

Smart Tourism – Summary and Conclusions

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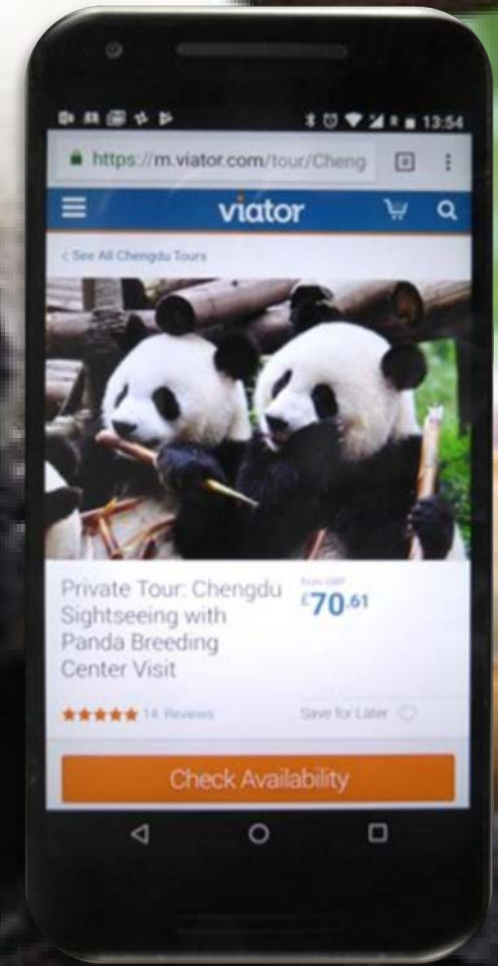


Photo courtesy of TripAdvisor

Smart tourism is not optional! Big data, AR/VR are here. AI and robots are coming!

Develop innovative strategies for all aspects of destination activities – with smart actions & new business models

Transformation for growth and market share. Process, people, technology - but also a smart culture

The wider context – smart cities, provinces, countries

The opportunities of big data:

- To understand and segment target markets and to personalise the products – tour operator/airline/credit card data
- To provide real-time information about tourism flows and pressures for destination/visitor management – ensuring sustainability – mobile, sensor, eye in the sky

The potential of VR, AR and mixed reality

The autonomous vehicle with VR/AR – the smart guide

Cooperation opportunities:

- Working together under the destination brand
- Dynamic packaging

The power of video – but how do you make it believable?

We have come a long way – websites, third party distribution (including social), excellent content – but the mountain we are climbing will get steeper – and we will never reach the top!

真诚感谢！
Thank you for your
attention!

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