The 22nd Session of the UNWTO General Assembly
Special Session on Smart Tourism

Panel 2: Smart Destinations
Customisation
Authenticity
Connectivity
MAPPING TOURISM
A visualization of the spatial distribution of tourism in Hamburg showing all hotels, hostels & airbnb-apartments and the most "touristy" areas.
Innovation & Technology: New Tools

- Cognitive Expert Advisors
- Machine Learning
- Software-Defined Security
- Autonomous Vehicles
- Nanotube Electronics
- Software-Defined Anything (SDx)
- Natural-Language Question Answering
- Enterprise Taxonomy and Ontology Management
- Virtual Reality

- Connected Home
- Blockchain
- Smart Robots
- Micro Data Centers
- Gesture Control Devices
- IoT Platform
- Commercial UAVs (Drones)
- Affective Computing
- Smart Data Discovery
- Virtual Personal Assistants
- Brain-Computer Interface
- Conversational User Interfaces
- Volumetric Displays
- Smart Workspace
- Personal Analytics
- Quantum Computing
- Data Broker PaaS (dbPaaS)
- Neuromorphic Hardware
- Context Brokering
- 802.11ax

- General-Purpose Machine Intelligence
- 4D Printing
- Smart Dust

- Innovation Trigger
- Peak of Inflated Expectations
- Trough of Disillusionment
- Slope of Enlightenment
- Plateau of Productivity

Years to mainstream adoption:
- ○ less than 2 years
- ▲ 2 to 5 years
- ● 5 to 10 years
- △ more than 10 years
- ◯ obsolete

Source: Gartner (July 2016)
New Digital Ecosystem
Emerging Technologies

NEW DISTRIBUTION CAPABILITY (NDC)

- Airline provides “offer”
  - Just as for direct channel

- NDC Standard
  - Lower costs, speed of innovation
  - Facilitates comparison
  - Connections exist, not interoperable

- Airline rich products:
  - Available via travel agents
  - Direct, or via Aggregator
  - Enable comparison shopping

Consumers → TMC / OTA → Aggregators (GDS, New Entrant) → Airline website / e-commerce engine → Airline Reservation Systems

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Blockchain Use Cases: Comprehensive Analysis & Startups Involved

Proof of ownership of modules in app development
Company: Assembly

Proof of ownership for digital content storage and delivery
Companies: Blocktech (Alexandrii), Bisantyn, Blockparti, The Rudimental, BlockCDN

Points based value transfer for ride sharing
Company: LaZooz

Digital security trading: ownership and transfer
Companies: Symbolist, Mirror, Spurtron, Secure Assets, BitShares, Coins-e, equityBits, DXManvett, MUNA

Digitization of documents/contracts and proof of ownership for transfers
Company: Colu (Colored Coins)

Decentralized storage using a network of computers on blockchain
Company: Storj

Decentralized IoT
Home automation: Chimera-inc.io
Industries: Filament

Provides digital identity that protects consumer privacy
Companies: Sho Card, Uniquid

Escrow/Custodian service
Companies: PlayCoin, Bitplay

E-commerce
Company: Fundra.org

A smart contract IT portal executing order fulfilment in ecommerce/manufacturing
Company: UbiMS

Proof of ownership and a marketplace for sales and purchase of digital assets
Company: MyPowers

Enables authenticity of a review through trustworthy endorsements for employee peer review
Company: TRST.im

Decentralized prediction platform for the share markets, politics etc
Company: Augur

Decentralized patient records management
Company: BitHealth (Healthcare IT)

Proof of ownership for digital content
Arts, pictures and images
Companies: Blockai, Bitproof, ascribe, Artplus
Other companies: Chainy.Link, Stampery

Digitizing assets: Improves anti-counterfeit measures
Consumer electronics, Automotive
Degree Verification
Companies: The Real McCoy, ChainLink
Company: Degree Of Trust
Other companies: Everpass, BlockVerify

Provides digital identity that protects consumer privacy
Internet, car loans, Qranamo
Customer identification, Trustasm
Elections Voting, Follow My Vote
Enables authenticity of a review
Through trustworthy endorsements
Company: Kanrev

Digitizing company incorporations, transfer of equity/ownership and governance
Company: Otonomos

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Figure 2: Emerging Trends in AI

- **Machine Learning**
  - Learn without explicit programming

- **Natural Language Processing**
  - Understand voice and text

- **Deep Learning**
  - Expertise on specific subjects

- **Chatbots**
  - Human-like automated messaging

- **Smart Data**
  - Actionable intelligence

Source: Phocuswright Inc.

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Find your flight by using your favorite platform in only 3 messages.

Compra tus vuelos por Whatsapp®

correYvuela

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EPEL - Centers of Arts, Culture and Tourism of Lanzarote

Elevating the island visitor experience with cognitive customer care

EPEL-CACT uses a cognitive customer care mobile app to deliver quality, personalized service without inundating human agents. Using natural language processing in Spanish and English, the app can understand visitors’ needs and even their tone by analyzing unstructured email and chat content.
Emerging Technologies

“Alexa, ask Expedia when my flight is?”

Ready for Takeoff?

Get Mobile-Exclusive Deals

Phone number:

Send

By providing your number, you agree to receive a one-time automated text message with a link to get the app. Our app offers promotions and booking services. No purchase necessary. Standard text message rates may apply.
Emerging Technologies
Emerging Technologies

Mobility in Destination: Monitor

Visitas, movimiento de visitantes y tiempo medio según puntos de interés
Año 2016

Puerta de Carros: 3348
Corte Inglés-Avda. Huerva: 1564409
Corte Inglés-Avda. Huerva: 1564409

Análisis de visitas por puntos de interés:

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<th>% var. mensual</th>
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</table>

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Mobility in Destination: Monitor

Ranking de las rutas más visitadas según puntos de interés
Año 2016
Digital Transformation

The Digital Five Forces

1. **Mobility**
   - Lets companies know a lot about their customers in real time

2. **Big Data**
   - Helps make sense of both structured and unstructured streams of information

3. **Social Media**
   - Provides insights into individual preferences without the observer effect

4. **Cloud**
   - Puts formidable computing resources in the hands of small companies with limited budget

5. **AI and Robotics**
   - Foster automation with deep learning systems
<table>
<thead>
<tr>
<th>Mr. David Scowsill, CEO, EON Reality, Inc.</th>
<th>Mr. Carlos Romero, Director of Tourism Research, SEGITTUR, Spain</th>
</tr>
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<tbody>
<tr>
<td>Mr. Sérgio Guerreiro, Director, Knowledge Management &amp; Corporate Affairs, Turismo de Portugal and Representing the European Travel Commission</td>
<td>Mr. Jeremy Jauncey, Founder and CEO, Beautiful Destinations</td>
</tr>
<tr>
<td>Mr. Changjie Yu, Committee Member of Tiantai Town</td>
<td>Mr. Seiichiro Kubo, President, Gurunavi, Inc.</td>
</tr>
<tr>
<td>Mr. Jackson Pek, Vice President and General Counsel, Asia Pacific at Amadeus IT Group</td>
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