

HOW MUCH YOUR TIME?

CALCULATE BY DEVISING AN
ADEQUATE LOGICAL CRITERIA WHAT
IS THE VALUE OF AN HOUR OF YOUR
TIME

30 MIN

KEY TECHNOLOGY TRENDS EMERGING IN THE TRAVEL INDUSTRY

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IT IN THE FUTURE TOURISM

Technologies have completely changed the market of the tourist industry making traditional travel agencies disappear as tour operators and many other types of companies that have not adapted to the markets need to know the key technologies to be able to approach the tourist market

1. Internet of Things (IoT)
2. Recognition Technology
3. Virtual Reality (VR)
4. Augmented Reality (AR)
5. Robotics
6. Artificial Intelligence (AI)
7. Big Data

I. Internet of Things (IoT)

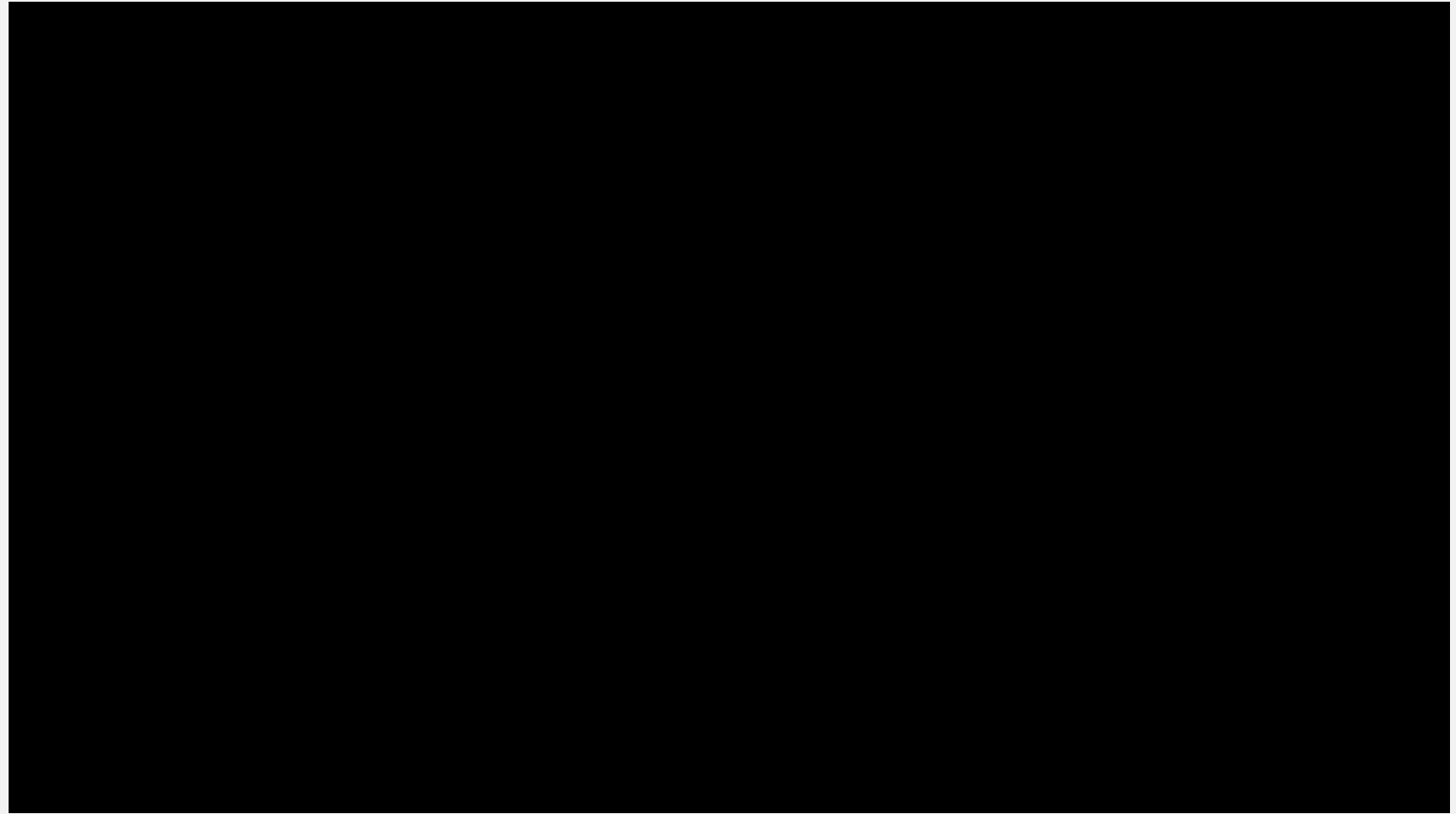
One of the most exciting emerging technology trends is the Internet of Things (IoT), which involves internet-based inter-connectivity between everyday devices, allowing them to both send and receive data. Already, we are seeing examples of its role within the travel and tourism industry and this is only going to increase.

For instance, IoT technology can be used in hotel rooms to provide customers with a device that connects to everything from the lights, to the heaters and air conditioning, allowing all to be controlled from one place. In airports, meanwhile, luggage cases can be installed with sensors that will alert passengers when they pass by.

2. Recognition Technology

Finally, recognition technology is especially interesting within this list of key tech trends, due to its potential for removing friction from purchases and making interactions seamless. The technology itself includes finger print recognition, facial recognition, retina scanning and various other biometric identifiers.

Such technology is already being used in some hotels to allow access to rooms via finger prints, or to allow for semi-contactless check-outs. However, in the future, it is hoped that this technology may be able to allow for customers to pay for meals in the hotel restaurant simply by walking through the exit.



3.Virtual Reality (VR)

Virtual reality has exploded in recent years, with increased availability of virtual reality headsets as home entertainment products. While much of the excitement has focused on video games, businesses and marketers have also made use of the technology, especially in terms of interactive 360 degree images and videos.

It is one of the most promising tech trends for tourism-related companies, because it allows them to digitally transport customers to a virtual recreation of a specific place. This affords hotels the opportunity to showcase their rooms, reception areas and even local tourist hotspots on their website, in order to encourage bookings. Other examples might include interactive virtual maps or VR hotel tours/ 360 video tours to present your hotel upfront.



4. Augmented Reality (AR)

Augmented reality is similar to virtual reality, but involves augmenting a person's real surroundings, rather than replacing them. One of the major plus points of this particular technological trend is that it is cheaper than VR, with users requiring only a smartphone or tablet device which has access to the internet.

Through graphical overlays, those in the tourism industry can greatly enhance the customer experience, providing customers with valuable information or even pure entertainment. For instance, apps can allow for photographs to be augmented through filters and effects. Details about local destinations can also be displayed as a customer points their smartphone at them, providing information at the exact time that it is most relevant.



5. Robotics

Even a decade ago, the idea of robots being deployed regularly within the travel industry would have seemed like the work of a science fiction writer. Yet, it is becoming increasingly prevalent, with artificially intelligent robots, often equipped with speech recognition technology, being used in place of information points by chains like Hilton.

Robots are also utilised for a variety of other reasons. For example, in airports, they can be used to detect concealed weapons, while some manufacturers are also using robotics to create luggage cases that intelligently follow you. Moreover, travel agents are using robots for pre-screening, making waiting times more productive for customers.

The Future Is Here

Autonomous Security Robots

6. Artificial Intelligence (AI)

Away from robots, artificial intelligence is being used in other ways too. Perhaps the most obvious use within the travel and tourism industry is for customer service purposes, with chatbots possessing the ability to deliver rapid response times to problems or queries. It is also able to continuously learn from interactions with customers.

In addition, hotels and other companies operating in the tourism industry can make use of artificial intelligence to accurately and continuously sort through data. It will be able to draw conclusions about business performance or trends associated with customer satisfaction, and even intelligently manage inventories.



7. Big Data

In the modern tourism industry, big data is a fact of life, and almost all companies that are successful employ their own data collection techniques. One of the biggest uses for this data is to improve personalisation, with travel companies using the information they gather to make specific adjustments to their offerings.

Another valuable use for data is to analyse current business performance. In particular, hotel owners can use big data for revenue management purposes, using historic occupancy rates and other past trends to better anticipate levels of demand. When demand is predictable, pricing and promotional strategies can also be optimised.