

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.

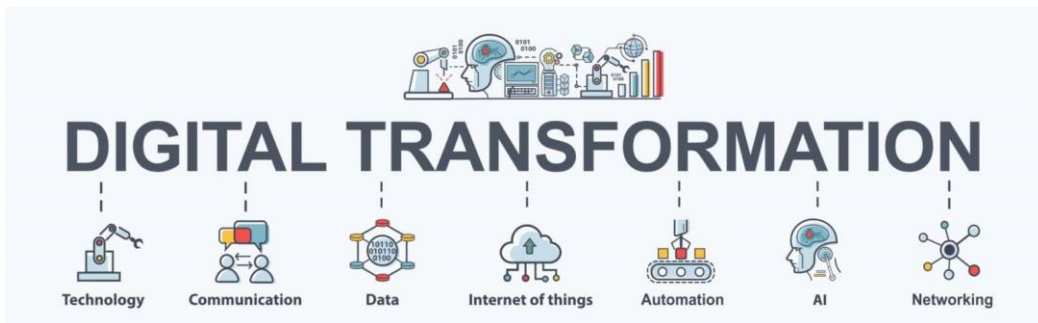
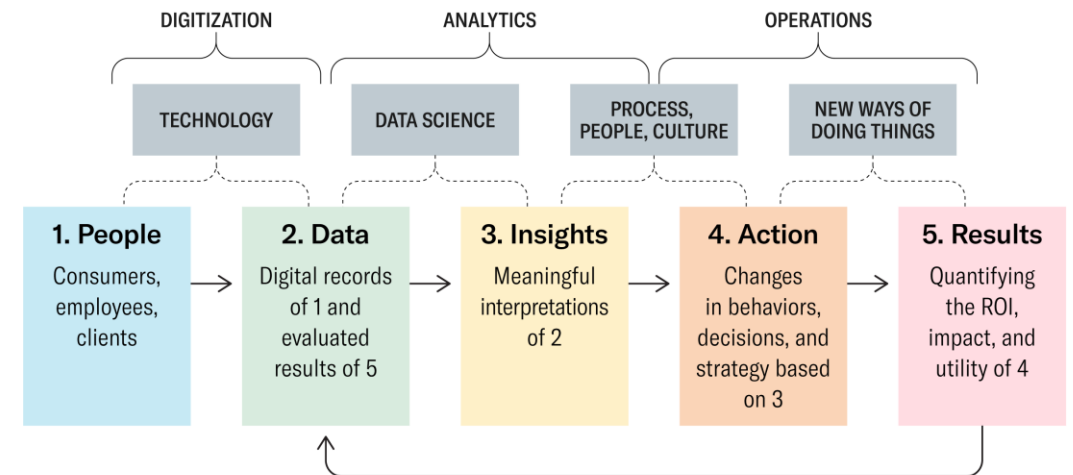


What is Digital Transformation (DT)?

- Adoption of digital technology by an organization.
- Common goals for its implementation are to improve efficiency, value or innovation.

The 5 Essential Components of a Digital Transformation

Mapping the journey to becoming a data-centric organization.



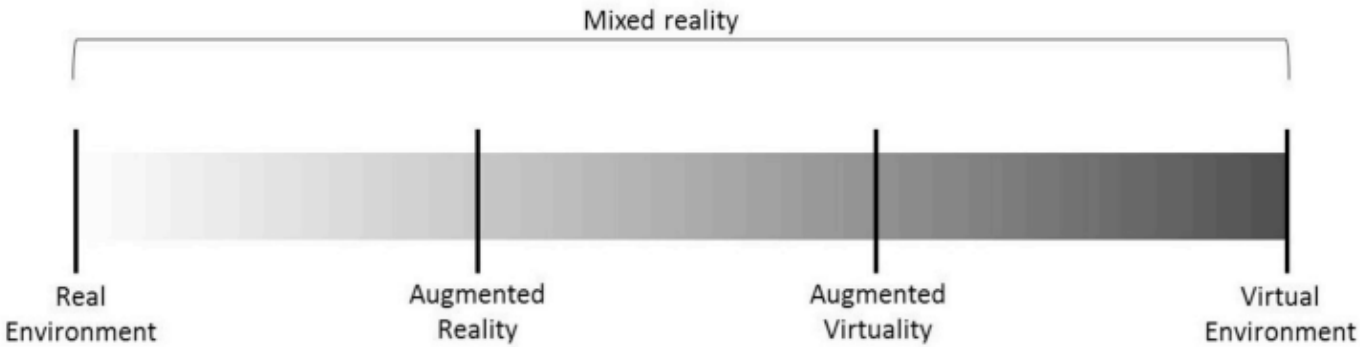


DT + Environment

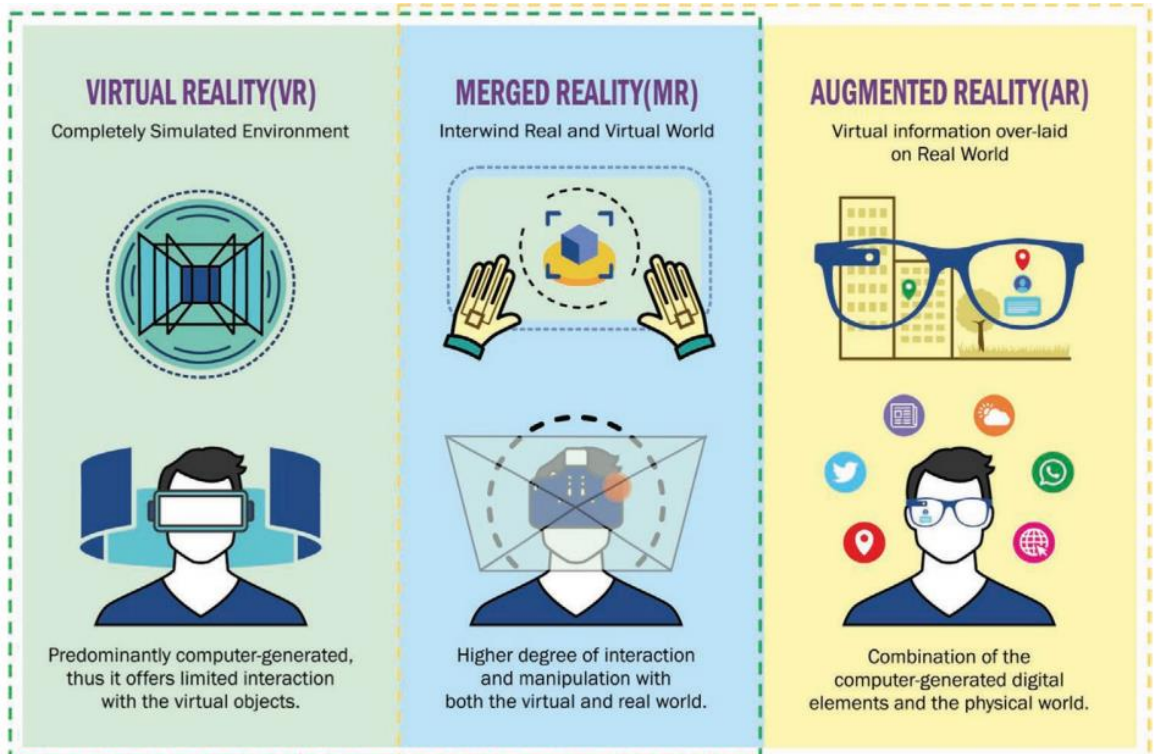
DT + Employee

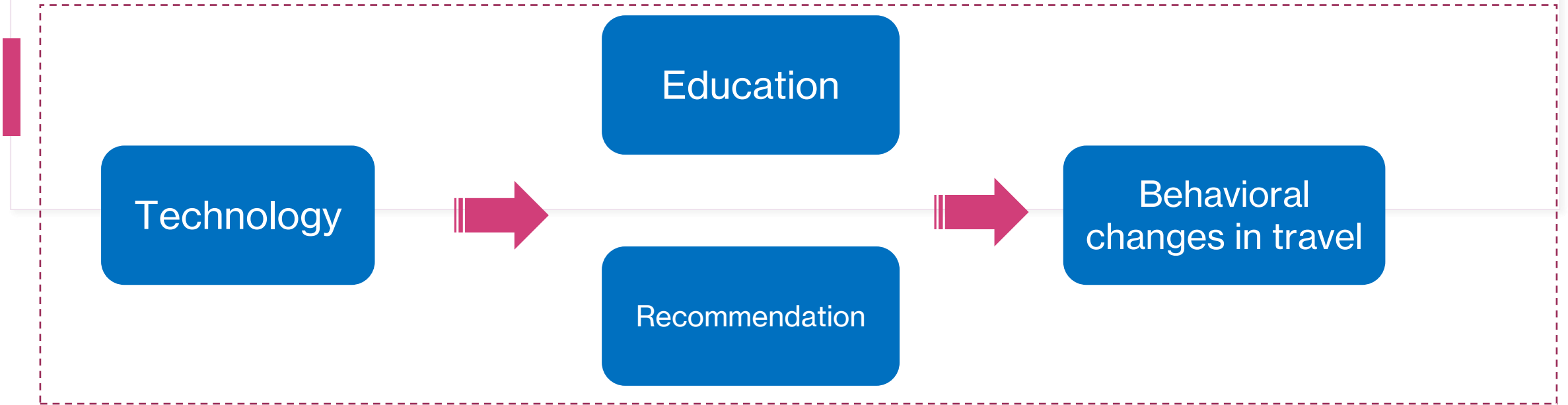
DT + Management

VR, AR, Metaverse



Adopted: Milgram and Kishino (1994)





Technology can facilitate changing travel behaviors to be more 'responsible'.



Overtourism



➤ Big Data

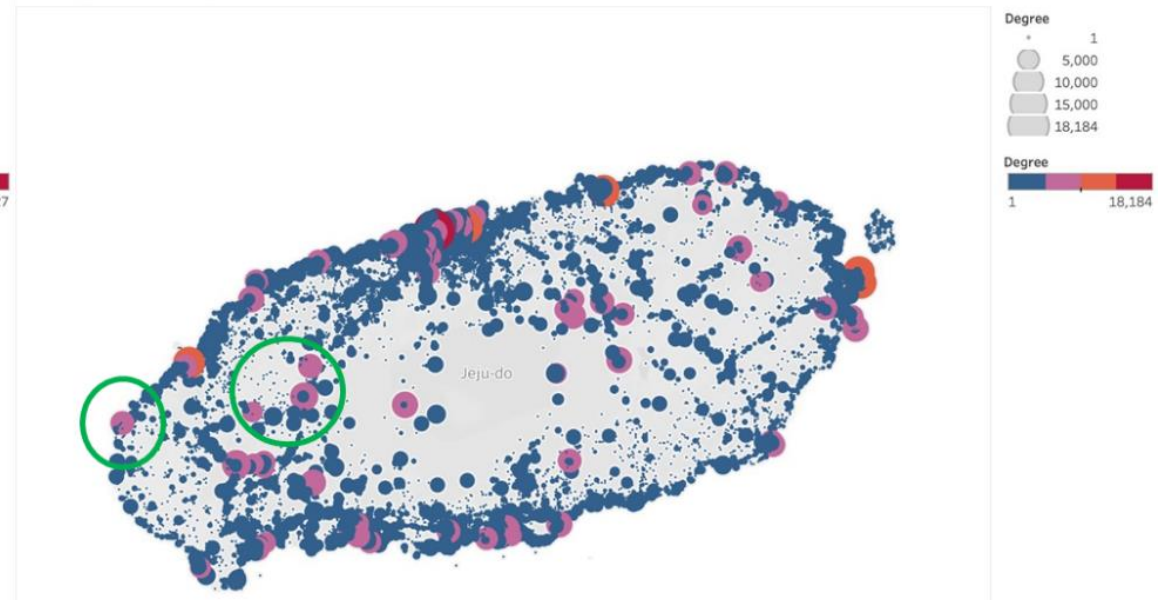
➔ Destination Capacity & Crowd Management

Changes of 'Hub' in destination networks

Before COVID - Degree



During COVID - Degree





DT + Environment

DT + Employee

DT + Management

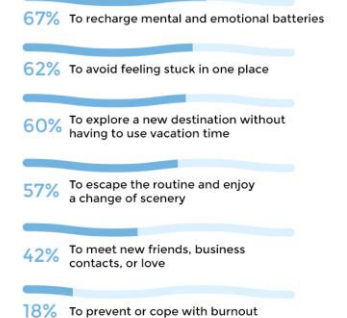
Workation



- 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.

Why Americans like to Mix Business with Pleasure

Key reasons to workation

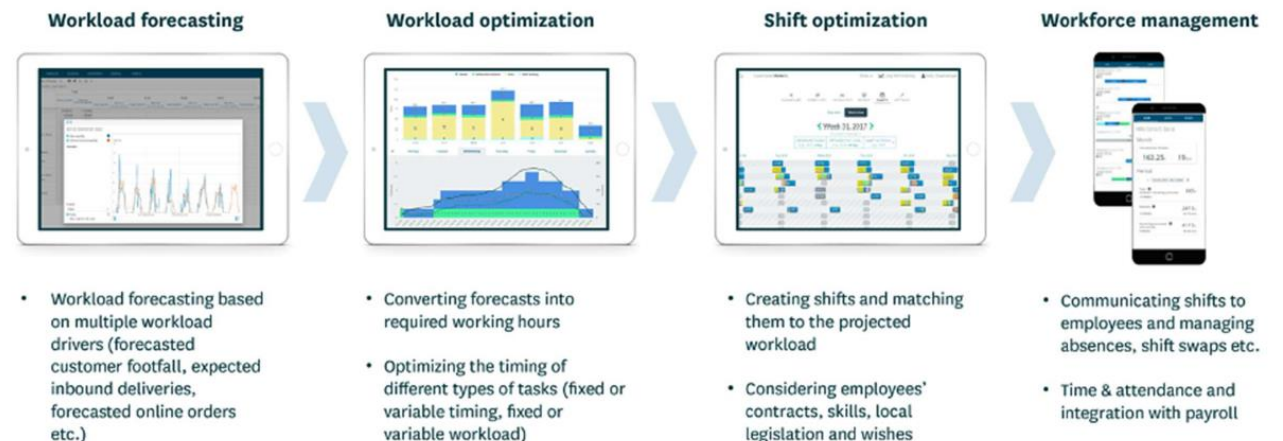


AI-enabled workforce management

➤ 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