



MAKE ROOM IN
YOUR HEARTS
FOR THE ROOMS IN
OUR HOMES

SUPPORT
HOME
SHARING

A hand-drawn illustration of a house with a triangular roof, a smiling face with closed eyes, and rosy cheeks. The drawing is simple and appears to be made with markers or paint.

Sectoral perspective on bridging the digital divide – the case of tourism

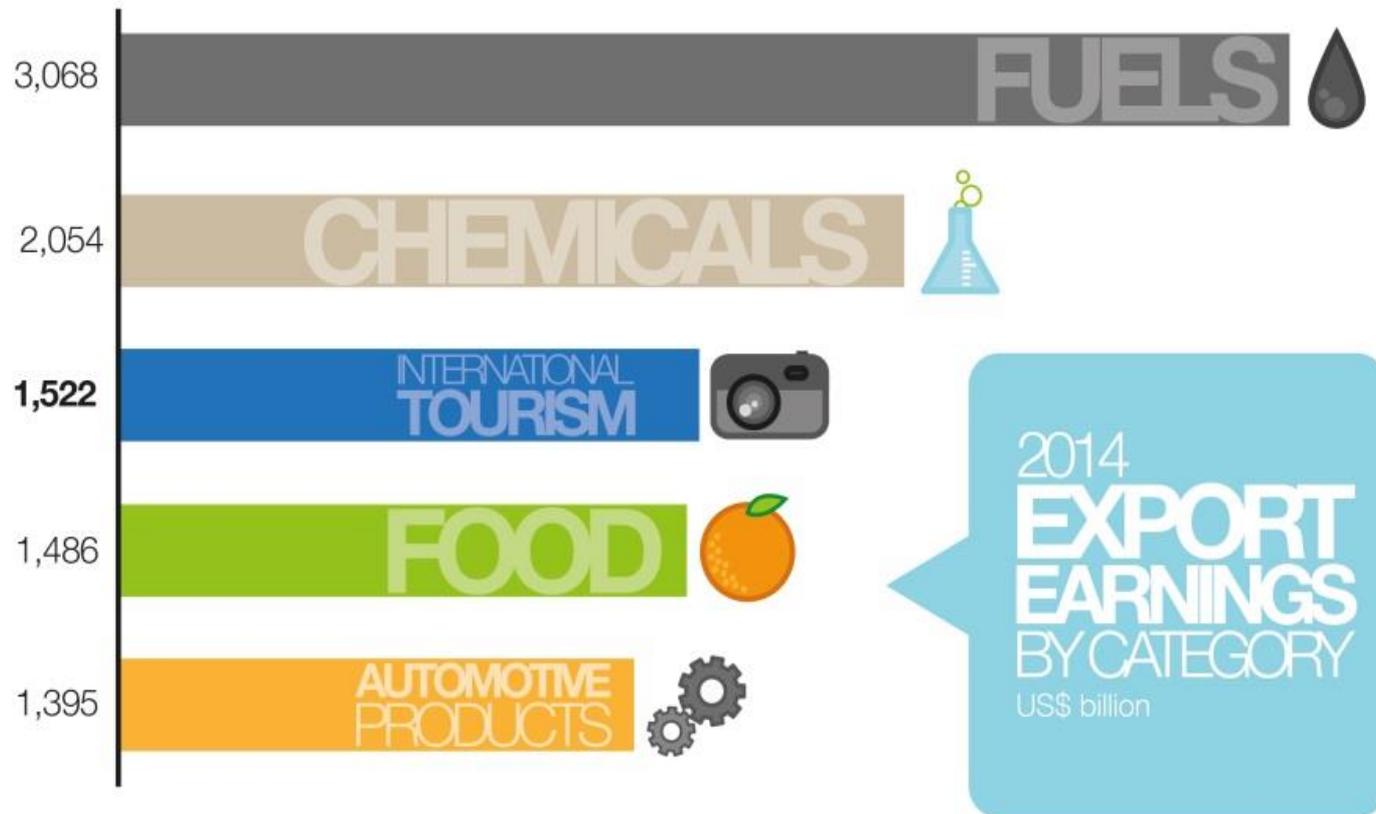
WTO, CTD 17 October 2016

Mrs. Zoritsa Urosevic
Representative to the UN at Geneva
World Tourism Organization
zurosevic@unwto.org

17 PARTNERSHIPS
FOR THE GOALS

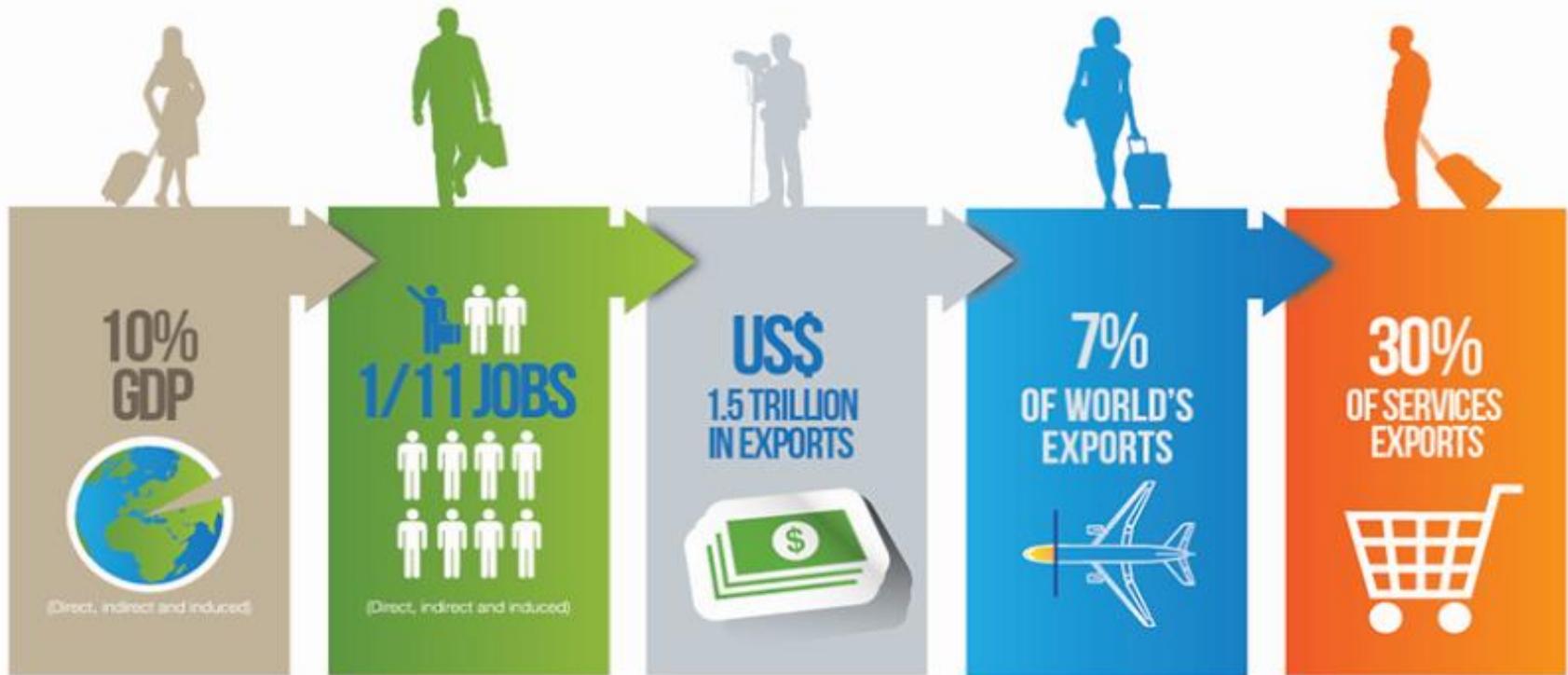


Tourism, third export earnings category in 2015



Source: World Tourism Organization (UNWTO), 2016

Tourism matters : here's why



WHY TOURISM MATTERS

©World Tourism Organization (UNWTO) 2016

2015 Int. Tourism Arrivals – World



INTERNATIONAL TOURIST ARRIVALS 2015

Share (%)



WORLD: 1,184 MILLION

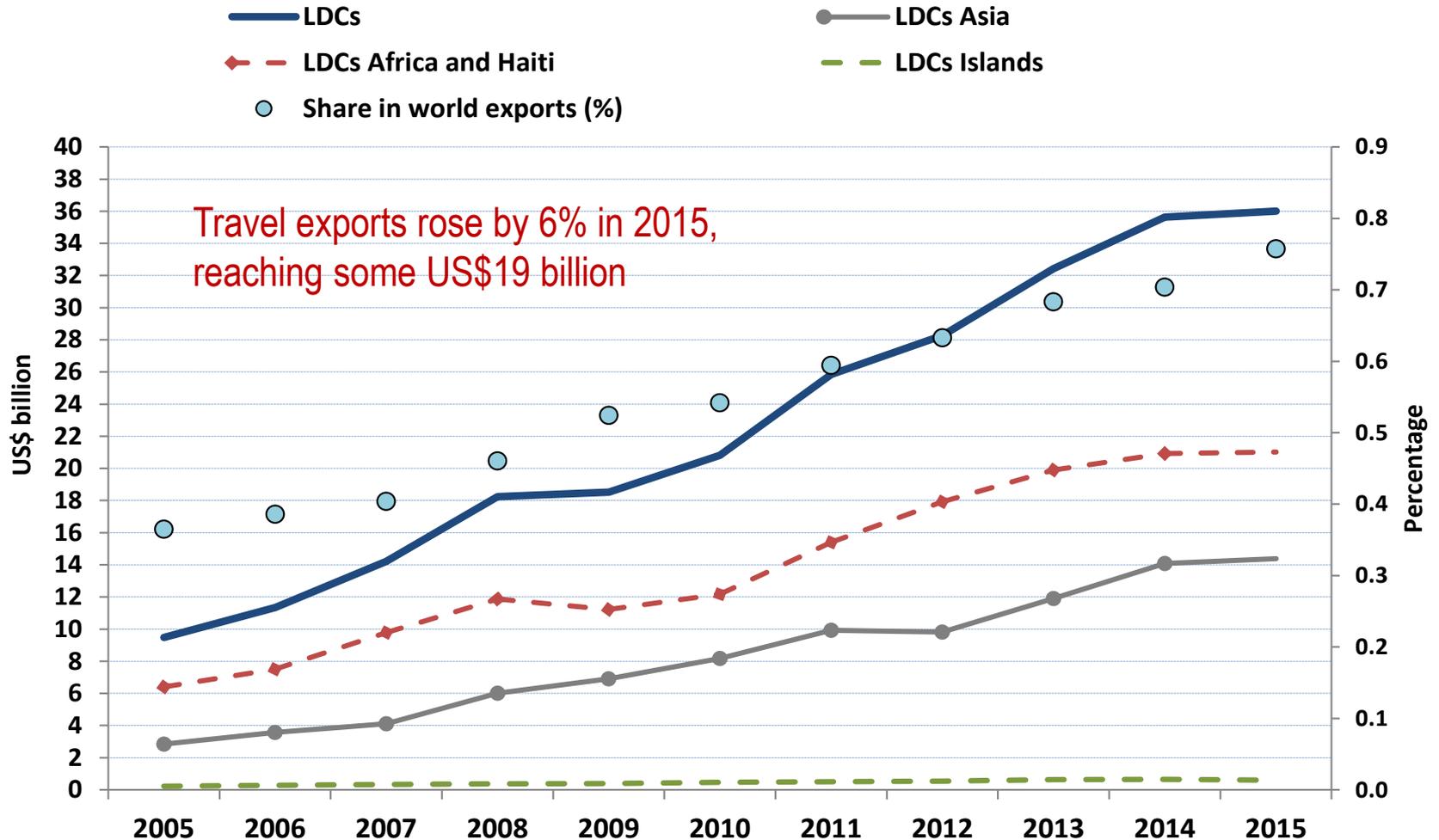
Travel and tourism to trade in services (LDCs)

International tourism and LDCs, 2014



14% average annual growth in international tourist arrivals, compared to 7% worldwide (2000–2014)

LDC service exports – evolution of travel and tourism by region 2005-2015



Tourism and the consumer – key trends

“Two major revolutions have marked the last decades: the travel revolution, which has positioned tourism as a fundamental element of our lives, and the boom of new technologies that have changed the game for many sectors including tourism”

Mr Taleb Rifai UNWTO Secretary-General

Historical Development of Transport Systems



559 CE
First
manned
kite glide



1783 CE
First manned
hot air balloon
flight



1852 CE
First engine-
powered
airship flight



1903 CE
First engine-
powered
airplane flight



2004 CE
First privately funded
human spaceflight
in the SpaceShipOne

2000 BCE
Chariots
were used for
transportation



1400s CE
Use of horse-
drawn coaches
in Europe



1769 CE
First steam engine
car capable of
human transport



1908 CE
Ford Model T
went into
production



1980s CE
US and Europe
demonstrated
driverless cars



1500 BCE 1500 CE 1550 CE 1600 CE 1650 CE 1700 CE 1750 CE 1800 CE 1850 CE 1900 CE 1950 CE 2000 CE 2050 CE



750 BCE
Earliest
identified use
of mast ships



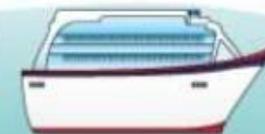
1400s CE
European
explored the
world via ships



1770s CE
Steam engines
were used to
power boats



1891 CE
First cruise liner
created for
pleasure voyages



2002 CE
First cruise ship
to serve as a
residential community

The Three Waves of Tourism & Internet based ICT

1995-2005: Advent of the Web and other Internet based services

marketing to customers in their homes and offices

rapid development of web-based information and booking systems, offered major new players

2005-2015: Mobile and social expand exponentially

Customers to access information and booking systems whilst travelling to and within the destination

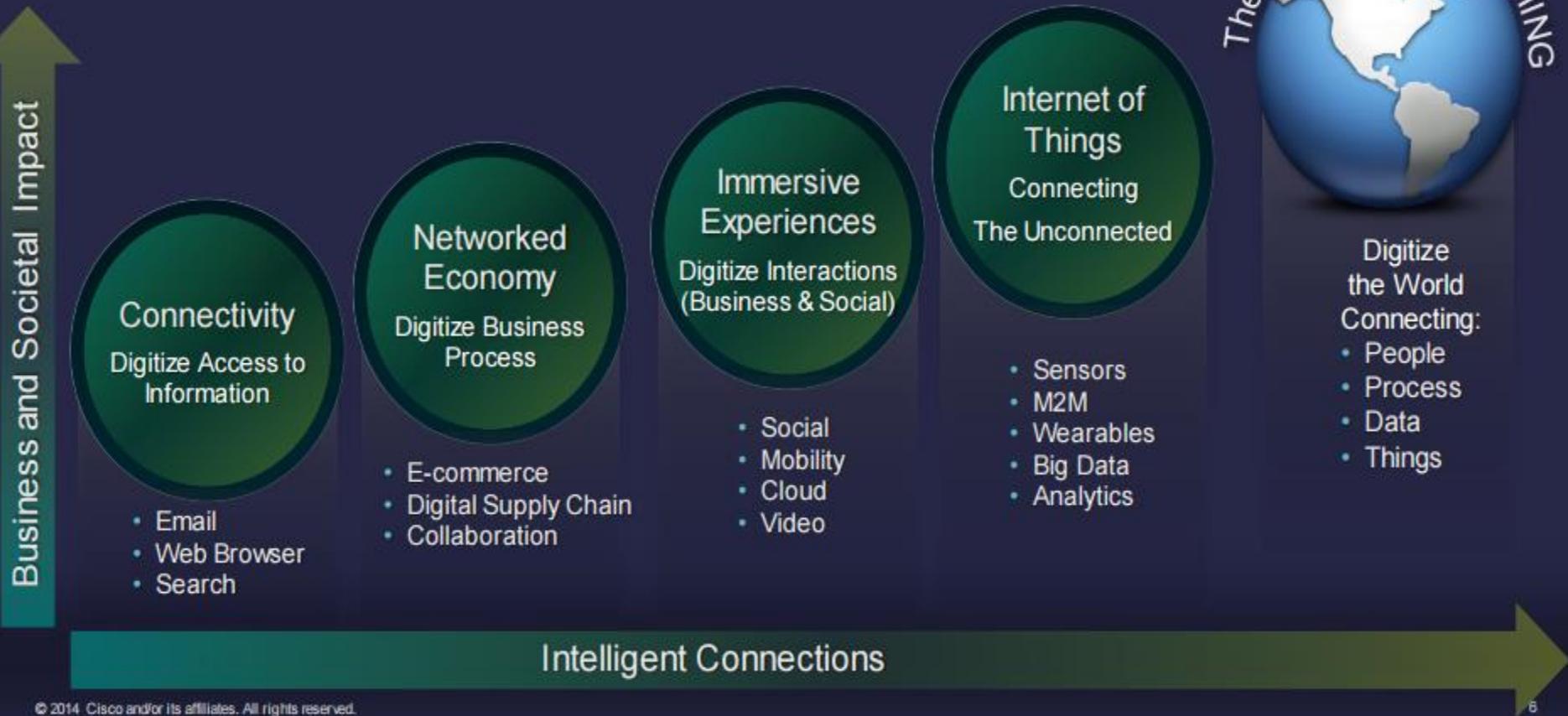
Reviews, mapping, photos and video come to play key role in trip planning – the customer is increasingly in control

Major implications for ‘on-the-ground’ services

2015-25: The ‘Internet of Things’ and ‘Living Services’

“a new layer of connected intelligence that will revolutionise the ability of organisations to offer interesting and increasingly indispensable digital services to travellers”

Evolution of the Internet



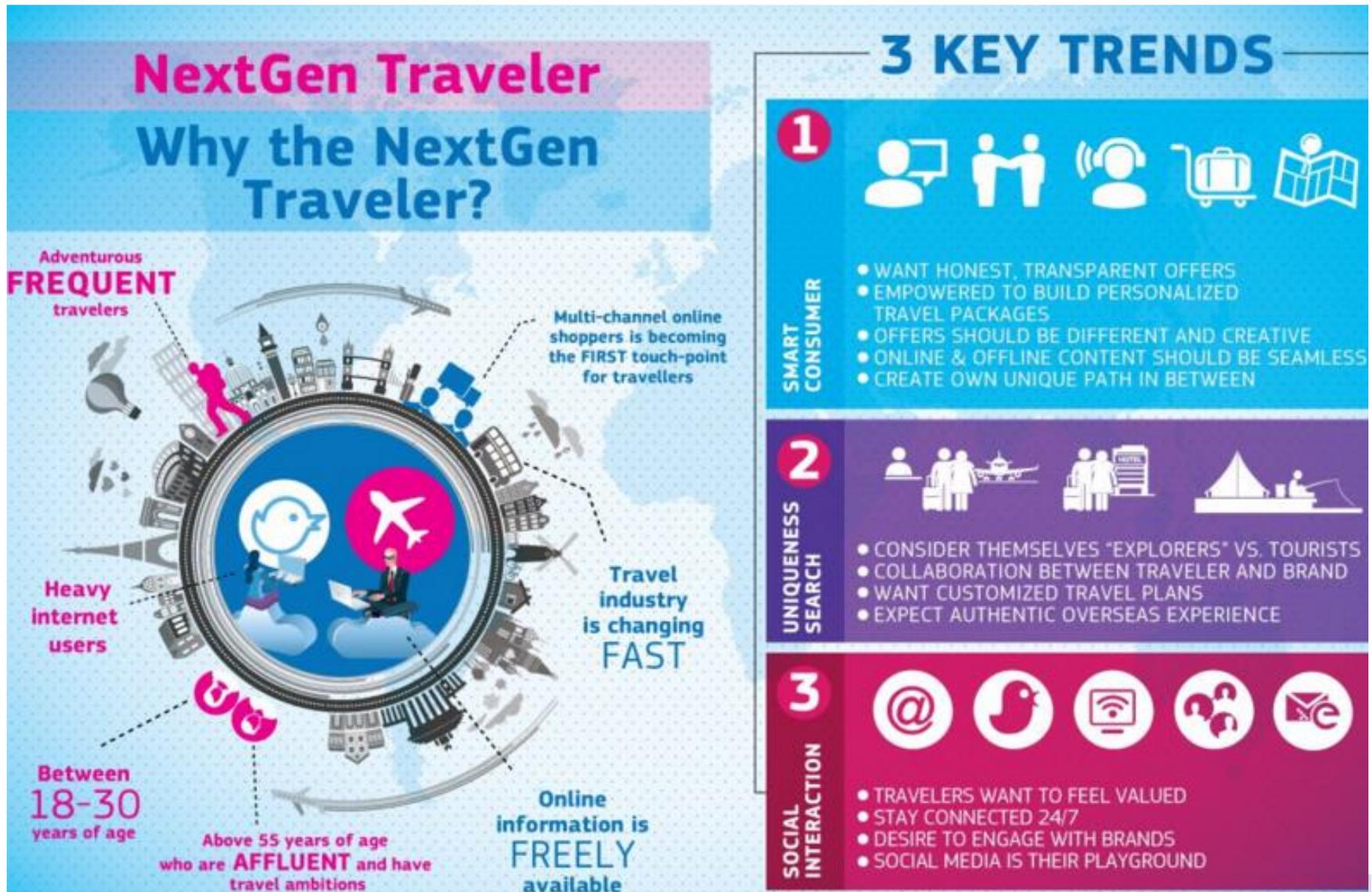
© 2014 Cisco and/or its affiliates. All rights reserved.

Source: Cisco

6

- Source: Cisco and its affiliates, referred in The Internet of Things – Accelerate Innovation and Opportunity on top The 3rd Platform (May 2015). Available at <http://www.slideshare.net/cun2000vn/internet-of-things-accelerate-innovation-and-opportunity-on-top-the-3rd-platform>.

Tourism and the consumer – key trends



Source: Amadeus

Mobility platforms

amadeus

THE RISE OF THE MOBILE-APP EMPOWERED TRAVELLER

ALMOST ALL TRAVELLERS NOW COME WITH SMARTPHONE ATTACHED



of global travellers use smartphones while travelling. ¹



1

PRE-TRIP

Mobile apps now play an important role in travellers' planning & purchase

MULTI-SCREEN TRAVEL PLANNING & PURCHASE (ACROSS SMARTPHONE, TABLET & PC) IS BECOMING COMMONPLACE



of travellers started looking for vacation ideas on one device and completed the activity on another. ²

2

DURING TRIP

Mobile apps are now being accessed throughout the trip

MOBILE APPS INCREASINGLY ASSIST SMARTPHONE-ATTACHED TRAVELLERS ALONG THEIR JOURNEY

Around half of all smartphone users now have travel apps installed. ³



3

POST-TRIP

Mobile apps now help travellers relive their experiences and plan their next ones



of travellers have used an app to help them plan travel. ⁴



30% have used mobile apps to find hotel deals. ⁵



15% have downloaded mobile apps, specific to their upcoming vacation. ⁵

52% of travellers use apps in-destination ⁵

- Of those 94% are researching things to do
- Of those 80% are looking for maps and directions
- Of those 75% are searching for restaurants



46% of leisure travellers and 61% of business travellers use a smartphone app to check into their flight. ²

4/10 travellers check-in to a location via an app during their stay. ⁴



7/10



travellers post vacation photos via social network apps during and after their trip. ⁶

Upon their return, travellers soon start searching for their next trip, with the most popular travel components booked via smartphone apps being:

- Airline travel - 51% of users ²
- Overnight accommodation - 45% of users ²
- Travel/Vacation Packages - 45% of users ²



With 82% of the world's top 50 airlines now offering apps for customer loyalty & retention, frequent flyers are increasingly re-booking via a pre-installed app ⁷

ICT Connectivity - key facts to consider

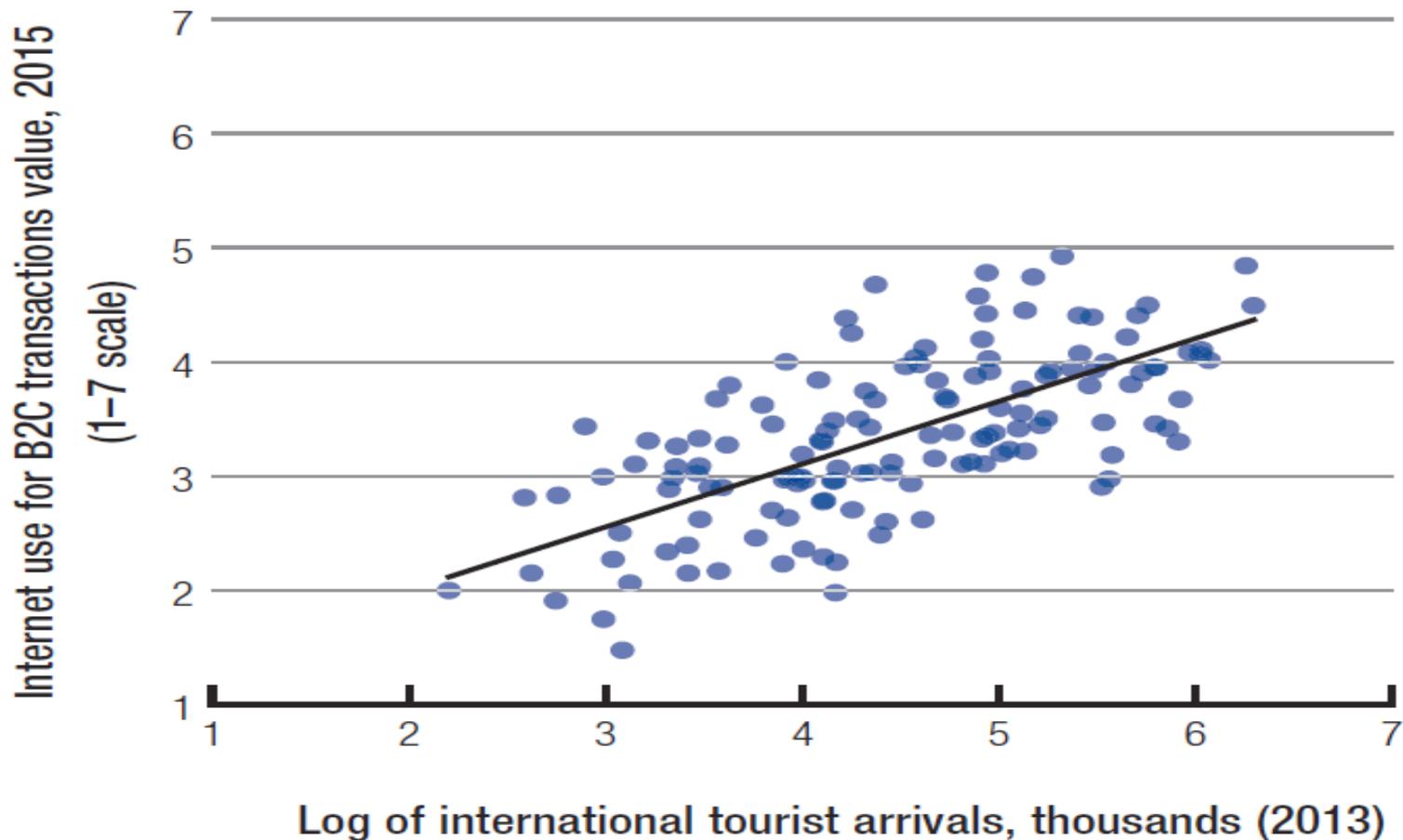
- The web has developed from a read-and-write only platform into the Social Web.
- 2000 – 2015 Internet penetration increased almost seven-fold from 6.5 to 43 per cent of the global population.
- Yet, four billion people in the developing world remain offline.
- Of the nearly one billion people living in LDCs, 851 million do not use the Internet. (ITU, 2015)

Tourism and the digital economy

- 95% of people use digital resources to organize a trip, using an average of 19 websites or mobile applications (Boston Consulting Group)
- 74% of the respondents mentioned “free wi-fi” as the main benefit when deciding about accommodation (Tripadvisor)
- By the end of this decade mobile hotel bookings worldwide will triple, while non-mobile online reservations will rise by only 4% annually (Deutsche Bank)
- The consumer peer-to-peer rental market is worth an estimated \$26 billion, with Airbnb alone having more than 600,000 listings across 160 countries. (Deutsche Bank)
- Guides and tours: Fewer than 3 % of tour guides with online presence (WEF, 2015)

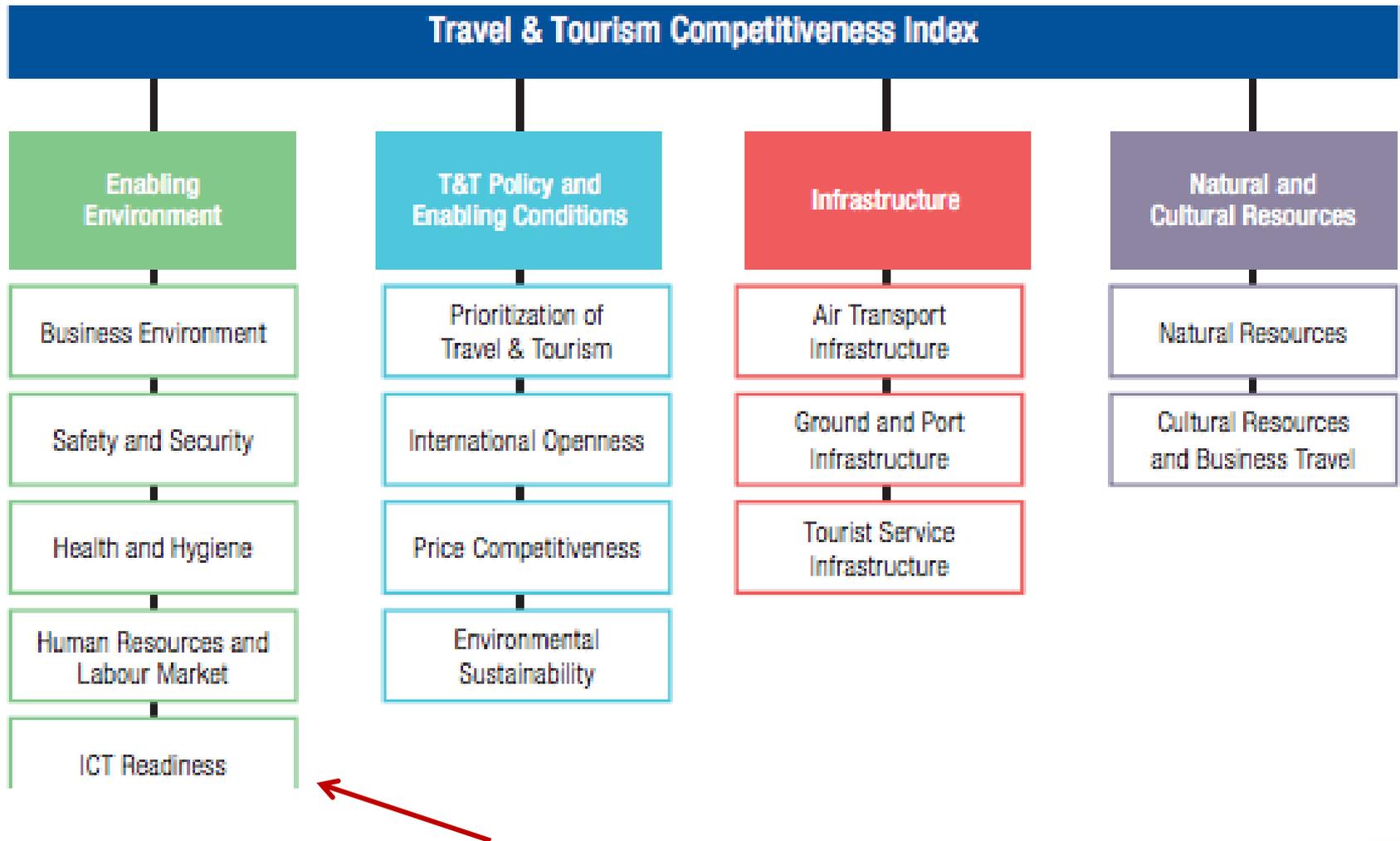
Internet and arrivals

Figure 5: Business-to-consumers internet use and international tourism arrivals



Tourism Competitiveness Factors

(WEF 2015)



Tourism competitiveness ranking

WEF Tourism Competitiveness Report 2015

Rank	Country/Economy	Value
1	Spain	5.31
2	France	5.24
3	Germany	5.22
4	United States	5.12
5	United Kingdom	5.12
6	Switzerland	4.99
7	Australia	4.98
8	Italy	4.98
9	Japan	4.94
10	Canada	4.92
132	Sierra Leone	2.77
133	Haiti	2.75
134	Myanmar	2.72
135	Burundi	2.70
136	Burkina Faso	2.67
137	Mauritania	2.64
138	Yemen	2.62
139	Angola	2.60
140	Guinea	2.58
141	Chad	2.43

Pillar 5: ICT Readiness (8 indicators)

Online services and business operations have increasing importance in T&T, with internet being used for planning itineraries and booking travel and accommodation—but ICT is now so pervasive and important for all sectors, it is considered part of the general enabling environment. The sub-components of the pillar measure not only the existence of modern hard infrastructure (mobile network coverage and quality of electricity supply), but also the capacity of businesses and individuals to use and provide online services.

Looking to the Future: Travel Facilitation

- Include travel facilitation as a pillar in regional and bilateral trade negotiations and agreements;
- Review and streamline current visa processes including adopting new technologies to speed up visa applications and move towards an electronic (e-) visa while strengthening security;
- Reviewing and enhancing border-crossing processes and security checks at key entry points, notably at airports.

The way forward: need of ICT developments for tourism

Tourism destination organisations and businesses to understand current and emerging technologies that are of primary relevance for them, in particular:

- **Effective use of new technology in marketing**, including the attraction of new markets and customer relationship management (including the role of social media); and content acquisition and distribution.
- **Technologies will enhance industry performance**, through new business models, increased access to knowledge and skills, business networking and partnerships, strengthened sustainability and new applications, including robotics
- **Enhancing the experience of visitors travelling** to and within destinations

Implications of ICT developments for tourism destinations and businesses

For destination organizations, through innovative use of ICT :

- **To enhance the quality of experience**, through location based information, interpretation and services
- **To ensure that all the players within the destination are ‘connected’**, working together in a seamless way
- **To engage and assist all sectors of the industry and the community** in delivering the highest quality of welcome and service.
- **To build capacity at the national and destination to connect** with other sectors of the economy of the need and opportunities for new technological applications in different sectors of tourism

And finally, at the most strategic level:

- **To use technology to ensure the sustainability of travel and tourism**, by rapidly reducing the carbon footprint of transport and destination activities.

Incredible India – an example

The Indian Government has embarked on an ambitious project, with the PM leading, to transform itself into digitally empowered society and a knowledge economy. The Ministry of Tourism's activity within this context includes a wide variety of initiatives including:

- Enriched 'Incredible India' website
- Incredible India mobile app with virtual walking tours and audio tours
- Online tracking of hotel classification applications
- Online approval of travel trade service providers
- e-Management of tourism & hospitality institutes
- Rapid growth of e-visas, 266% increase in April 2016
- 'Clean the Monuments' Application
- Use of space technology for visualisation of 3D routes for trekking, skiing etc.
- Indian Railways CTC - example of how dissemination, propagation and accessibility of technology is integral to the country's development strategy - 15-18 million transactions per month
- Cabs accessible online - aggregators using own e-wallet service

AMADEUS: CSR policies support ICT capacity building for hotels

The Amadeus small hotels distribution project:

This technology transfer project enables the professional distribution of small hotels with scarce resources and access to technology.

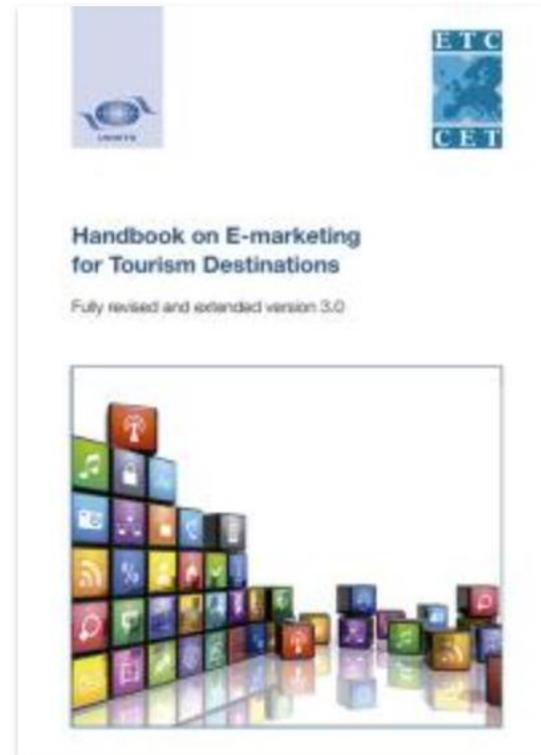
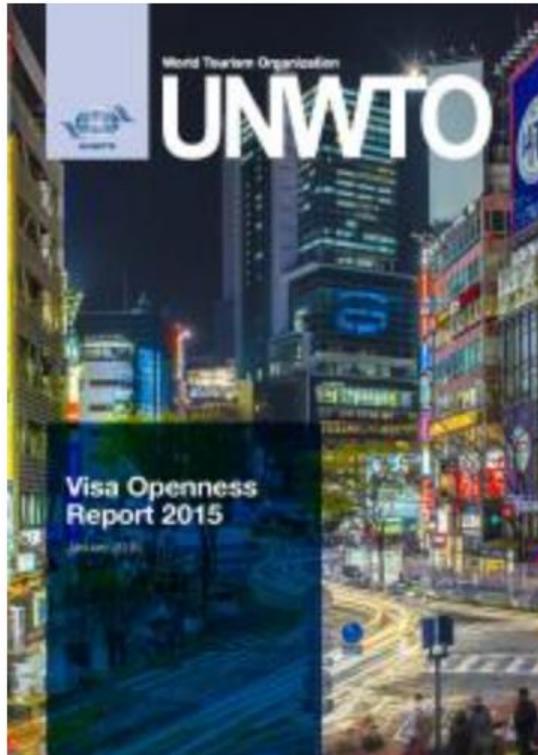
- These small guest houses or bed & breakfast establishments, often located in rural areas, typically have no access to the professional sales channels or standard processes of the travel industry.
- The Amadeus small hotels distribution project brings them a technology platform with which to manage and distribute their offer online in a professional way. It also gives them access to a network of Amadeus travel agencies worldwide to sell their offer, hence expand their commercial reach.
- http://www.amadeus.com/documents/corporate/corporate_responsibility/social-responsibility-infographic.pdf

UNWTO Conference on Tourism and Technology, Nara, Japan - June 2016

...”Technology has a significant direct benefit for tourism nations, through efficiencies, engagement and knowledge transfer; and that it is therefore incumbent that we create a proactive ICT culture & ecosystem and take a holistic approach in order to create market awareness, provide location based services and enhance experience delivery. “

2016, Mr. Vinod Zutshi, Secretary, Ministry of Tourism, India

Some resources...



See UNWTO website <http://rcm.unwto.org/content/facilitation-tourist-travel>

<https://www.weforum.org/agenda/2015/07/connecting-an-unconnected-tourism-industry/>

<https://www.weforum.org/agenda/2015/09/5-innovations-transforming-the-travel-industry/>

<https://www.weforum.org/reports/smart-travel-unlocking-economic-growth-and-development-through-travel-facilitation>

Time for Global Action

2017

declared by the United Nations

International Year of

Sustainable Tourism for Development

This is a unique opportunity to advance the relevance of our sector in global and national agendas, we invite you all to engage with UNWTO, make the most of this opportunity and shine a spotlight on tourism!



UNWTO

2017 International Year of
Sustainable Tourism
for Development

How you can engage – Sponsorship & Partnership Opportunities



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