

Digitalisation in tourism - challenges and opportunities

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Summary of Topics

WHAT WE'LL COVER TODAY

What is digitalisation

Levels of the digitalisation

Opportunities

Challenges

Main concepts

Digitalisation

Use of digital technologies and data that results in new activities or changes to existing activities

Digital transformation

Economic and social effects of digitalisation

Levels of digitalisation

Low-level

Email, Basic office software, Website, Social media, Internet banking, Cash register ...

Medium-level

Computerized reservation system, Interacting with suppliers and government services, Analytics tools, Mobile App, Chat online advice.

High-level

Mobile technology, Internet of Things (IoT) solutions, Artificial intelligence/Virtual reality, Data analytics, ...

High-level digitalisation (more)

Mobile technology (via. mobile devices)

Destination information in real time
Online booking, mobile payment, ...

Artificial Intelligence (AI)

Chatbots, Digital check-in, Digital concierge
services, ...

Data analytics

Prediction of customer preferences, Channeling
consumer purchasing behaviour, Dynamic
pricing

High-level digitalisation (and more)

Augmented reality/Virtual Reality (AR/VR)

Replacing paper-based marketing, Gamification and augmented visitor experience, Travel assistant

Internet of Things (IoT)

Real time insights and information for managing tourism, Improve visitor experiences, Increase operational and resource efficiencies

Why?

Increased profitability

Reduced costs, Time savings, ...

Visitor experience

Millennials & Generation Z are digital natives, they expect quick and direct access to information enabled by digital technology.

Reduced environmental footprint

What's more?

Leads to creativity and innovation

Enhances visitor satisfaction

**Contributes to new destination
configurations**

**Opens new roles for consumers
and producers**

**Customer acquisition,
International reach**

Where are the problems?

Difficulties

1. Training on new digital technology
2. Costs and uncertain return on benefits
3. Insufficient knowledge to identify opportunities
4. Insufficient technical knowledge
5. Lack of suitable "off the shelf" products within budget

Obstacles

1. Lack of finance
2. Current technology level is sufficient
3. High training costs
4. Rapid pace of technological change
5. Cost of high-speed broadband

What can be done?

Policy responses

Network capacity building, inclusion of stakeholders beyond tourism.

Technical assistance

Digital training, life-long learning, skill training

Financial assistance

Training costs and access to off the shelf products.

Research & Development

Innovative solutions and smart growth. Promote sustainable practices.

Conclusion

Tourism is a key component of European economy

Digitalisation brings opportunities

Digitalisation brings challenges, especially for SMEs



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Thank you for your attention!

