

Background story of “One-Phone Tour”

1) Terrible traffic jam in China.

- China has serious problems with traffic. Over the past couple of decades, as China rapidly urbanizes. China has seeking out for solution
- China face the same problem as all developing countries. People are suffering terrible traffic jam. You can find terrible traffic jams on the news back in 2010.
- Back to 2014 to 2015, there are many stories about the terrible traffic jams during China’s annual Spring Festival. This is the time when families reunite and usher in a new year. Combination of bad weather and millions on the move can lead to tragedy!
- China government aware the important to collect **BIG DATA**.
- So and so, there are a lot of policies imposed by China government due to this problem. For example, intelligent monitoring system are developed to monitor and regulates traffic flows around cities.
- People required to use their ID to purchase the transportation tickets such as air ticket, train ticket and bus ticket.
- All people are required to use their ID to check in a hotel.

As the biggest IT company in China, Tencent’s Weixin develop “Intelligence tourism” is helping tourism and entertainment Industries reset and transform.

So, what is the “Tencent’s Weixin intelligence tourism”? This is the name “One-Phone Tour” now. And the services including:

- Online booking for traffic tickets
- Online booking for hotel accommodations
- Map of a city
 - * where is the airport?
 - * where is the station?
 - * where is the taxi stand?
 - * How much is the ticket?
 - * How to change booking?
 - * When does it leave “Alarm Clock to remind”

Almost everything are “Digitalized”.

By mean of the BIG DATA, district governments are able to have much better plan for city development toward traffic flows and Infrastructure!

About WeChat Translation

About tourism within China, one thing might be ignored. Many foreigners are noticed that there is heavy accent in various provinces in China. In many cases, they are unable to communicate with the native by using Mandarin (The Chinese Language) especially with the elderly!

Owing to this reason, Tencent develop unique “Voice Translation” tickle to the needs of Chinese people. In case foreigner think they can use Google translate to travel within China, then this is wrong. Actually, everybody here is using WeChat translation APP!

The most sophistic “Control System” ever-made!

As you know, China population is 1.35 billion. And almost all Chinese people were using WeChat and they already used to the Tencent program because the APP are making their life more convenience and comfortable!

Thus, you can image that Tencent is running such system for a country with 1.35 billion population for over 5 years. It is no doubt that this is the best software ever made after such as long testing period!

Launching of Tencent “One Phone-Tour”

Eventually this tourism program is start promoting to overseas in year 2018. Several countries joined this program and they are Helsinki in Finland, Stockholm in Sweden, Vancouver in Canada and New Zealand. As the matter of fact, the ball is rolling very fast but this program has to pull the stop due to the breakout of Covid pandemic in year 2019 unfortunately.

I need to emphasize here how convenience for a Chinese tourist when they are using this “One Phone -Tour”.

- They can book the airlines, hotel at the APP
- They can arrange the local transport and everything pay by RMB (China currency)
- They can communicate with the local with the unique WeChat translate
- They can check in and check out the hotel without going to front desk.
- When they go to those tourist attraction such as museum, they can scan OQ code and they can listen about the story of the piece of art in their own dialect. This brings them much joy than they have a local tourist guide!
- Even they can find the map where they can find the nearest toilet.
- They can find their desire restaurant and arrange booking early
- They can select the best souvenir, arrange payment and deliver to their hotel room. Everything is being done at their cell phone.
- In case of emergency, Tencent also offer temporary loan to the WeChat user. Of course, this is based on their personal credit. This service is, indeed, make the WeChat tourist feel safer and more comfortable.

Without doubt, Chinese travelers feel much better while they travel with Tencent “One-Phone Tour” since their services are so extraordinary and others are beyond compared!

Contribution of this system during Covid pandemic

A lot of people might aware that China has been using this system to control the spread of virus amount the countries. The contribution is significant!

Based on this weblink: <https://www.worldometers.info/coronavirus/country/china/>

You can see that we have Coronavirus Cases: 471,373, Deaths 5,264 and Recovered 373,256.

Needless to say, Tencent has contributed a lot during this period of time!C