

Technology and Place: An Exertion of Intelligence Amplification in Destination Branding

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Tourism industry requires powerful tools and technologies that facilitate customer satisfaction and help the sector return to their core business by providing adequate profit to their businesses. Intelligence amplification is one technology that connects human brain with the digital cloud so as to provide better wireless communication and information retrieval. Since intelligence amplification build human intelligence from scratch, it enables customers and the tourism sector to manufacture a million additional neuronal connections that is important in providing authentic content and increasing customer engagement (Vinge, 2000). These neuronal connections are able to download information and communicate via the internet. Intelligence amplification rely more on Nano-particles so as to assemble and organize the data, and make as many neuronal connections as possible in the human brain. The more, neuronal connections are made from this technology, the more human intelligence is amplified.

In destination branding or tourism sector, intelligence amplification can be applied in influencer marketing. Most of the brands in the tourism sector are looking for authentic content and higher customer engagement. However, there challenge has been how to choose the content that is most engaging to customers, and how to make the authentic content reach the customers in a cost-efficient manner. This has been impossible with the use of social media. However, with intelligence amplification, the sector is able to receive additional intelligence about the customers, their needs, and preferences. This information is important for the tourism sector to provide contents that are most engaging to customers and provide

instant communication with its customers no matter the language they speak all over the world.

Additionally, since Intelligence amplification helps in providing authentic contents, the tourism sector would apply it in predicting the quality of visuals that would get a higher engagement rank. The technology is capable of offering additional human intelligence about the quality of visuals to be used, and how the customers are likely to perceive them. It can also communicate to the management the customer's preferences on the best visuals to use so as to increase customer engagement. Through this, the sector is able to predict the quality of visuals that will get higher engagement rank. This will improve customers' satisfaction while they engage more with the brand (Azuma, 2001). Similarly, intelligence amplification can be applied in the tourism sector to predict the number of interactions any content may have. This prediction helps the company to create authentic story telling about the customer's destinations. The higher the number of interactions, the higher the number of tourists received. Since companies in the tourism sector are busy with increasing the number of tourists or guests so as to increase their profits, such prediction on how many interaction any content would have will be important in increasing customers' engagement with the brands. Finally, intelligence amplification can be applied to provide faster conversations and reach out to different tourists in their communities without the companies incurring any costs.

Intelligence amplification can also be applied in content marketing in the tourism sector. This is because the technology can be used to extract objects in any visual and automatically tag any content on databases. When this occurs, customers are able to get the information within any content very faster without taking longer going through the content. Intelligence amplification reduces information to a form that can be understood by any client regardless of their languages. Therefore, customers can easily understand the contents tagged on the databases and be guided automatically without assistance from the online customer

care. Additionally, the application of intelligence amplification in content marketing helps the tourism sector to identify contextual results and optimize hour, weekday, and season for publishing in various markets.

Intelligence amplification can also be applied in the tourism sector to increase ROI and ROE, while decreasing costs. This is because the technology can predict the content provider that is most effective for any specific destination. The technology provides amplified human intelligence that can be used to identify how effective a particular destination is (Vinge, 2000). The companies in the Tourism sector have not to hire consultants or spend much time looking for the best content provider for a specific destination. This technology is the best and it will help companies in the tourism sector to reduce operational costs. Additionally, intelligence amplification can decrease costs since it can be used to effectively predict the influencers which will be most engaging for any specific destination.

Hotels in the tourism sector can also apply intelligence amplification to check-in their clients at the reception. This means that receptionists will no longer be needed in the hotels. Intelligence amplification can help the hotels to get better information about the client. This is because it can assemble and organized personal data of all the clients. Through this, the hotel can automatically adjust to the taste of all the clients. This makes the hotels to provide the best customer experience. Intelligence amplification is capable of identifying the client and set the client room automatically based on the demands of the client. Moreover, the technology will allow the hotels in the tourism sector to know what the clients need even before they ask for it.

Guests or tourists require the best experience. This can be provided by using intelligence amplification. The technology can be applied in tracking guests. Since the technology provides intelligence on what the client want before he or she ask for it, once the

client gets in at the reception, the technology will automatically open and close the door when a client wants to get into the room (Vinge, 2000). Additionally, the technology can provide the hotel staff with information on when the client should wake up. The hotel staff can then provide coffee or meals to the client when they wake up. The technology can help the hospital staff to predict the type of meal the client wants. The technology can tell the hotel staff where the client is and what the client want. It can automatically trace the client. This helps in providing the best customer experience thus customer satisfaction.

In conclusion, intelligence amplification technology will totally change customers experience in the tourism sector. The technology will automatically match the customer's habits, needs, desires and preferences with the proposed brand. It will also give instant authentic content about a brand or product. Since the technology will be able to predict what the clients want before they even think about it, it will help the hotel staff to provide quality services and produce products that can be easily converted into purchase. The technology will help the tourism sector to put everything in place when the clients want it thus improving the whole customer experience while increasing profits to the hotels.

References:

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