

TECHNOLOGIES ARE CHANGING THE MODERN TRAVELER HOLIDAY



The traveler's behavior is not the same as it was a few years ago. Most people's habits have changed following current technological advancements, which condition and facilitate people's everyday lives in general and vacations in particular. In this regard, Civitatis has created a Smart Traveller's Guide that analyzes how certain

trends are shaping the image and the expectations of the modern traveler, who is looking for practical solutions to enjoy their free time. According to the guide, there are eight relevant keys that modern people should consider while getting ready for their travels.

First, connected from the start, the new traveler's first task is to find a WiFi connection. Thanks to the creation of eSIMs, people can already be connected from the first moment of their arrival to their destination. Therefore, the necessary applications for maps, translation, means of transport, and other services will be at their fingertips.

They can also carry out activities in which technology does not complicate their task but operates in the background, providing the traveler with the necessary information at the exact time he needs it.

Second, the modern traveler wants to be able to pay in any place he wishes without converting the currency, which complicates transactions and entails additional expenses. Thanks to multi-currency cards and wallets, this is now possible. The traveler does not want to turn his attention to the financial aspect of the vacation but rather wants to enjoy all the delights of the chosen destination.

Third, the journey has become an integral part of the vacation. Therefore, long-distance flights or stopovers no longer seem like a big problem if the traveler can rest or work while traveling. A lot of modern airports have introduced lounges where guests can relax and refresh in a comfortable environment. This is especially important for flights of a prolonged nature or when the traveler is not familiar enough with the local culture and traditions, making it difficult for him to rest or relax.

Fourth, the modern traveler does not like to spend time on useless matters, such as finding a taxi or any other transport. Therefore, many companies are now using the option of pre-booked transfers to meet the demand of tourists who want to get rid of the stress of finding the necessary means of transport and payment system at the airport.

Fifth, the traveler wants to have the ability to manage his baggage and have enough power in his devices to avoid annoying situations caused by human error or force majeure. A traveler can fix many problems themselves, such as tracking the baggage with special bag tags (AirTags or SmartTags) or having enough battery due to portable batteries that have become a must-have.

In terms of luggage, people increasingly prefer clothing and bags that are light and comfortable to move in. Finally, the traveler wants to take care of everything in advance but still have opportunities for improvisation and spontaneity.

Sixth, **the traveler actively uses technology to store important documents in the cloud**. In addition, to have a backup of essential papers and access to them at any time, whether it is a

passport, visa, tickets, or insurance, is becoming increasingly important.

Seventh, a traveler plans to improvise and change their itineraries but still wants to ensure that the key points are booked in advance and will be available at a given time. The traveler is increasingly beginning to pre-book museums, restaurants, or monuments, making it possible to avoid long lines or the impossibility of organizing an event due to an urgent request.

Finally, the eighth key is the use of artificial intelligence in the search for inspiration and planning. ChatGPT or Claude assistants already help people do this type of work. Moreover, in the future, this technology will develop further and will allow not only consulting but also booking air tickets or other services. Assuming all factors, people are increasingly looking to travel like tourists but with fewer inconveniences, ensuring comfort and safety.

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