

# QR CODES FOR MORE SUSTAINABLE TOURISM



QR codes, also known as quick response codes or rapid response ideograms, have become a crucial tool for developing various industries, including tourism. Their popularity is mainly due to the versatility and functionality they offer in connecting users with the digital environment. QR codes store relevant information that helps foster a favorable relationship between customers and service

providers.

QR codes are becoming increasingly popular in the tourism industry, as they can help streamline and organize every step of the travel experience. These two-dimensional barcodes are particularly useful for making hotel reservations, buying tickets to places of interest, or even accessing virtual tours of tourist spaces.

Moreover, the technological advancement of QR codes positively impacts the environment, as it reduces the need for paper to provide directions, maps, and tourist guides. This in turn helps to minimize unnecessary consumption of resources. I'll be happy to provide more information on this topic if needed.

## QR Codes Boost Tourism

QR codes offer undeniable benefits for various tourism industry sectors, including hotels, theme parks, museums, galleries, and more. They allow for the incorporation of expanded information that can be accessed immediately. A dynamic QR code customizes content based on tourists' behavior and preferences.

Specialists recommend that tourism companies know how to create QR codes to facilitate sustainability and coherence with technological advances. It's important to remember the benefits they bring in terms of comfort, cost-effectiveness, practicality, and safety.

## Reasons to implement QR codes in sustainable and responsible tourism

### Providing memorable experiences for tourists

QR codes are highly effective, as they can contain content in many formats, including images, audio, video, PDF, URL links, text, and more. These formats can also be edited to reinforce marketing campaigns, making QR codes a versatile tool to provide tourists with personalized experiences. By engaging with calls to action, tourists can enjoy pleasant experiences optimized to their preferences.

### Greater Reach at Lower Cost

In today's digital world, paper advertising is outdated and can be costly. You may incur more expenses than necessary if you haven't modernized your advertising strategy yet. You can easily create a QR code with online generators like Beaconstac, a cost-effective and eco-friendly solution. Paper advertising not only harms the environment but also contributes to waste accumulation. Therefore, the tourism industry should condense its information into a dynamic QR code to attract customers effectively and cost-effectively.

## **Easier to track marketing campaigns in real-time**

QR codes are well-known for their ability to store information that can be easily modified. With these changes, the tourism sector can attract more interest from the audience.

Similarly, editing a dynamic QR code provides analytics on scanning, time spent on the website, location, and device used, among other beneficial data for the advancement of tourism. Furthermore, tracking allows for the reformulation of campaigns, or specific improvements.

## **Encouraging loyalty**

QR codes are a powerful tool for increasing customer loyalty. With a simple scan on a mobile device, they provide countless possibilities for accessing information from anywhere and at any time, which can be highly satisfying to users. Moreover, the ability to store large volumes of data enables users to connect with any site they need, thereby facilitating interaction with the tourist site whenever they require it.

## **Here are some ways QR codes can be used in the tourism industry:**

- To facilitate contact tracing and filling out forms;
- To enhance the promotion of tourist destinations by enabling the addition of images and videos;
- To provide digital menus at Restaurants to encourage and promote the consumption of locally sourced food items;
- To keep Airline and travel agency customers informed about their itineraries, passenger insurance, history, and route changes;
- To simplify the process of hotel check-ins and reservations for specific locations;
- to create personalized welcome messages on tourist sites;
- To convey messages about environmental awareness.

Date: 2023-10-31

Article link: <https://www.tourism-review.com/qr-codes-in-travel-and-hospitality-news13881>