

TOURISM and Technology:

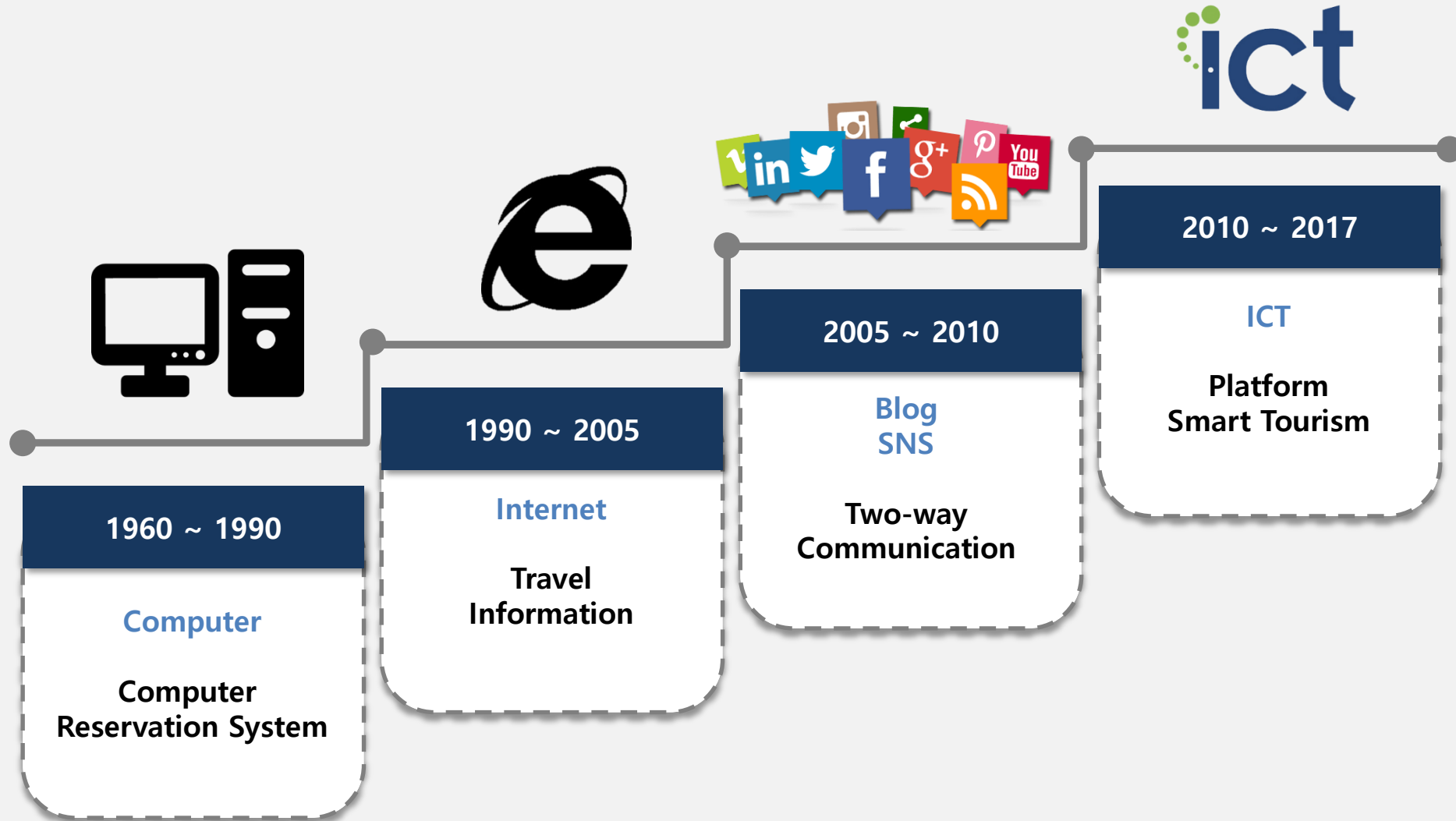
The Impact of Technology on the Tourism and Hospitality Industry

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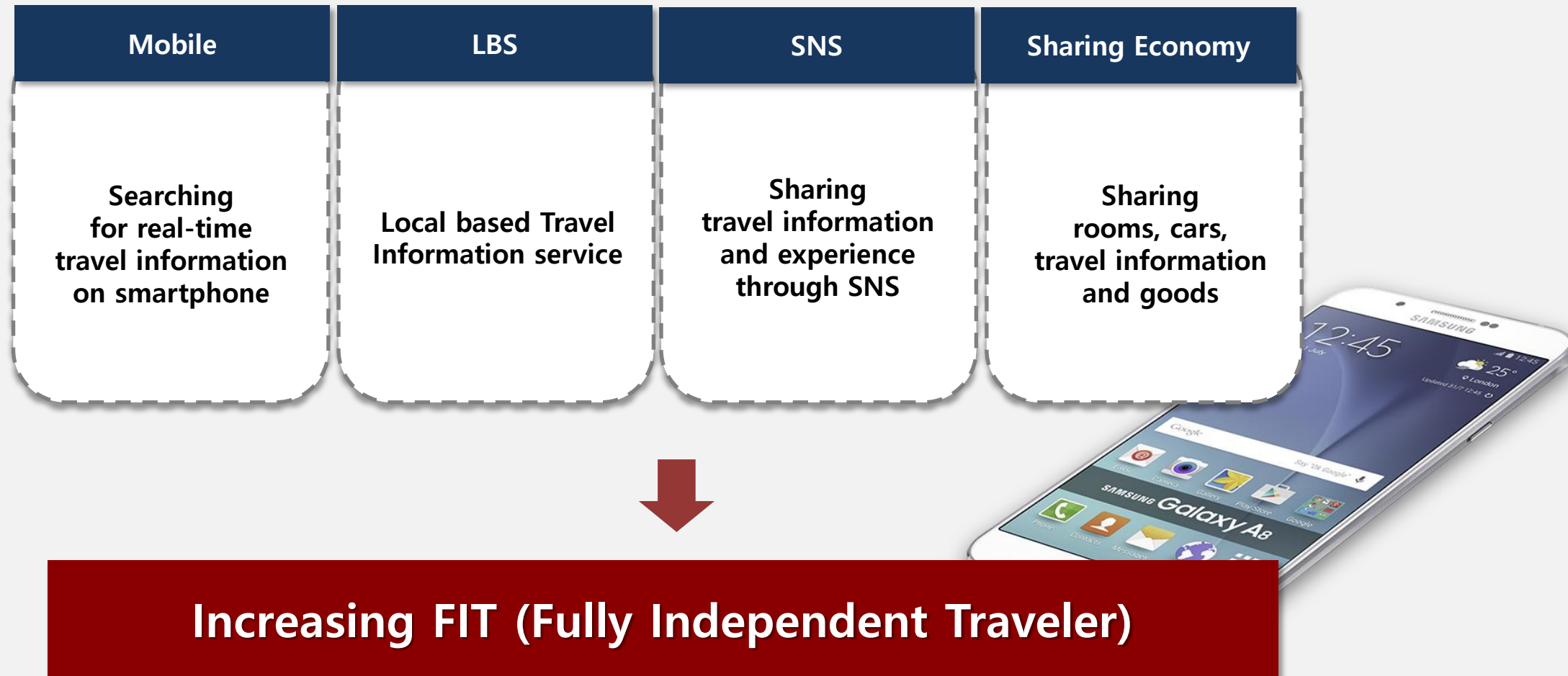
Megatrends Shaping the Future of Tourism



Technology Evolution & Tourism



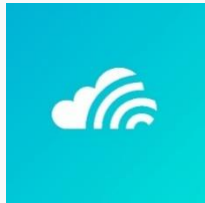
ICT & Sharing Economy Change Travel Behavior



Travel Information



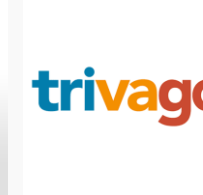
Transportation



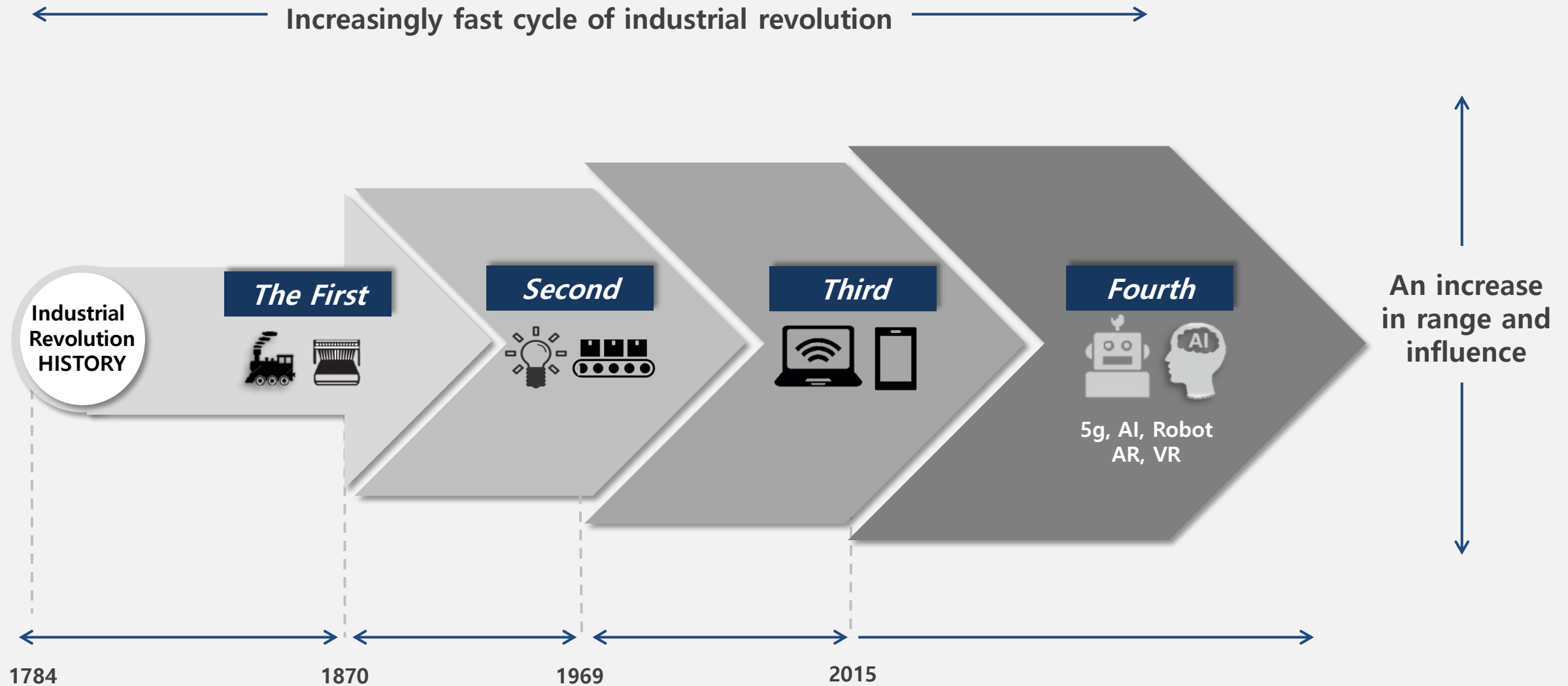
Navigation



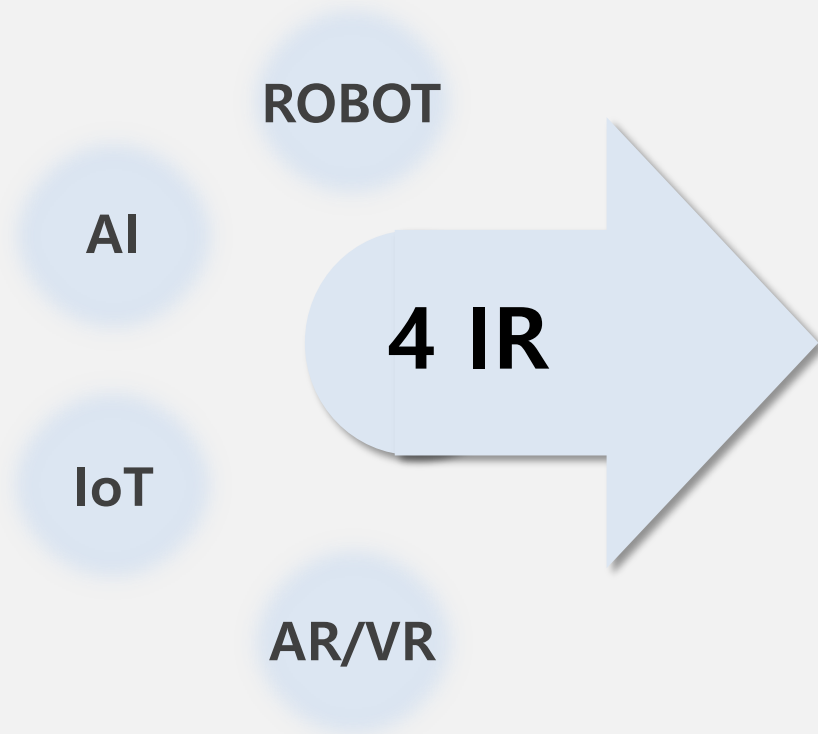
Accommodation



Industrial Revolution History



4 IR (4th Industrial Revolution) and Tourism Industry



Tourism industry

1. Personalizing traveler experiences

Collecting and analyzing travelers' behavior pattern
- AI, Big data

2. Various new experiences

Smart room, e-concierge,
- IoT, VR/AR, Chatbot,

3. Efficiency of operation

Saving energy and labor cost
- IoT, Robot

Case 1

IoT/AR

"Palace in my hand" series by the Cultural Heritage Administration

Virtual interactions with historical heritage
and historical figures will enhance visitor's experience

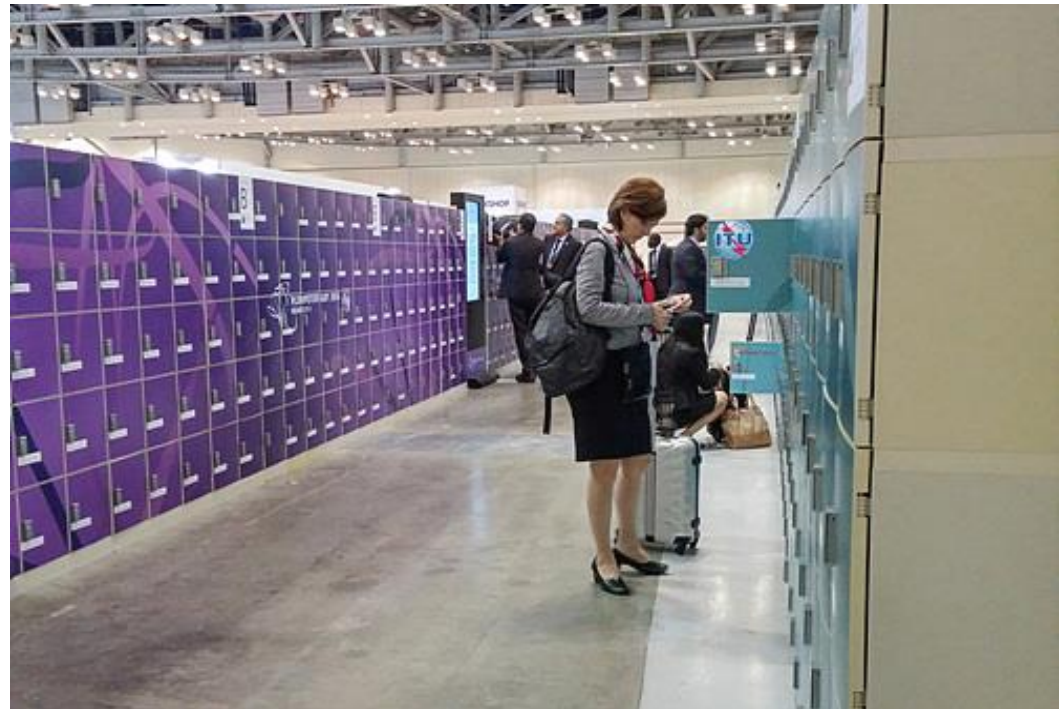


Case2

IoT

Smart box based on IoT

IoT is integrated into the ordinary storage box. Assignment and password setting by smartphone. It can be used as a storage box for travelers.



Case 3

AI ROBOT

Smart Robot

Supports translation services in eight languages including Korean, English, Chinese, Japanese, Spanish, French, Russian and German



Smart Service Robot in San-Jose Airport



AI Translation Robot in PyeongChang Olympic

Case 4

ROBOT

Smart Robot – Hotel

Deliver more efficient, affordable services



Henn na Hotel, Tokyo



YOTEL, New York

Case 5

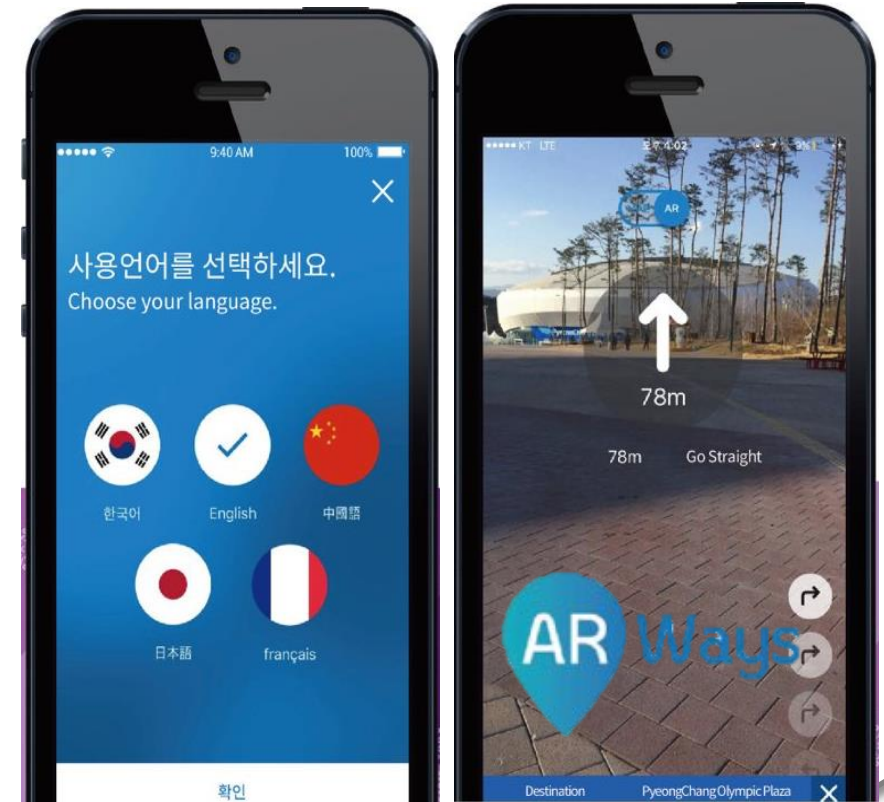
IoT

'IoT Street' for PyeongChang Olympics

In preparation for the PyeongChang Olympics, Gangneung city creates 'IoT Street'.



- Autonomous driving car (From KTX Gangneung Station to Wolhwadoe Street),
- Digital signage (VR panorama, graffiti board, etc.)
- AR route guidance
- Smart shopping
- Smart parking
- 5 languages service.



Case 6

IoT

Starfield - COEX Shopping Guide

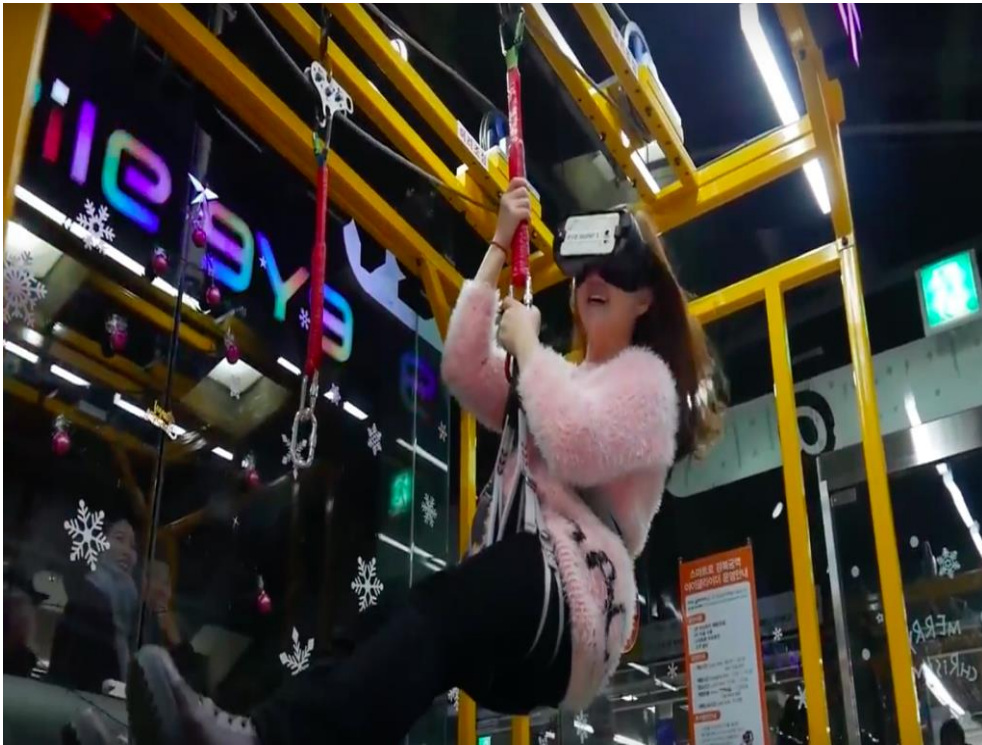
- Multi-store-based map service
- Welcome message based on geofence & parking guidance
- Welcome feature linked with parking control system
- Splash Ad & tutorial features
- Customer distinction & marketing by scenario



Case 7

VR

Experience new activities and exotic locations



Wabadada (Eye Glider)



VR ski Jump in PyeongChang Olympics

Case 8

AI/Big Data

Chat Bot



“

Big Data and predictive analytics
customize travel experience

”

AI-Specific travel analysis engine T-Bot



New technologies may help shaping a more **seamless, safe and personalized experiences** for travelers.

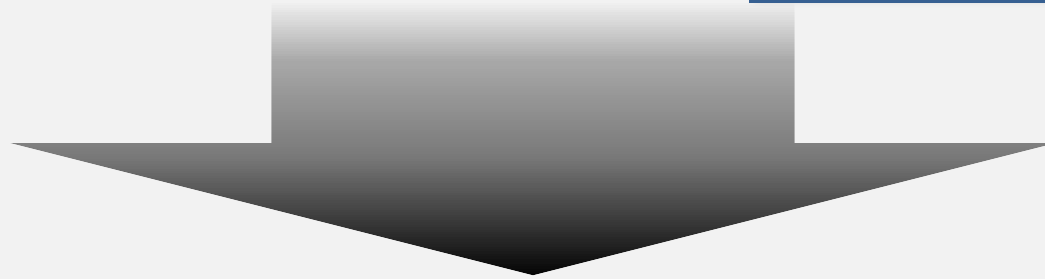
But, New technologies may **displace many workers** and also **decrease the profit margins of tourism suppliers.**

**The distinction between work and leisure time
will disappear in the future.**

-Futurist, Rolf Jensen

**Technology has enabled global, constant communication.
'There is no line between work and play.'**

-Futurist, Faith Popcorn



“ Tourism Industry may have great opportunity in future ”

“ Technology enhance the connectivity.

People are connected with other people and things.

People can enjoy leisure anytime, anywhere. ”

An aerial night view of a city skyline with a network overlay. The network consists of white location pin icons connected by thin white lines, forming a web-like structure across the city. The city lights are visible in the background, and the sky is a mix of dark blue and orange from the sunset.

Thank You !

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