



# Embracing the Future of **SMART TOURISM**



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**CEO & Co-Founder**  
**Tripcarte Asia**

**Largest Economic Sector**

**10.4 % GDP**



# **Largest Economic Sector**



# **313 Mill JOBS**

# People travel

with various expectations

# People manage travels

in Various ways



# Expectations



# Reality





# **Digital Technology**

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**Redefining Possibilities  
in the travel industry**

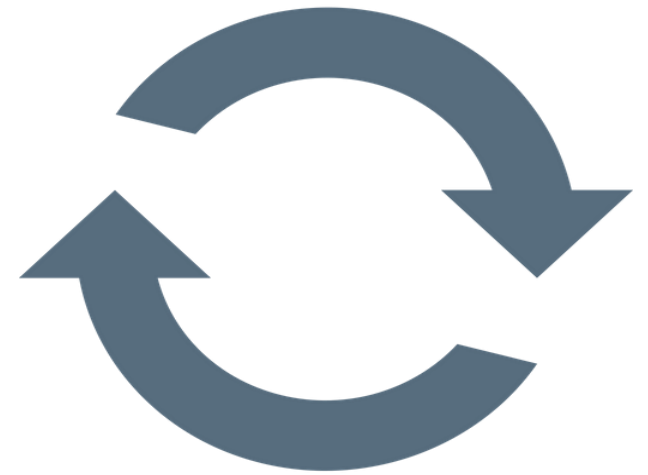
# Smart Tourism



# SMART Tourism Tools

Linking Technology with the Touristic Resources of a Destination





**Interconnection, Synchronization  
and Concerted Use of Various  
Technologies**

**Constitutes  
Smartness**

# Smart Tourism is running on Data

90% of the data in the world today has been created in the last few years

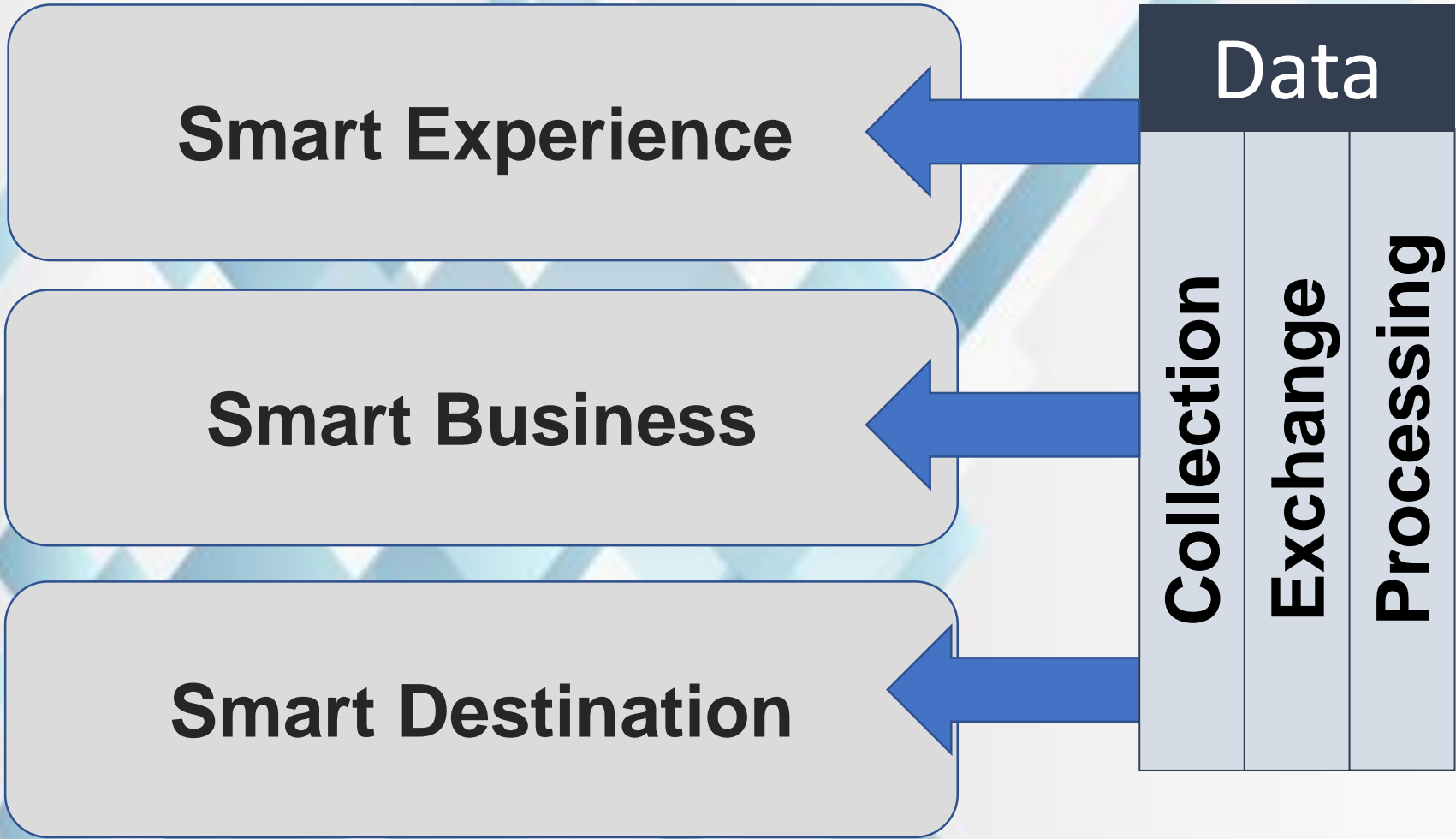
17 Zettabytes of data created every year

90% of data is unreadable by traditional computers



# Best Practices





**Smart Experience**

**Smart Business**

**Smart Destination**

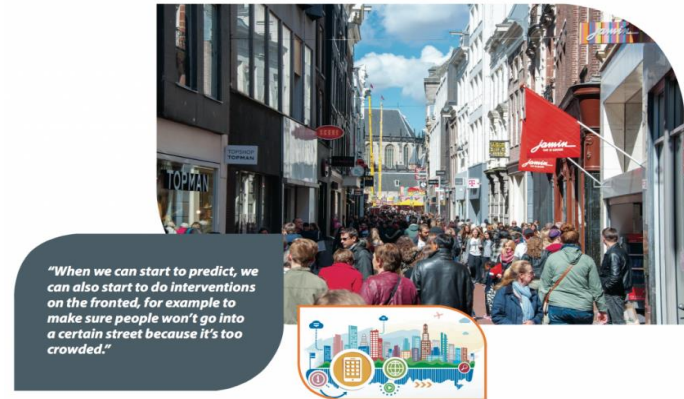
**Data**

**Collection**

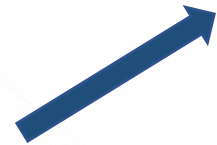
**Exchange**

**Processing**

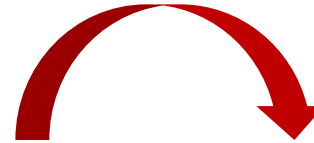
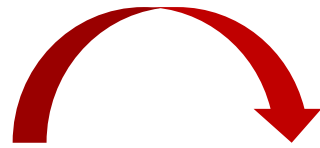
# Smart Destinations



# Smart Experience



# Smart Experience



**Pre-Trip**



**In- Transit**



**Post- Trip**



# Smart Experience



**Pre-Trip**



**In- Transit**

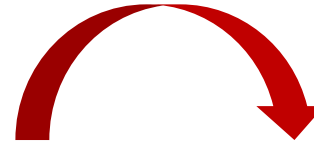
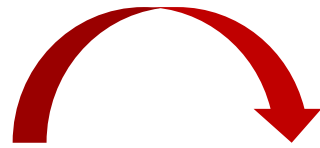


**Post- Trip**





# Smart Experience



**Pre-Trip**



**In-Transit**



**Post- Trip**





Solo Traveller



Bleisure



Eco  
Traveller



Tourism Trends



Internet  
of  
Things



Artificial  
Intelligence



Augmented  
Reality



Virtual  
Reality



## Booking



## Pre-Arrival



## Stay



## Check-out



## Operations



- Booking activity by channel
- Cancellations and rescheduling
- Advance Booking Rate
- No show

- Segmentation and clustering
- Campaign ROI
- Cross sell and upsell
- Improved loyalty sign-ups
- Propensity modelling
- Affinity modelling
- Influence Modelling

- Guest satisfaction score
- Social Media Follower Base
- Customer Retention rate
- Processing cost per transaction
- Most preferred channel

- Top Guests by Revenue
- Loyalty Bonus spent pattern
- Repeat customer revenue
- Guest spending pattern
- Feedbacks and complaints
- New market vs return

- Wage cost
- Total labour cost
- Turnover
- Food cost
- Average hourly pay
- Average room cost



Radisson Blue Edwardian Hotel uses a chatbox called Edward

The Cosmopolitan Las Vegas uses AI called Rose to answer Q&A all day long







How Malaysian  
tourism could be  
**transformed**  
through  
**digitalization?**



A nighttime photograph of a city skyline, likely Dubai, featuring several prominent skyscrapers illuminated with various lights. The buildings are reflected in the water in the foreground. The sky is dark blue, and the overall scene is vibrant and modern.

# Digital Tourism Information Hub