# SMART TOURISM & SMART CITY
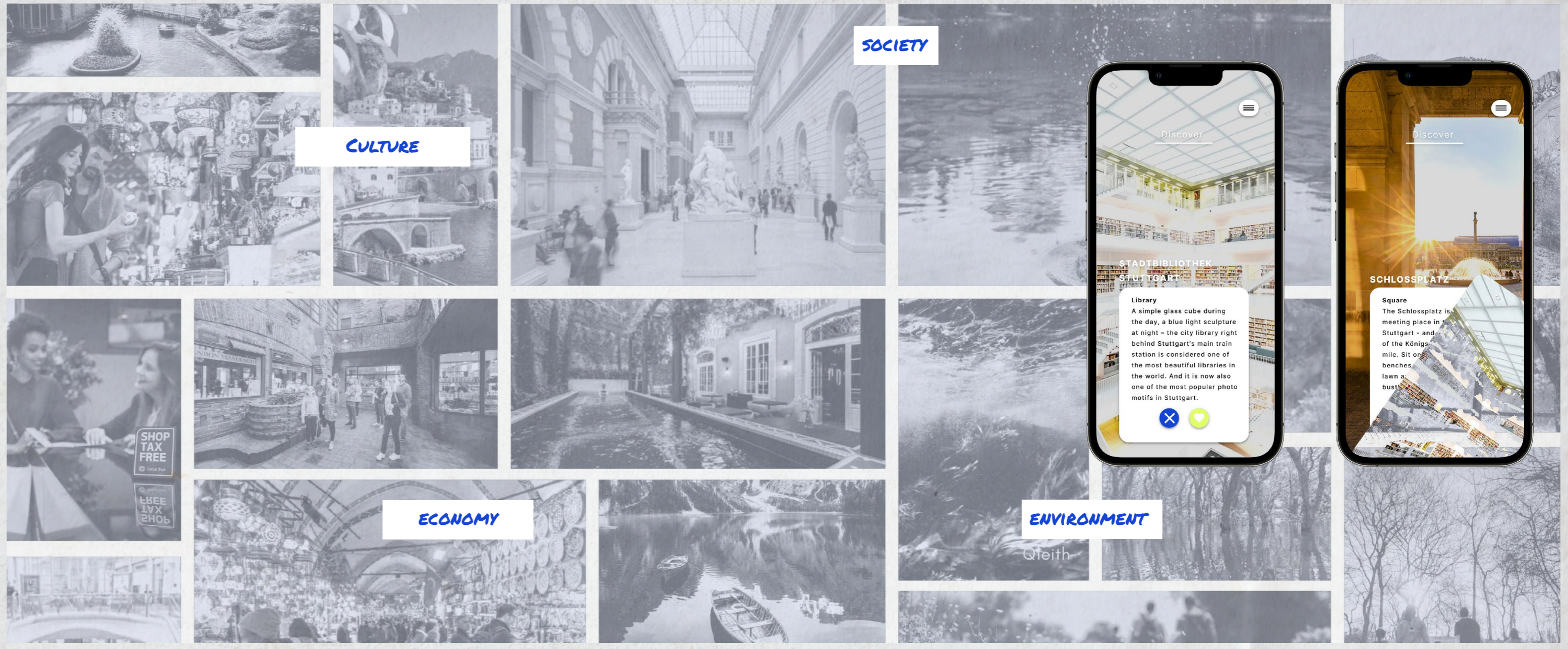
**An exploration of the implementation of technologies for experience enahcning and their potential towards sustainability**
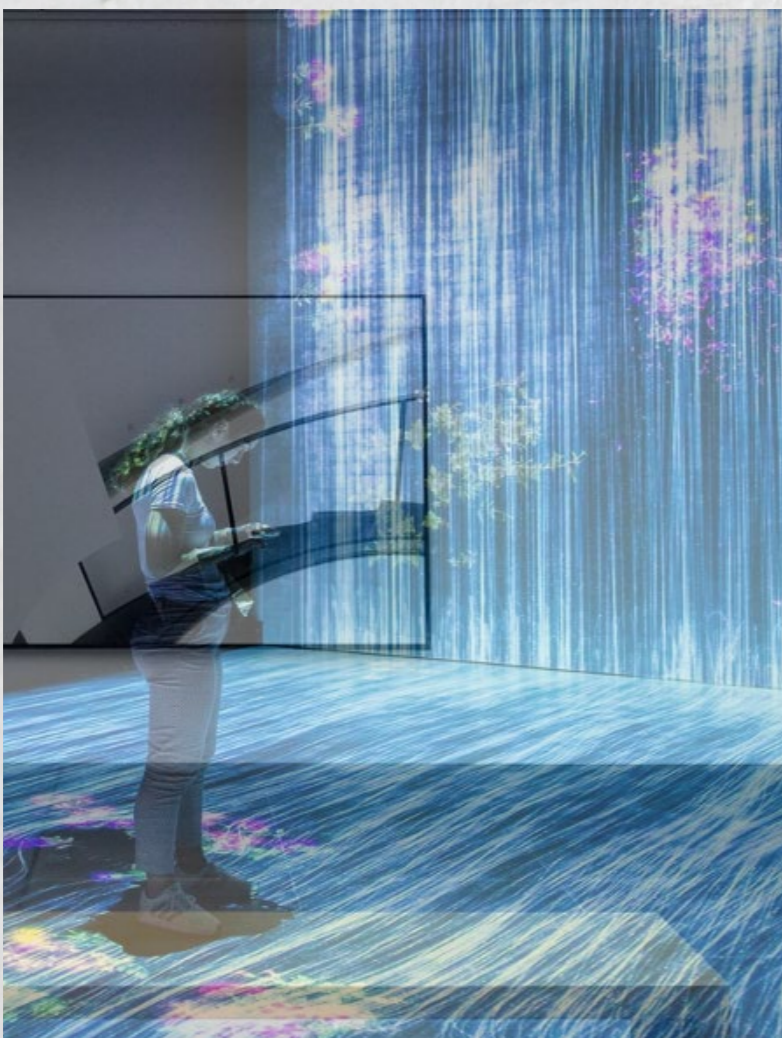
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This research aimed to create a tourist app for better experiences and sustainable habits, using Stuttgart as a case study but with broader applicability. It stressed technology integration and collaboration among stakeholders. Conducted with UpVisit startup, it used mixed methods like interviews, surveys, case studies, and literature reviews to analyze tourist behavior and Stuttgart's challenges.

The study set goals, strategies, and key performance indicators for personalized app development, with a focus on sustainability for behavior change. It emphasized that collective action from all stakeholders, including government, is essential to influence tourists and residents positively. In conclusion, this project is part of a larger strategy involving all stakeholders, with further research needed to include non-included stakeholders like government.

## TECHNOLOGY

Hiroshi Sambuichi, Cisterne installation. Source: https://www.designboom.com/art/hiroshi-sambuichi-cisternerne-installation-water-copenhagen-rasmus-hjortshoj-07-31-2017/
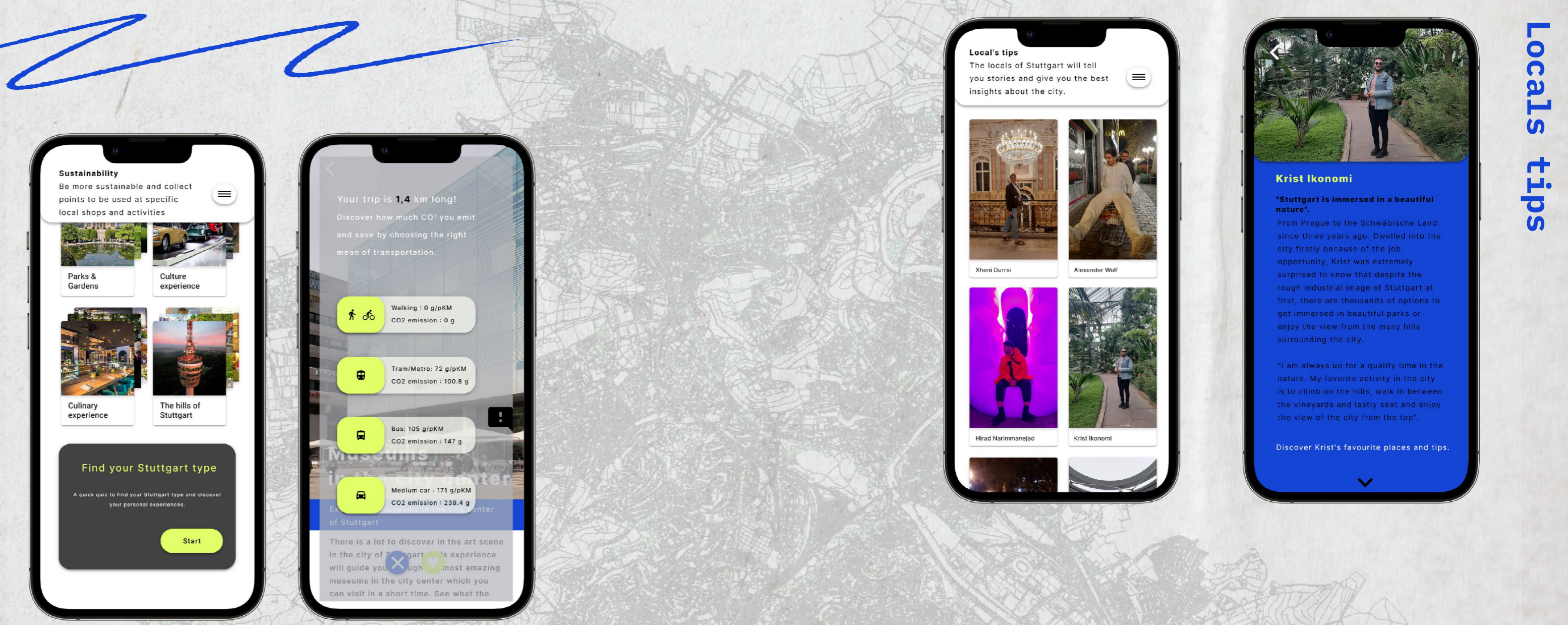
**BEST OF23**

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## EXPERIENCE

**Sustainability**

**Locals tips**

**Discovery tours**

## How can technology enhance the experience & contribute on shifting habits into more sustainable ones?

## SUSTAINABILITY

Shaking up our routines isn't always a walk in the park, but when we weave a bit of storytelling magic into the mix, the journey of adopting new behaviors becomes a truly enjoyable experience!

# 18.10.2023

19.10.2023 - 25.10.2023