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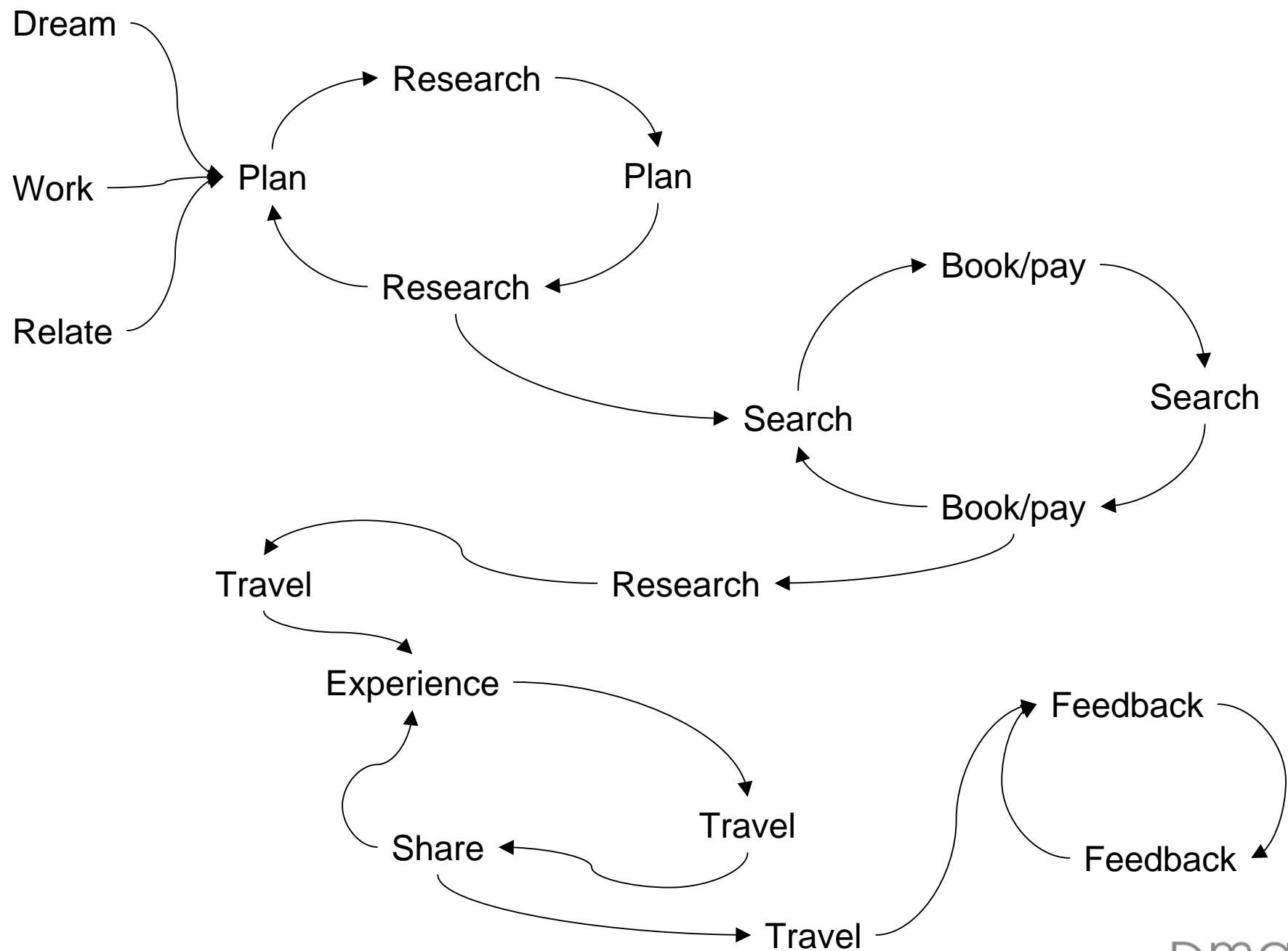
→ The Future of Tourism

The Web and Tourism:

The Future of Online Travel

Travel needs

wants



Traditional process

Online, self-service model

What's happening now

The next 5-10 years

In 20-30 years (and beyond?)



Traditional travel agency

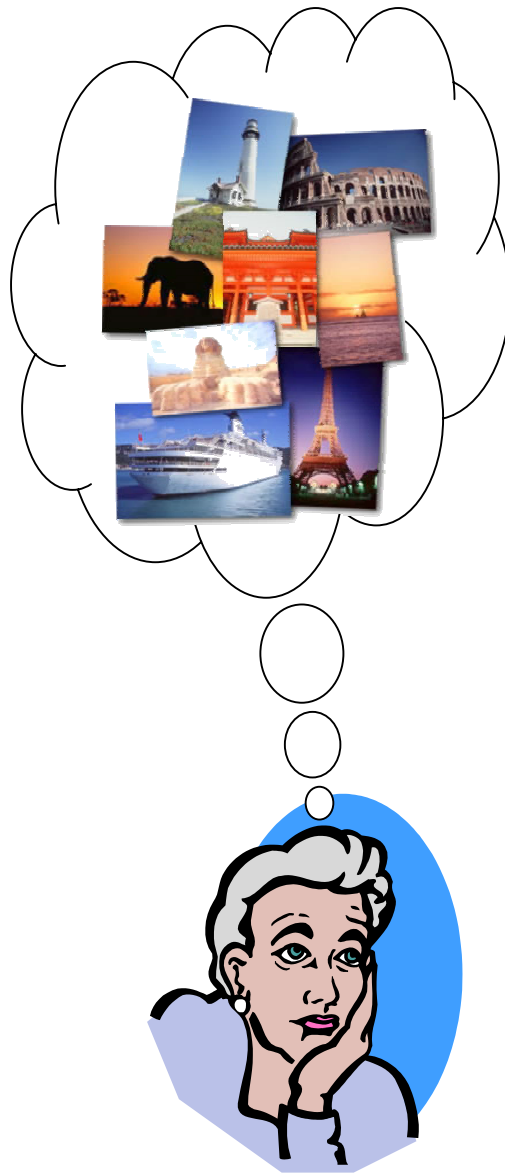




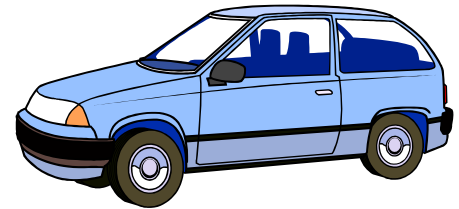
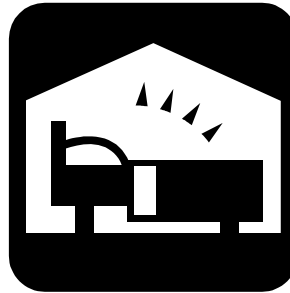
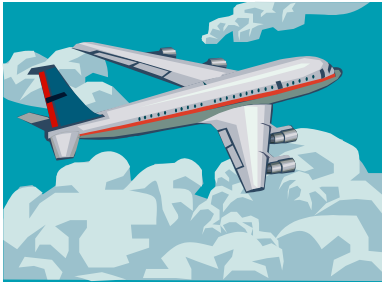
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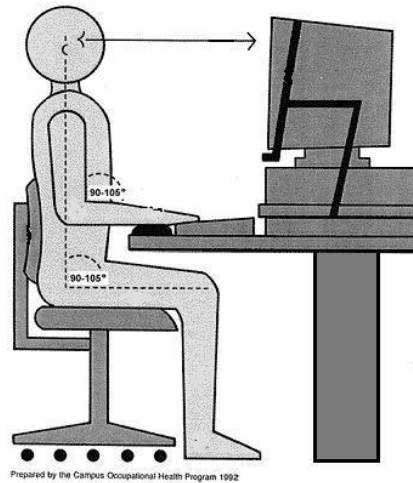
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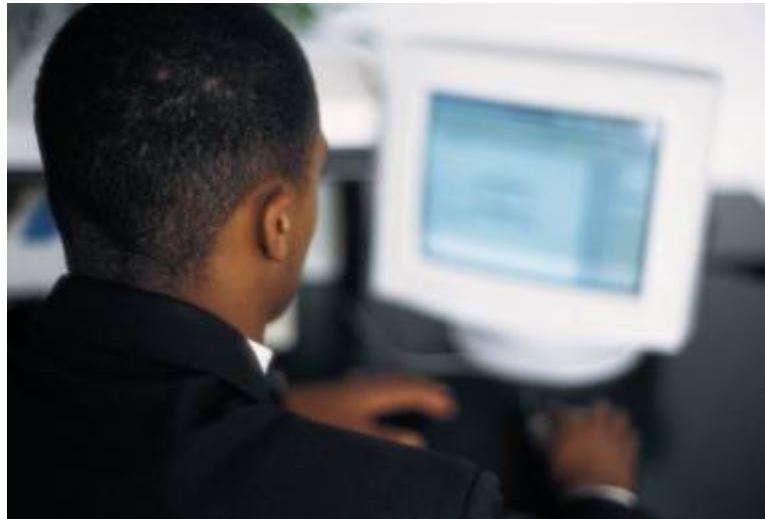






Online travel shopping

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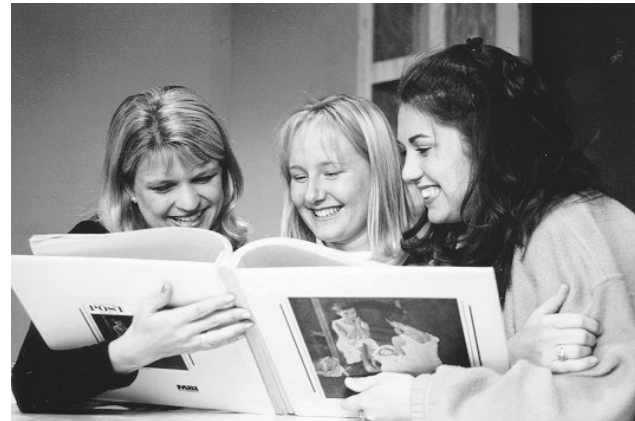




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Roland-Garros: Sébastien Grosjean sort...

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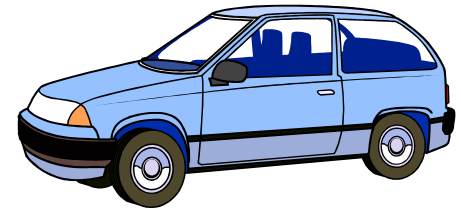
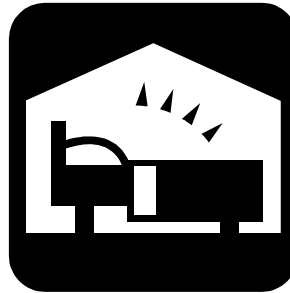
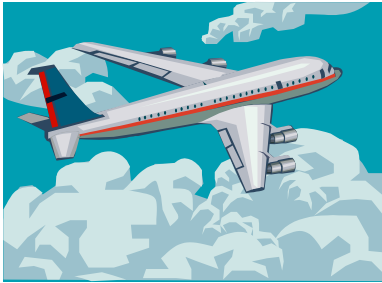
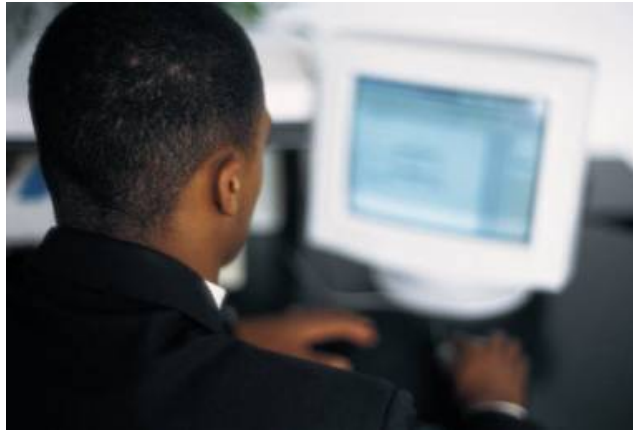
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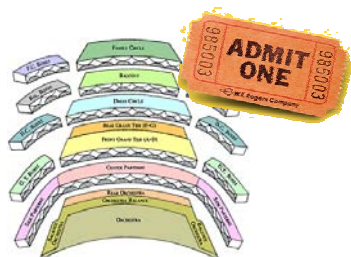
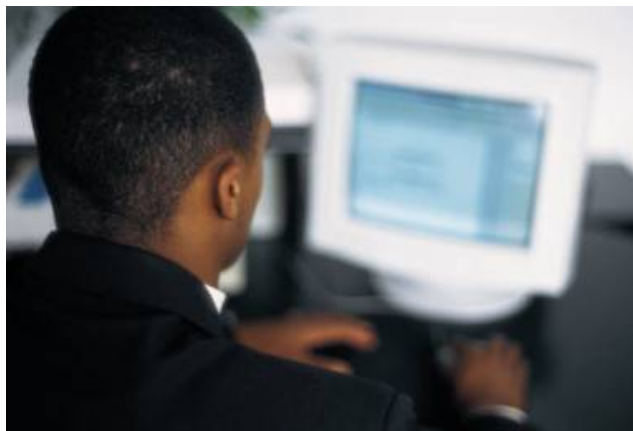
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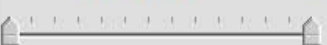

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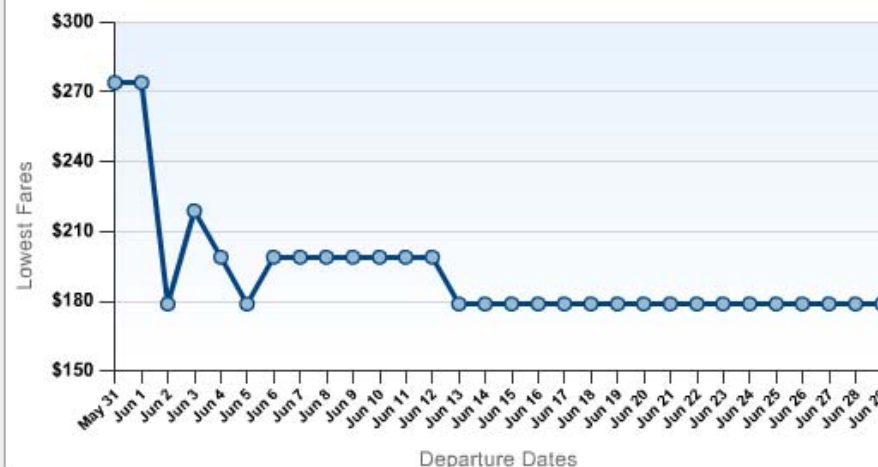
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Eiffel - Kennedy Hotel

12, rue de
Boulainvilliers
Paris 75016
France



[Map this hotel](#)
[Hotel photos](#)

Description: 30 rooms, Charming traditional hotel - Centrally located, Eiffel Tower 1 mile, A Triomphe 3 miles.

Hotel class: ★★★★★

TripAdvisor user rating: 1 2 3 4 5 **4.0**
(based on 75 reviews)

Traveler reviews:

May 28, 2007: "[Clean, Comfortable and Friendly](#)
May 27, 2007: "[Great friendly hotel](#)"
May 6, 2007: "[Wonderful hotel, extraordinary staff](#)"

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Hotel Splendid

29, Avenue de
Tourville
Paris 75007
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Description: 48 rooms, Hotel set in a Haussmannian building with ironwork at windows; contemporary Art located near the Ecole Militaire.

TripAdvisor user rating: 1 2 3 4 5 **4.0**
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"Clean, Comfortable and Friendly Staff"

May 28, 2007 [wizzerd](#), Kuala Lumpur

We just came back from Paris a few days ago. Stayed one night at Eiffel Kennedy on the 22 May. Was greeted by a very warm hospitality by the lady at the reception. Spoke good English. The room was very...

1 2 3 4 5 **5.0**

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"Great friendly hotel"

May 27, 2007 [WestAks](#), New Zealand

We stayed here for 2 nights. The staff were very friendly and helpful, especially Simone. We were given a choice of rooms when we checked in and the room was large enough and clean. There is also free...

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Based on 71 reviews worldwide

Traveler Rating

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1 2 3 4 5 **4.5** Value
1 2 3 4 5 **4.5** Cleanliness
1 2 3 4 5 **3.5** Dining

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Dam

In Old City

In the 13th Century the river Amstel was dammed here and on the banks of the river a small fishing community was founded, called Amstelredam. Boats could unload their freight here and alongside the Damrak. When the Nieuwe Kerk was rebuilt and the Royal Palace (originally the town hall) built, the enclosed square served as the city centre, both socially and for administrative purposes. The city was governed and law and order maintained from here, as can be seen in pictures of public executions on a scaffold in front of the town hall. After WWII, the War Memorial was erected on another square on the Dam, which is now a gathering place for thousands of people and numerous pigeons.

Review © 2007, [Wcities](#)



Photo: sublyro

Van Gogh Museum

Paulus Potterstraat 7

info@vangoghmuseum.nl

www.vangoghmuseum.com

Enjoy the world's largest collection of Van Goghs, including paintings, drawings and letters. The museum also has a large collection of works by some of Van Gogh's contemporaries and friends like Gauguin and Toulouse-Lautrec, as well as a number of older artists whom Van Gogh admired, including Léon L'hermitte and Jean-François Millet. The museum features regular exhibitions highlighting art toward the end of the 19th century.

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Bangkok Sightseeing

A collection of Bangkok reviews written by member [LenR](#)

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LeBua at State Tower Hotel, Bangkok On Silom Rd, near Skytrain str.

Bangkok Sightseeing

Overview

Bangkok is certainly not one of the world's most beautiful cities but it must qualify as one of the world's most exciting. A city that is flat, low-lying, polluted and crowded is un... [Read More](#)

Written by [LenR](#) on May 2, 2007



Jim Thompson's House

[Things To Do](#)

I have been here at least six times and I never tire of the place. It really is something quite special. This was the home of Jim Thompson, an American architect who settled in Tha... [Read More](#)

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Chatuchak Weekend Market

[Things To Do](#)

This has been a Bangkok 'must-see' for years but the market is currently going through a transition. Some areas of the original market have been closed and the stalls pulled down,... [Read More](#)

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Security

- CCTV
- GPS phones (Disney)
- Biometric data
 - Passports
 - Security screening
- Subcutaneous RFID
 - Baja Beach Club – Barcelona, Rotterdam


Other stuff

- Google history
- p2p
- wiki
- ID 2.0
- GPS / Galileo / Glonass
- Bigger planes, carbon offsets, lighter regional jets, maglev trains, social tourism?, space travel...

Second Life – virtual travel agents

SL TOURGUIDES

Showing off Second Life




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Tour Second Life...

Here is the fastest and most powerful way for business people to come to grips with Second Life, the virtual world that is also a commercial platform.

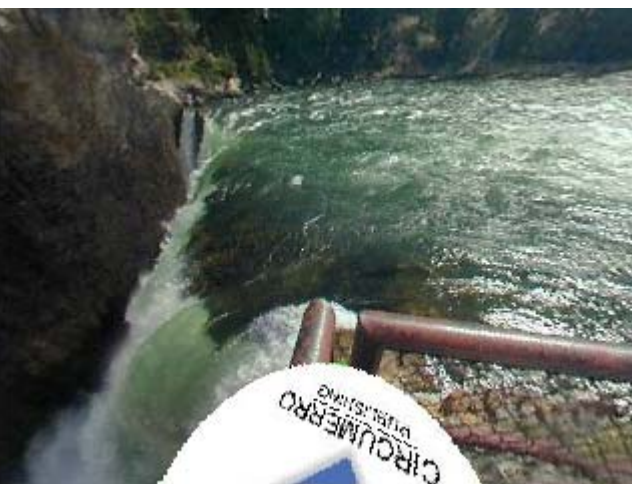
You will learn the lingo, learn the protocols, ask questions as you go and find the places/experiences you need to know about.

Once you've done a tour you will be better placed to decide whether you want to do business in SL.

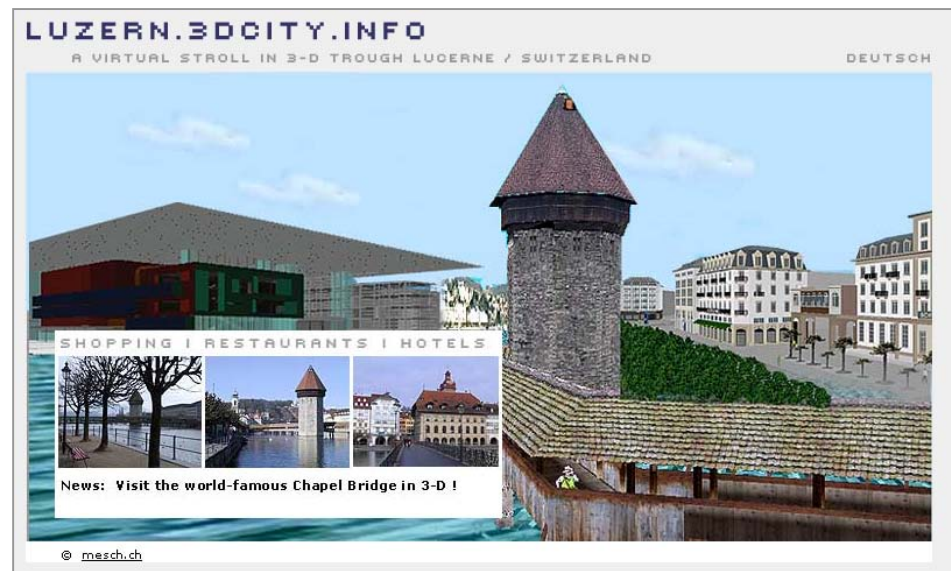


[TOURS ▶](#)

360° photography



Virtual reality



Next 5-10 years

‘Personal Web Travel Agent’

Has your profile

- Personal information
- Past booking history
- Payment options
- Travel preferences
- Preferred providers, loyalty programs

Asks you questions

- From, to, dates
- Products needed
- Budget
- Decision timeframe
- Alert parameters

Goes and searches for options

- Crawls, spiders travel supplier sites
- Uses past search/booking history to 'learn' your decision criteria

Returns your best options

- Lets you filter
- Lets you add, subtract products, destinations
- Iterative process

One click booking of entire itinerary

- Books air, hotel, transfer, lounge
- Clears government approvals, carbon credits
- Makes payments

Streamlined self-check in

- Luggage pickup → 'meets you there'
- Boarding pass on mobile device
- Biometric scan through security

Mobile companion

- Knows your itinerary, follows your travel in real time
- Welcomes you: weather, news, offers
- Prompts you for next steps in travel or agenda
- Proposes solutions
 - Ground transport options
 - Delays, strikes, weather
- Lets you book and pay for travel products



Amsterdam to New York, 24 June, 7 days

Google Search

I'm Feeling Lucky

[Advanced Search](#)

[Preferences](#)

[Language Tools](#)

...or maybe



In 20-30 years

Challenges

- Aging travelers
- Growing global middle class
- Environmental impact
- Congested airspace, constrained airports
- Urbanisation
- Security, conflict, terrorism, aggression
- Government, regulatory restrictions
- Pandemics, natural disasters

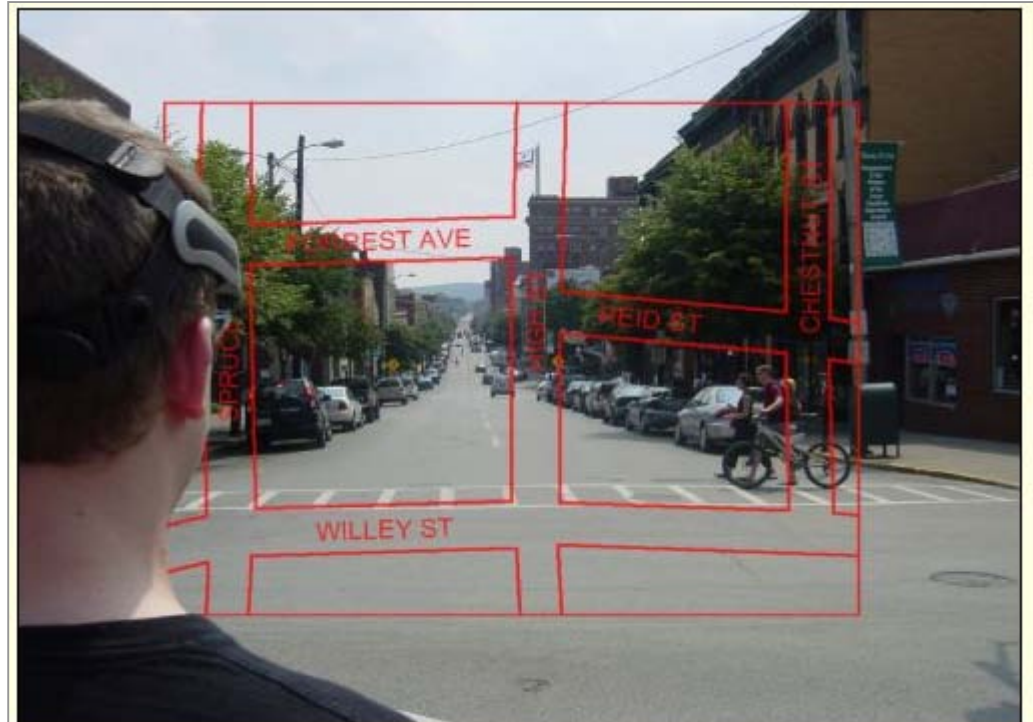
Certainly

- New states, new regions, new governments
- New technologies, modes of transport, energy exploitation
- More automation, more use of personal data
- Different priorities for travelers
- Loads more computing power
- Everything connected (wirelessly)

Hopefully

- More efficient ways of sharing culture
- Less need for physical travel
- Better communication tools
- Better understanding of each other

Augmented Reality Tourism



A user navigates the streets of Morgantown using augmented reality (AR) glasses.



Why travel anyway?

Augmented reality

+

Haptics

+

Massive computing power

+

Everything connected

+

Lots of constraints

= the Star Trek “Holodeck”

- Less environmental impact
- Wider availability of destinations
- More cultural sharing
- Less jetlag

And save the travel for when you can't avoid it