

Tourism Industry Technology and Innovation Futures

The 3rd UNWTO/PATA Forum
TOURISM TRENDS AND
OUTLOOK

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Global Context- Tourism, Technology and Innovation

- Human Capital Development- Internal-External **Value creation**, suppliers, vendors, customers, community.
- Global **Economic Recovery**- Tourism, Manufacturing, Services, Energy, Import, Export.
- Organizational Context- Internal change and **Innovation** (change patterns).



Innovation-Service System Design

- Service system design is an emerging field that includes different design disciplines (Value creation, media-graphic-messaging, product, information, branding and delivery) working together to create the tangible and intangible artifacts of service...
- Service Design belongs to traditional service design as in Tourism, Retail and Hospitality industries, it goes beyond that. It is fair to say that “Service Design” is multi-disciplinary and value orientated in nature.

3 Components:

Information design and visualization. Web 2.0

Product Design

Business Management-operational

Technology-Tourism Service Systems

- Tourism service processes require the presence and participation of the client while other products are self-services. Technological interaction occurs while requiring some level of labor input from the client.
- Social Media and Technology within the Tourism Service sectors occurs through human, social, and informational activities. Activities designing the service jointly with the service provider, **Co-Creating the Experience. SHTM.**
- Hospitality and accommodation clearly stress human requirements. How will Technology enhance and improve experiences while driving operational efficiencies.

Innovation in Tourism Sector

- Organizational-driven by R&D or Supply side economics
- Market or Profit driven

Service Concepts- new value proposition

Client Interface-co-creation

Service Delivery System-process and delivery

Technological Systems-efficiency/innovation

QuickTime™ and a
PowerPC™ are needed to see this picture.

Technology- automation and non-automation

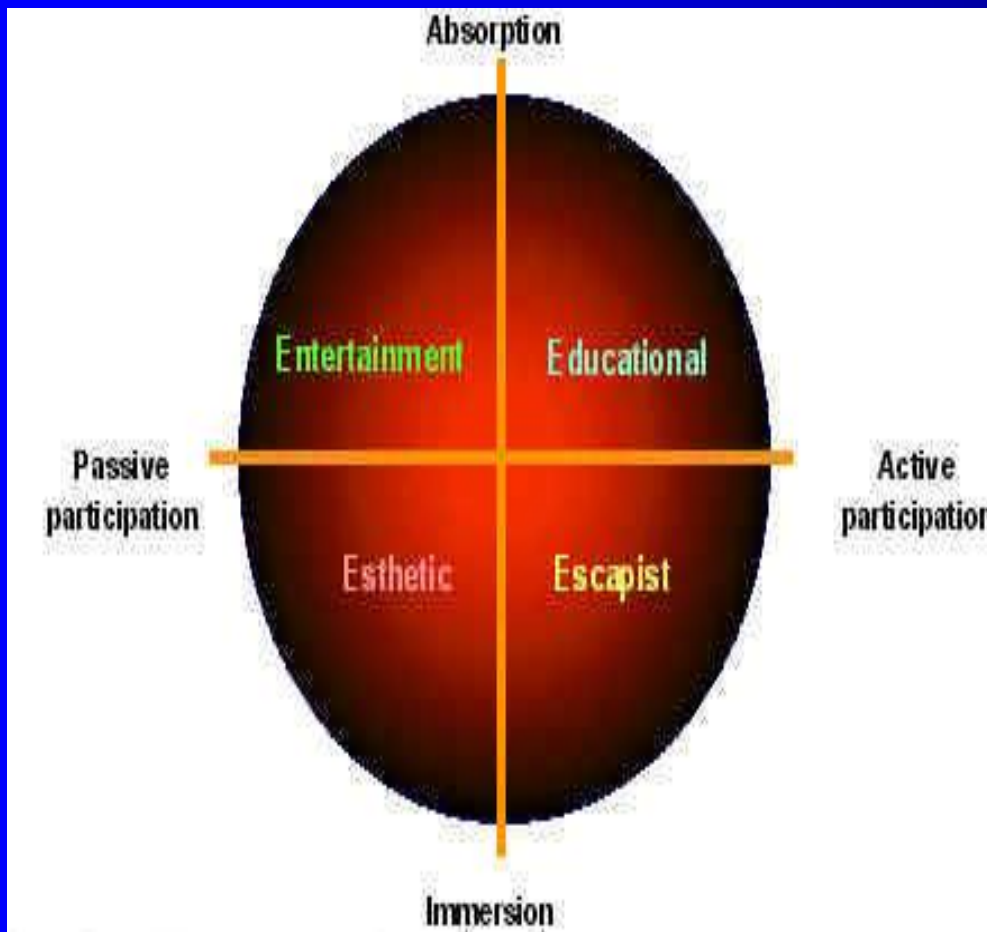
- Visible Service Functions (**People**)
- “Service bots”-software-hardware hybrid systems that understand spoken or written English
- Web 2.0. Second Life-Business Design, Simulation, Research
SHTM

Ask Jenn



ASK JEN

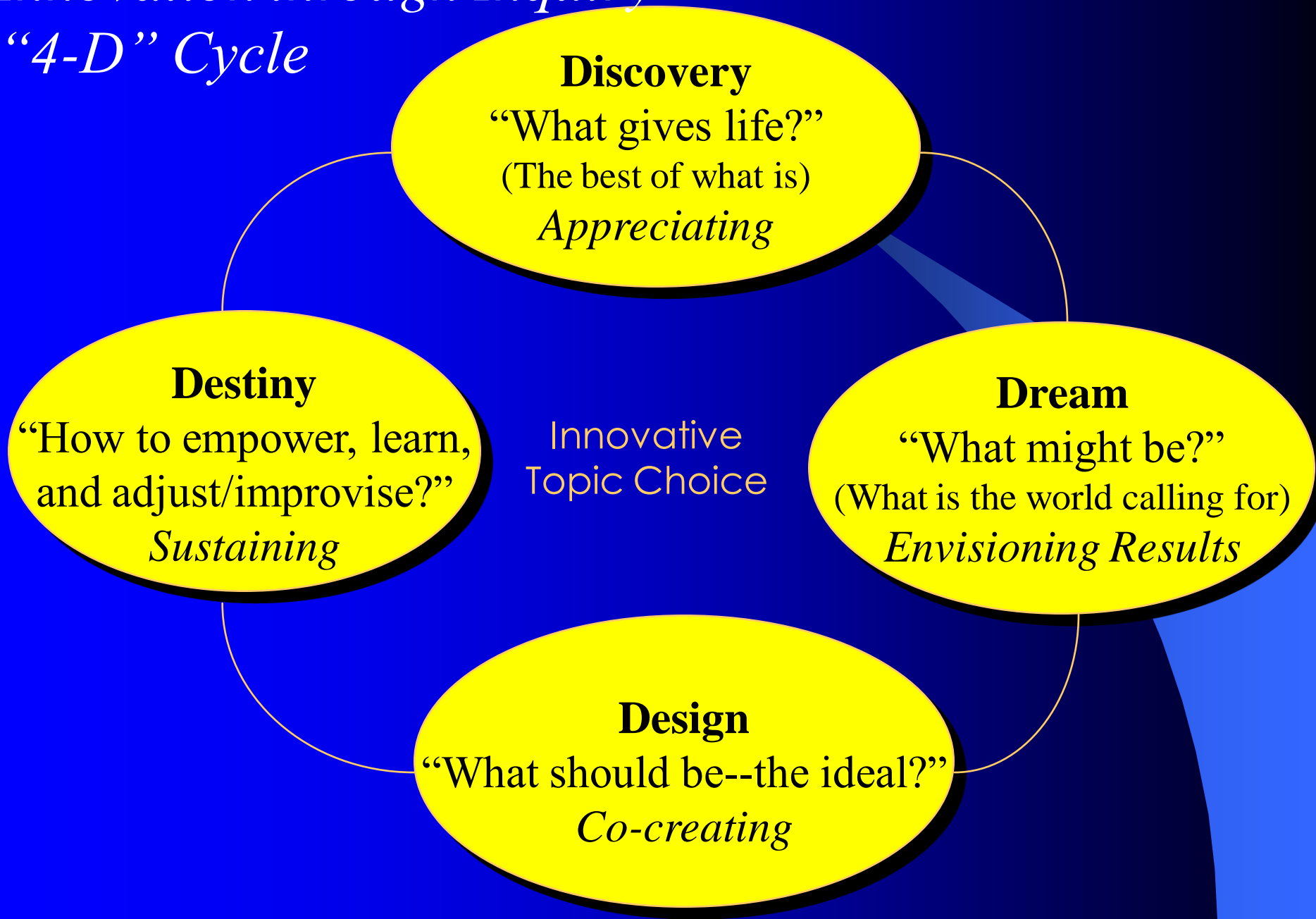
Leadership and Experience Innovation



- Inquiry and creating a compelling “**Vision of the Future**”
- Value Innovation customer centric, **high value** benefits with higher yield
- Experiential-Integrated Learning- concerned particularly with assessing and accrediting learning from **life, theory and work** experience.

Innovation through Inquiry

“4-D” Cycle



Leadership and Innovation- Learning Environment

- Generational
- Cultural-adaptive to environment-
“Fusion”
- Integrated-customer relationship strategy
based on the integration of technology and
innovation