

2nd Panel - Strategic ways forward to leverage your business for Expo 2020. US/190825 Armada Dubai.

strategies that travel and tourism companies (and complementary businesses) can implement to ensure they maximize the Expo 2020 opportunities. (Strategies to unleash business potentials through Expo 2020)  
Question 2 - Ummer Sahib - In the tourism space, you are in the content game. How does having curated content help maximize a tour's potential?

Great, Thank for having me here.

Let me start with curated content. Simply put it is storification of history, facts, figures, and highlights of a tourist attraction in such a manner that it is delivered as an exciting story. As a tourist, we all like to hear stories. It allows us to understand. As Da Vinci put it. **The noblest pleasure is the joy of understanding.**

Content exists in material form such as hard copy, flyers, brochures etc, digital form in Websites. Now, every city and museum invest in making an app and expects every tourist to download their app and use it. Most of the content are not storified. They are boring and not adapted to a tourist who want to listen to stories before, during and after their visit. They like to reflect on the stories after the visit. By the way, as per **Confucius, the noblest means to learn wisdom is through reflection.**

Looking at recent tourist profile, you can see a steady increase of non-package, tech-friendly tourists. In expo 2020 it is going to be predominantly business tourists. They buy flight tickets and room online and use google map to reach an attraction. When they are onsite, they need a human guide to tell the stories! This is the real challenge and the missing techlink! You can list atleast 10 challenges in getting an onsite human guide. Availability, Language, accent, knowledge and unwillingness to pay a fee. They are also in short of time and do not have more than 3 minutes at each point. Since the non-package target group does not like to be part of a heard, they want to graze alone or as a couple. They end up visiting the attraction alone, spend time in taking pictures, lot of selfies and upload to facebook and whatsapp. That ends their tour! - I call them photo tourists. They did not experience the **noblest pleasure; the joy of understanding.**

Having presented the problem; let me tell you how we have tackled this in izi.TRAVEL.

In 2011, we have created a FREE story telling platform for content providers to publish GPS Location triggered stories. We have an app called izi.TRAVEL for the tourists. A single app giving access to over 10000 tours, covering 100 countries, 2250 cities includes Dubai in 58 languages. We have 20000 publishers from all over the world who are content authors who publish tours either FREE or paid. Please do download the izi.TRAVEL app from Appstore or playstore and experience it yourself. You too can be one!

I want to highlight 3 key app features. It works both on-site and off-site, online and off-line, just like a human guide, the app knows where you are standing onsite and triggers a 2 or 3 minute story while your eyes are enjoying the sight. While indoors, scan QR code of the object in the Museum and listen to its story. Even car rentals like Ejarcar or Udrive or Uber/Careem taxi can install this app in the on-board tablet and put the mode in auto-play. So, when the car passes through an attraction, the story will be triggered or play in offsite-autoplay mode which will play the stories one after another. Airport to hotel is story driven!

You can publish your own tours suiting your itinerary, generate a QR code and send it to your guests. They can scan the QR code and does not required anyone to guide them. Thus, every visitor is given onsite FREE tour guide who tells curated stories to experience at their own convenience at their own time in their own language at their own pace. They experience on their own and will not bother you asking 100 questions.

Most important is; it allows them to listen to the stories before, during and after, thus giving a **richer experience, gain wisdom through reflection and of course enjoy the noblest pleasure of understanding.**