Smart Tourism Solution
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As an integrated solution for tourism agencies, ZTE’s smart tourism solution, which is based on the smart tourism cloud platform, provides applications in terms of public services, marketing, comprehensive supervision, talent services, and e-commerce by leveraging modern IT technologies. By focusing on food, accommodation, transportation, sightseeing, shopping, recreation, education, management and research, the solution can effectively increase tourists’ satisfaction, promote the brand image of tourism and the service quality of a country, city or scenic spot, and create great social and economic benefits.

Necessity of Smart Tourism Construction

Tourism is an information-centralized industry that is highly dependent on information. The level of IT application has been one of the important factors that represent the development level of a tourist destination. The tourism industry should be a pioneer in industry transformation, upgrading and innovation, and smart tourism construction is a major way to achieve this goal.

Smart tourism is a better way to represent the modern service industry. It can improve the high-tech competitiveness in the tourism industry, improve the value-added service capability of tourism products, optimize the talent structure of the industry, and enhance tourists’ travel experiences. It can also create demands, guide consumption, and provide high-level value-added and knowledge-based services, thereby building a more satisfactory modern service industry.

Introduction to the Solution

Solution Composition

ZTE developed a smart tourism solution that features “One Card, One Network, and One Platform”, to construct tourism IT infrastructures, provide tourists with high-quality services, and help tourist destinations build world-leading tourism brands.
Descriptions

Tourism Service Cards
By building a unified tourist-oriented user system, physical or virtual cards like smart cards, annual cards and QR codes can be used to bring convenience to tourists as well as collect and process tourism data in a centralized manner.

Integrated Service Network of Tourism Resources
By leveraging the Internet, 3G, GIS, electronic payment, RFID, smart terminals, and other state-of-the-art technologies, a local service resource network can be built for tourist destinations, including the local video resource network, wireless resource network, positioning equipment network, verification equipment network, publicity screen network, touch screen network, tourism guidance resource network, and environment data monitoring network. The network covers all the aspects of tourism including food, accommodation, transportation, sightseeing, shopping, and recreation. It will greatly improve tourists’ experiences and achieve O2O integration of tourism resources.

Tourism Service Cloud Platform
The tourism service cloud platform includes a unified cloud platform to support services as well as a public service system, a marketing system, a supervision platform, a tourism talent development and management system, and an e-commerce management platform.

Application Scenarios
Solution Highlights

Social Benefits

- Brings new tourism experiences and improves the influence and reputation worldwide
- Standardizes the code of conducts in the industry and promotes management innovation
- Improves the service level of the tourism service industry and accelerates industry upgrading
- Enhances collaboration between industries and encourages marketing model innovation
- Improves the supervision model and stimulates information consumption

Economic Benefits

- Enhances the scale economies effect through value-added tourism services
- Improves the living conditions of local people and fuels regional economic development
- Promotes integrated development of the tourism and information industries and accelerates the development of the local IT industry
- Increases tax revenue and creates new jobs

Case Study

Smart Tourism Project for Qinhuangdao

The tourism service platform for Qinhuangdao aims at building “One Card, One Network, and One Platform”. It helps Qinhuangdao achieve smart tourism by combining tourism service cards, the citywide tourism terminal network and the smart tourism service platform. This project is an important part of the smart city construction for Qinhuangdao.

Customer pain points:
- Dispersed tourism information resource data and no centralized management system platform
- For employees: The Qinhuangdao tourism talent website is already available; labor demand information in busy seasons is inconsistent.

ZTE solution:
- “One Card, One Network, and One Platform”,“tourism service cards, service network across the city, and tourism service cloud platform
- Fully covering all the 17 5A-class and 4A-class scenic spots in Qinhuangdao

Customer benefits:
- Economic benefits: Enhances the scale economies effect through value-added tourism services; promotes integrated development of the information and tourism industries; creates new jobs.
- Social benefits: Brings new tourism experiences and improves the influence and reputation worldwide; standardizes the code of conducts in the industry and promotes management innovation