OPPORTUNITIES OF GEOGRAPHICAL INTELLIGENCE TO IMPROVE TOURISM PERFORMANCE

TRENDS TAKING SHAPE IN THE TRAVEL INDUSTRY IN 2023

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WELCOME/BIEVENIDOS

About me

Dr. Francisco Javier Navarro

- Professor of the Department of Tourism, UNNE.
- Researcher in Tourism Business Transformation.
- Director of Executive Education in Tourism.
- +20 years of hands-on experience in executive roles in the tourism and service industries.
Main ideas

**01 Dramatically impacted by the pandemic**
Urban/cultural tourism is the branch of tourism most affected by the negative consequences of the pandemic.

**02 Information-driven industry**
Tourism has become an industry driven by the production of experiences and knowledge management, both of which require high-quality information.

**03 Powerful technologies are now accessible**
Advanced IT technologies are more accessible than ever for organizations due to low-cost, and flexible deployment alternatives.

**04 Opportunity to rebuild tourism**
With an emphasis on mitigating the negative impacts and supporting local sustainability and quality of life.
THE FUTURE OF URBAN/CULTURAL TOURISM

How it looks like?

GREEN  DIGITAL  RESILIENT
SOLVING THE NEW CHALLENGES IS NOT QUICK OR EASY

Transformation (through innovation) is KING

Dispersed and chaotic data mesh  →  Clean data ready for mining  →  MORE KNOWLEDGEABLE TOURISM!

New forms of tourism development (i.e., hybrid models)

Smart Tourism Initiatives
GEOGRAPHICAL INTELLIGENCE “GLUES” SMART TOURISM

Geo-knowledge accelerates opportunities for higher performance

Big Data → Geographical Intelligence → More complex problems, New perspectives

- Consumer Behavior
- Assets/Inventory Mgmt.
- Sustainability
- Mobility/Zoning Strategies

Greater and deeper analytical capabilities: trends, patterns, predictions

Integrated Planning & Decision-making
UNIVERSIDAD NEBRIJA PARTNERS WITH ESRI

Top-notch training for managers and teams

Expert Title in Geographical Intelligence and Analytics (GIS) Applied to Tourism

... coming 2Q 2023!
GEOGRAPHIC INTELLIGENCE USE CASES

Geo-based advanced solutions are helping to transform urban tourism
THANK YOU!