

The Changing Face of Tourism-Making the Connection through Technological Advancement

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Abstract : The up and coming new generation of travelers will change how the world will achieve its global connectivity. The goal is that through people and technological advancement world-wide, people will be able to better explore the culture and beauty, as well as gain a better understanding of the core values of each host countries treasures. Through Rika's unique world connection model approach, the tourist can explore their destination with the help of local connections. Achieving a complete understanding of the host country while ensuring equal economic prosperity and cultural exchange is key to changing the face of tourism. A recent survey conducted by the author at Portland International Airport shows that over 50% of tourists entering Portland, Oregon are more eager to explore the city through local residents rather than an already planned itinerary created by travel companies. This new model, Rika, aims to shed light to the importance of connecting tourists with the technological tools that increase connectivity to the locals for a better travel experience and that fosters shared economic prosperity throughout a community achieving the goal of creating a sustainable, people driven economy.

Keywords : RIKA, tourism, connection, technology, economic impact, sustainability, hospitality, strategies, tourism development, environment

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020