

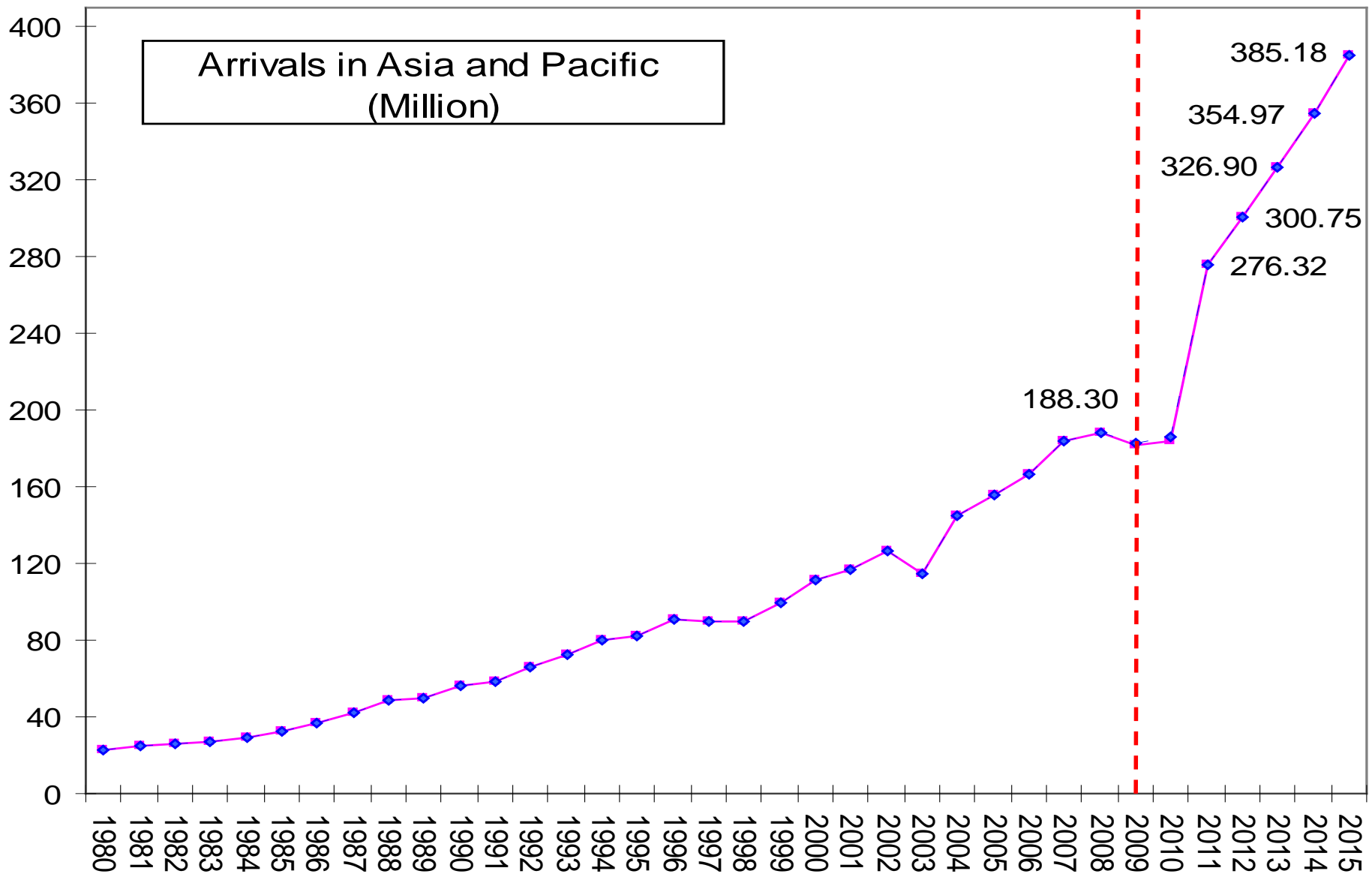
Development of Technology in Hospitality & Tourism: Issues and Trends

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The Hong Kong Polytechnic University



A UNWTO Trends Monitoring Project

- Joint project between the United Nations World Tourism Organization (UNWTO) and PolyU School of Hotel & Tourism Management
- To identify and understand major trends shaping tourism in Asia Pacific
- Longitudinal analysis of communication content in popular travel media since 2006.
- Researchers in PolyU SHTM undertook the study: Dr. Steve Pan, Dr. Joanne Oh, Prof Haiyan Song, Prof Kaye Chon
- A computer software Atlas.ti was used to analyze textual data to create key codes and code families that are linked to major tourism trends and shifts in the industry



International Tourist Arrivals in Asia & Pacific 1980-2015

(Source: Prof Haiyan Song et al.)

Key Drivers for Growth



Strong Economy

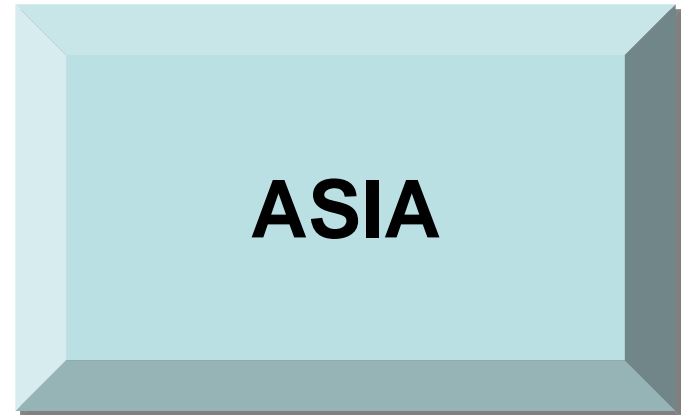
- Fast increases in personal disposable income levels in China, India and other newly developing economies in Asia fueled the growth of tourism in the region
- Significant development in low-cost carriers and tourism infrastructure has encouraged inter- and intra-regional travel

World Trade and Tourism: A Shift in “Center of Gravity”

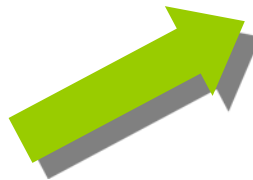
EUROPE



ASIA



**NORTH
AMERICA**



10 Mega-Trends in Tourism

1. “Conscious consumption” in tourism activities
2. Inclinations for short-haul and intra-regional travels
3. “Activity orientation” rather than “destination orientation”
4. Rise of low cost carriers
5. Rise of online travel agencies and online marketing
6. Rising importance of CSR
7. Rise of wellness tourism
8. Rise of Chinese outbound market
9. Strategic alliances among competitive destinations
10. Safety and security a foremost concern for travelers

Technology and Tourism Trends

Advances in e-commerce and IT drive rapid changes in travel trade transactions and consumer information exchange platform



e.g. Technology Advances in Hotels:

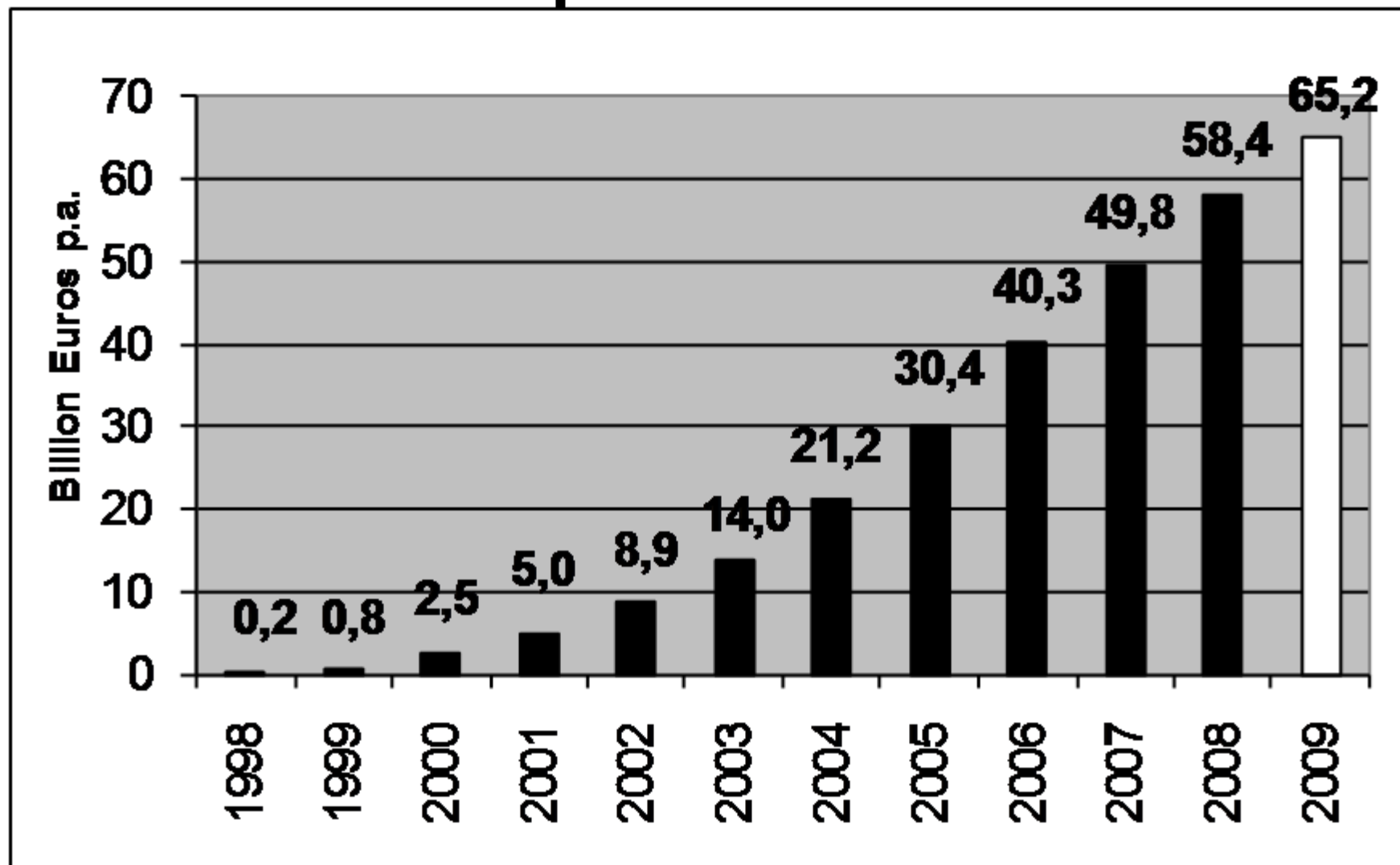
- 1970s
 - Ice cube machine
 - Color TV
 - A/C in rooms
- 1980s
 - Mechanical coded plastic room key
 - Satellite TV
 - Voice mail
 - Property Management System
- 1990s
 - Interface between PMS and TV
 - Guest security system
 - Internet
- 2000s
 - Biotechnology
 - Fiber optics
 - RFID

Online Marketing Becomes More Sophisticated

- Online Travel Agencies (OTAs) show two digit year-on-year increase in online bookings by consumers
- Travel agencies and suppliers' marketing budgets are moving online
- Gen Y – techno savvy



Trends in overall online travel market size - Europe 1998–2008..2009



Source: Carl H. Marcussen, Centre for Regional and Tourism Research, www.crt.dk/trends, 23 March 2009.

Priceline



Cendant



Expedia



Sabre/Travelocity



Amadeus



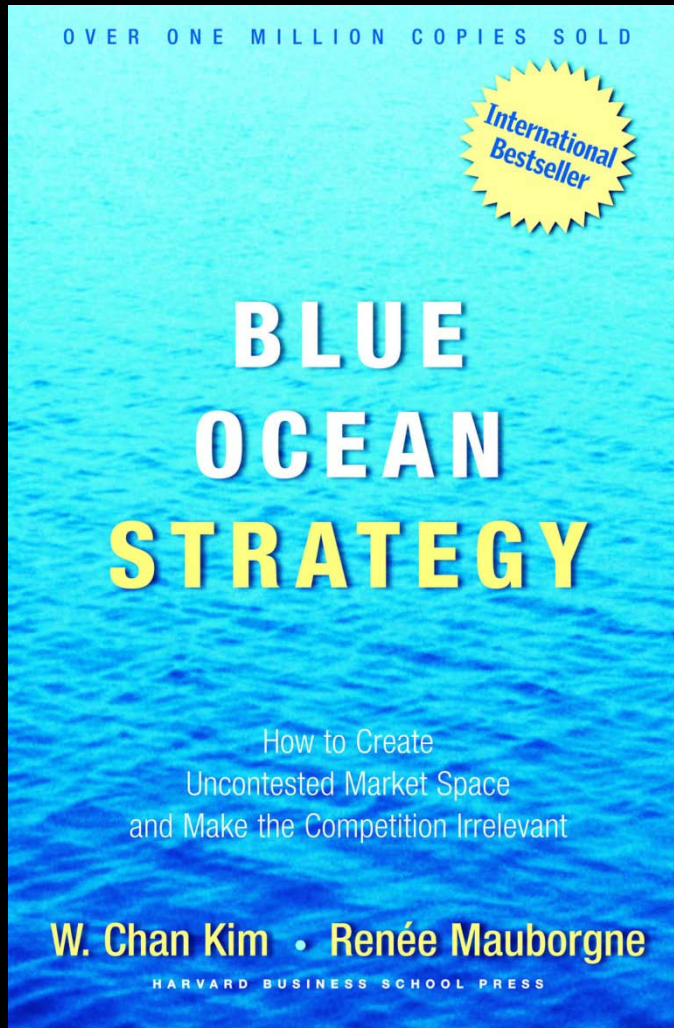
Consolidation of online distributors in 5 groups

The winner takes all !!!

COMPETITION!



Innovation is the key!



- Non-conventional and “new ways”
- Make your competition irrelevant
- New, innovative ways to challenge the traditional practices

Invent the New Ways

Tide to go!



Hotel ICON: Hong Kong PolyU's Teaching Hotel

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- Training restaurant
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- Laboratories
- Library
- "Samsung Digital Lab for Hospitality Technology"



“Samsung Digital Lab for Hospitality Technology”: A Strategic Partnership between Samsung Electronics and PolyU SHTM





A hotel with a purpose...



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Social Networking



Hotel ICON: Traveler Reviews ★★★★★

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Milkey198...
Tel Aviv, Israel
1 review

“Wonderful urban haven!”

Reviewed October 8, 2011

We stayed for two nights at the Hotel Icon in the beginning of October. First of all - AMAZING customer service. Our flight into town was delayed because of bad weather and we had to miss the first night we booked. We called the hotel and they were happy to give us our money back for that night as soon as we arrived!

Upon arrival, check in was quick and friendly. Our room (the Icon 36 harbour view) on the 19th floor was lovely and so well styled! The view of the harbour is definitely worth the extra charge.

Room amenities were delightful - free mini bar, huge TV, comfy bed and very luxurious shower products.

We also received a lovely welcome treat - some strawberries with sugar, for our anniversary which we celebrated in HK.

Hotel is a bit of a walk from the MTR station, but not too bad. In some cases we preferred taking a taxi from Tsim Sha Tsui (where most of the big shopping malls are), costs about 20 HKD, well worth the ride.

All in all, amazing hotel. Will most certainly recommend to our friends and are waiting to go back again! :)

Room Tip: Harbour view rooms are recommended, nice view of the skyline and nightly light show!

[See more room tips](#)

Stayed October 2011, traveled as a couple

Value

Location

Sleep Quality

Rooms

Cleanliness

Service

Was this review helpful?

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[Ask Milkey1988 about Hotel ICON](#)

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- Recently Reviewed Hotels around Kouklia**
- Akti Beach Tourist Village
138 Reviews
Last reviewed 1 Dec 2010
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- Aura Holiday Villas
14 Reviews
Last reviewed 30 Nov 2010

Show reviews by trip type and rating

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- Solo travel reviews (6)

79% of travellers recommend



1-10 of 278 reviews

« 1 2 ... 28 »

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English first ▼

““ Fairytale wedding!!! ””



Panayiotis-Michelina 1 contribution
Limassol, CYPRUS



24 Nov 2010 | Trip type: Couples

Save Review

We have visited the Intercontinental Hotel many times before and it seemed like the perfect choice for our wedding which took place in September...We would like to take this opportunity to thank the people held responsible for having one of the BEST DAYS of our lives and a day to remember for our guests: the food and beverage manager, Mr Nicolas... [more](#)

Management response from EXAH, General Manager

Dear Reviewer Very warm greetings to you from InterContinental Cyprus and our sincere thanks to you for your kind review of our hotel. Firstly on behalf of the whole team, we would like to congratulate you both on your recent wedding and wish you a long and happy life together. We thank you for your wonderful message of thanks for... [more](#)

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