



Tourban



TECHNOLOGY AND DIGITALISATION

WHY YOU SHOULD JOIN OUR ONLINE COMMUNITY AND WORKING GROUP FOR TOURISM BUSINESSES AND STAKEHOLDERS

We live in **the internet and mobile era**, which also greatly affects the travel industry.

- By 2023, 700 million people will be booking their hotel rooms **online**.
- 41% of travellers search and book a trip entirely from their **smartphones**.
- 45% of travellers indicate to get frustrated if they cannot access their booking information 24/7 on their **mobile device**.

That is exactly **WHY** within the TOURBAN project we will have focused discussions around these topics.

RELEVANCE:

Nowadays, stepping into a travel agency to get informed about a destination or book a hotel, same as queuing in line to buy a museum or concert ticket seem to belong to the past. Travellers browse the world of possibilities on the **internet** to find the right information and book their trip **online**. Businesses therefore need to know how to **position themselves in the ocean of the world wide web** and guide customers to the right offer when they need it while at the same time guaranteeing a high-quality **online experience**. Travellers, especially younger generations, are embracing **digital services** on all levels to enjoy convenience and accessibility. Thereby many arrangements are directly made from **mobile devices using apps**. Travellers also appreciate the use of **innovative technology**, with e.g. 48% saying **augmented or virtual reality technology** could support them in planning their trip.

When it comes to on the spot management, there is a demand for **smart services and destinations**. Tourists want to digitally integrate with their surrounding using different sorts of applications to consult information on the go, connect with the location using sharing economy services or publish their experience on **social media**. At the same time, the need for **contactless operations**, e.g. in hotels or at tourist attractions, has gained in importance and costumers are increasingly appreciating **paperless procedures**.

OPPORTUNITIES FOR DESTINATIONS AND SMES

- The use of **big data and analysis** combined with **artificial intelligence, cloud and cognitive computing including behaviour and voice recognition** give tourism businesses powerful weapons at hand to collect and facilitate personalised information from or to specific target groups and thereby enhance tourist's experience. It allows them to apply targeted marketing tools and user interaction e.g. using **chatbots**, efficiently manage their sales strategies (**revenue management**) and **automate all types of processes in a smart manner**.
- Technology offers a large capacity for resource and cost reductions for instance reducing the use of paper or streamlining the end operations in hotels connecting smart devices relying on the **internet of things applications and sensing**. This allows (**energy**) **efficient facility management** but also a **personalised user experience** (control temperature, TV, lighting, building/room access).
- **Technology and Digitalisation** facilitate a better tourism management both at destination and business level, whereas they go hand-in-hand with sustainability bearing a large capacity for **improving the environmental footprint and social inclusiveness of tourism**.

TOPICS ADDRESSED:

Digitalisation is not merely technology adoption. It also refers to organisations altering their corporate culture to embrace innovations that leverage technology to make their businesses grow. Therefore, this group addresses not only approaches to technology for tourism businesses but also for people and processes, meaning cultural and operational changes to impact business performance and offer value to customers.

TOURISM SECTOR EXPERIENCE:

Technology advances in a very rapid pace and larger companies are prone to adopting the digital revolution, whereas SMEs often lack behind. This generates a risk of widening the gap between large and small companies.

In Tourban we aim to give SMEs the right information and tools at hand to embrace this change and adopt innovation and technology in their business.

ADDITIONAL INFORMATION:

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