

Tourism and Industry.

1. [Mobile Technology](#)

This is undoubtedly the main character in the new ways of travel. **The cell phone has become our tour guide, travel agency, best restaurant locator, map, and more. It's by our side during the entire purchase journey.** In fact, according to TripAdvisor, 45% of users use their smartphone for everything having to do with their vacations.

2. [Augmented Reality](#)

Augmented reality (AR) or virtual reality (VR) have also entered the travel world, and the truth is that **it's a trend due to all the possibilities they can offer.** More and more companies use it to show users a cabin on a cruise ship or transport them, for a few seconds, to the Great Wall of China.

Today, **it's possible to "teleport" ourselves to the most remote corners of the globe without getting off the couch.** That's what you can get using Everest's EVEREST VR app, which lets you see the top of the world without having to climb to the top. Or, if you would prefer, you can cross the Grand Canyon in a kayak enjoying the landmark's sights and sounds.

3. [Internet of Things \(IoT\)](#)

The Internet of Things (IoT) promises to bring significant updates to the tourism industry. They include integrating sensors connected to the Internet inside items like cars, suitcases, buildings, and more.

4. [Virtual Assistants](#)

We're all familiar with Siri and Alexa, the virtual assistants that meet all our needs: what's the weather like today in my city, turn the radio on, open my email, and more.

5. [Big Data](#)

There has been a lot of recent talk about Big Data, but they have yet to show all the opportunities it offers for the travel industry. Nonetheless, **many industry players are already using it.** This way, they make a **better segmentation for their campaigns to increase their efficacy and optimize the investment** required for these campaigns.

6. [Blockchain](#)

Blockchain is a technology poised to transform the world as we know it. Although it's mainly associated with finance, it also appears that it can impact travel.

7. 5G

Travel technology becomes all the more powerful with help from 5G networks. They promise much faster loading and downloading speeds, wider coverage, and more stable connections. Beyond downloading content 20 times faster than before, 5G allows us to develop and deploy technology that 4G limited us. That means the connection between smart devices will be more efficient and we'll be able to start to truly enjoy the Internet of Things (IoT).

Tourist Typology

Smith's Tourist Typology Smith`s divided tourist in seven categories:

- i) Explorer: - They are lust to explore new destinations. They accept the lifestyle of their hosts. They live as active participants.
- ii) ii) Elite tourists: - They are rarely seen. They take up the pre-arranged facilities. They adapt fully but temporarily to local norms.
- iii) iii) Off beat tourists: - They do something beyond norms. They always want to be away from tourist crowds.
- iv) iv) Unusual tourists: - These are occasional in number. They prefer to travel in an organized tour. They buy an optional one-day package tour.
- v) v) Incipient mass tourist: - It is steady flow of people seeking western amenities and comfort. vi) Mass tourists: - These are the visitors of middle income. They prefer to visit in groups.
- vi) vii) Charter tourists: - They have minimal involvement with people and culture of the visited country. They too demand the western amenities.