

CHINESE TOURISM: TRAVEL TECHNOLOGIES TO SHAPE THE SECTOR



The rapid development of modern technology introduces smartness and convenience to all aspects of our modern life and environment, including the efficient operations of private businesses, government/non-government organizations alike. With travel technologies being maximized and embedded in planned developmental goals of the Chinese government to grow and revolutionize Chinese tourism industry, the standard of living and quality of life and services is bound to improve.

The total revenue of the travel and tourism industry in China is currently estimated to be valued at a whopping 3 trillion Yuan. As the sector continues to flourish **the country is strategically positioned to become the world's second largest tourism economy after the United States of America.**

The China National Tourism Administration released a five year roadmap of Chinese tourism. The initiative intends to equip all 4A and 5A rated scenic spots with online booking service, electronic tour guides, and free Wi-Fi to all tourists by the year 2020.

Through the use and proper application of information and digital travel technologies, popular tourist destinations in China will be able to address traveler's needs, provide better services with real time information, and enhance the overall experience of thrill seekers and visitors.

Hot spots and cities through ICT will become accessible and enjoyable for tourists and residents alike. Technology will be used as an innovative tool to boost interconnectivity of transport, leisure and entertainment services using data collation and coordination.

Despite the unavailability of sufficient information about tourist services online, itineraries online, the Chinese tourism industry is expected to entertain 6.7 billion visits by 2020 according to Xue Yaping, the spokesperson of the association. Hence the need for quick innovation and improvement to the internet side of things in this core sector of the economy.

The aim is to create a seamless and personalized experience for tourists from the beginning to the end of their stay. This will also encourage small and big tourism service providers like tour operators, sightseeing service providers, and hotels that have been reluctant to establish a digital foot print or online presence for their business to explore those options to their benefit.

The advent of travel technologies has generated a series of new patterns in the dynamics of production and consumption of tourism, therefore increasing competition existing in the sector, prompting the need for service providers to diversify the way they promote their offers using this tool.

This plan will set in motion a realistic target of increasing tourism expenditure by at least 20 percent by 2020.

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