

# Importance of Managing Employees Through Smart Tourism Management

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**Annotation:** In this scientific article, the concept of smart technologies, tourism, smart tourism development and the scientific developments on the works being carried out in this regard are studied and opinions and comments are presented.

**Keywords:** Smart tourism, information and communication technologies, Innovation, Cyber Threat, Big Data Satellite Transportable Terminals.

**Introduction.** Technology is evolving at an unprecedented pace, is fundamentally changing and continuing to change our way of life. In recent years, we have witnessed the approach of the physical and digital worlds supported by sensors that collect data from interactions between tourists and destinations. Smart tourism is one of the more interesting technological applications that shapes the landscape of the present and future.

The current market for integrated smart tourism management platforms already shows steady growth around the world. These platforms are used by tourism bodies, travel agencies, hotel and transport service providers to streamline operations, meet customer satisfaction and gain a competitive advantage. The market is highly competitive and vendors are focusing on innovation and strategic cooperation to expand the customer base and offer advanced features.

Overall, the market for integrated smart tourism management platforms is projected to grow at 10% level [15]. The strengthening of technology integration and the growing need for effective tourism management solutions will spur market growth, making it an exciting and promising industry for both existing players and new participants.

Tourism is one of the fastest growing and most important economic networks in the world and is one of the key components of economic growth for communities worldwide. Tourism's main requirement is to attract more and more visitors from all over the world. Tourism also provides better opportunities for women to participate in business in the workforce, women's entrepreneurship and women's leadership than in other sectors of the economy. World Tourism Day in 2018 is called "tourism and digital transformation" [13]. Digital technology has tremendous potential in tourism and is already in use in several functions. This was noted during several studies conducted by the World Bank.

Smart tourism is defined as a dynamic connection of human experience with smart technologies. The goal of smart tourism is to improve resource management efficiency, improve competitiveness and stability through the use of innovative technologies. Therefore, from payment methods to various interactive activities, more and more approaches are being added to the modernization of their operations. That is, it is mentioned in Figure 1 below.

Secure processes that allow you to buy and sell products and services, as well as transmit videos, images, and more, create motivation for consumers looking for free time [2]. The tourism market is dynamic in terms of tourist demand trends, changing consumer habits and allowing the production of a wide variety of products. This led to the creation of a route model called the Smart Tourism Route to meet this need.

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## Theoretical Basis.

Management is the skills to achieve a certain result using life skills or the power or help of others (Siagian, 1997). Terry (2005) defines management as using human resources or other resources available in planning, organizing, managing and controlling activities to achieve a specific goal. Human resources in the management of tourism destinations are owned by private individuals, which are characterized as enterprise quality, the quality of human capital attracted, and social capital. People have certain skills and, if they are fully utilized, give excellent results. Reliable human resources are used both within the organization and individually.

The concept of electronic tourism is to plan and manage all sectors of the industry for all business functions (e-commerce, electronic marketing, electronic finance and e-accounting, electronic procurement, electronic research, electronic production) and electronic strategy, e - tourism, travel, transportation, leisure, hospitality, intermediaries and public sector organizations. There are various reasons for using ICT. Hotels located in advanced tourism destinations can use technology to stand out from competitors in the local market, while hotels in developed destinations may try to attract tourists looking for something else. Using ICT via Twitter, Facebook and other social networks allows even small organizations to engage with potential clients, and through successful customer relationship management (CRM), they can create long-term relationships for future business benefits.

Smart tourism trends are a component of smart tourism, which is associated with tourism destinations that use information and communication technologies (ACT) in tourism. RJOAS, 9(93), September 259, 2019. Smart tourism destinations are travel destinations with 6A digital components (digital attractions, digital usage, digital capabilities, digital travel packages, digital tourism activities, and digital support services). Smart refers to all aspects of ICT related to Internet access (digital devices) and its infrastructure. The components of tourist destinations and smart tourism destinations are shown in Table 1 below.

Satellite Transportable Terminals (SST) is a technological media that tourist consumers use at all stages of the decision-making process and at all stages of a client's journey. These technologies allow travel industries and suppliers to better know the needs of tourists and understand their needs and improve their management and performance. They also create value for travel consumers and help them make the right decisions within their own experiences. In this regard, Stt creates great opportunities to create experience both for the stated purpose and at the business level [10].

It is not surprising to see the concept of "smart" applied to events that cover tourism. In many ways, smart tourism can be seen as a logical advancement from traditional tourism and more recently from e-tourism, as the basis for the innovation and technological direction of industry and consumers has been adopted. Also, research in the field of smart tourism remains very limited and provides practical research of mostly existing initiatives. On the other hand, it focuses primarily on consumer viewpoints.

The trajectory of this development has outlined efforts to implement mobile tourism, taking into account the widespread adoption of social media and the high mobility of tourism data and tourism consumers.

Another issue that is increasingly being discussed in the smart tourism climate is the dependence on extreme technology. While research is underway on how technology enhances the tourism experience, it is clear that there is a lack of research focusing on the possible disadvantages of too much mediation. It is imperative that Smart learn more about critical attitudes toward tourism experiences, context-aware systems and consumer attitudes towards various aspects of smart tourism, including their psychological and health risks with information about their willingness to create together.

## Research methodology.

The process of conducting this research shows that management in smart tourism is an extremely promising area, resulting in more comfortable, safe, engaging and sustainable living spaces for residents and tourists, more adapted and therefore more relevant tourism experiences and new services,



business models and markets resulting from more flexible structures. Wertner recently published a research manifesto showing many layers of layers that tourism and ACT-related research should make an important contribution. From addressing issues of human and computer interaction to informing policy and governance to social dynamics, market structures, and industry value chains, smart tourism-related research needs to fill many gaps to critically inform smart tourism initiatives.

Research involving design science is needed to explore the new value-creation opportunities offered by Smart Tourism and turn them into a functioning act. Many pillars of emerging smart tourism economies, such as Uber or AirBnB, are based on simple tech platforms that use existing technologies to leverage the particular location of the market. These technology-market combinations need to be studied and mapped regularly to support innovative activities. Moreover, it becomes very clear that achievements in semantic technologies and artificial intelligence are needed to really use different layers of data. We can also see our Smart Tourism Management SWOT analysis below:

**Table 1. Smart turizm menejmenti SWOT tahme**

<i>Strengths:</i>	<i>Weak sides:</i>
<ol style="list-style-type: none"> <li>1. Efficiency: Current automation and data analysis strengthens the operation;</li> <li>2. Personalization: Customization experience based on user preferences improves customer satisfaction;</li> <li>3. Real-time information: Login to real-time phones to serve;</li> <li>4. Cost savings: resource optimization can lead to a decrease in costs.</li> </ol>	<ol style="list-style-type: none"> <li>1. Technology addiction: weakness regarding technical issues or malfunctions;</li> <li>2. Privacy Issues: A collection of personal data may raise hidden issues;</li> <li>3. Digital discrepancy: Not everyone can feel comfortable with technology;</li> <li>4. Preliminary investment: The introduction of intellectual tourism requires significant costs.</li> </ol>
<i>Options:</i>	<i>Threats:</i>
<ol style="list-style-type: none"> <li>1. Innovation: continuous technological advances can add new functions and services;</li> <li>2. Global coverage: Smart tourism can attract a wide range of international visitors;</li> <li>3. Cooperation: opportunities for cooperation between tourism and technological companies between stakeholders;</li> <li>4. Environmental sustainability: integration of intellectual technologies for environmentally friendly practices;</li> <li>5. Opportunities for IT specialists.</li> </ol>	<ol style="list-style-type: none"> <li>1. Cyber threat: addiction to technology makes the industry susceptible to cyber crime;</li> <li>2. Opposition to change: stakeholders and tourists can resist adoption of new technologies;</li> <li>3. Decision problems: Compliance with various international rules can be complex.</li> <li>4. Data Overcrowding.</li> </ol>

**Table:** *Developed during studies carried out by the author.*

From the above SWOT analysis, we can see that dependence on technologies reflected in the weak side of SWOT analysis : technical issues or malfunctions and the emergence of confidential problems in a personal data set, continuous technological advances in the capabilities of the analysis, new functions and services, and this solution we can solve in the following problem.

Our research also shows that in all countries, regions or organizations, the Digital Discrepancy: Not everyone can feel convenient about technology, the solution is that cooperation opportunities between tourism and technological companies between stakeholders, namely cooperation between companies, will not arise.

### Conclusions & Suggestions

From the foregoing, we can suggest:

- Constantly incorporate the most advanced technologies into the industry;
- Eliminate the gap between the foreign technology market and the market;



- Pay great attention to IT professionals;
  - Development of a program to further strengthen information security and prevent cyberbullying;
- we're going to make a number of suggestions, such as

In conclusion, smart tourism management will greatly improve the quality of services in this tourism industry, but also the time of employees and customers.

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