Travel and technology – essentials for digital nomads and the like

By Nadhirah Rosli | September 8, 2021, 11.00am

If there is one positive to come out of the pandemic, it will be employees' realization that job flexibility is not just desirable but also achievable to a large extent. The concept of the digital nomad isn't new, but it's become more prevalent in these unprecedented times.

Needless to say, in order to stay on top of their game, the travel industry is being compelled to adapt with these shifting client expectations.

Many people find it fascinating to see how the travel and hospitality sector mixes technological devices into what has traditionally been recognized as a service and human touch industry. We are here to discuss about the numerous technical improvements that have been made in the travel and tourism business, as well as how they will affect the next era of travel.

Voice search and voice control

As far as technology advances in the travel sector are concerned, smartphones, smart speakers, and AI assistants have all helped to boost the relevance of voice search. Voice search is increasingly being used by travelers to find and book airline tickets, hotel rooms, and travel experiences. As a result, it's critical to build a website with voice search in mind to take advantage of this trend.

Furthermore, voice control is becoming more ubiquitous in genuine travel situations. Voice-controlled systems in hotel rooms can be used to control lighting and heating, as well as acquire tourist information without having to speak to a member of staff. This is likely to spread to other sections of the industry as well.

Contactless payment

Enabling contactless payments is another significant aspect of transport technology. Travel companies will be able to process payments considerably more swiftly as a result of this, even if clients do not have access to cash or their credit or debit card. Because it saves time, it can also improve the client experience.

Contactless payments began as a convenience, but in the aftermath of the pandemic, they have become a critical component of trip marketing. Many travelers are hesitant to handle currency because they are concerned about the virus spreading. Contactless payments should be used as much as possible to protect your employees.

AI chatbots

AI-powered chatbots are one of the most cost-effective travel technology investments one can make, as they can provide clients with quick responses to issues 24 hours a day, regardless of personnel availability. This may be necessary in order to meet modern customer service requirements.

Customarily, these chatbots perform best when responding to typical questions with standard responses. However, as AI technology progresses, current chatbots continue to improve as they engage with more people. They're also competent at answering questions on COVID policies, as well as safety and hygiene regulations.

Robots

One of the most intriguing forms of travel technology is robotics, which is continually advancing. Robots have been deployed in concierge-like tasks in hotels, for example, assisting with greeting

guests and providing information. Some hotels have gone even further with their use, including cleaning and luggage handling. Robots could eventually play a part in food preparation and serving in restaurants.

Virtual reality

Virtual reality is an emerging technology in a variety of fields, but it plays a particularly important role in the tourism business. After all, technology allows travelers to see far-flung destinations from the comfort of their own home, and it may be the deciding factor in whether or not they finalize a reservation.

Customers can take virtual tours of everything from hotels and restaurants to landmarks, national parks, and even specialized activities. Interactivity and immersion can also assist to get a competitive advantage over competitors who aren't yet taking use of these kind of technological advances.

Augmented reality

Augmented reality is comparable to virtual reality in that it enhances rather than replaces a person's real-world environment. One of the key advantages of this technological innovation is that it is less expensive than virtual reality, as users simply need a smartphone or tablet with internet access.

Those in the tourism sector may dramatically improve the client experience by using graphical overlays to provide useful information or simply pure enjoyment. Apps, for example, can be used to enhance images using filters and effects.

Details about local attractions can be presented as a visitor aims their smartphone toward them, providing information at the precise moment it is desired.

Recognition technology

By its potential to remove friction from purchases and make interactions effortless, recognition technology is a standout among this list of significant tech developments. Fingerprint recognition, facial recognition, retina scanning, and other biometric identifiers are all part of the technology.

Some hotels are already using this technology to enable for fingerprint-based room access and semi-contactless check-outs. However, it is envisaged that in the future, this technology would allow consumers to pay for meals in the hotel restaurant simply by exiting the building.

The Internet of Things (IoT)

The Internet of Things (IoT), which incorporates internet-based interconnectedness between everyday devices, allowing them to both send and receive data, is one of the most interesting emerging travel technology developments. In hotel rooms, IoT technology can be used to provide guests with a device that links to everything from lighting to heaters and air conditioning, allowing them to control everything from one location. Meanwhile, in airports, luggage cases with sensors that inform people when they pass by can be deployed.

Big data (data collection)

Finally, big data is a fact of life in modern tourism management, and practically every successful company has its own data collection methodologies. One of the most common uses for this information is to boost personalization, with travel businesses using the data to make particular changes to their services.

Analyzing current business performance is another useful application of data. Hotel operators, in example, may use big data for revenue management by analyzing historical occupancy rates and other historical trends to better predict demand levels. Pricing and promotional techniques can be optimized when demand is predictable.

In conclusion…

Though the benefits of technology are evident, and machines are increasingly replacing human functions, the fundamentals remain the same. When it comes to customer service, nothing beats a human touch. The human connection is one that can never be completely severed. Many technical processes have been made easier by technology. At the end of the day, customers feel more secure communicating with people rather than machines to fulfill their demands. As a result, the industry is continually on the lookout for the sweet spot between the two.

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