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!
Thank you for your attention!

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