

TITLE:

TOURISM & HOSPITALITY LIVING LAB – A COMMUNICATIONS DEVICE TO CONTROL SATISFACTION WITH TOURISM AND QUALITY OF LIFE IN THE CITY

ABSTRACT:

The tourism of cities is one of the segments with the highest and fastest growth in the world and its changing nature becomes increasingly apparent in many cities including Lisbon. Access to information through mobile devices is constant and tourists seek to find and consume local experiences where interaction with residents becomes an important aspect. Although the impact of ICT (information and communication technologies) in the tourism industry as well as in the behaviour of tourists and the travel experiences has been recognized, the implication of this new type of urban tourism needs more attention from managers of cities (Bock, 2015).

A case study was carried out in agreement with a flexible research plan (Robson, 2002), involving 191 subjects, through a sequence of mixed methods (qualitative and quantitative) in two stages through which the most important perceived aspects were identified - and revealed the decisive latent dimensions - for the satisfaction of tourists and quality of life in the city.

This research presents the design of a technology platform for communications, interaction, innovation and performance control of the tourism activities in Lisbon based on the *Living Labs* methodology (Stahlbrost and Holst, 2012), applied in accordance with the *Just-in-Time Brand Model* (Rosa and Mendes, 2015) for the management and innovation of brands, and with co-creative methods, involving tourists (visitors), and other stakeholders of the city. It thus enables innovation in co-creation and more effectively communications management of the city of Lisbon as a differentiated brand for the touristic destination.

KEYWORDS: Communications, Place Branding, Living Labs, Just-in-Time Branding, Co-creation.

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