

# Creating a Public Information Management System to Drive Riga a Smart Sustainable Tourism Destination in the Post Pandemic Era of Digital Revolution

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## Abstract

**Purpose of the article** The purposes of the article are at two-folds, creating a public information management system and to drive Riga city a smart sustainable tourism destination with a value-created tourism digital business model in the post pandemic era.

**Methodology/methods** The methodological approach of this research is literature review for relative key elements and case study for factors and items of global smart sustainable city destinations.

**Scientific aim** The scientific aims of the research are, firstly, to identify a public information management system storing and processing massive data with Information and Communication Technologies (ICTs), and then illustrate factors of smart sustainable tourism destinations, and lastly, explore a value-created tourism digital business model for Riga city.

**Findings** This research presents an overview of how a public information management system with ICTs generates information to promotes Riga city as a smart sustainable tourism destination, which promotes a value-added tourism digital business model for Riga city.

**Conclusions** This research implies a framework of a public information management system containing functions of storing and processing massive data with six ICTs. Besides, this research reveals three indicators for Riga city as a data-driven smart sustainable tourism destination from the perspectives of Sustainable Development Goals (SDGs), within a hybrid smart city model. Lastly, this research includes a value-created tourism digital business model for Riga city to overcome challenges and win the competitions in the digital revolution of tourism sector in the post pandemic era. However, the public information management system needs to be put into practice to examine its effectiveness and efficiency for destination management and marketing. Thus the limitations of this research due to adopting factors and items from literature review and case studies will be reduced, and models suggested by this research could be improved and modified.

**Keywords:** Information management system, Riga city, Smart city, Sustainable tourism destination, Digital transformation, Business model, COVID-19, Destination management and marketing

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