

TOURISM AND TECHNOLOGY  
SUMMIT AFRICA



27<sup>TH</sup> OCTOBER 2023

LAGOS NIGERIA

# THE SUMMIT



## THE TOURISM & TECHNOLOGY SUMMIT

**IN THIS DIGITAL AGE, TALKING ABOUT TRAVELING AND TOURISM BRINGS TO MIND HOW CONVENIENT TECHNOLOGIES HAVE MADE EVERYTHING FOR US. FROM BOOKING TO CHECK-OUT, EVERYTHING IS TECHNOLOGICAL BASED. COMING TO THE SCENARIO OF ARTIFICIAL INTELLIGENCE IN THE TOURISM AND TRAVEL SECTOR, IT IS ALREADY CREATING VERY HUGE SIGNIFICANCE. WITH THE ARRIVAL OF TOURISM 5.0 WE ARE GOING TO EXPERIENCE THE BEST OF TRAVEL AND TOURISM.**



## THEME

**TOURISM 5.0**

**>>>**

**THE FUTURE  
IS SMART**

## OVERVIEW

**SMART TOURISM CAN BE SAID TO HOLD BENEFITS IN THREE MAIN AREAS: ECONOMIC, ENVIRONMENTAL AND SOCIO-CULTURAL. THE ECONOMIC BENEFITS OF SMART TOURISM COME AS A RESULT OF AN INJECTION OF REVENUE INTO THE INFRASTRUCTURE OF A DESTINATION. THIS INJECTION HELPS INCREASE THE COMPETITIVENESS OF THAT REGION THROUGH USE OF DIGITAL TECHNOLOGIES.**



## THE OPPORTUNITIES

**THE ENVIRONMENTAL ASPECT TIES IN CLOSELY WITH SUSTAINABILITY IN THAT SMART TOURIST DESTINATIONS USUALLY INVOLVE SYSTEMS THAT ALLOW FOR SELF-SUFFICIENCY (E.G GREEN AREAS, IMPROVED WATER, ENERGY AND AIR QUALITY AND SUSTAINABLE MOBILITY). FINALLY, THE SOCIO-CULTURAL ASPECT REFERS TO THE HEDONIC VALUE CREATED INDIRECTLY THROUGH SMART TOURISM INITIATIVES. PEOPLE WANT TO ENGAGE AND CO-CREATE THE AREA IN WHICH THEY LIVE, GIVING THEM THE OPTION TO DO SO WILL IN TURN INCREASE THEIR QUALITY OF LIFE AND REDUCE THE RISK OF WASTED RESOURCES.**



## THE SMART FUTURE



**TODAY'S BIG DATA COMES FROM SENSORS IN OBJECTS, WHICH INCLUDE FOR EXAMPLE MACHINES IN INDUSTRY, HOUSEHOLD EQUIPMENTS, CARS AND MOBILE PHONES. SMARTPHONES TRACK YOUR LOCATION, SOCIAL NETWORKS YOUR INTERESTS AND CREDIT CARD COMPANIES YOUR COMMERCIAL ACTIVITIES. ALL THIS DATA IS TOO COMPLEX TO MAKE SENSE TO HUMANS, BUT AI CAN EXTRACT SOME CONCLUSIONS. NOW HOTELS, HOMES, APPLIANCES, AIRPORTS AND SO MANY OTHER TOUCHPOINTS HAVE BECOME SMART TO SERVE OUR NEEDS**



## **DIGITAL TRANSFORMATION FOR THE AFRICAN TOURISM SECTOR**



**TOURISM 5.0 IS ANOTHER TERM FOR THE SAME TREND OF GROWING USE OF BIG DATA, ARTIFICIAL INTELLIGENCE, CLOUD COMPUTING, SUSTAINABLE ENERGY AND OTHER HIGH-TECH COMPUTER TECHNOLOGIES TO GENERATE DEMAND AND IMPROVE SERVICES FOR CONSUMERS ACROSS DIFFERENT INDUSTRIES.**

**IN THE TOURISM SECTOR, THOSE TECHNOLOGIES ARE USED TO CREATE PERSONALIZED TRAVEL EXPERIENCES FROM THE EARLY STAGES OF THE BOOKING JOURNEY TO THE POST-TRIP. THE AFRICAN TRAVEL AND TOURISM SECTOR WOULD NEED TO DISRUPT TO BECOME COMPETITIVE GLOBALLY.**



## **GREEN ENERGY AND THE TOURISM, TRAVEL AND HOSPITALITY INDUSTRY**

**RELIABLE POWER SUPPLY: AFRICAN COUNTRIES OFTEN FACE POWER SUPPLY CHALLENGES, WHICH CAN AFFECT TOURISM OPERATIONS. ENERGY TRANSMISSION TECHNOLOGIES CAN IMPROVE THE RELIABILITY OF POWER SUPPLY, ENSURING THAT HOTELS, LODGES, AND ATTRACTIONS CAN FUNCTION SMOOTHLY AND OFFER ENHANCED EXPERIENCES TO VISITORS.**





## **HOW CLEAN ENERGY CAN EMPOWER YOUNG AFRICANS FOR TRAVEL AND TOURISM BUSINESSES.**

**ENERGY-EFFICIENT PRACTICES: IMPLEMENTING ENERGY TRANSMISSION TECHNOLOGIES ENCOURAGES TOURISM BUSINESSES TO ADOPT ENERGY-EFFICIENT PRACTICES. THIS COULD INVOLVE USING SMART METERS, ENERGY MONITORING SYSTEMS, AND OPTIMIZING ENERGY USAGE TO REDUCE WASTE AND OPERATIONAL COSTS. GOVERNMENTS CAN PROMOTE THE ADOPTION OF ENERGY TRANSMISSION TECHNOLOGIES THROUGH INCENTIVES AND POLICY FRAMEWORKS. THESE INCENTIVES CAN ENCOURAGE TOURISM BUSINESSES TO INVEST IN SUSTAINABLE PRACTICES, CREATING A POSITIVE IMPACT ON THE OVERALL INDUSTRY.**







## **SUSTAINABILITY AND CLIMATE CHANGE ISSUES IN THE TOURISM, TRAVEL AND HOSPITALITY INDUSTRY**



**ENHANCED VISITOR EXPERIENCE: RELIABLE AND CLEAN ENERGY SUPPLY CAN LEAD TO AN IMPROVED VISITOR EXPERIENCE. SUSTAINABLE TOURISM PRACTICES, DRIVEN BY ADVANCED ENERGY TRANSMISSION TECHNOLOGIES, CAN PROVIDE TOURISTS WITH A SENSE OF CONNECTION TO NATURE AND CULTURE, LEADING TO MORE POSITIVE REVIEWS AND INCREASED VISITOR RETURN RATES. GREEN MARKETING AND IMAGE BUILDING IS THE WAY TO GO, EMBRACING SUSTAINABLE ENERGY TRANSMISSION TECHNOLOGIES ALLOWS TOURISM BUSINESSES IN AFRICA TO DIFFERENTIATE THEMSELVES IN THE GLOBAL MARKET. THEY CAN LEVERAGE THEIR GREEN INITIATIVES TO ATTRACT ECO-CONSCIOUS TRAVELERS AND STRENGTHEN AFRICA'S IMAGE AS A SUSTAINABLE TOURISM DESTINATION**



## TARGET AUDIENCE.

**THE TARGET AUDIENCE FOR A TOURISM AND TECHNOLOGY SUMMIT INCLUDE INDIVIDUALS AND PROFESSIONALS FROM VARIOUS SECTORS WITH A VESTED INTEREST IN THE INTERSECTION OF TOURISM AND TECHNOLOGY. HERE ARE SOME KEY GROUPS THAT ARE PART OF THE TARGET AUDIENCE:**



**TOURISM INDUSTRY PROFESSIONALS: THIS INCLUDES REPRESENTATIVES FROM TRAVEL AGENCIES, TOUR OPERATORS, HOTELS, AIRLINES, CRUISE LINES, AND OTHER HOSPITALITY BUSINESSES. THEY ARE INTERESTED IN LEVERAGING TECHNOLOGY TO IMPROVE CUSTOMER EXPERIENCE, OPTIMIZE OPERATIONS, AND ENHANCE THEIR OFFERINGS.**

**TECHNOLOGY COMPANIES: REPRESENTATIVES FROM TECHNOLOGY COMPANIES THAT PROVIDE SOLUTIONS AND SERVICES FOR THE TOURISM INDUSTRY, SUCH AS ONLINE TRAVEL PLATFORMS, BOOKING SYSTEMS, TRAVEL TECH STARTUPS, VIRTUAL REALITY COMPANIES, AUGMENTED REALITY DEVELOPERS, ETC.**



## TARGET AUDIENCE.

**GOVERNMENT OFFICIALS AND TOURISM BOARDS:  
REPRESENTATIVES FROM LOCAL, REGIONAL, AND  
NATIONAL TOURISM BODIES WHO ARE INTERESTED  
IN UNDERSTANDING THE IMPACT OF TECHNOLOGY  
ON THE TOURISM SECTOR AND HOW TO PROMOTE  
SUSTAINABLE AND TECH-ENABLED TOURISM.**

**CLEAN/GREEN ENERGY COMPANIES:  
COMPANIES WITH TECHNOLOGIES FOR ENERGY  
TRANSMISSION THAT CAN FACILITATE THE  
INTEGRATION OF RENEWABLE ENERGY SOURCES  
SUCH AS SOLAR, WIND, AND HYDROELECTRIC  
POWER INTO THE TOURISM INFRASTRUCTURE.  
UTILIZING CLEAN ENERGY THAT WILL REDUCE THE  
CARBON FOOTPRINT OF TOURISM ACTIVITIES AND  
HELP PROMOTE ECO-FRIENDLY PRACTICES.**





## TARGET AUDIENCE.

**TRAVEL ENTHUSIASTS AND CONSUMERS: INDIVIDUALS INTERESTED IN TRAVEL AND TECHNOLOGY WHO MIGHT BE CURIOUS ABOUT THE LATEST TRENDS, INNOVATIONS, AND HOW TECHNOLOGY CAN ENHANCE THEIR TRAVEL BUSINESSES AND EXPERIENCES.**

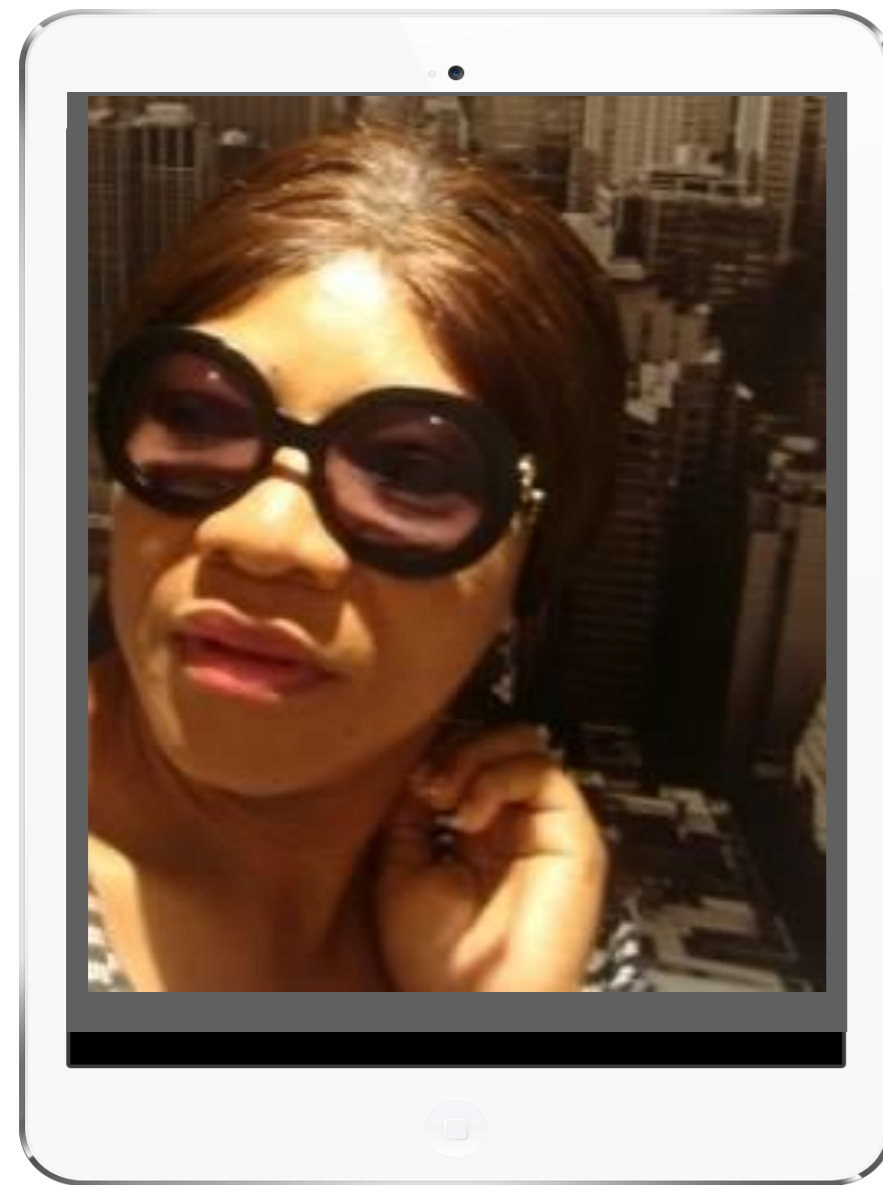
**ENVIRONMENTAL AND SUSTAINABILITY ORGANIZATIONS: REPRESENTATIVES FROM ORGANIZATIONS FOCUSED ON SUSTAINABLE TOURISM AND INTERESTED IN HOW TECHNOLOGY CAN HELP PROMOTE RESPONSIBLE TRAVEL PRACTICES.**

**TRANSPORTATION AND MOBILITY COMPANIES: REPRESENTATIVES FROM TRANSPORTATION COMPANIES (E.G., RIDE-SHARING SERVICES, CAR RENTAL COMPANIES) WHO ARE INTERESTED IN HOW TECHNOLOGY IS SHAPING THE FUTURE OF TRAVEL AND MOBILITY.**



In a recent research conducted in 2021 by the travel technology company Amadeus, 98% of business travelers said that technology will increase their confidence to travel. This is an expressive number that destination marketers and managers can't ignore.





## CONTACT

Clara Chinwe Okoro  
Founder  
My Beautiful Africa



Tel:234 8023032954 +234 7031233729

Email:[tourismandtech@gmail.com](mailto:tourismandtech@gmail.com)

Website: <https://www.tourismandtechnologysummit.com>



Adelokiki Adeyomi  
Project Manager



Tel:234 8132874986 +234 8172952323

Email:[tourismandtech@gmail.com](mailto:tourismandtech@gmail.com)

Website: <https://www.tourismandtechnologysummit.com>