

# New Opportunity: Innovation and Digital Transformation

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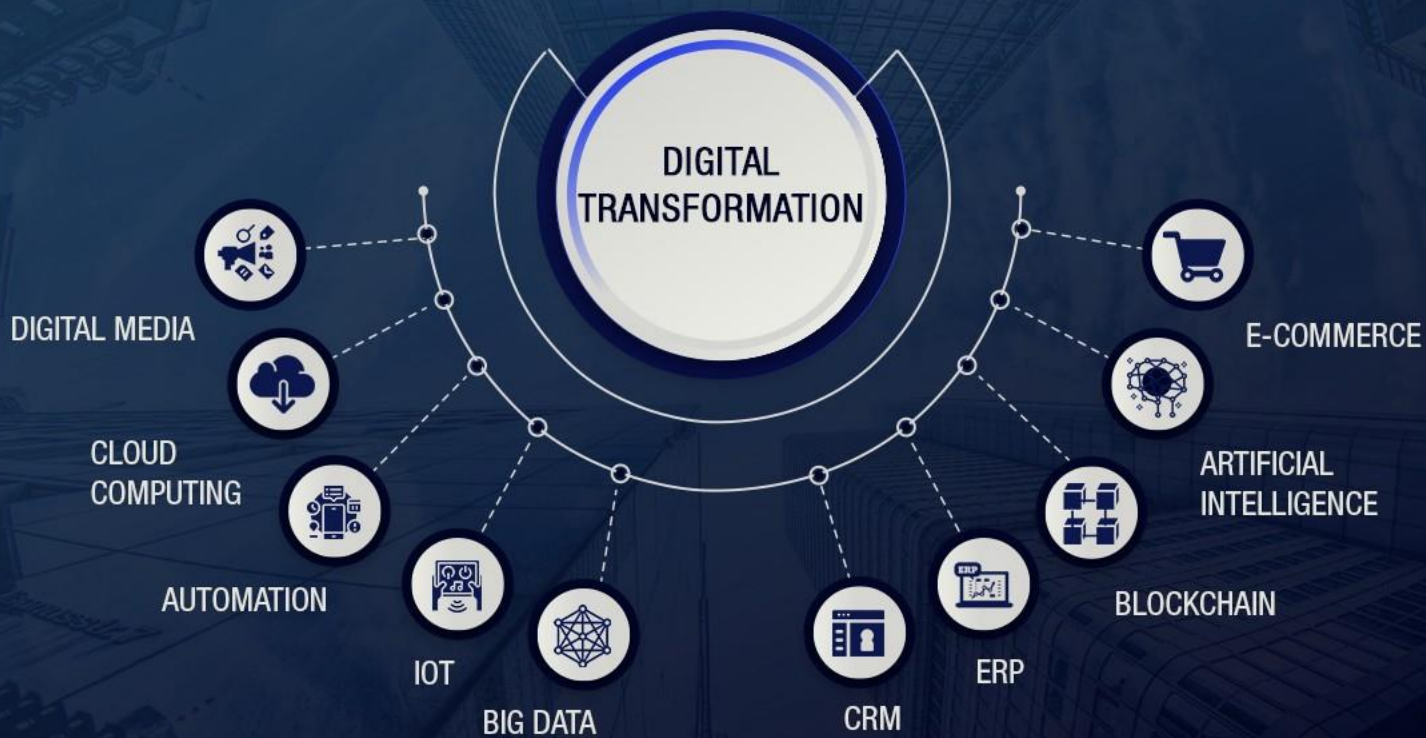
The Hong Kong Polytechnic University



# What is Digital Transformation?

- Integration of digital technology into all areas of a business (or destination), fundamentally changing how the company (or destination) operate and deliver value to customers (or visitors).



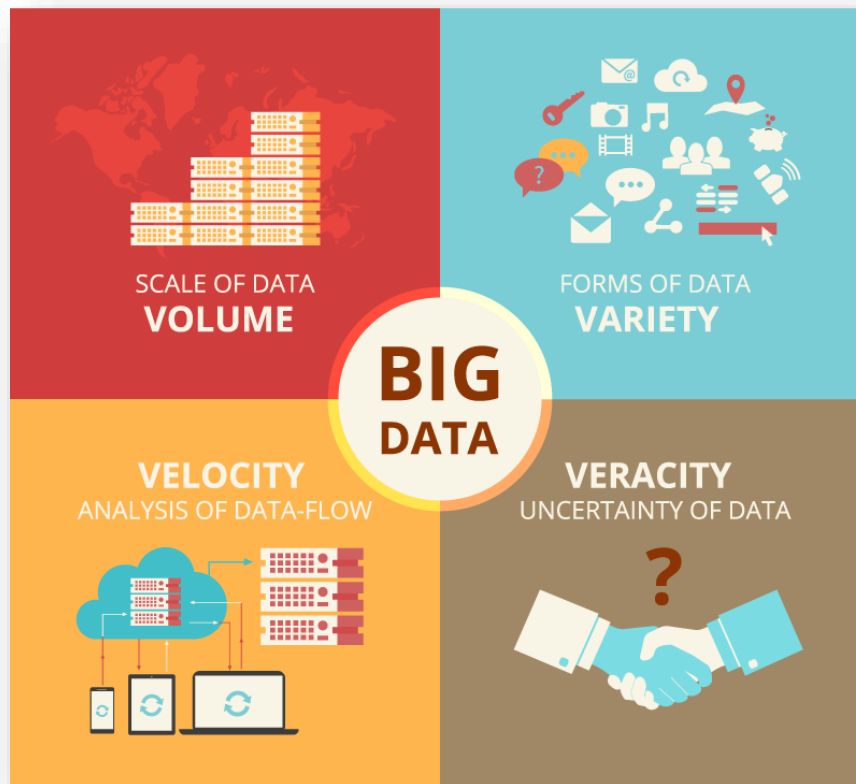


# Digital Transformation

Data-driven approach

Discovery-driven transformation

Digital strategy





Digital

Technology-  
enabled  
insights

# THE TECHNOLOGY FALLACY

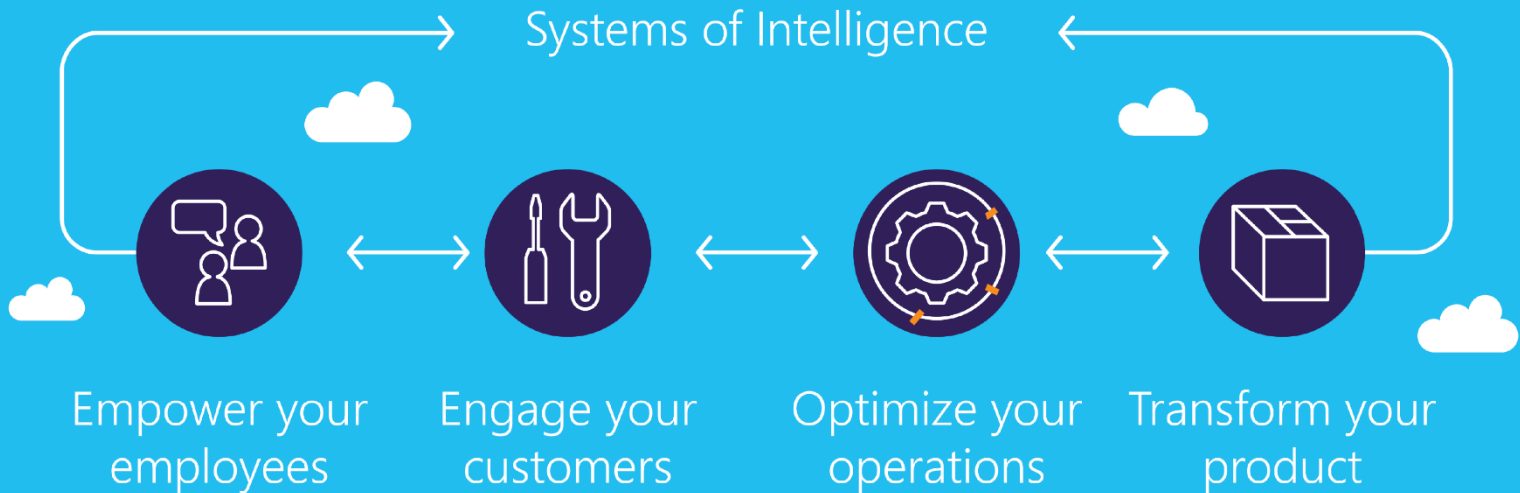


**HOW PEOPLE ARE THE REAL KEY TO  
DIGITAL TRANSFORMATION**

**GERALD C. KANE, ANH NGUYEN PHILLIPS,  
JONATHAN R. COPULSKY, AND GARTH R. ANDRUS**

The  
intelligent  
enterprise

# Benefits of Digital Transformation



# Empower your employees

- ❑ Taking over repetitive task
- ❑ Performing complex analytical tasks
- ❑ Producing outcomes that are easy to understand



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# Discovering consumer insights

- ❑ Individual travel patterns
- ❑ Sophisticated travelers' needs in addition to social distancing, hygiene, and safety issues
- ❑ *Personalization* through Big Data



# Enhancing customer engagement

- Virtual Travel Experiences
- Essentially placing the user “in” another world or dimension
- Entirely digital worlds, or worlds that incorporate a mix of real and virtual.



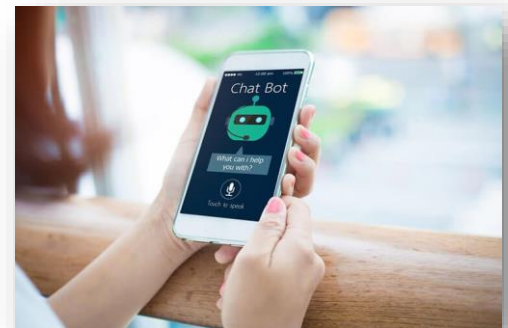


# VR as a digital marketing tool



# Optimizing your operations

- ❑ 'Contactless' services
- ❑ Immediate response to consumer enquiries
- ❑ Artificial Intelligence



# Ultimate goal: Smart city / Smart destination

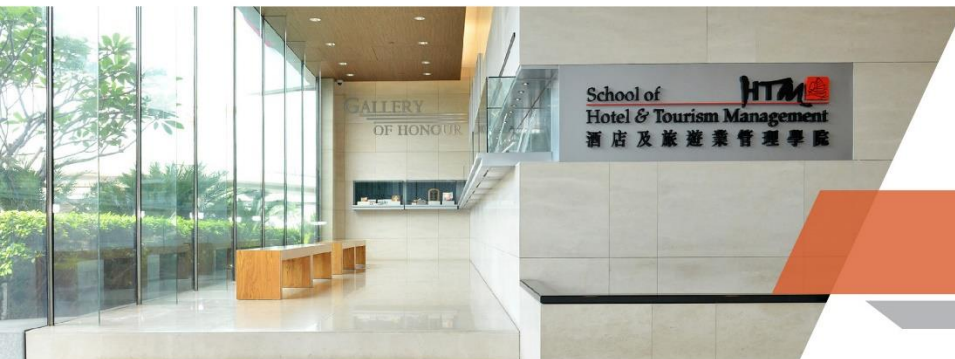
- The application of information and communication technology for developing innovative tools in tourism





# Thank you for your attentions!

## We will meet again.



*Leading*  
Hospitality and Tourism