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SMART DESTINATIONS, SMARTER JOURNEYS: SCIENCE, INNOVATION, AND THE DIGITAL TRANSFORMATION OF GLOBAL TOURISM

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Abstract. Tourism is one of the most **important** sectors of human civilization. It is based on curiosity, movement, and the desire to see how people around the world live. However, nowadays, these desires are fulfilled through science and technology as much as through geography. This article investigates how innovations in the tourism industry are making it more knowledge- and technology-based rather than instinctive. By carrying out a literature review and a secondary analysis of global venture capital investment statistics from Phocuswright and Skift Research, this article identifies how investments in travel technology related to smart tourism destinations transformed between 2019 and 2024. It concludes that although investment in travel technology has been unstable, it has grown significantly and is now increasingly directed toward personalized technologies based on artificial intelligence.

Keywords: tourism innovation, smart tourism, digital transformation, artificial intelligence, destination management, science and technology policy.

INTRODUCTION

Today, travelers can almost completely plan their trips independently without interacting with anyone until they arrive at their destination. This does not necessarily mean that technology has diminished the human nature of travel; rather, it reflects the outcome of many years of technological development, during which technology has sought to eliminate inconveniences that previously limited interactions among people. Modern technologies, such as artificial intelligence (AI), the Internet of Things (IoT), augmented reality (AR), virtual reality (VR), and data analytics, are increasingly being applied at the destination level. These technologies are no longer regarded as privileges available only to a limited number of companies; instead, they have become integral components of the tourism ecosystem. Accordingly, this new approach to tourism is commonly referred to as *smart tourism*, reflecting the evolving relationship among travelers, service providers, and destinations through digitalization (Gretzel et al., 2015).

This paper examines this evolution from the perspective of how emerging technologies and scientific advancements are continuously disseminated across sectors that rely heavily on individual experiences and recommendations, particularly within tourism. In practice, innovation in tourism is widely recognized as a driver of novelty, productivity, and service enhancement. At the same time, the implementation of innovative technologies involves financial considerations, varying levels of stakeholder motivation, and differences in adoption across destinations and organizations (Hjalager, 2010). Through a combination of a literature review on smart tourism and an analysis of global investment data, the author addresses two interrelated research questions concerning the development of tourism innovation in recent years and the key insights that can be drawn from these developments.

LITERATURE REVIEW

One of the first observations that emerges from the literature on tourism innovation is that tourism is a highly information-intensive industry. Travelers must acquire, analyze, and rely on relevant information about destinations they have never visited before making their travel plans (Hjalager, 2010). Indeed, the tourism sector was among the pioneers in adopting technological advancements in its operations. This characteristic

is also reflected in the concept of *smart tourism destinations*, which refers to places where technology and data are integrated to enhance the tourist experience and strengthen destination competitiveness (Boes et al., 2016). Gretzel et al. (2015) explain the concept of smart tourism through three main components: a smart destination, a smart business ecosystem, and a smart experience. These components are interconnected through the continuous flow of information from travelers to service providers via various sensors. Buhalis and Amaranggana (2015) further develop this framework by demonstrating how real-time data can be utilized to customize services according to the individual needs of tourists during their journeys, rather than only before or after their trips.

Another stream of the existing literature focuses on specific technologies rather than destinations as a whole. Sigala (2018) demonstrates how technologies such as big data analytics, the Internet of Things (IoT), and robotics have expanded tourism research toward interdisciplinary perspectives instead of concentrating solely on a single academic discipline. Studies on augmented reality (AR) and virtual reality (VR) follow a similar direction. Tussyadiah and Wang (2016) found that mobile augmented reality applications can enhance the emotional experiences of visitors at cultural heritage sites, while Tussyadiah et al. (2018) demonstrated that wearable AR devices influence not only what travelers observe but also how they move within destinations and how they remember their experiences afterward. Research focusing on specific technologies forms part of the broader body of literature on digital transformation, which distinguishes the narrower process of digitizing individual tasks from the more comprehensive organizational transformation toward technology-enabled business models (Verhoef et al., 2021). Institutional reports reinforce this distinction in the context of tourism. According to the UNWTO (2021–2022), the adoption of technology is not an objective in itself but rather a means of making tourism processes more efficient, inclusive, and environmentally sustainable, provided that funding and management practices adequately support technological development.

RESEARCH METHODOLOGY

The investigation encompasses both an integrative literature review and a secondary analysis of investment data to examine the diffusion of scientific and technological innovation in the tourism sector. The literature review was conducted using peer-reviewed journal articles and institutional reports addressing various aspects of smart tourism, digitalization, and innovation implementation in tourism. The sources were identified using keywords such as “*smart tourism*,” “*innovation in tourism*,” “*travel technology investment*,” and “*digitalization in tourism*,” with a focus on publications produced during **2014–2024**, while also incorporating earlier seminal studies.

To complement the literature-based evidence, secondary quantitative data were included in the analysis, particularly research-based statistical estimates of venture capital investments in travel technology companies during **2019–2024**, as reported by the Phocuswright Research Report (2022) and the Skift Research Report (2024).

ANALYSIS AND RESULTS

The global funding landscape for travel technology companies demonstrates both the significant potential of the tourism industry and the dynamic nature of innovation within the sector. Investments in travel technology reached **\$8.3 billion** in **2019**. However, this amount declined to **\$4.5 billion** in **2020** as a result of travel restrictions associated with the COVID-19 pandemic (Phocuswright, 2022). In **2021**, funding recovered to **\$12.5 billion**, largely driven by investors' confidence in the recovery of global travel demand (Skift Research, 2024). In **2022**, funding decreased to **\$5 billion** and further declined to a low of **\$2.9 billion** in **2023**, reflecting broader macroeconomic conditions (Skift Research, 2024). In **2024**, investment increased again to **\$7.6 billion**, excluding the major autonomous driving transaction, indicating a more selective and strategic investment approach among investors (Skift Research, 2024). Overall, these trends illustrate the cyclical nature of investment activity, suggesting that innovation in tourism continues to evolve within a dynamic investment environment rather than along a strictly linear trajectory (Figure 1).

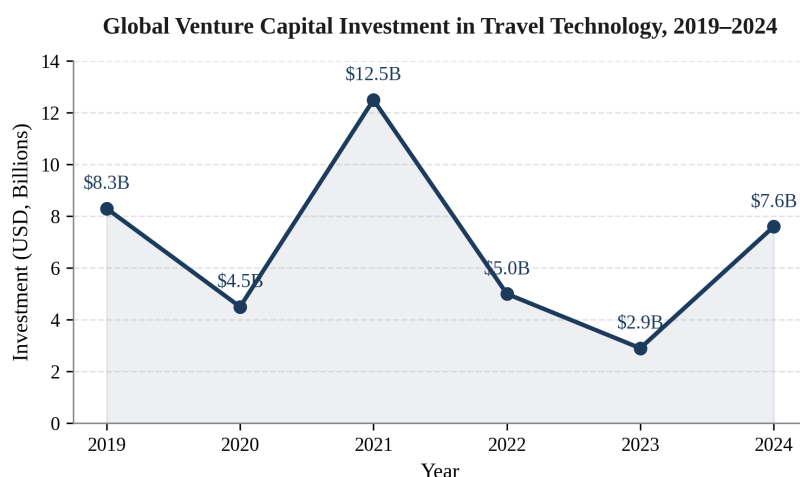


Figure 1. Global venture capital investment in travel technology, 2019–2024. Compiled from Phocuswright (2022) and Skift Research (2024).

Both industry experts and academic researchers have sought to characterize current tourism innovations based on industry statistics and empirical evidence. Their findings indicate that artificial intelligence (AI) and data analytics are increasingly being utilized to provide more personalized services and pricing strategies for individual travelers, thereby supporting the smart tourism framework proposed by Gretzel et al. (2015) and Buhalis and Amaranggana (2015). In the area of destination management, Internet of Things (IoT)-based sensors and digital dashboards are employed to monitor visitor flows in real time, enabling destination managers to address challenges related to seasonality and overtourism more effectively, as highlighted by the UNWTO (2022) and Boes et al. (2016). Furthermore, virtual reality (VR) and augmented reality (AR) technologies enhance the visitor experience by offering applications that provide historical information at real-world locations, as well as immersive virtual experiences that allow prospective travelers to explore destinations before making reservations (Tussyadiah et al., 2018; Tussyadiah & Wang, 2016).

The results provide a balanced perspective on a widely held view in tourism innovation studies: the adoption of advanced technologies does not automatically guarantee an improved experience for tourists or local communities. Investment data indicate that financial resources flow into and out of the industry unevenly, reflecting broader investment cycles rather than the continuous development needs of tourism destinations (Phocuswright, 2022; Skift Research, 2024). This observation is particularly important because, unlike many consumer goods, tourism technologies are closely integrated with public infrastructure and small businesses. Such organizations may experience challenges when investment flows fluctuate rapidly. At the same time, the literature reviewed in this study demonstrates that the human dimension should be considered alongside economic factors. The value of technology lies not merely in its novelty but in its ability to enable tourists to discover aspects of destinations and local communities that they might not otherwise notice (Tussyadiah & Wang, 2016). Therefore, the success of tourism innovation should be evaluated not by its capacity to replace face-to-face interaction but by its ability to reduce barriers that prevent travelers from having meaningful and memorable experiences.

These findings also have important practical implications. For tourism students and early-career professionals, they highlight that although proficiency in artificial intelligence (AI) and data analytics is increasingly valuable, technological expertise is most effective when combined with an understanding of how technology influences the overall travel experience. For destination managers and policymakers, the findings emphasize the importance of adopting a balanced and resilient financing approach by complementing private investment with sustainable public support for innovative technologies that have become an integral part of the tourism industry (UNWTO, 2021). The limitations of this study arise from its reliance on secondary investment data, which reflect capital market trends rather than the actual implementation of technology, as well as from the relatively limited time frame of the analysis. Nevertheless, future research could further examine how destination communities, particularly those in developing countries, adopt and utilize these technologies in practice. Despite these limitations, the available evidence supports the conclusion that science and innovation continue to advance tourism at a remarkable pace, highlighting the shared responsibility of students, entrepreneurs, policymakers, and destination managers to ensure that technological progress contributes positively to the experiences of tourists and local communities.

CONCLUSION AND RECOMMENDATIONS

The aim of this paper is to assess how science and innovation have transformed tourism. The analysis is based on previously published literature and global investment data covering the period **2019–2024**. The findings demonstrate that the development of smart tourism has not followed a steady or linear path but has progressed through cycles of growth and adjustment. Investment declined significantly during the COVID-19 pandemic and again during the **2022–2023** economic downturn, followed by a gradual recovery. Nevertheless, both investment trends and academic research consistently emphasize three major areas of development: AI-driven personalization, real-time technologies and automation for destination management, and the application of immersive technologies, including augmented reality (AR) and virtual reality (VR). The analysis further indicates that tourism innovation is evolving from experimental applications toward the more purposeful integration of advanced technologies into the relationships among travelers, destinations, and local communities.

These findings have practical implications for a wide range of stakeholders. Tourism students and early-career professionals should recognize that technical expertise in artificial intelligence (AI) and data analytics provides a valuable foundation, while the greatest value lies in understanding how these technologies influence travelers' experiences and perceptions of destinations. Likewise, destination managers and policymakers should recognize the dynamic nature of private investment and seek to strengthen digital infrastructure through sustainable public support rather than relying solely on venture capital investment cycles. Future research should focus not only on the volume of investment in smart tourism technologies but also on their practical implementation and real-world application, particularly in less-explored regions. Ultimately, the tourism industry should continue to adopt innovative technologies in ways that enhance the human desire for exploration, meaningful experiences, and travel.

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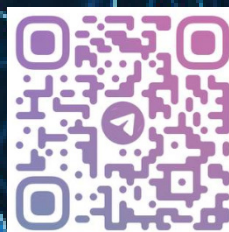
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