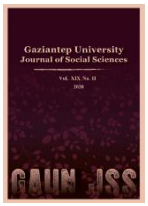

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Olgu Sunumu ● Case Report

Repercussions of Social Credit System as an Information and Communication Technologies Based Management System on Tourism System

Bilgi ve İletişim Teknolojileri Temelli Yönetim Sistemi Olarak Sosyal Kredi Sisteminin Turizm Sistemine Yansımaları

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ÖZ

Akıllı teknolojilerin gelişmesiyle hareket eden bir planlama ve yönetim aracı olan sosyal kredi sistemi (SKS)'nin yakın gelecekte tüm dünyaya yayılacağı düşünülmektedir. Bu çalışma kapsamında, SKS'nin turizm sistemi ve destinasyonlar içindeki paydaşlar üzerindeki, SKS'nin temel bileşenleri, işleyişi ve turizm sistemi üzerindeki potansiyel etkileri ortaya konulmaktadır. Bu kapsamda SKS ile turizm sistemi arasındaki ilişki ve SKS ile ilgili kaynaklar incelenmiş ve bu ilişki üzerine eleştirel bir değerlendirme yapılmıştır. Daha sonra SKS literatürü, turizm planlaması ve politika geliştirme çalışmaları ile ilgili bilgiler üzerinde çapraz değerlendirme yapılmıştır. Bu bağlamda, SKS'nin turizm sistemi üzerindeki potansiyel etkileri sosyal (panoptikon normları, yeni mahremiyet perspektifi, sosyal tabakalaşma, homojen kültüre kültürleşme ve medeni olmayan davranış), ekonomik (yumuşak güç, artan maliyetler ve kaçak oranı, azalan yatırımlar ve rekabet gücü, oligopol piyasası) ve çevresel (israfın azaltılması, artan kirlilik vergileri) faktörler olarak nitelendirilmiş ve bu doğrultuda teorik ve pratik uygulamalar geliştirilmiştir.

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ABSTRACT

Driven by the improvement of smart technologies, social credit system (SCS) as a planning and management tool is estimated to spread over the world in the near future. This study reveals basic components, functioning and the estimated impact of SCS on stakeholders within tourism system and destinations. In this context, the resources regarding SCS and the relationship between SCS and tourism system were examined and critical assessment was made on this relationship. Later, cross-evaluation was made on information regarding SCS literature, studies on tourism planning and policy development. The social (panopticon norms, novel privacy perspective, social stratification, acculturation to the homogenous culture and uncivil behavior), economical (soft power, rising costs and leakage rate, decreasing investments and competition power, oligopoly market), and environmental (reducing wastage, rising pollution taxes) effects of SCS on the tourism system were projected and theoretical and practical implications were accordingly made.

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Introduction

The desire to move from an agricultural society to an industrial one and to exercise control at a high level have made new technologies necessary (Jia, 2020). For this reason, information and communication technology (ICT) based systems have been accepted and integrated as a panacea for solving social problems (Jia, 2020; Kshetri, 2020; Meissner, 2017). Besides, omnipresent cameras, sensors, the like and share features on social media, and other digital devices that have settled into modern life have integrated surveillance and scoring into society. The transformation of this culture into an ecosystem has created the social credit system (SCS) (Meissner, 2017). SCS is a political ecosystem that has put the idea (Bauman et al., 2014) of long-term surveillance into practice through information and communication technology devices (Liang et al., 2018; Mistreanu, 2018). It is thought that this ecosystem has the competency to manage and impact (Small, 2019) all aspects of society and create a surveillance culture (Liang et al., 2018). SCS also causes data driven authoritarianism (Lee, 2019). For this reason, it is estimated that digital authoritarian surveillance can be adopted (Jia, 2020; Mayer, 2020) by governments as a result of the global spread of the information and communication technology companies and that it can be used (Hoffman, 2018; Lee, 2019; Mayer, 2020; Meissner & Wübbeke, 2016) in countries that have adopted the authoritarian government policy of SCS that started in China. As this system is favored (Kostka, 2019) by the Chinese community, it allows other countries to also carry out SCS which increases the possibility of future societies adopting SCS. Especially the changes caused by COVID-19 can integrate technologies like SCS into our lives. This, in turn, will bring about social, economic and cultural change (Small, 2019).

The tourism system is directly affected by the changes in society. Artificial intelligence, face and voice recognition infrastructure have been started to be transferred in Zimbabwe within information and communication technology which SCS will be based on (Chutel, 2018). Similar systems have started technology transfer in various different regions from Ethiopia to (Maasho, 2013) Balkans (Stojkovski, 2019). On the other hand, the implementation (Mayer, 2020) of data collection and internet surveillance in almost all devices in EU, USA and China can mean that the foundations of the exportation of SCS have already been set up. In this context, SCS as a potential transformer on the dynamics of the community will affect the tourism sector.

SCS covers a range of tourism activities and (Jia, 2020) the tourism sector is one of the sectors under SCS (Meissner, 2017). The data regarding travel information is also collected within SCS (Liang et al., 2018). Therefore, it is thought that SCS will have enormous effects on the tourism system. For this reason, it is required to examine the effects SCS will have on communities and industries (Lee, 2019). Despite this, no future-oriented tourism-specific study has been carried out to project the social, economic and environmental effects of SCS to the best of our knowledge. This study aims to fill the mentioned gap and examine the SCS system, the possible repercussions of the system on public life and to foresee the effects of these repercussions on the tourism system. For this purpose, the mechanism behind SCS was articulated as the novel technological eco-system where information and communication technology apparatus works real time in an integrated form. Afterwards, the study projected the changes in the tourism demand and supply that could be brought about by the new management style within SCS. On the macro level, this study will create valuable insights for destination planning and management mechanisms in designing future plans. Therefore, it will make it easier for the hospitality industry to determine its medium and long-term strategies. On the micro level, the revolutionary role that information and communication technology tools will

play on ruling mechanisms will also affect the hospitality enterprises. Therefore, understanding and projecting the possible impacts of SCS will provide useful information in clarifying the technology integration level of the hospitality industry, re-designing its organizational planning, and re-evaluating its customer policies. This information will also provide enterprises within hospitality sector with advantages such as optimal management of human resources, minimizing food waste, eliminating customer incivility, and providing the best supplier.

The main contribution of this study to the body of tourism literature is providing a novel research field in addition to providing insights for future researchers that will allow them to evaluate destination policy and planning, resource management in the hospitality sector as well as employee-tourist interaction within the SCS eco-system. This, in turn, will give researchers a different perspective and new research ideas. Because, in the literature, SCS is still at the stage of being introduced, and it is not known what kind of social, environmental and economic effects this system will cause. The field of tourism, on the other hand, lacks conceptual research for SCS. In this study, some clues will be given to future researchers by introducing SCS, revealing its main characteristics and fictionalizing the effects of this system. The study will prove that there is a need (Liu, 2019) to evaluate SCS from different perspectives. The study first includes the history and socio-cultural background of SCS. Later, it examines the characteristics of the system and its working mechanism. The following section, projects the possible social, economic and environmental effects of SCS on the tourism system.

Literature Review

Social Credit System

History and Socio-Cultural background of SCS

The cultural basis of the system is explained by the inclusion of Confucian principles in the Chinese society. Confucian principles that inculcate obedience to authority (Kim, 2017) and the belief in the "Mandate of Heaven", have paved the way for authoritarianism in China (Zhao, 2009). Additionally, society is seen as a whole, and it is believed that society will be functional if all parts of it work in accordance with their role. This belief has led to the formation of China's self-policing structure since The Song Dynasty, and groups controlling their own members (Mistreanu, 2018). This is the socio-cultural background behind SCS. As a matter of fact, it has been determined that modern Chinese people perceive SCS positively and can waive privacy, provided that the levels of trust and safety increase (Kostka, 2019).

The first emergence of this system goes back to the post 19th century, the presidency of Mao (Mistreanu, 2018). The Hukou and Dang system used during the 1980s is regarded as the primitive basis of SCS (Liang et al., 2018; Small, 2019). Later, in the 1990s, the system was developed electronically for the financial credit database in order to establish commercial security and transparency, as part of China's market economy reform (Liang et al., 2018). It was first mentioned in a political context by Jiang Zemin in 2002 in the 16th party congress. In 2006, the customers were required to provide banks with information regarding their socio-cultural situations in addition to their financial information as a part of banks' lending policies and in 2007, the system was theoretically framed with the issue of “several opinions concerning the construction of a social credit system” (Creemers, 2018; Liu, 2019; Zhang & Zhang, 2016). In 2014, the system was put into practice as a crediting mechanism that covers the whole

society, being more than just a socialist financial market policy (Creemers, 2018; Jia, 2020). As a matter of fact, the first commercial step of this was taken within the scope of Alibaba's Sesame Credit Score (Liu, 2019). The Integrated Systems was first named the golden project, then called the social credit system (SCS) (Jia, 2020) The system was implemented in 2020 with the integration of big data technologies into the public life (Raghunath, 2020).

Features of the System

The basic characteristic of the system is to remove the state from being an authority that implements the norms accepted by society and turn these norms into a structure that shapes the society. Therefore, the concepts of norms, society, state and private life become intertwined (Council State, 2014; Creemers, 2018). More specifically, the system basically is an improved version of the commercial credit rating system in various parts of the world, where financial companies loan individuals according to their payment patterns (Liu, 2019). The scoring within the system includes consumers scoring service units, likes, comments and shares on social media (Small, 2019), together with the social networks of the individuals and the financial, social and behavioral aspects of society (Liang et al., 2018).

The system can be seen as the political equivalent of the claim (Bauman et al., 2014) that continuous surveillance will lead to social changes. The goal is to provide an in-community trust (Leibkuechler, 2020) and to create an ideal citizen (Kostka & Antoine, 2020). In order for this, the individuals themselves and those in contact with them are kept under surveillance (Lee, 2019). In this context, individuals and businesses are monitored to see whether they comply with laws and regulations (Mistreanu, 2018). This includes a wide range of information and communication technology-based surveillance, from traffic violations to problematic behavior, from criminal records to tax obligations and welfare, from monitoring whether businesses comply with the law to monitoring overconsumption of resources. (Creemers, 2018; Denyer, 2018; Small, 2019). Thus, it is aimed to predict rather than prevent specific actions (Liang et al., 2018).

The system is not monocentric. In contrast, SCS includes many subcomponents such as governmental and private. Governmental and private parties also work in many sections within themselves, and each manages a different part of the process. Central government integrates these subcomponents, manages data sharing between them and conducts the analysis (Liang et al., 2018) The system is operationalized with two basic tools. The first is crediting and listing mechanisms. While the second is information and communication technologies.

Crediting and Listing Mechanisms

Credit represents a person's reliability within the system (Raghunath, 2020) perceived in the form of ownership or livelihood (Zhang & Zhang, 2016). In this aspect, the system is based on the logic of reward and punishment. More specifically, gains increase as credit is earned, and vice versa. (Kim, 2017).

The effect of the system on citizens can be understood from the practice in the Rongcheng province. This state is regarded as the microcosm of SCS (Leibkuechler, 2020; Mistreanu, 2018). The first step of SCS is to give some credit to the individual. Initially these credits are usually 1000 points and are reduced in the detection of behavior against the rules set by the system. The maximum reduction is 100 points and this happens in cases such as criminal

offenses and violence against the judicial enforcement. If the action is not repeated, the credits are recovered approximately 2-5 years after the action.

Crediting individuals within this system includes (Creemers, 2018);

1. Payment discipline
2. Type of expense items
3. Regular income and ownership status
4. Reliability of personal information
5. Social relations and habits

For companies, it covers the following matters: (Meissner, 2017)

1. Registered capital
2. Investment activities
3. Criminal records
4. Emission and energy consumption rates
5. Compliance with government regulations
6. Product safety
7. Work safety
8. Tax payment

The increase or decrease in the credit score differs according to each action. For example, in China, when you have children without family planning permission, your credit score can decrease between 30 and 50 points. 50 points are deducted when public resources are violated, and 20 points when bills are paid late. 5 points are deducted in small cases such as traffic violations or noise nuisance. 20 points are deducted for actions that disrupt public order like participating in a fight, insult and defamation. 50 points are deducted in case of mistreating elder citizens or leaving your family. Inappropriate posting on the internet also leads to a 50-point deduction. Plagiarism costs 20 points and in some regions, conducting superstitious activities can cost you 10 points. Points are not deducted for social relations; however, they can be given. An example of actions that increase credit is organ donation which provides 100 points of credit. According to the amount, the donation provides a gain of between 5-50 points. Additionally, participation in volunteer work, honest behavior provides 5 points each, support for elderly and caring for relatives provides 20 points. It will provide 20 points to participate in the rescue action in events that pose a danger to the life of the mass (Leibkuechler, 2020). The credit scores and consumption preferences of the people in the one's family are also taken into account in crediting (Kostka, 2019; Meissner, 2017).

A total of 30 specific criteria and 537 variables are considered for credit scoring (Lee, 2019; Liang et al., 2018). Morality is the basis in deciding reward-punishment. Morals and norms, which constitute the Morality system, can be designed by the SCS system (Creemers, 2018). The weighted averages of these cases in the calculation of the credit score vary. For example, the weight of social relations is limited to 5 percent, and the discipline of payment can reach 35 percent (Creemers, 2018). The system covers citizens over the age of 18 in pilot areas and sets a residence requirement of over one year as a condition. (Leibkuechler, 2020)

Individuals are classified between levels A and D based on their scores (Creemers, 2018; Jia, 2020; Leibkuechler, 2020; Liu, 2019). The categories of credits corresponding to the scores are (Leibkuechler, 2020; Mistreanu, 2018);

AAA: 1050 points and above

AA: 1049-1030

A: 1029-960

B: 959-850

C: 849-600

D: 599 and below

There are three different lists based on credit scores: redlist, yellowlist, and blacklist. These lists include individuals, enterprises, and non-governmental organizations (Zhang & Zhang, 2016) and are controlled by the central administration (e.g. creditchina.gov.cn, 2021). The lists are available online (Kshetri, 2020) and are published on unified credit information release platforms (Zhang & Zhang, 2016). Credit scores can also be seen on smart apps (Lee, 2019). According to credit and category status, many aspects of an individual's life, from employment conditions to travel restrictions, are updated. The business of an individual, use of government incentives, or employment in public institutions can also be blocked or encouraged depending on their credit status. Additionally, ownership of real estate, land-use rights, and use of natural resources are also determined by the status of the individuals on the list. The lists also affect which schools and universities children can study in (Creemers, 2018; Leibkuechler, 2020; Liu, 2019; Meissner, 2017; Mistreanu, 2018; Small, 2019).

Those with a credit score of "A" and higher are recorded on the redlist. "A" level can rise to "AA" and "AAA". These people will be rewarded in return (Lee, 2019; Liang et al., 2018). The rewards for the redlist members are not yet standardized (Creemers, 2018; Small, 2019). On the other hand, high-score holders can be treated favors such as discounts on plane tickets, phone prices, hotel rooms, eased visa conditions for certain countries, priority in public services and facilitated bureaucratic procedures. Those who achieve a credit level of AA and above have the right to apply for a government loan with a zero-interest rate. B-level individuals benefit from the incentives given to A to go up to the A-level status. C-level individuals can be excluded from benefiting from certain opportunities like social welfare and public servant services and they are to be included in the yellow list for 2 years. D-level individuals or companies are included in the blacklist for 5 years. These lists are open to public access and the licenses of the businesses in the blacklist can be confiscated from them. Blacklisted individuals can be prevented from entering the financial sector, their transactions in the public sector can be restricted, and they are prevented from doing business in certain sectors. Again, it is possible to limit the travel and consumption habits of those included in the blacklist. For example, in addition to the ban on high-speed train and plane tickets, the consumption of luxury products is also prohibited (Creemers, 2018; Leibkuechler, 2020; Liu, 2019; Meissner, 2017; Mistreanu, 2018; Small, 2019). People are included in the blacklist only as a result of penalties imposed on trust-breaking behaviors covered in The National Development and Reform Commission, The Supreme People's Court and other governmental ministries (Liu, 2019; Mac Síthigh & Siems, 2019; Meissner, 2017). Commercial and municipal crimes do not result in blacklisting. However, people who enter the blacklist can be deprived of their commercial and municipal rights as they are registered in the databases (Liu, 2019). Businesses are evaluated according to their credit score when it comes to tender offers and credit use (Creemers, 2018; Leibkuechler, 2020; Mistreanu, 2018).

Not all elements of the system are clear. Because the different systems can be integrated or all operations can be carried out through a single center. Today, the SCS system consists of multiple and separate SCSs, including nationwide, governmental, municipal governmental and commercial. In order to perform all these operations, it is necessary to establish a powerful surveillance system. For this, the society needs to be equipped with the information and

communication technology network. However, out of all these factors, big data is the backbone of the system. (Hugill, 2017; Lee, 2019)

The Technology Behind the System and Operation

The basis of the system is a comprehensive surveillance that operates on the basis of a cybernetic mechanism. Surveillance covers monitoring of all actions, from financial transactions, online sharing, social behavior to waste management (Small, 2019). Therefore, information and communication technologies and smartphone applications play a critical role in the data collection process (Lee, 2019). The innermost circle of data collection is made up of public employees, the second is made up of people who can get regular data, such as accountants and real estate agents, and the outer circle is made up of the remaining citizens (Creemers, 2018). The next stages of the system are turning the obtained information into data, aggregation, analysis, evaluation and crediting. In summary, the operation of the system consists of five stages, as visualized in figure 1. These stages have been explained under three headings.

1. *Identification of the Subjects within the World of Phenomena*
2. *Data Collection*
3. *Data Aggregation, Analysis, Evaluation and Results*

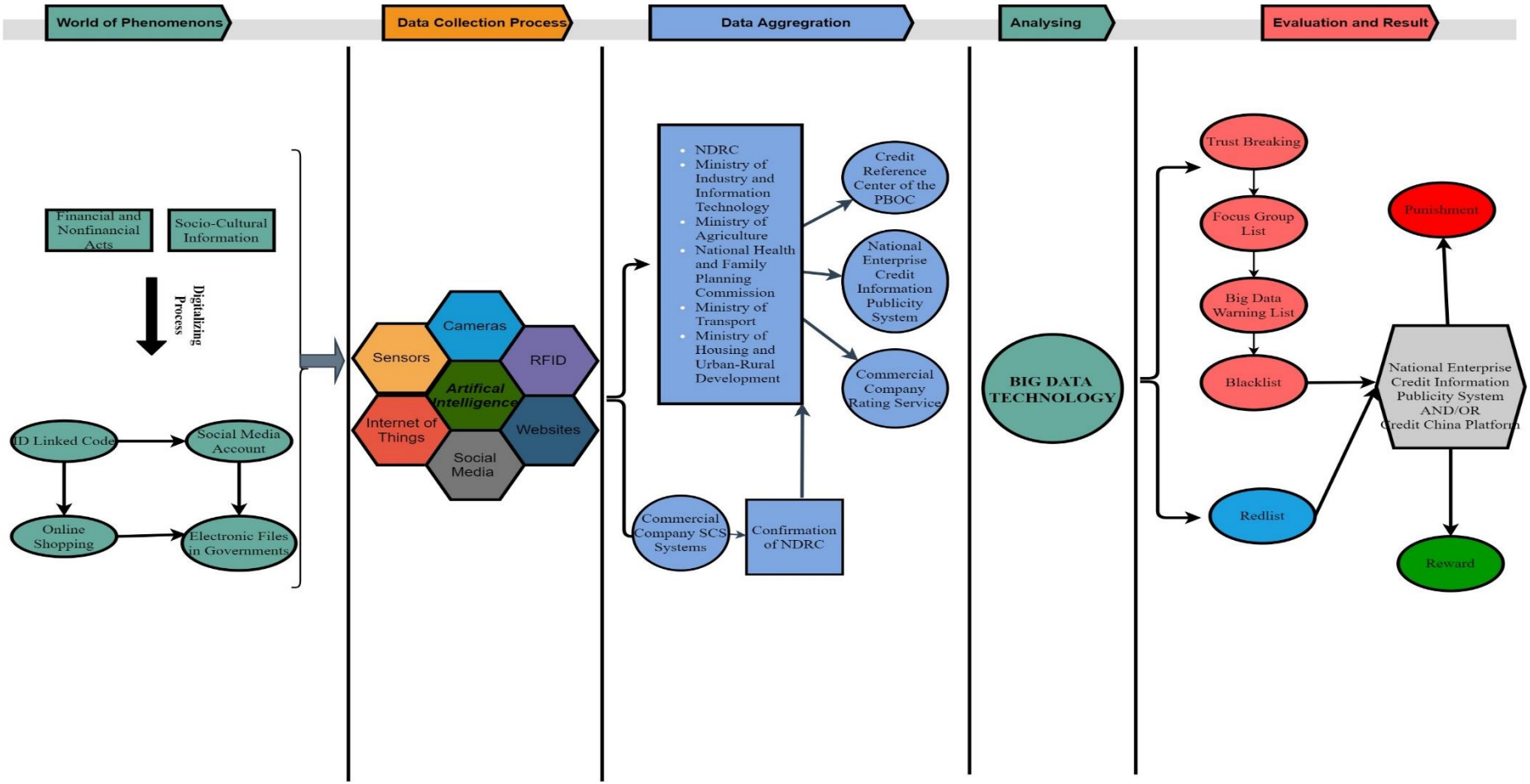

Figure 1: Operation Process of Social Credit System in Five Stages

Source: The figure was constructed by the author of the manuscript

The Operation of the System

Identification of the Subjects within the World of Phenomena

At the heart of the system are separating the subjects, data collection, storage, processing and use. The system establishes the data collection mechanisms at first. A specific system is being established in order to combine the all the data of an individual into a single center (Creemers, 2018; Kim, 2017). In order for this system to function, the financial and non-financial actions of subjects have to be data convertible and recordable. Therefore, all citizens are first given an 18-digit identity code to be able to separate them. This 18-digit unified social credit code is in the form of an ID-linked code for individuals (Kobie, 2019) and a license for each business and NGO (Hoffman, 2018). The ID codes include birthdays, level of income, tax and insurance payment and individual sequencing (Meissner & Wübbeke, 2016). Thus, the data transmitted to the center, such as purchases, medical records, travel actions, social media behavior, and other information related to each subject can be collected in individual folders (Creemers, 2018; Denyer, 2018; Leibkuechler, 2020; Meissner & Wübbeke, 2016).

Secondly, all elements of governmental institutions (ministries, municipalities, People's Bank of China) are digitalized. Particularly, all information on paper has been digitalized (Creemers, 2018; Kim, 2017). Real-time data, the obedience of laws, tax liabilities, investments, annual reports, environmental resource usage are the type of data collected from businesses (Meissner, 2017). The report in question is also created for companies. From certain websites, the loans and penalties of companies can be viewed. Similarly, companies such as Alibaba and Tencent create their own crediting systems and these are approved by The National Development and Reform Commission (NDRC) and shared with the databank of the government (Kim, 2017; Lee, 2019). However, the majority of the data required for private lending to corporations is obtained from the government (Liang et al., 2018). Foreign enterprises trading in the Chinese market are also integrated into the system (Meissner, 2017). To facilitate the process, people are required to use their real names while buying smartphones and signing up to a social media account. In order to keep the financial account history under surveillance, the country is trying to transition into a cashless society, encouraging online shopping (Creemers, 2018; Denyer, 2018).

Data Collection

The second stage of the operation of the system is the creation of a database. For this purpose, almost every public place is under surveillance with information and communication technology. Smart cities formed by the combination of sensors, RFID, cameras, and internet of things technologies, decisively play a critical role in the creation of a database (Hoffman, 2018). Among these technologies, face recognition cameras were distributed first (Denyer, 2018). The level of digitization has reached a level to understand the emission level and performance of vehicles and the behavior of drivers (Meissner, 2017). The cameras were even introduced with the biometric identification feature. For the management of such comprehensive devices artificial intelligence is used, data in the database can be integrated with face recognition software and saved in real time to the desired subject's profile (Denyer, 2018). All data from the scores of people and friends on social media to data from big data enterprises and online shopping history are included in the data collection process (Creemers, 2018; Kim, 2017).

Thousands of different categories of data are integrated and stored on public platforms such as NECISP, Credit China, BTBP, CRC, NCISP (Liang et al., 2018) using the big data technology (Jia, 2020; Mistreanu, 2018). All these various types of data are collected in 400

databases. Together with the NDRC, the Ministry of Industry and Information Technology is the institution that provides the most data (Meissner, 2017). Other data-providing institutions are the Ministry of Agriculture, the National Health and Family Planning Commission, the Ministry of Transportation and the Ministry of Housing and Urban-Rural Development (Liang et al., 2018). The difficulties coming with controlling such an enormous database and keeping the information updated have required the involvement of private enterprises (Liang et al., 2018). As a matter of fact, Alibaba company monitors the online behavior of consumers and is credited with Sesame or Zhima Credit system (Leibkuechler, 2020; Mistreanu, 2018). All of this data is stored in The Financial Information Database as well as the National Credit Information Sharing Platform (NECISP), making up the state surveillance infrastructure. Therefore, these platforms play a key role (Meissner, 2017; Small, 2019). It is (Andrejevic & Gates, 2014) extremely important (Liang et al., 2018) for the operation of the system that big data tracks everything at all times and predicts the characters of individuals. For this reason, big data technology is within the crucial strategic resources (Jia, 2020; Raghunath, 2020). Collected data is then aggregated and centralized data infrastructure is created (Liang et al., 2018).

Data Aggregation, Analysis, Evaluation and Results

In the third stage, integrated meta data as raw material is processed by correlation-based Big Data Analysis. This way, people are credited and the data of the same person in different databases are integrated and analyzed. Thus, the future actions of individuals are predicted (Creemers, 2018; Liu, 2019; van Dijck, 2014). The responsibility for this storage and evaluation process falls firstly on The Credit China Platform and then on The Credit Reference Center of the PBOC. Other responsible institutions are National Enterprise Credit Information Publishing System and Commercial Company Rating Services (Liang et al., 2018; Meissner, 2017; Small, 2019).

The data aggregation and analysis process is unclear (Liang et al., 2018). More precisely, the algorithms used to achieve individual scores are unknown (Ahmed, 2019; Meissner, 2017). As a matter of fact, even though all data platforms are accessible via Credit China platform, (Lee, 2019) 75% of this data is open access (Meissner, 2017). The remaining data is usually related to penalties, and who has access to this data is unclear (Liang et al., 2018). However, crediting is done by companies (Baidu, Alibaba, Wanda, China Telecom etc.) through big data technology (Fourcade & Healy, 2007; Raghunath, 2020). In order to be all-encompassing, the central government uses data from these companies and in return shares the data it has with them (Meissner, 2017). Therefore, data collection, upload and enforcement of penalties are carried out by local authorities. The information obtained from the system is compared with statutes and regulations in local governments. The credit scores are increased or decreased based on the results. Central government establishes cyber infrastructure, coordinates the system and integrates decisions from individuals, municipalities, firms and government agencies into a single platform and creates the lists (Liu, 2019; Meissner, 2017). Accordingly, those who are not identified by the trust breaking act and are not blacklisted are first registered in the Focus Group list, and these people are taken to the Big Data Warning list if mentioned by the authorities. According to the investigation, if the person has been mentioned in three different sources, they can be taken to the blacklist. Black or redlists organized according to this data created in all local government, ministries, and corporations are published on The National Enterprise Credit Information Publishing System and The Credit China platform. (Creemers, 2018; Liang et al., 2018; Meissner, 2017; Small, 2019).

Can SCS be Set Up in Tourist Destinations?

Because SCS requires high-tech infrastructure, it can be difficult to set up in certain destinations. Because some destinations are more rural and relatively lacking in technology compared to cities. However, given the spread of the technological infrastructure of SCS, the state of these destinations also becomes a topic of discussion. Zimbabwe has started to transfer artificial intelligence, face and voice recognition infrastructure within information and communication technology to be set up for SCS (Chutel, 2018). Similar systems have started technology transfer in various different regions from to Ethiopia to (Maasho, 2013) Balkans (Stojkovski, 2019). On the other hand, the implementation (Mayer, 2020) of data collection and internet surveillance in almost all devices in EU, USA and China can mean that the foundations of the exportation of SCS have been set up. Therefore, the implementation of SCS will also affect the tourism sector as the collection of travel information data (Liang et al., 2018) proves this claim.

The implementation of SCS in all destinations is not possible in the short term with infrastructure investments. Because, for a smart city level SCS, smart technologies should spread everywhere and (Liang et al., 2018) censors, facial recognition cameras, RFID, internet of things and counter technologies need to become omnipresent so that it would be possible to shape the society with an all-encompassing system (Meissner & Wübbeke, 2016). Additionally, the necessary smart technology-based infrastructure is often implemented in cities with a population of more than 1 million and of strategic importance (Liu, 2019). However, it is possible to implement SCS in tourist destinations through a different method. Pilot regions (Leibkuechler, 2020) are chosen from places where terrorist attacks, problematic customer behaviors and bullying is prevalent. These cases occur in tourist destinations. Therefore, SCS is likely to be tested in tourist destinations.

These practices will be made through existing technologies. As a matter of fact, the first practice for destinations was launched at Miami airport through face recognition technology (Street, 2019). On the other hand, hotels can operationalize the data transfer from the destinations to the central country. Data collection process can also encompass the analysis of the words entered in language and translation apps in addition to the cameras and internet connections. However, automated translation applications come to the fore as the most important factor in the implementation of SCS in destinations. These applications use big data, cloud computing, artificial intelligence and mobile internet simultaneously (Hoffman, 2018) so, every word used by anyone outside the central country can be recorded and analyzed in the big data pool. Therefore, it can be said that the SCS sustainability infrastructure is being formed in destinations. Also, as smart cities become widespread around the world and smart technology installation costs are reduced, internet of things, common cameras, sensors, RFID, etc. such technologies will also be integrated into destinations, and then smart destinations will become widespread by combining these technologies with smart policy ideas.

However, there is an uncertainty in the way SCS is set up in destinations. For example, in the pilot area of Rongchen city, foreigners are also included in the system, but the residence over one year is required for crediting (Leibkuechler, 2020). Therefore, crediting may not apply to tourists other than the ones who abide in the secondary housings. In this case, destinations can literally turn into an out-of-routine paradise. Even though the lists are created by the central government, the data for the lists is coming from the local governments or municipalities and reward-punishment system is also carried out by these administrations (Liu, 2019). Therefore, destinations may have a so-called/ostensible system which can cause different effects. It is predicted that people born in China will continue to abide by the crediting rules even when they are in different countries. Crediting will be carried out through "data courier stations" which

will send data to China. These stations will be the internet, e-commerce platforms, Confucius institutes, chain hotel logistics companies and financial payment institutions (Hoffman, 2018). In the even that SCS spreads to other countries, it may affect the stakeholders in the tourism system. The possible effects are projected in the section below.

Repercussions of SCS on the Tourism System

Setting up SCS in tourist destinations is still a matter of controversy. However, it is estimated that SCS in tourist destinations will have social economic and environmental effects.

Social Effect

Information and communication technology will have a panopticon effect because of the perception that the observer is omnipresent, it cannot be seen, because data is collected through real-time surveillance and the behaviors of the subject are manipulated (Small, 2019) as it has been proven that SCS causes behavioral change (Kostka & Antoine, 2020). The possible results of this effect on human and social behaviors can be explained as follows.

Panopticon Norms

With the spread of the surveillance culture of SCS (Liang et al., 2018), what is considered wrong and right on social media will be able to be directly designated. Social behaviors can thus be regulated (Engelmann et al., 2019; Raghunath, 2020). In this case, it is expected that the panopticon effect will start and new norms will be formed (Foucault, 2007). This will bring the masked lifestyle to the streets as changes in behaviors have been recorded in places that implements SCS (Kostka & Antoine, 2020). In this case, staged authenticity in host-guest relations will change into a form of hospitality that is accepted through the behaviors assigned by the system. According to the surveillance theory, behaviors can be modified by converting individuals into docile bodies with discipline (Galič et al., 2017). The homogenizing effect of SCS will cause the endemic culture in destinations to disappear and will diminish culture as a means of motivation in the following generations. One of the socio-cultural effects of tourism is the decrease in cooperation in the region (Doğan, 1989). It is thought that SCS will have the similar effect (Small, 2019) and that the level of individualism will increase.

Novel Privacy Perspective

State surveillance has entered the private sphere with SCS (Chen & Cheung, 2017). However, this may vary for each country. Because the real-time collection of data and the reward-punishment will lead to the regulation of laws, codes and by-laws. These regulations will mostly focus on data retention and privacy. However, as the privacy legislations of countries differ greatly (Wu et al., 2011), there will be differences in the way that SCS is implemented. The current system in China liberalizes the companies and individuals to infiltrate personal data (Liang et al., 2018) and collects information regarding all aspects of the life of an individual (Jia, 2020). The credit scores of others can also be viewed (Lee, 2019). While in the USA, there is a more settled privacy legislation system (Wu et al., 2011). The collection of personal data is a concern in Western countries, unlike China (Turow et al., 2015). On the other hand, there is a tremendous invasion of privacy in China with the publicization of blacklists (Engelmann et al., 2019) and the publicization of jaywalkers on the public screen (Kostka & Antoine, 2020). While in some cultures, even the names of the criminals are censored in the media.

In the case that SCS is implemented in tourist destinations, it can be viewed as advantageous or extreme by visitors form different countries. Because as the perception of privacy is different among cultures (Jia, 2020), SCS will also differ. Today, SCS differs even

among the states in China (Liu, 2019). Therefore, tourist destinations had to implement SCS that is suitable for the local culture. This may make some destinations attractive for some countries according to SCS protocols. While some regions may not qualify to be a tourist destination anymore. Also, in the event that there is a conflict between the SCS implementation procedures of a country and the system in the tourist destination, the number of visitors may be limited. Real-time surveillance can cause a certain group of customers to decide against going to these tourist destinations. This will occur especially in drifter and explorer type tourists. As these types of tourists are more into taking risks and more free-spirited (Cohen, 1972). Therefore, these tourists will not prefer the destinations where SCS is strictly implemented because of the feeling of being under surveillance all the time.

Social Stratification

The system's inclusion of individuals in lists by labeling them, sharpens social stratification and (Kobie, 2019) strengthens social mobility (Raghunath, 2020) as 60% of the blacklist is made up of those who cannot pay off their debt (Engelmann et al., 2019). People with high scores are also expected to avoid low-scored individuals and to be in contact with other high scorers (Lee, 2019). However, those on the blacklist remain on this list for years, and credit score refund is difficult. The majority of those blacklisted are those who could not make their payments on time (Engelmann et al., 2019; Kostka & Antoine, 2020). The credit scores of family members are also decisive for the individual (Lee, 2019). It has been found that people with high income and educational levels are more obedient to SCS (Kostka & Antoine, 2020). Therefore, extending the penalties to the school records of the children of these individuals can sharpen the social strata. On the other hand, certain resources are allocated to a certain group that enters the redlist. It is believed that the decision mechanism of the system is not transparent, many people enter the blacklist but only the specific group of citizens enters the redlist (Engelmann et al., 2019; Kostka & Antoine, 2020). It is also claimed that the scoring method is unfair and does not apply equally to all (Kostka & Antoine, 2020). For this reason, it can be said that those who enter the blacklist once will hardly recover in SCS.

The sharpening of social strata is affected by the (Engelmann et al., 2019) income and career level (Raghunath, 2020). Because the SCS credit scoring determines the type of country where a visa is issued, it can lead to homogenization of the types of tourists arriving at tourist destinations. The social behaviors determined by the system will create similar categories as people abide by them. Credits will be determined by the extent of compliance with these behaviors, and those who demonstrate similar behaviors will be entitled to similar credits, therefore, travel to the same countries. As this will change the demand, SCS will have a homogenizing effect on many aspects from the market segments to menu designs, the terms of conditions of tour operators to hotel service standards and public opinion on destinations.

Acculturation

As SCS is implemented in travel agencies (Mistreanu, 2018), only the people who meet the required credit levels can travel. In other words, only the people who are above a certain credit level can visit tourist destinations. These people are mostly the ones who have been fully integrated themselves into the norms of the system. SCS is a system that aims to design the social norms. Thus, those who have gained the right to travel may come from a homogenous cultural group (Kim, 2017) which may change the acculturation process. Because acculturation happens through the cultural transfer from the group with a perceived superiority to other groups (Berno & Ward, 2005; Berry, 2008). It will create a positive tourist image when the country where the tourists are coming from only sends the citizens who are accepted in the country. Other factors combined with the fact that the local community is the group that

provides service, the effectiveness of acculturation will increase. The possibility of local community adopting the cultures of the tourists will decrease.

In acculturation, the transferred component is as important as the group that undergoes cultural transformation. Essentially, global consumer culture prevails in Western countries as a result of the capitalism-dominated social structure (Cleveland et al., 2013; Giddens, 1990). For this reason, it was claimed that the culture adopted by the local people was the global consumer culture (Özekici & Ünlüönen, 2019a, 2019b). Within SCS, material contribution is the source of motivation, rather than the virtue of behaviors (Kostka & Antoine, 2020). As a result of the attribution of importance to material contributions rather than virtue, materialism will be strengthened and take the place of cooperation in host culture. Individual profit motivation may also strengthen as the organizational culture in tourism enterprises weakens.

If SCS is loosely implemented or not implemented in tourist destinations, it may be possible to obtain citizenship of the country and settle in secondary housing. Indeed, intermittent lockdowns from COVID-19 have initiated migration from major cities to tourist destinations which caused the population of some destinations to quadruple (Daily Sabah, 2020). In this case, destinations can become a multicultural, and continuous interaction, rather than an intermittent interaction between hosts and tourists which can increase the acculturation effect. On the other hand, social credit can limit the options for travelling. This, in turn, can lead to tourists of different credit segments to visit these destinations. People in different cultural segments may also prefer different destinations which can cause the cultural component that each destination adopt to differ. Therefore, the cultural context of each destination may be different.

Uncivil Behavior

Evaluating a behavior with material gains and losses will turn this behavior into a commodity rather than a moral virtue (Engelmann et al., 2019) and commoditization explained in tourism literature (Cohen, 1988) will become the reality in countries with SCS. This brings to mind two different scenarios in terms of uncivil behavior in destinations. Firstly, a tourist coming from a country that implements SCS can engage in uncivil behavior if the destination does not implement SCS, because of the feeling of finally being released from being under surveillance all the time (Kim, 2017) and because SCS can ban travelling depending on one's credit score (Creemers, 2018). As Leibkuechler (2020) also predicts, someone who has raised their credit score by things like organ donation or charity can be lacking in other areas and can engage in behaviors that would decrease the quality of life in tourist destinations that can be visited through a high credit score. Moreover, lax implementation of destination specific SCS in third world countries will increase the likelihood of uncivil behavior. When these behaviors go undetected and unpunished, it will cause more uncivil behaviors to occur in destinations as it is claimed in the broken window theory. In the event that SCS is implemented in tourist destinations, people who live in the host country and who have been blacklisted will ignore the SCS system (Kostka & Antoine, 2020). This will increase the level of threat posed by the people in the lower strata of the society and customers within the hospitality industry (Özekici & Ünlüönen, 2021). The fact that those who remain at the bottom of the system are deprived of all opportunities, from establishing a business to being employed, and that it takes 2-5 years to be removed from the blacklist will cause problems in the public order. If the system is implemented in tourist destinations, people in the lower strata may engage in actions such as harassment, theft, etc.

Economic Effect

Another reason why SCS is implemented to increase the level of trust in society is to strengthen the economic functions (Raghunath, 2020). The central government will probably be strengthened economically through the system rather than private companies. Because the activities of businesses will be more transparent and the taxes will increase. On the other hand, as the quality of statistics for firms will increase (Meissner, 2017), the investment policies will achieve optimal balance. Similarly, it is expected that the spending patterns of the citizens will change (Kostka & Antoine, 2020). All these effects will have various repercussions on the tourism system.

SCS can have negative impacts for the hospitality industry and the tourist destinations. For example, the crediting system can be used as a means of soft power in tourism businesses and destinations as aviation firms face the threat of low credit scores (Stevenson & Mozur, 2019). Similarly, tourist destinations can be given low credit scores which may, in turn, decrease the number of tourists. Additionally, because of the integration of foreign firms entering the Chinese market into SCS (Meissner, 2017), the tourism enterprises providing service in China can also be asked to register to the system. Businesses working with Chinese tour operators can be expected to integrate smart technologies into their businesses and to register to SCS. Again, it can be expected that the SCS system will be implemented in destinations mostly preferred by Chinese people. The requirement of SCS for tourism enterprises means the integration of new standards and smart technologies into the system which will increase the costs. Therefore, it is possible for SMEs to be left out of the competition because it may be difficult for them to afford the costs. Today, the requirement of vaccination cards and specific codes to follow the course of the disease can emphasize the necessity of SCS. In this case, countries that do not implement the system may be less likely to attract tourism-oriented investment and the number of tourists can be limited. This will cause loss of competitive power for certain destinations. If the system is implemented, the presence of international chain businesses will increase. This can increase the level of leakage and strengthen the multinational organization structure. The increase in the number of chain businesses will surely affect the employment conditions as SCS scores the reliability of individuals which will affect the job search process (Raghunath, 2020). This, in turn, will make the credit score one of the most important criteria in international chain businesses. In addition to being critical in promotions, credit scores can be a threshold for employment. The credit score threshold can differ among the departments and credibility can be a requirement to be front-line personnel. In this way, the cultural structure of destinations can degenerate and hosts can become difficult to employ.

Another issue for SMEs is blacklists. SCS's blacklist mostly includes legal entities or individuals who have not paid their debt (Engelmann et al., 2019). Given the lack of transparency and the fact that data is also received from large businesses, the number of SMEs may decrease because of the threat of being blacklisted. This, in turn, can lead to the formation of an oligopoly market especially in tourist destinations. Blacklisting the individuals poses another threat for the tourism system. The primary economic effect is the limitation on the number of tourists and the cancellation of hotel reservations and plane tickets as starred hotels and international travel are among the banned luxury products for blacklisted individuals (Creemers, 2018; Mac Síthigh & Siems, 2019). For example, 23 million tourists were banned from travelling through planes and trains in 2020 (Kuo, 2019). Individuals under the blacklist are also banned from staying in luxury hotels (Mistreanu, 2018). Therefore, tourism enterprises have to update their reservation systems, change their regulations and expand their international money transfer systems for refunds. This will negatively affect tourism enterprises and

destinations whose target market is individuals with low-income. Because credit scores are reduced when one does not pay the bills on time (Kim, 2017) which will lower the demand of those with lower income for traveling. Thus, the demand for the destinations in third world countries and enterprises that stay in the competition thanks to their low prices may decrease. Additionally, the classification of destinations will become sharper. Because the countries where you can go depending on your credit score are different within SCS (Leibkuechler, 2020). According to the country whose visas issued to citizens with low and high credit, the perceived destination image will change. Therefore, differences between the perceived quality level of destinations will increase. The perceived income level and service quality for third world countries with quality destinations may decrease.

Another economic effect on destinations will occur through secondary housing. Individuals who want to be left out of the homogenizing system of SCS can opt for relatively relaxed destinations. This can cause return to secondary residential tourism in a number of destinations. As a matter of fact, it was stated that the Chinese population, excluding 320 million people, avoided acquiring property in order not to be included in the credit list (Kim, 2017). This can be one of the economic effects of privacy concern. So, destinations that do not implement SCS can be preferred by people who are strict about their privacy.

Environmental Effect

New behaviors and norms will emerge in communities that implement SCS. The new emerging norms and behaviors will also include the environmental aspect of things.

The environmental activities of businesses are also scored within SCS. These activities are evaluated under 5 categories. These are pollution, prevention, ecological protection, environmental management and social supervision. Each category has multiple variables and each variable is scored between 0-100. Environmental activities are scored under a total of 21 variables. For example, the pollution category has five variables which are air pollution, water pollution, solid waste, hazardous waste and noise pollution. Keeping a real-time record of the resource consumption of businesses (Creemers, 2018; Meissner, 2017) may decrease the amount of waste. The type and the amount of the resource used can be recorded in the central system with censors and internet of things. This way, standards for optimal resource utilization in companies and houses can be legalized based on average consumption in a way that would affect the credit scores. The emission percentages and energy consumption levels of businesses will be collected through real-time data and in the event that the levels are above what is allowed, then the credit scores may be deducted (Meissner, 2017). Therefore, SCS can provide critical data for the natural resource planning and management process of destinations. However, there will be trade off. Because touristic destinations consume water more than residential or urban areas. Luxury tourism activities (Hof & Schmitt, 2011) and tourism types like golf tourism can consume water even more than agricultural activities in the region (Wurl, 2019). This will cause the overconsumption of resources. Thus, real-time control and penalties on water consumption will be inevitable within SCS. For example, touristic enterprises with high levels of resource consumption can be faced with pollution taxes. As a result, enterprises can increase their prices to lower the taxes and can make tourists pay extra money for excessive resource consumption. This can cause the touristic destinations to lose their attractiveness as an investment. Additionally, the increase in prices may cause tour operators not to prefer these destinations which may cause the destinations to lose their competitiveness. As it is estimated that water management will be more critical in the 2030s (Water Europa, 2019) and that SCS will also spread more during those years, the above predictions are more likely to come true.

If these predictions do come true, permanent tourist migration to destinations without SCS can increase. This was witnessed during the lockdown. The Covid-19 lockdown in Turkey has triggered a migration wave to tourist destinations (Daily Sabah, 2020). In the event that SCS spreads to bigger cities, people may migrate more to tourist destinations which can put pressure on resources. Also, all these features of the system will reduce the greenhouse gas effluvium rate by keeping the CO2 level in the destination under control. It will achieve this with sensors placed at almost every point of the destination. Thus, the uncertainty of policies for climate change (Özekici & Silik, 2017) will be eliminated.

Conclusion and Theoretical Implications

SCS is a smart technology based extension of the consumer crediting system used systematically in the financial sector. The aim of the system is to design the socio-cultural structure of society. This study described the system in detail and projected the effects of the system on destinations and the tourism system. In the socio-cultural sense, it was predicted that the panopticon effect of SCS will develop a new type of hospitality in destinations, individualism will become more widespread, heterogeneous cultural contexts in destinations will be homogenized, and materialism will increase. It is predicted that SCS can be used as a type of economic soft power, smart technologies can increase the experience value of tourists because of their costs, SMEs can be left behind in the competition, franchises can increase their dominance in destinations, the leakage levels in the destinations can increase, oligopoly market conditions can prevail, the destinations can enter a stratification process and that second-hand tourism can develop. In terms of the environmental effects of SCS, it is estimated that resource consumption in tourism establishments can be subject to surtax, the destinations can attract less investments and that they can face migration waves.

The extent of the impact of SCS on tourism systems depends on the presence of smart technologies and to what extent a totalitarian management system fits the socio-cultural structure of the destinations. For this reason, it seems difficult now to implement SCS in destinations. Because infrastructure costs for smart technology will prolong the period to re-gain the expenses. Tourist destinations are also multicultural hubs and something that is perceived right in one culture can be wrong in another. Because, a system (SCS) that operates on a norm set that is suitable for every culture, to function in tourist destinations a global and homogenous culture structure should be established worldwide. If social norms established by global NGOs make up the criteria of SCS, it can temporarily help implement SCS in destinations. Smart technologies in the context of SCS have not yet been studies in detail in the extant tourism literature. For this reason, future studies can contribute to the literature by conducting research on this topic. Additionally, studying global mindedness or cosmopolitanism as an antecedent in accepting the SCS system will provide important information in terms of understanding the cultural context that will be effective in accepting SCS.

Even though SCS has been considered suitable for the socio-cultural structure of China (Kostka, 2019; Kostka & Antoine, 2020), it can face criticism in individualist societies. As it is evident that a system where people are always kept under surveillance, credited, where punishments are strict but rewards are vague will surely be criticized. The studies in the literature also emphasize that the perception of SCS can be negative as well as positive (Liang et al., 2018). Therefore, future qualitative studies can contribute to the literature by analyzing this perception. Particularly, comparing the level of acceptance in individualist/collectivist societies will provide eye-opening information. Also, analyzing the perceptions that people have on SCS in tourist destinations will reveal to what extent the destination is ready for the system. This kind of information will play a critical role in determining policy strategies and

destination planning. On the other hand, it is not clear how SCS will affect countries other than China. Because even though the system has great impact on socio-economic factors, informal social ties create a gap in the system. Therefore, explaining the level of acceptance regarding systems like SCS by analyzing how accepted the legal and political order are in a country can be the topic of a future study.

Integrating SCS into destinations may cause travel-specific behaviors to be restricted due to real-time surveillance. As a result, the components of tourist behaviors can structurally change in the future. In the event that SCS does spread, destinations will also be categorized like social strata. However, the perception of privacy can get less rigid in the future due to the spread of social media and cameras. Because societies before social media had a more rigid privacy perception than today. For this reason, it is predicted that before the spread of SCS, a global culture, where SCS would not be frowned upon, will first be established and then SCS will start to be implemented. The social acceptance of SCS, will make the implementation of SCS necessary. The greater importance put on sustainability as time passes, and the spread of future pandemic scenarios will facilitate the spread of SCS. In this case, safety prioritized tourists will opt for SCS-based destinations while drifters and explorers who ignore the risks will prefer other destinations. Therefore, future studies can use tourist typologies as a comparative factor in accepting SCS.

Practical Implications

This study has several practical implications for the destination management forces, hospitality industry branches and customers.

If destination management forces are integrated in SCS in the future, destination managements that have more expertise in these technologies will both make efficient decisions in regulations and be able to use technology in their advantages. Therefore, destinations need to take a number of measures to maintain the demand structure. First of all, there must be sufficient investment in information and communication technology. The importance put on data will be much greater in the future which will increase the likelihood of the implementation of SCS in destinations. Therefore, installing sensors, big data, artificial intelligence and internet of things technologies in destinations and using the obtained data for sustainability of destinations will increase competitiveness. For this reason, investments in information and communication technology tools that play a primary role in data collection should be included within the scope of the destination policy. In order for SCS to be set up in destinations, information and communication technology-based infrastructure and big data infrastructure should first be established. Otherwise, data may need to be stored in other countries, which will lead to data dependence and make it difficult to make effective decisions in tourism planning and policy process. Second, the codes and regulations in the operation and implementation of information and communication technology -based infrastructure should be designed in such a way as not to leave hotels and restaurants behind in competition. The third implication must be considered for the codes and regulation to be designed in a way that does not raise costs in the hospitality industry within the region.

Third, in order not to raise costs, it is necessary to preserve natural resources and enrich the existing ones. To achieve this, recycling plants, solid waste disposal plants, wastewater treatment plants should be built. This way, additional taxation resulting from increasing amount of waste can be minimized. The establishment of seawater treatment plants is also important for destinations. So that the pressure put on resources by the increasing water consumption in summer seasons can be lowered. All these investments are necessary to minimize additional taxation, criminal enforcement and sanctions that SCS may cause. The impact of the SCS on

non-Chinese tourist destinations may lead to the demand for specific destination policies, law and regulations. These details, therefore, play an important part in demand analysis and determining marketing strategies in destinations.

For the hospitality branches and customers, SCS rewards are mostly financial. However, the punishments outweigh the rewards. For this reason, SCS is thought not to be putting enough emphasis on encouraging pro-environmental behaviors (Small, 2019). This lacking point of the system can be an opportunity for destinations. Real-time analysis of consumption, waste and emission rates, especially in hotel enterprises, can ensure that businesses are classified according to their level of sustainability. This can help observe to what extent customers depend on sustainable practices. These criteria can be re-evaluated on the basis of more valid and reliable standards. Then, in accordance with the criteria, greenlists can be created as an alternative to blacklists. Greenlist will be a tourism-oriented sustainable practice that allows hospitality businesses, tourists and staff in destinations to be classified according to their ecological footprint. Thus, stakeholders with ecological sensitivity can be rewarded. Tourists on the Greenlist can be classified according to credit scores. Tourists who fall into certain categories can be encouraged to come to the destination by discounts and rewards. This is how businesses can turn SCS into an advantage.

SCS can be an effective tool in analyzing carrying capacity because the number of visitors in the region can be tracked instantly. Additionally, the ecological footprint of each tourist can be calculated and be recorded under the credit scores of each individual. Travel-specific operations can be facilitated for tourists with less footprint. Penalties for high levels of ecological footprint can be taxation and travel bans.

In conclusion, SCS will play the role of an excellent tool for the functioning of the tourism system under management systems with a fair management approach. An unfair management approach on the other hand will deepen the social stratification at the destination.

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