Digitalisation for Sustainable and Resilient Tourism

The use of digital technologies to improve business operations and create new value for customers.

Presented by Maeve O’Brien, MBA
Simply sustainable!

Risk factors for Tourism

- Competition
- Modernisation
- Exploitation
- Threats

The Problem
Resilient Tourism

RENEW
Innovation & Adaptation
OBJECTIVE
Guaranteeing Professionalism
APPROACH
Consistent Tourism Management

REBUILD
Anticipation & Transformation
OBJECTIVE
Facilitating Progress
APPROACH
Proactive Transition Management

RETAIN
Protection & Preservation
OBJECTIVE
Enabling perspectives
APPROACH
Comprehensive Sustainability Management

REINFORCE
Prevention & Mitigation
OBJECTIVE
Taking precautions
APPROACH
Reliable Risk Management

Simply sustainable!
Digitalisation

*Digital is the future for Sustainable & Resilient Tourism*

- Online / Internet / Web
- Information Technology (IT)
- Computers / Laptops / Tablets / Mobiles
- AR, VR, AI...

The use of digital technologies to improve business operations and create new value for customers.
Virtual Tourism

The use of digital technology and the internet to explore or visit places remotely.

Advantages of Virtual Tourism
- Accessible
- Educational
- Promotional
- Immersive

Challenges of Virtual Tourism
- Lack of Interactivity
- Internet Connectivity
- Economic Concerns
Virtual Reality - Live

The Elephant in the Zoom

COVID Lockdown resilience

Live Virtual safaris provided

- a critical lifeline for conservation operators
- a new tool to connect with distant audiences
- strengthened relationships with donors

Downside: Technical Challenges

Credits: Image: &Beyond and WildEarth TV
Article: Barker, J & Rodway-Dyer
360° VR

Try before you buy

- High conversion rate
- Cost-effective
- User-friendly
- Viewed on any device
- Immersive
E-Learning

Any topic, any place, any time, any device

Who?
- Entrepreneurs
- Teachers & Trainers
- Development Partners
- DMO’s

How?
- Upskill fast
- On any device
- Bite-sized lessons
- Interactive
E-Learning – what?

New skills needed in tourism in a new era – both soft and hard skills

- Networking & communication
  - at all customer touch points

- Flexible working
  - to switch easily from one task or area to another

- Critical thinking
  - to have the tools and confidence to take on challenging situations

- Digital comfort
  - to quickly grasp the different technologies necessary to deliver a seamless experience

- Confidence building
  - to instil self esteem within women and marginalized groups

- Product & service diversification
  - to create new ways of doing business and new offers to drive competition

- Storytelling
  - to connect with guests in an authentic and engaging way

- Problem solving
  - to pick the right solution at the right time

- Professionalism
  - to know how to act in a given situation

- Behavioural change
  - to look at things differently and see more solutions
E-Learning - examples

Short, sweet, interactive

www.confettihub.net
Artificial Intelligence (AI)

The Revolution is happening!

- Chatbots
- Language translation
- Virtual assistants
- Trend analysis
- Personalisation
**NLP**

**ChatGPT | Bing | Bard**

*Natural Language Processing*

- Computer program developed by OpenAI
- Generates human-like text responses
- Responds to written prompts
- Holds conversations

https://chat.openai.com
AI in Hospitality & Tourism

Key Benefits:
• Improving Customer Experience
• Increasing Operational Effectiveness

- Boosting Positive Reviews
- Automated Follow-ups & Inquiries
- Personalized, Multilingual Guest Interaction
- Instant Bookings
- Personalized upselling & cross-selling
- Predictive Facilities Maintenance
- Team Evaluation & Training Needs

Hilton hotel concierge, Connie
Association Management Software (AMS)

Get better organized!

- Member Management
- Financial Management
- Event Management
- Conversation Tools
- Communications
Conclusion

What’s your next step?
We thank you for your attention!

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