

Between Smartness and Storytelling

Erika Zabulioniene, Rasa Pranskuniene

FACULTY OF BIOECONOMY DEVELOPMENT, VYTAUTAS MAGNUS UNIVERSITY

erika.zabulioniene@vdu.lt, rasa.pranskuniene@vdu.lt

Aim of the research

Relevance. In recent years, various world media and international economic forums have been increasingly discussing the development of smart tourism. The global health crisis caused by the COVID - 19 pandemic has expanded the concept of tourism that is being developed. The quest to uncover experiences by creating unique stories through storytelling as a sharing of extraordinary experiences and the development of sustainability is becoming increasingly relevant to the development of today's and tomorrow's tourism industries. And in adapting to the challenges of the new normality, as Higgins-Desbiolles (2020) observes, tourism researchers should seek and offer the widest possible range of tourism development visions that provide sustainability opportunities for both human prosperity and ecological recovery.

Problems of the research. Research aims to answer the question, how does smart tourism developing lead to the development of transformative heritage in the regions? What experiences and development opportunities reveal through them and determine the development of smart tourism leading to the development of a transformative heritage in the regions?

The aim of the study. The planned research seeks to conduct a study of smart tourism development experiences, based on storytelling and intelligent site management as transforming heritage development in the regions.

Expected results of the study. The planned research aims to reveal a timely, complex, systematic and interdisciplinary approach through smart tourism and storytelling experiences leading to transformative heritage development in the regions, to critically rethink possible heritage transformations in the regions, and to make recommendations for smart tourism development, revealing current and future trends both in the local and global context of tourism and to open up wider discussions on the development of tourism research in the future.

Research tasks

The planned research tasks are presented in Figure 1.

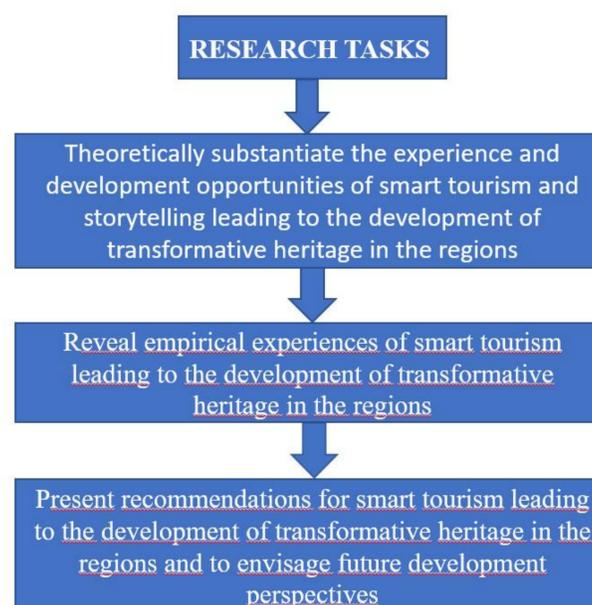


Fig. 1. Research tasks

As well, it should be noted that smart tourism development research requires an interdisciplinary approach and is inseparable from qualitative research that allows the analysis of multi-layered phenomena such as tourism business development experiences such as personal or collective travel experiences, heritage, memory or local experience phenomena.

Research methods

Analysis of scientific literature, empirical data and documents based on the chosen methodology of qualitative research. It is tentatively planned to start the research with the analysis of various documents (material of legal, political documents, conferences, seminars, etc.), as well as individual in-depth interviews, observation, informal interviews with tourism developers and tourists in tourist places (selected regions of Lithuania).