New Opportunity: Innovation and Digital Transformation

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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
BIG DATA

SCALE OF DATA VOLUME

FORMS OF DATA VARIETY

VELOCITY ANALYSIS OF DATA-FLOW

VERACITY UNCERTAINTY OF DATA
Digital Transformation

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
- Engage your customers
- Optimize your operations
- Transform your product

Empower your employees

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