

# Impact of Innovation and and Digitalization in Tourism

# Trends transforming tourism



# Innovation and digitalization are transforming and reshaping tourism

Digital adoption and consumption are rising

Consumers are increasingly using technology solutions in everyday life

Digital is transforming the process of communicating with tourists and marketing tourism services

Cybersecurity concerns are increasing



Digital convergence: New technologies are merging with other technologies, and with the physical world (e.g. wearable technologies, AR, image recognition)

Increased demand for employees with a digital or technical skillset, despite people and soft skills also remaining key for the business

In the current context, companies may prioritize retention and invest in upskilling of their workforce

# Digitalization brings opportunities and challenges for SMEs

Access to new markets,  
develop new tourism products  
and services

Increase capacity to develop  
new business models

Free time and resources to  
focus on strategic tasks

Enable businesses to achieve scale  
without mass



Lack of access to finance, information,  
knowledge networks, skills and time

Displacement of traditional  
employment relationships by more  
precarious independent contractor  
arrangements

Restructuring of workforce – fewer  
frontline jobs and demand for digital  
expertise growing

# Covid 19 – Lessons learned

***“Never waste a good crisis”***

**Rebuild for the better – rethink tourism through a sustainability lens**

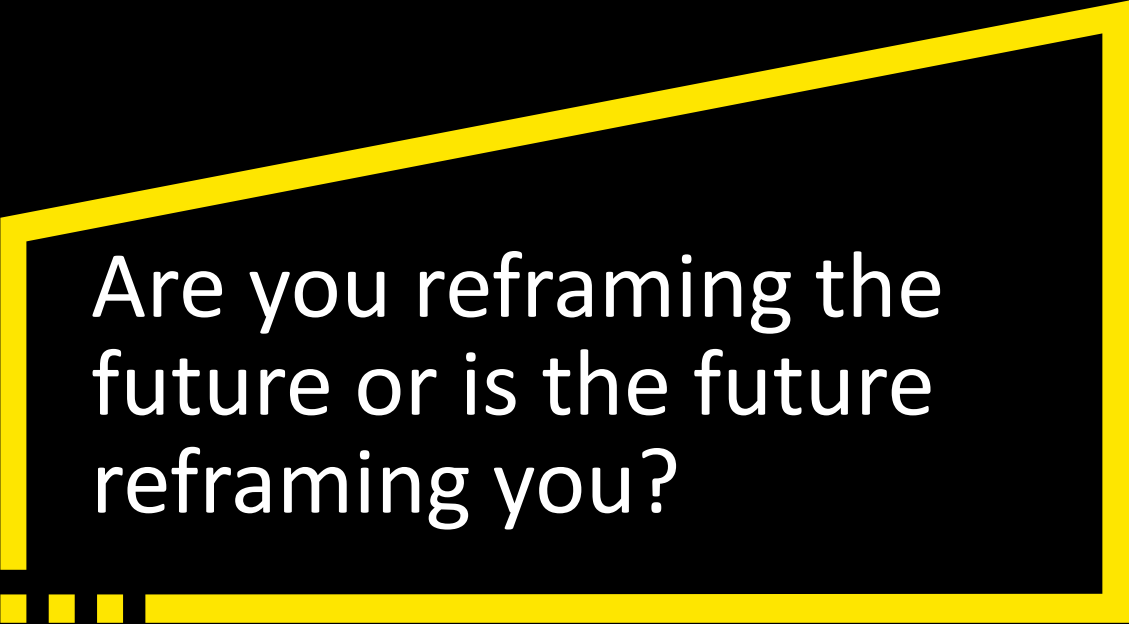
**Reputation and recovery will go hand in hand**



**Health & safety protocols are here to stay**

**Need to invest in reskilling and upskilling to create a more resilient workforce**

***“It always seems impossible until it’s done”***



Are you reframing the  
future or is the future  
reframing you?



**The better the question. The better the answer.  
The better the world works.**