

CURITIBA: A SMART TOURISM DESTINATION?
Analysis of the Municipal Tourism Council 's Members Perception

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A Smart Tourism Destination derives from the evolution of smart cities, however, because there is no unanimous standardization, many localities call themselves as it and their use as purely promotional. Those responsible for the planning, management and control of destinations have difficulty in understanding and applying solutions in order to perceive the situation of the city and becoming a Smart Tourism Destination. The research uses an exploratory-descriptive and empirical method through a questionnaire adapted from the Valencian Institute of Tourist Technologies - INVAT-TUR - and the University Institute of Tourism Research - IUIT - of the University of Alicante/Spain, directed to the members of the Municipal Tourism Council of Curitiba (capital of Paraná State – Brasil). It aims to analyze the perception of the concept of Smart Tourist Destination, identify the situation of the city, identify barriers and opportunities to the configuration of a smart destination, and recognize actions for the evolution to a Smart Tourist Destination. It covers eleven indicators and is composed of sentences that can be chosen by Likert scale. The analysis of the results was performed by qualitative and quantitative methods and the validation by pairing to the presented concepts. The main results show that Curitiba can be considered a Smart Tourism Destination, despite conflicting opinions on some of its requirements, such as the existence of public-private collaboration and the importance and relevance of information and communication technologies, from its use by the tourist to the offered options of interactivity. Finally, the results contribute to the planning, management and control of Curitiba as a Smart Tourism Destination.

KEY WORDS: *Smart Tourism Destination, information and communication technology, Curitiba, management, mixed methodology.*