

Growing Trends in the Tourism and Hospitality Industry

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We live in a society where tourists and the general public want comfort and convenience. Travel Technology website [1] states over the years, the use of technology in tourism has been enhanced uniquely to provide very exclusive services across the world. Communication and Marketing is widely used in the technology industry and creating knowledge on current tourist attraction sites.

One of the newest technology gadgets is the cicret wrist band bracelet which is activated through via vibration. It can be a very useful travel guide in getting directions and suggestions on the area that you are visiting. Most would like wearing this newest device versus carrying a travel guide book in hand.

Selfie Sticks which are attached to smart phones or cameras are becoming very popular because it allows you to capture a special moment, through having an angled self-portrait or a group shot. Just recently, selfie sticks are being banned from theme parks such as Disney World, Sporting Stadiums, Magic Kingdom and some other cultural institutions because of safety concerns.

Many tourists are taking their tablets, computers and phones on vacation with them and technology has decreased customer service in the tourism industry. Most can make their flight reservations, reserve a hotel room and make dinning and tourist attraction reservations.

Forbes website [2] states that Technology has the great advantage that it allows tourism industries to replace expensive human labor with technological labor, not only reducing labor cost, but also avoiding issues with customer service.

Some still want the special touch from a tour guide operator, they want brochures on the area, directions, recommendations on exciting places to visit, hotel, shopping and restaurant information. Visitor and Information Centers in cities are offering wifi services, smart phones and state of the art technology in order to lure visitors in.

Tourism and Hospitality will rely on technology even more in the future. Mobile travel services, digital innovation, social media and analytical tools engage the tourist and builds loyalty.

Once Again, Tourists are most concerned with technology, comfort and convenience!

Happy Travels !

References

1. www.traveltechnology.com
2. www.Forbes.com

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