



LEADING NEW ICT



Huawei Smart Tourism Solution



Tourism Industry Has Great Impact To Regional Economy

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2016 % share
1	Caribbean	14.9
2	Oceania	12.2
3	South East Asia	11.8
4	European Union	10.2
5	North Africa	9.7
6	Middle East	9.1
7	South Asia	8.9
8	Latin America	8.8
9	Other Europe	8.4
10	North East Asia	8.4
11	North America	8.4
12	Sub Saharan Africa	7.1
13	Central Asia	5.2

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2016 % share
1	Caribbean	13.4
2	Oceania	13.2
3	European Union	11.6
4	North America	11.0
5	South East Asia	9.7
6	North Africa	9.0
7	North East Asia	8.7
8	South Asia	8.3
9	Latin America	7.8
10	Middle East	7.6
11	Other Europe	6.6
12	Sub Saharan Africa	6.0
13	Central Asia	5.1

Relative Contribution Rank No.1 :
Tourism industry is extremely important for most Caribbean countries.

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2016 (US\$bn)
1	North America	1771.3
2	European Union	1682.9
3	North East Asia	1522.6
4	Latin America	328.2
5	South East Asia	301.1
6	Other Europe	278.5
7	South Asia	252.9
8	Middle East	227.1
9	Oceania	182.7
10	Sub Saharan Africa	108.0
11	North Africa	57.7
12	Caribbean	56.4
13	Central Asia	10.8

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2016 '000 jobs
1	North East Asia	77048.4
2	South Asia	47998.2
3	South East Asia	30154.9
4	European Union	26585.0
5	North America	24239.9
6	Latin America	16108.3
7	Sub Saharan Africa	15770.6
8	Other Europe	9445.1
9	Middle East	5730.7
10	North Africa	4933.4
11	Oceania	2470.1
12	Caribbean	2319.4
13	Central Asia	1546.7

Absolute Contribution Left Behind :
Tourism in Caribbean still have great room to grow.

However, Traditional Tourism is Faced with the Challenges

Security



Tailand Bombing:

Bombing in year 2015, caused **15** persons dead, **80** persons injured, and **1 billion** USD tourism income.

Service



Complaints:

Unresolved complaints will persuade **10** of his personal circle to give up the travelling to the same city.

Consumption



38Yuan Shrimp in China:

Destroy the value of the tourism advertisement of **50** million Yuan in Shandong province;

Travel



Losing the way:

60% tourists have the worries of losing the way during traveling.

New ICT is Moving Tourism to “ Smart Tourism”

Tourists

- Comfortable
- Convenient

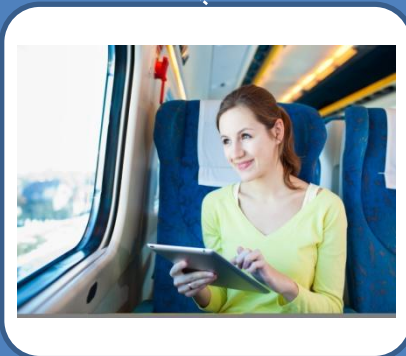
Enterprise

- Credibility
- Qualified Service

Government

- Security Guarantee
- Smart Management

- New Experience
- New Service
- New Management
- New ICT



Smart Tourism



Mobile



Social



App



IoT



Wifi



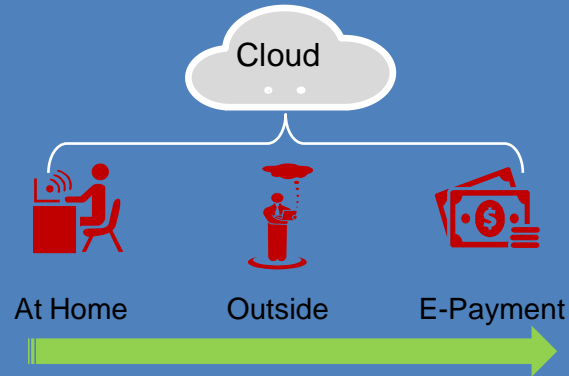
Cloud



BigData

For Tourists : Comfortable & Convenient

Desk Consulting



Online Booking



Losing the Way

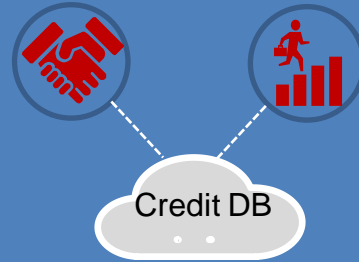


E-Map Navigation



For Enterprise : Credibility & Qualified Service

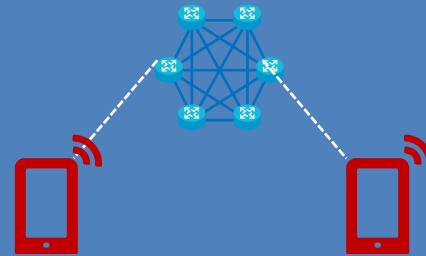
Cheating



Credible



Long Queue

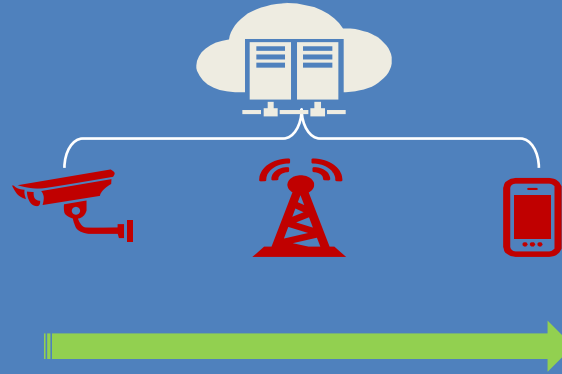


Professional



For Government : Security Guarantee & Smart Management

Bombing



Early Warning



Complaint



Smart Service



Smart Tourism: Tourist-Focus Service, Integrated City Service

- New Experience
- New Service



Smart Tourism

- New ICT
- New Management



Tourism Applications: For Better Travelling Environment

For Tourist



Online Booking



Travel Navigation



Wifi Access



Scenery Preview



Transportation



E-Payment

For Enterprise



E-Ticket



Security



Travel Group Management



Monitoring



Travel Guide Management



E-Commerce

Integrated Tourism Platform (Government)

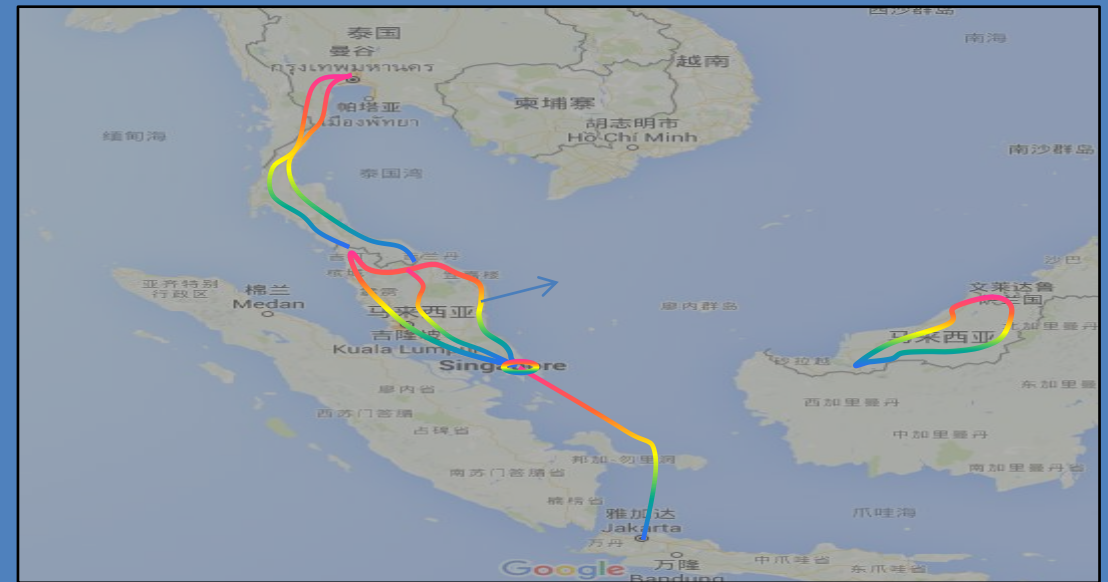
Agile Network: Wide Coverage, Reliable Connectivity

Internet Access: Wide Coverage



- High Density Coverage
- Unique 3D Planning Tools
- Convergent Security Features
- Flexible Management and Control

Island Connectivity : Reliable Connectivity



Huawei is able to connect the scattered islands with Fiber. The broadband connectivity will enable the data rapid transition, especially the video data.

Intelligent SenseAlert: For Intelligent Perception



Intelligent SenseAlert Solution

Mobile MediaShare: For Fast Emergency Response



Unified Management: Safe City, Smart Management



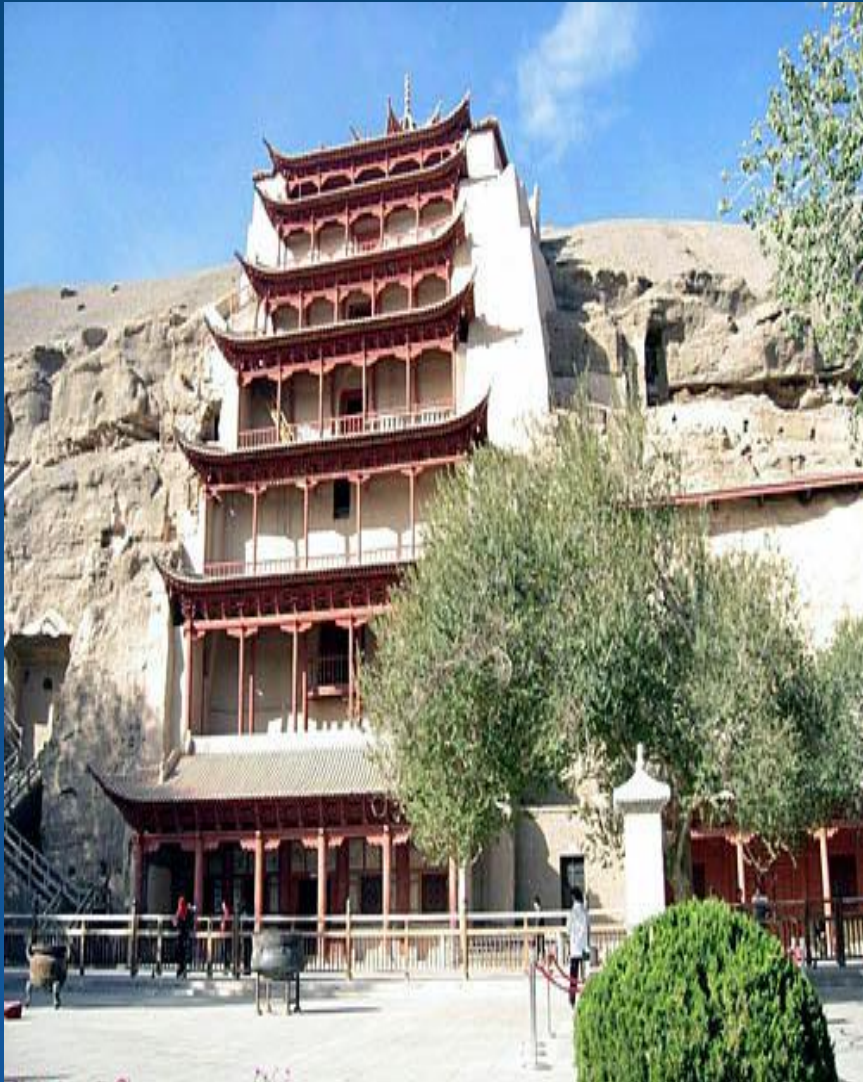
Successful Story: Guilin Safe Tourism Project






Guilin, China

- Coverage: 83 km river segment
- Mobile surveillance system for security protection
- World's first public security broadband trunking network: emergency command efficiency **↑** 30%.
- Regulation violation detection: on-water incident rate **↓** 50%.

Successful Story: Dunhuang Safe Tourism Project



Dunhuang, China

- End-to-end solution: covering HD video access, video storage, and open platform and improving public security in Dunhuang
- Crime rate  30%
- Claim settlement rate  20%
- Work efficiency  25%



THANK YOU

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