

Successful practices of «smart tourism» development in Asian, American and Australian Cities*

N	Name	Positions in the rankings by the level of development of smart-tourism	Examples of «smart solutions» in tourist destinations
1	2	3	4
1	Macao	-	- Macao Smart City Development Strategy is a strategy for the development of 13 key areas (environmental protection, tourism, education, construction, etc.); - implementation of projects to develop smart tourism; - Alibaba Cloud technology (to promote smart tourism); - Macao Travel Talk - online travel content; - «My Treat for You, See You in Macao» - collaboration between the government tourism office and airlines, e-commerce platforms, online travel agencies to organize good deals (promotions and discounts, coupons) in the tourism market; - mobile apps, online platforms: Macao Cultural and Creative Map, World Heritage Macao, Experience Macao, Macao ready to go, What's on Macao, Bus Traveling System and Bus stop for the visually impaired, etc.; - Free Internet access - FreeWiFi.Mo; - LED alerts; - generation of content in social networks for tourists.
2	Singapore	Over the past few years it has been at the forefront of «smart technology»	- 360 tourism experience using global navigation satellite system, for example, based on geolocation - an opportunity to improve the tourist experience, as well as in the course of the entire trip (sale of airline tickets, guide services, entertainment, etc.); - virtual prototype of Sentosa in the video game «Animal Crossing» is gamified virtual tour of the island's spa hotels, natural parks, was created during the pandemic; - visitsingapore.com - up-to-date tourist information; - Visitor Singapore Pass is a single digital pass to public transport, attractions; - contactless technology at the airport; - chatbots in hotels; - online programs of museums without its physical visit (ArtScience at Home); - robots in catering facilities
3	New York	«Best Smart City 2016» according to the Smart City Expo World Congress	- Link NYC - Internet access; - modernization of lighting systems in the city, replacement with LED lamps and smart control of the entire city lighting system; - Bigbelly is smart tank for garbage, which is equipped with special sensors, monitoring the filling of the tank, running on solar panels; - air quality monitoring sensors; - smart home system - increasing the level of comfort;

1	2	3	4
			- GPS-trackers connected to buses (a unified system of tracking urban transport through the application) and to traffic lights (to prioritize the movement of public transport); - «smart parks», «smart benches» Soofa: free charging of devices, effective management of park spaces; - mobile apps and portals: ParkMe, Citymapper New York, New York Pass - Attraction Guide & Planner, New York Subway, NYC Bus Checker, Metropolitan Museum of Art, NYC Ferry, Statue of Liberty, etc.
4	Melbourne	19 position out of 118 (Smart City Index 2021)	- automated sensors on city streets provide information on pedestrian activity; - regulation of pedestrian traffic; - an online portal for tourists; - e-scooter systems.
5	Bangkok	-	- technologies for tourist safety; - digital wristband for tourists during a pandemic; - airport biometrics technology; - smart card platform; - various travel apps

* Compiled by the authors

The examples of smart technologies were presented above; at the same time, the most popular for the majority of the cities considered are: mobile applications, BigData, WiFi access, tourist information portals, virtual tours, etc.

As we know, the foundation for the development of smart tourism is a smart city. The concept of smart city is the effective information and communication technologies, platforms for partnerships, access to BigData. The main elements of smart cities can be identified as: human capital, government, economy, environment (ecology), technology, health care, education, transportation, telecommunications, tourism, utilities, security and architecture. Smart cities improve the standard of living of the population, maximizing their needs. Next, we analyzed the criteria for evaluating smart cities based on data from the business intelligence portal Statista, for the year 2020. This rating was made by assessing the following indicators: urban planning, technology, environment, international orientation, social cohesion, human capital, mobility and transport, economy. Thus, the leading positions were taken by the following cities: 1. London (UK); 2. New York (United States); 3. Paris (France); 4. Tokyo (Japan); 5. Reykjavik (Iceland); 6. Copenhagen (Denmark); 7. Berlin (Germany); 8. Amsterdam (Netherlands); 9. Singapore; 10. Hong Kong.

According to the rating SCI 2021 (Smart City Index 2021), compiled by SCO (Smart City Observatory) and IMD (IMD World Competitiveness Center), which presents an overview of 118 cities on the following criteria: priority sectors, health and safety, mobility, action, opportunities, government, the leading positions were taken by such cities as: Singapore, Zurich, Oslo, Taipei, Lausanne, Helsinki, Copenhagen, Geneva, Auckland, Bilbao. As the authors note, the pandemic and the accelerated processes of digitalization had a strong influence on the ranking of cities.

For Kazakhstan, the development of smart tourism is a new and promising direction, which is already being developed under the concept of «Smart City». According to the portal egov.kz, for 2020 the internal rating for smart cities in Kazakhstan is headed by Almaty, the top positions are also occupied by Nur-Sultan (2nd position), Karaganda (3rd position), Atyrau (4th position) and the rating closes by Pavlodar (17th position). Pavlodar (17th position). Let's consider smart solutions actively implemented in the urban environment and have a positive impact on the development of tourism infrastructure and the creation of a positive tourist experience (Table 4).

Table 4

«Smart-solutions» in the development of tourism in Kazakhstan*

Technology name	City / tourist object	Brief description
Virtual technologies, augmented reality technologies, 3D models	135 sites, 234 museums, more than 2,500,000 exhibits in Kazakhstan, National Museum of Kazakhstan	- creation of identical copies of artifacts with full descriptions. - introducing residents and inbound tourists to museum exhibits, (achieving educational and scientific goals); - instant access to any museum exhibit and movement throughout the country online
Automated bicycle rental systems	Nur-Sultan, Almaty	- tickets can be purchased through the portal www.velobike.kz
E-theater	Opera and ballet theaters: Opera Theater (Nur-Sultan)	- as part of the Eculture.kz project is the recording of all productions, concerts, performances and the further possibility of connection through a digital platform
CityPass.kz	Almaty, Nur-Sultan, Burabay (Borovoe resort).	- the platform is specifically designed to allow travelers to purchase City Pass online to visit key attractions and excursions at a discount
Information system «e-Qonaq»	Across Kazakhstan	- information system for the collection and accounting of tourist flow and migration control. The system was created by the Ministry of Culture and Sports with the assistance of the Ministry of Internal Affairs of the Republic of Kazakhstan
Information system «Tourstat.kz»	Across Kazakhstan	- an important resource with a «bank» of statistical information in the tourism industry, as well as with modern tools for visualizing data sets
ONAY Single Transport Card	Almaty, Karaganda	- electronic payment for public transport
Apps: Almaty bus, AlmatyGuide, Smart Astana, Kazakhstan Offline Map, Atyrau Go, FlyArystan, AirAstana, Aviata.kz и др.	Nationwide / territorial orientation	- reservation services, information, excursions, etc.

Compiled by authors

Obviously, Kazakhstan is actively introducing various smart technologies, which simplify the process of tourism services consumption, as well as increase the level of comfort of urban residents. In general, smart technologies form the basis for the development of smart tourism.

Our practices of implementation and successful implementation of a variety of «smart solutions» demonstrate effective examples of increasing the level of competitiveness of cities. It is important to note that the government plays an indispensable role here, directing maximum efforts to cooperation with business structures, development of creative tourism projects and supporting smart initiatives, implementing them together with the society and the business environment.

Conclusion. For the Republic of Kazakhstan, the presented experience of smart solutions in European smart capitals, Asian and other cities is relevant. For example, the implementation of access to constantly updated guides to Kazakhstan and the regions of the country (on the example of Nantes), the popularization of virtual tours (example of Helsinki) may become promising activities in the development of tourism infrastructure in the country.

Further research will be aimed at analyzing and identifying the peculiarities of using the smart technologies in the structure of tourist and excursion services and content analysis of smart audio-guides in the world's leading tourist centers.

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ТУРИСТІК SMART-ДЕСТИНАЦИЯЛАРДЫ ДАМЫТУ: ТАБЫСТЫ ӘЛЕМДІК ТӘЖІРИБЕ

Аңдатпа

Мақалада табысты туристік аймақтар тәжірибесін талдау мысалында smart-дестинацияларды қалыптастыру ерекшеліктері қарастырылады. Жұмыста туристік smart-дестинациялардың маңызды құрамдас бөлігі ретінде «ақылды» қалалардың даму деңгейін талдау үшін қолданылатын әртүрлі рейтингтер мен көрсеткіштер (SmartTourismCapital.eu, Statista, Smart City Index) ұсынылған. Әлемнің әртүрлі қалаларында «smart туризмнің» дамуына әсер еткен түрлі «smart технологиялардың» мысалдары келтірілген. 2019-2022 жылдарға арналған «smart туризмнің» еуропалық астаналарындағы «smart шешімдер» мен тәжірибелерге ерекше назар аударылады; Хельсинки, Гетеборг, Малага, Лион сияқты қалаларда технологияны енгізу ерекшеліктеріне, сондай-ақ осы бағыттарды қол жетімділік, тұрақтылық, цифрландыру, мәдени мұра және шығармашылық критерийлері бойынша бағалау ерекшеліктеріне маңызды назар аударылады. Жұмыста Сингапур, Макао, Нью-Йорк және т.б. қалалардағы туризмге арналған технологиялық шешімдерге шолу берілген. Сондай-ақ авторлар Қазақстан туризміне енгізілген «smart технологиялар» және ішкі республикалық рейтинг бойынша үздік «smart қалалар» туралы мысалдар келтіреді.

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РАЗВИТИЕ ТУРИСТСКИХ SMART-ДЕСТИНАЦИЙ: УСПЕШНЫЕ МИРОВЫЕ ПРАКТИКИ

Аннотация

В статье рассматриваются особенности формирования smart-дестинаций на примере анализа опыта успешных туристских территорий. В работе представлены различные рейтинги и показатели (Smart Tourism Capital.eu, Statista, Smart City Index), используемые для анализа уровня развития «умных» городов как важнейшей компоненты туристских smart дестинаций. Приведены примеры различных «smart технологий», которые повлияли на развитие «smart туризма» в различных городах мира. Особое внимание уделено «smart решениям» и практикам в «европейских столицах «smart туризма» за период 2019-2022 гг.; важный акцент сделан на особенностях внедрения технологий в таких городах, как Хельсинки, Гетеборг, Малага, Лион, а также специфике оценки данных дестинаций по критериям: доступность, устойчивость, цифровизация, культурное наследие и креативность. В работе представлен обзор технологичных решений для туризма в городах: Сингапур, Макао, Нью-Йорк и других. Авторами также приведены примеры внедряемых «smart технологий» в туризме Казахстана, а также представлен топ «smart городов» по внутреннему республиканскому рейтингу.