



5 Technology Trends Dominating the Travel Industry in 2020

The expectations of modern travellers have changed since the world has shifted online. Modern travellers, comprising mostly of young millennials and Gen Zs, look for frictionless and effortless experience while planning their vacations using their smartphones. And, travel brands are striving hard to offer services that align with the new generation buyers. Digitalization has made this achievable.







The big pioneers of travel and tourism have fast adapted travel software services to ensure a hassle-free booking experience for both the service givers and service takers. But, technology is dynamic and every new day marks the dawn of a new era, a new find that promises untold opportunities for the brands.

The industry has also witnessed a rapid upsurge of [travel agent software development](#) companies who are key players in streamlining the processes greatly. But, the discoveries doesn't end here. Year 2019 was an era of responsible and sustainable tourism. And, the year 2020 looks very promising when viewed from this point.



Following are five technology trends which are likely to dominate the travel and tourism industry in the coming year 2020.

1. Sustainable and Eco-friendly tourism

Sustainable tourism has made quite a buzz in the year 2019 with 'Flight Shame' movement posing a threat to disrupt the economy in many nations, especially Europe.

Travel by planes, trains, and automobiles have been a major source of carbon emissions, causing environmental health hazards for many. The younger generation is more responsible and sensitive to such environmental issues than their predecessors. They expect and demand more eco-friendly solutions for their future vacations.

2. Cashless and cash-free vacations

Online travel portal development companies aim at creating a strong presence for travel brands online. Companies which opt for travel software services are very much in support of secured payment gateways. In the digital era, the whole world is accepting cashless transactions with open arms.

Internet banking/e-wallets are some of the features that enable travellers to book their flights or make hotel reservations and make payment for the same using the single platform. Integrated payment gateways make things a lot easier, both for the travel agents and travellers alike.

Money transactions take place within seconds — the most convenient way of conducting business online.



3. Personalized and customized services

Mobile apps and the Internet is a major source of Business Data which the e-commerce sites capture in an attempt to learn more about their prospective buyers. Such information is crucial to rendering personalized and customized services to their customers.

The shift is towards putting traveller experience and their employees at the core of any travel program. Customer opinions and preferences shared through apps and other digital services enable travel agents to offer tailor-made services and loyalty programs, matching the new-age customers' expectations.

4. Transfer booking engine

Again, the expectations of the new age travellers have changed since digitalization has taken over our lives. And, the first thing that has been challenged is the age-old method of booking, which has always been a major pain point for many customers. Mobile applications and [travel software services](#) have addressed this issue, keeping in mind the wants and needs of the wanderers.

Uber and Lyft are two such transfer booking apps that have successfully bridged the gap between ride-seekers and ride-givers. Individuals are using technology to connect with people who are travelling and offering to transfer visitors from airports or railway stations to their hotels at cheaper fares.

5. Enhanced customer support system

96% of customers expect brands to respond within 24 hours for the issue raised by them, wherein 90% of millennials expect brands to respond to their social media comments instantly.

Chatbots and other messenger applications allow brands to stay in touch with their valued customers 24 hours round the clock, in any language. They expect airline to share flight updates, boarding passes, booking confirmations, and any change in the flight schedules via the messaging apps.



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