

Top Tech Trends Defining the Travel Industry

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In brief

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21st-century technology is booming- from artificial intelligence to cloud computing applications to innovative smart devices- tech conglomerates show no signs of slowing down. Though every industry has benefited from up-to-date gadgets and digitalization, the travel sector has seen a significant uptick in tech trends, changing the face of tourism and exploration.

Whether it's updated GPS capabilities or fast-acting translation applications, travelers everywhere can benefit from groundbreaking innovations. Read on to learn more about up-and-coming travel technologies redefining the tourism industry in 2022.

Artificial Intelligence

Artificial intelligence (AI) has seen a significant increase in popularity over the last decade, with companies and consumers flocking to AI-capable gadgets and services. As a result, what once was considered science fiction is now a reality, with tech companies building intelligent devices and algorithms that can respond to human interaction.

AI translates to automated booking agents, computerized help desks, and targeted social media ads tailored toward a simplified adventuring experience in the travel industry. In addition, artificial intelligence has taken security and contactless payments to the next level, keeping travelers safe from theft and online danger.

Recognition Technologies

Facial recognition is biometrics driven by AI technologies, allowing platforms and services to identify or verify the identity of individuals. Recognition technologies work by matching facial features to photos or videos online. Those embarking on foreign travels can now upload booking photos, personalize staff interactions, and utilize contactless transactions, improving safety and convenience while abroad. ,

Chatbots

AI-driven chatbots are the future of customer service. Digitized chatbots can automate help centers, saving company costs and customers' long wait times. In addition, because AI-capable chats learn from customer interactions, chatbots will only improve as they resolve problems and answer questions.

If you're concerned that customers will miss the "human touch," you shouldn't be. Well-developed AIs can be indistinguishable from humans over chat. Those needing additional help from a real-life customer service rep can still transfer to a human helper in a smaller, more controlled department.

Robotics

Robotics has been at the forefront of modern technology for years, implementing services behind the scenes and optimizing operations for corporations and consumers everywhere.

Coupled with AI technologies, robots have made their way into day-to-day use in many hotels, greeting customers, offering helpful information, and transferring luggage easily. Speaking of luggage, robot-enabled suitcases can follow hurried travelers, allowing them to scale airport hurdles hands-free.

Virtual and Augmented Reality

You might think virtual reality (VR), and augmented reality (AR) would hinder travel. After all, people can use these technologies to explore faraway destinations from the comfort of their homes.

However, the travel industry uses these emerging technologies to encourage travel by offering potential customers a 3D look at destinations and hotel rooms. That way, apprehensive consumers can take extensive tours, review hotspots, and check boarding spots before spending thousands of dollars on an underwhelming vacation.

Internet of Things

The Internet of Things (IoT) refers to everyday devices connected to the internet, from phones and televisions to watches and thermostats. Any gadget labeled "smart" or "intelligent" belongs to the IoT.

The IoT has taken the travel industry by storm, offering tourists greater personalization options for in-room devices, helping retrieve lost luggage, and keeping travelers connected.

Cybersecurity

Unfortunately, cyberattacks are becoming increasingly common, especially for unassuming travelers connecting to unsecured WiFi spots throughout their journeys. In addition, hotels, airlines, and personal devices have access to sensitive customer information, like passports and card information, making them hotspots for cyber hackers.

Thankfully, online attacks have led to improved cybersecurity, with many travel-related industries investing in enhanced safety measures to keep client information protected. As a result, vacationers can jet off to foreign lands without the constant fear of online vulnerability between two-factor authentication, beefed-up firewalls, and private VPNs.

Contactless Payment Methods

Ten years ago, contactless payment methods were a novelty, with very few devices offering tap-to-pay services. However, most up-to-date companies and devices offer contactless payment, including instant transfers from smartphones in today's day and age.

Additionally, facial recognition has improved contactless methods, restricting access to funds without a face ID and keeping travelers safe from financial theft.

Big Data

If you're unfamiliar with "big data," don't be alarmed. Big data is an extensive information set that requires extensive systems to process. Often, significant data sets are extracted and processed externally to collect customer info and online behavior. Centers then analyze the collected data to understand and predict consumer wants and needs.

For example, hotels often analyze internal data, including past occupancy and room rates, with external data, like local events and holidays, to create an updated analysis of costs and customer influx. Proper research can help hotel management gauge potential price points, increasing or decreasing rates.

Final Thoughts

Technology is progressing faster than ever, and the potential applications in the travel industry are endless. For example, automation technology can free up employees for more critical tasks, data collection enables companies to better market deals, and digitalization keeps tourists connected regardless of location.

Utilizing cutting-edge technology keeps adventure-hungry tourists safe and comfortable while improving the services of travel agencies worldwide.

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