



ASEAN AUSTRALIA SMART CITIES WEBINAR SERIES:

# PROMOTING SMART TOURISM RECOVERY VIA VIRTUAL REALITY

2 MARCH 2021, 1:00 - 2:00 P.M. (GMT +8)  
VIA ZOOM (PRIOR REGISTRATION REQUIRED)

## ABOUT THE WEBINAR

The tourism sector serves as a major economic lifeblood for many cities across Southeast Asia. The scale of this reliance was emphasized as pandemic-related travel restrictions were implemented in major cities around the region, putting all tourism activities to a halt. This resulted in a steep decline not only in visiting tourists, but also in much-needed tourism revenue and employment. Given this, cities are looking for new ways to facilitate a swift and safe tourism recovery, and are increasingly adopting digital solutions to boost post-pandemic travel planning and restart tourism activities in the new normal

Virtual reality is one of the immersive digital technologies that could help accelerate the tourism sector's bounce-back and could play a vital role for the sector's gradual re-emergence throughout the upcoming phases of the COVID-19 recovery. Virtual Reality promotes realistic experiences in a virtual environment that can showcase various experiences to tourists unable to travel physically to distant locations, such as a meditation session in Bali or cooking lessons in Bangkok. Crucially, digital technologies cannot, and are not intended to, replace experience of real-world travel, but they may play a persuasive role in marketing Southeast Asia during the COVID-19 recovery.

This webinar will explore the business development case for smart tourism solutions with VR for post-pandemic recovery in the travel and tourism sector. Panelists will also share the benefits and experiences implementing smart tourism solutions with VR, along with best practices and specific use cases.



**RAQUEL PEREZ WONG**  
Chief Marketing Officer, iACADEMY  
(Philippines)  
Tech in Tourism



**ERIK CHAMPION**  
Honorary Professor, Australian National  
University Centre for Digital Humanities  
Research  
Cultural Tourism XR (Extended Reality)



**MARCELINE GIROL**  
Chief Strategy Officer, VRWORLD.TV  
Reimagining tourism while protecting  
communities using 4.0 technologies



**JENS THRAENHART**  
Executive Director, Mekong Tourism  
Coordinating Office  
Concluding Remarks



**STEVEN SCHIPANI**  
Project Administration Unit Head,  
Southeast Asia Department, ADB  
Moderator

## ABOUT THE ASEAN AUSTRALIA SMART CITIES TRUST FUND

The ASEAN Australia Smart Cities Trust Fund (AASCTF) assists ASEAN cities in enhancing their planning systems, service delivery, and financial management by developing and testing appropriate digital solutions and systems.