Megatrends Shaping the Future of Tourism

Evolving Visitor Demand

Sustainable Tourism Growth

Travel Mobility

Enabling Technologies

Global middle class
Ageing populations
Emerging generations

Growing traveler
Pandemics and security
Natural disasters
Political instability

Emissions
Water resources
Food Production
Well being

Digitalization
Automation
Artificial Intelligence
VR, AR
Block chain

Source: [www.oecd.org/cfe/tourism](http://www.oecd.org/cfe/tourism)
http://stats.oecd.org/
Technology Evolution & Tourism

1960 ~ 1990
- Computer
- Computer Reservation System

1990 ~ 2005
- Internet
- Travel Information

2005 ~ 2010
- Blog
- SNS
- Two-way Communication

2010 ~ 2017
- ICT
- Platform
- Smart Tourism
<table>
<thead>
<tr>
<th>Mobile</th>
<th>LBS</th>
<th>SNS</th>
<th>Sharing Economy</th>
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<tbody>
<tr>
<td>Searching for real-time travel information on smartphone</td>
<td>Local based Travel Information service</td>
<td>Sharing travel information and experience through SNS</td>
<td>Sharing rooms, cars, travel information and goods</td>
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Increasing FIT (Fully Independent Traveler)
Online Platform for FIT

- Travel Information
- Transportation
- Navigation
- Accommodation
An increase in range and influence

Increasingly fast cycle of industrial revolution

1784
1870
1969
2015

The First
Second
Third
Fourth

Industrial Revolution History

5G, AI, Robot
AR, VR

Source: KT Economic Management Institute

Prof. Yoon
1. Personalizing traveler experiences
   - AI, Big data

2. Various new experiences
   - IoT, VR/AR, Chatbot

3. Efficiency of operation
   - IoT, Robot

Collecting and analyzing travelers’ behavior pattern

Smart room, e-concierge,

Saving energy and labor cost
Case of 4 IR and Tourism

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

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

Case 1
IoT/AR
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 of 4 IR and Tourism

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

Case 3

Smart Robot

Smart Service Robot in San-Jose Airport

AI Translation Robot in PyeongChang Olympic

AI ROBOT
Case of 4 IR and Tourism

Smart Robot – Hotel

Deliver more efficient, affordable services

Henn na Hotel, Tokyo

YOTEL, New York
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 of 4 IR and Tourism

- 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 of 4 IR and Tourism

Case 7: VR

Experience new activities and exotic locations

Wabadada (Eye Glider)  VR ski Jump in PyeongChang Olympics
Case of 4 IR and Tourism

Case 8 AI/Big Data Chat Bot

“Big Data and predictive analytics customize travel experience”

Prof. Yoon
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.”
Thank You!

Prof. Ji-Hwan, Yoon
yoon1207@khu.ac.kr