Digital Transformation for Sustainable Tourism

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Notion of Sustainable Tourism

- Sustainable tourism means tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community.
What is Digital Transformation (DT)?

➢ Adoption of digital technology by an organization.
➢ Common goals for its implementation are to improve efficiency, value or innovation.
DT + Environment
DT + Employee
DT + Management
VR, AR, Metaverse

Mixed reality

Real Environment  Augmented Reality  Augmented Virtuality  Virtual Environment

Adopted: Milgram and Kishino (1994)

VIRTUAL REALITY (VR)
- Completely Simulated Environment
- Predominantly computer-generated, thus it offers limited interaction with the virtual objects.

MERGED REALITY (MR)
- Interwind Real and Virtual World
- Higher degree of interaction and manipulation with both the virtual and real world.

AUGMENTED REALITY (AR)
- Virtual information overlaid on Real World
- Combination of the computer-generated digital elements and the physical world.
Technology can facilitate changing travel behaviors to be more ‘responsible’.
Overtourism

- Big Data

⇒ Destination Capacity & Crowd Management

Changes of ‘Hub’ in destination networks
DT + Environment

DT + Employee

DT + Management
Workation

➢ Work + Vacation

➢ Most Americans (67%) went on workation to “recharge their mental and emotional batteries.”

➢ Another 94% plan to workation again in 2022 and beyond.

➢ A full 86% of employees agree or strongly agree a workation boosted their productivity.

➢ 81% of Americans grew more creative at work after taking a workation.
AI-enabled workforce management

➢ Big Data + Labor scheduling
  • Demand forecasting & sales data
  • Employees’ skill sets, experiences, productivity, efficiency

➔ To maximize labor productivity & staff satisfaction
DT + Environment

DT + Employee

DT + Management
Destination Management

➢ Data-driven decision-making

✓ Using facts, metrics, and data to guide strategic business decisions that align with your goals, objectives, and initiatives
Insights – How to prepare the changes?

➢ Acquiring new skill sets
  ✓ Communication skill
  ✓ Analytical skill
  ✓ Critical thinking and writing

➢ Empowering people to work in new ways

➢ Giving day-to-day tools a digital upgrade
  ✓ Frequent digital investment