

Connectivity and Tourism Growth



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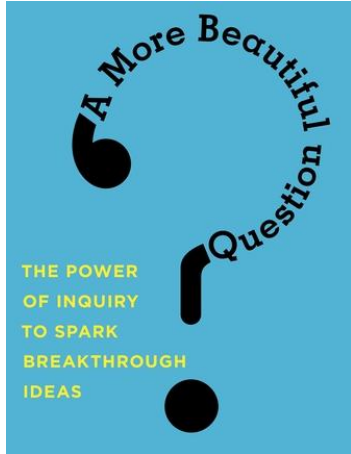
20190904, Helsinki, Finland

What's tourism?



- Tourism means connecting the places, facilities, goods, services, information, money and, most importantly, people.
- Tourism entails connection in terms of physical, virtual, financial, emotional and social relationships.

What's important for the competitiveness of destination?



- The capacity, efficiency and quality of connectivity are crucial to the competitiveness of destinations.
- The connectivity involves transportation, information, service, payment system, social network and etc.
- Destination should be innovative in connectivity in the context of competition and new technologies.

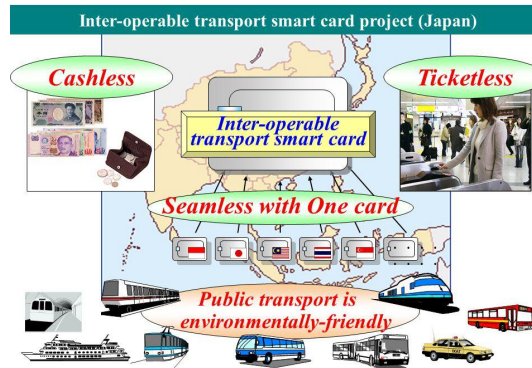
Transportation

- Transport provides connections not only between tourists and the destinations, but also among all other elements of tourism at destinations such as attractions, accommodation, commercial services and etc.
- Transportation can be a major element of the attraction, an experience in their own, as well as showcases for local tourism attractions.
- The location, capacity, efficiency and connectivity of transport significantly influence the mobility of visitors and the quality of tourist experiences.
- The growing number of tourists creates numerous challenges in terms of transport infrastructure and capacity, including border crossings, inter-modality, information provision, accessibility and seamless connections between the various transport service providers.
- Multimodal infrastructure becomes more and more important.



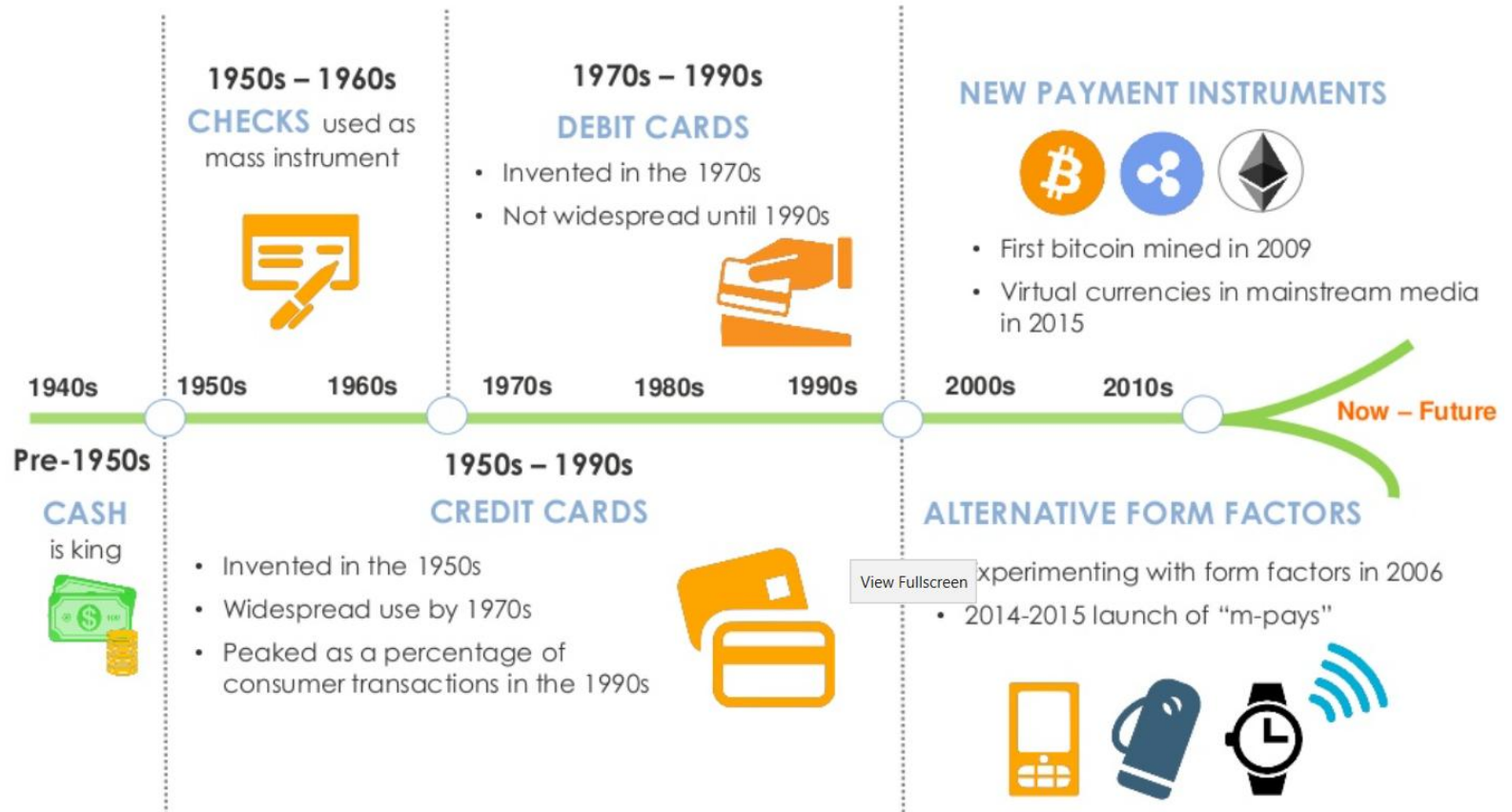
Transportation

- King's Cross and St Pancras Train Stations: intermodal and multimodal transport systems
- Seoul's Incheon International Airport: showcase for local tourism attractions
- Stockholm Archipelago Transport Project
- National Tourist Routes (Norway) & The Wild Atlantic Way (Ireland): invigorating rural and regional communities
- New Zealand Cycle Trail (NZCT): invigorating rural and regional communities
- Singapore Changi Airport, Queen Mary II, the Orient Express, world heritage listed Semmering Railway: both a transportation hub and a tourist attraction
- EuroVelo Cycle Routes, Switzerland Mobility: sustainable mobility
- New Tools for Design and Operation of Urban Transport Interchanges (NODES)
- Seamless transport in Japan
- "Next Stop Paris" and "Legible London" way-finding system

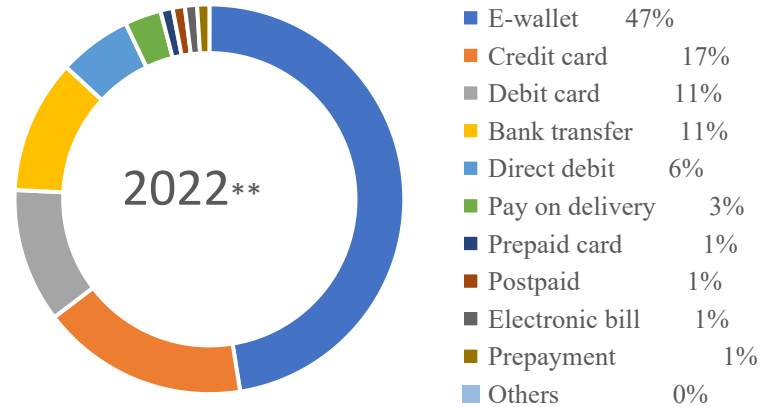
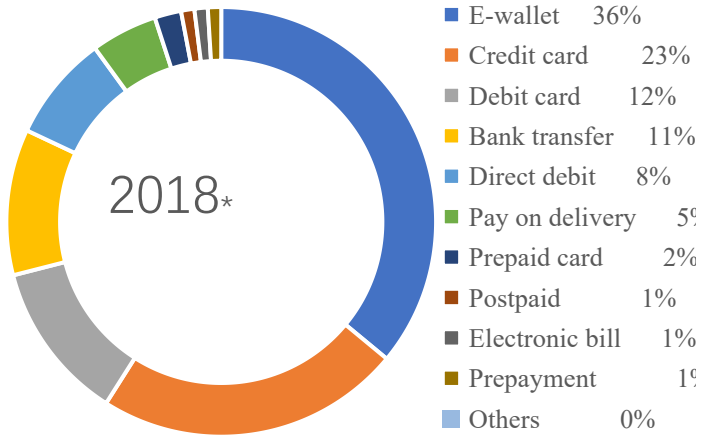


Payment

Evolution of Payment



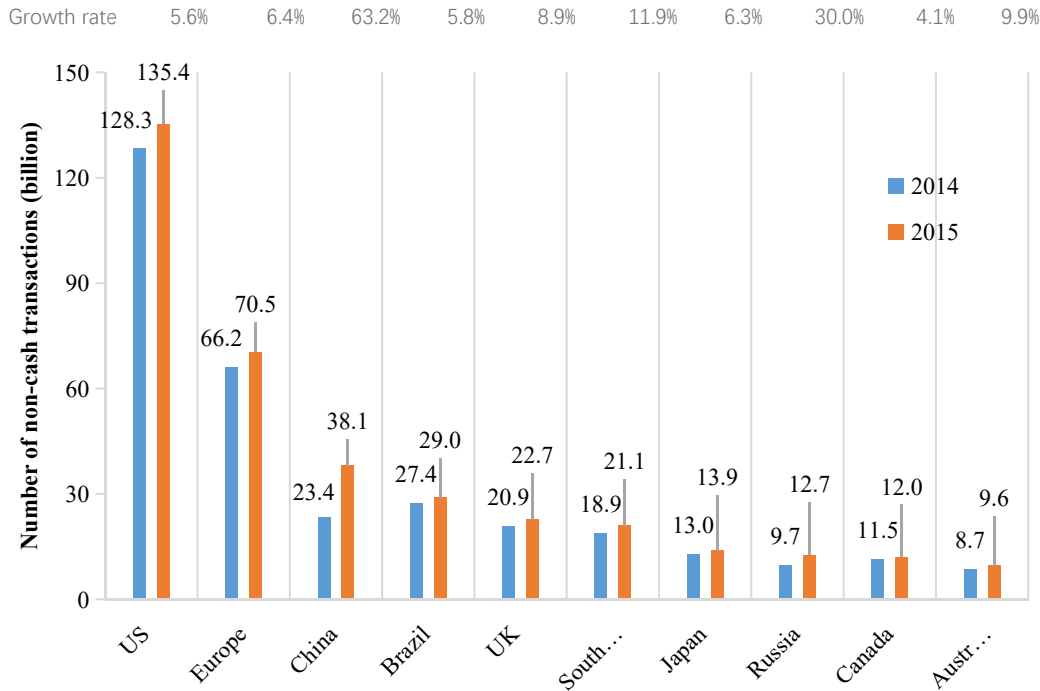
Payment



Payment Methods

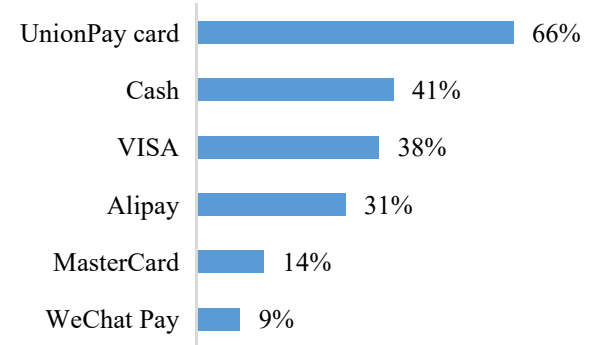
Source: Worldpay, the 2018 Global Payment Report

Payment



Top 10 Markets by Volume of Non-cash Transactions

Source: Capgemini, *World Payments Report 2017*



Payment Methods of Chinese Outbound Tourists

Source: Ipsos, Chinese International Travel Monitor

Marketing

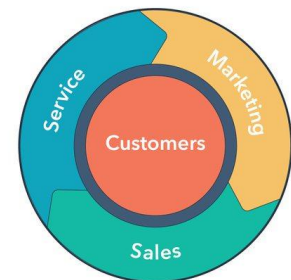
Marketing is connecting the right people in the right places, right time and right way.



Then = Funnel
Customers as an afterthought



Now = Flywheel
Customers at the center



Marketing



Digital media plays an enormous role in many industries. However, there are a few areas where it is an important as in tourism industry from the moment of inspiration to among a reservation, today's travelers navigate a complex journey much of which lies solely or partly in the digital world.



DREAM

Discovering Destinations
Building Wanderlust
Gathering trip inspiration



PLAN

Exploring Possibilities
Mapping out the Visit
Destination-specific logistics



BOOK

Choose and Purchase
Finalizing the itinerary
Amenity selection



SHARE

Experience and Relive
"Honeymoon Phase"
Telling their unique story

Social Network and Social Media

WORLD MAP OF SOCIAL NETWORKS

January 2018



Facebook	QZone	V Kontakte
Odnoklassniki	Instagram	

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source: Alexa/SimilarWeb

Social media has completely transformed marketing of tourism. A recent study from [Travel Media Group](#) shows that 87% of travelers under 34 look at social media for travel inspiration.



- **I. Connectivity of Infrastructure**, such as international airlines, local transportation, and etc.
- **II. Connectivity of Services**, such as information, payment, interpretation, and other services
- **III. Connectivity of Social Network**, such as the promotion, marketing, and etc.
- **IV. Innovation of Connectivity** in tourism industry in the context of new technologies and competition
- **V. Successful Stories of Connectivity** in term of cities and destination



FORUM SESSION III

CONNECTIVITY AND TOURISM GROWTH

