

# 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.

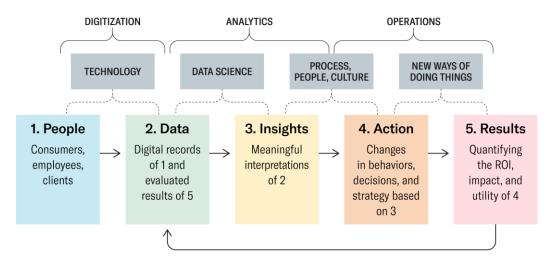


# What is Digital Transformation (DT)?

- >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.













**ESG** 



DT + Environment

DT + Employee

DT + Management

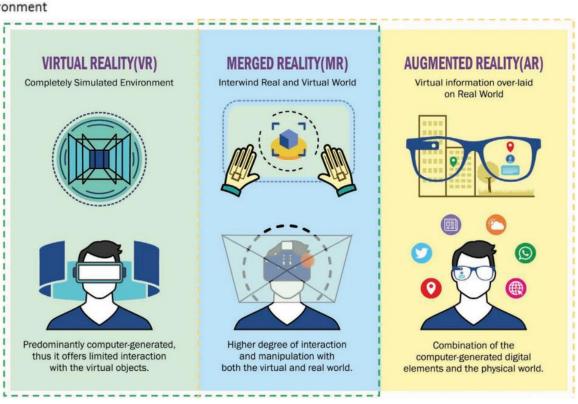
# VR, AR, Metaverse

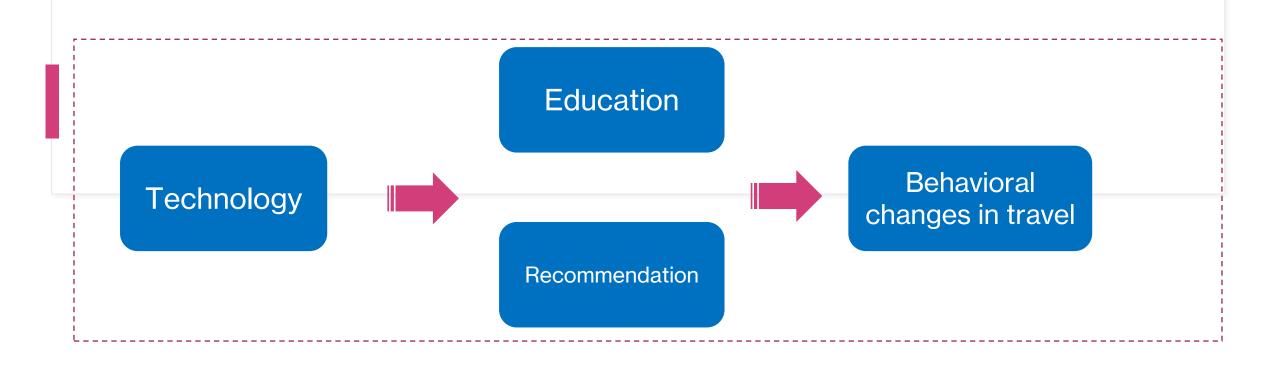
Real Augmented Augmented Virtual Environment Reality Virtuality Environment

Mixed reality

Adopted: Milgram and Kishino (1994)







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



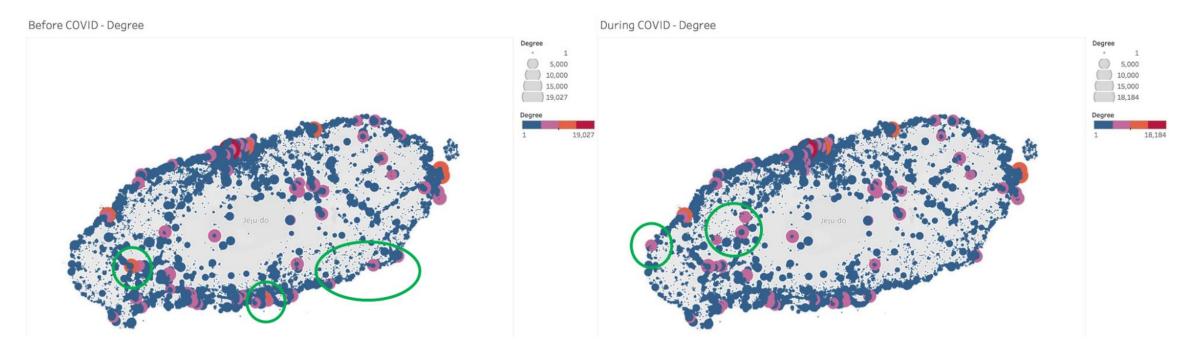
# **Overtourism**





- ➤ Big Data
- → Destination Capacity & Crowd Management

## **Changes of 'Hub' in destination networks**











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## 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** 

67% To recharge mental and emotional batteries
62% To avoid feeling stuck in one place
60% To explore a new destination without having to use vacation time

57% To escape the routine and enjoy a change of scenery

18% To prevent or cope with burnou

# Al-enabled workforce management

- ➤ Big Data + Labor scheduling
  - Demand forecasting & sales data
  - Employees' skill sets, experiences,
     productivity, efficiency

→To maximize labor productivity
& staff satisfaction

#### **Workload forecasting**



 Workload forecasting based on multiple workload drivers (forecasted customer footfall, expected inbound deliveries, forecasted online orders etc.)

### Workload optimization



- Converting forecasts into required working hours
   Optimizing the timing of different types of tasks (fi
  - Optimizing the timing of different types of tasks (fixed or variable timing, fixed or variable workload)

#### Shift optimization



- Creating shifts and matching them to the projected workload
- Considering employees' contracts, skills, local legislation and wishes

#### Workforce management



- Communicating shifts to employees and managing absences, shift swaps etc.
- Time & attendance and integration with payroll









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# **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