New business models

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Tourism and technology

Framing the issue

Technology is a strong driver for tourism
- Logistics, management and administration
- Safety & security
- Hospitality and catering
- Marketing and promotion

Technology is continuously evolving
this often leads to incremental changes but sometimes to shifts and disruption
New Business Models

Initially transactions were predominantly B2B and B2C

New business models

Entry of alternative suppliers through online platforms in tourism, were ‘private’ people offer products and services to others through an intermediary company.
New Business Models

P2P exchange without economic benefit beyond cost recovery > Blablacar; eatwith and eatfeastly, etc.

P2P exchange with economic benefit > short term rental of accommodation, such as in Airbnb, Homeaway; short-distance transport services, such as Uber, Lyft, Cabify; activities such as bemyguest.com.sg
Governance

Key issues

- competition, maintain level playing field
- registration, licensing, certification, taxation
- quality
- consumer protection and privacy
- labour conditions
- tourism planning and sustainability
The way forward

Key issues

• Dialog with all stakeholders:
  = Collaboration + Cooperation + Coordination
• Rethink regulation
• Review current rules and adjust if needed
• Guarantee enforcement
• Maximize positives & minimize negatives
Thank you!