



UNIVERSITY of LIMERICK
OILLSCOIL LUIMNIGH



KEMMY
BUSINESS SCHOOL
University of Limerick



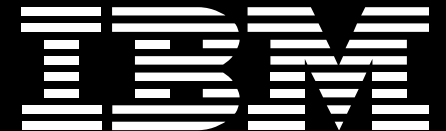
National Centre
for
Tourism Policy Studies



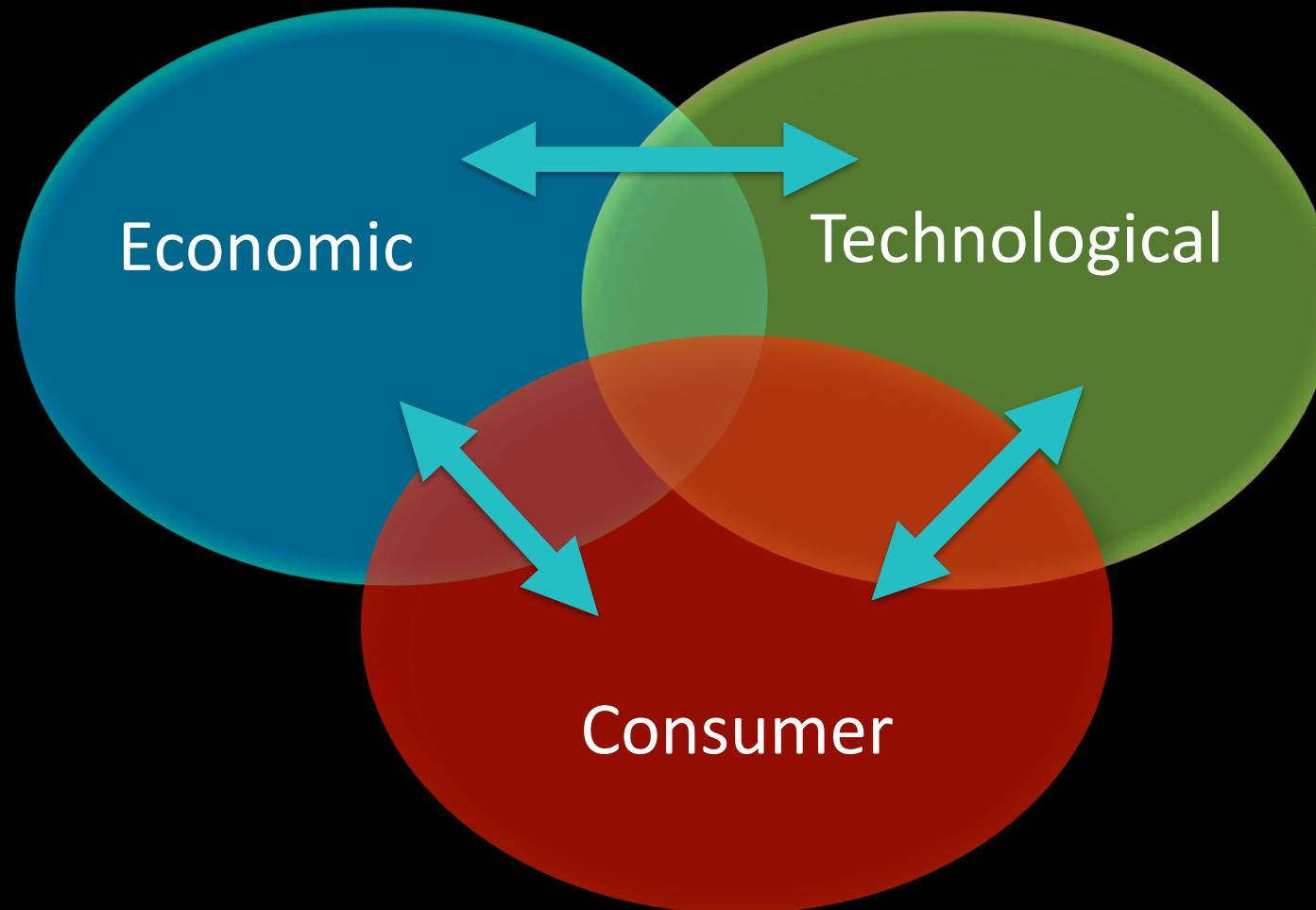
9th Annual Tourism Policy Workshop
23rd - 24th November 2018, Dromoland Castle

Smarter Tourism for Smarter Growth: ***How Ireland Can Harness Technologically Enabled Innovation***

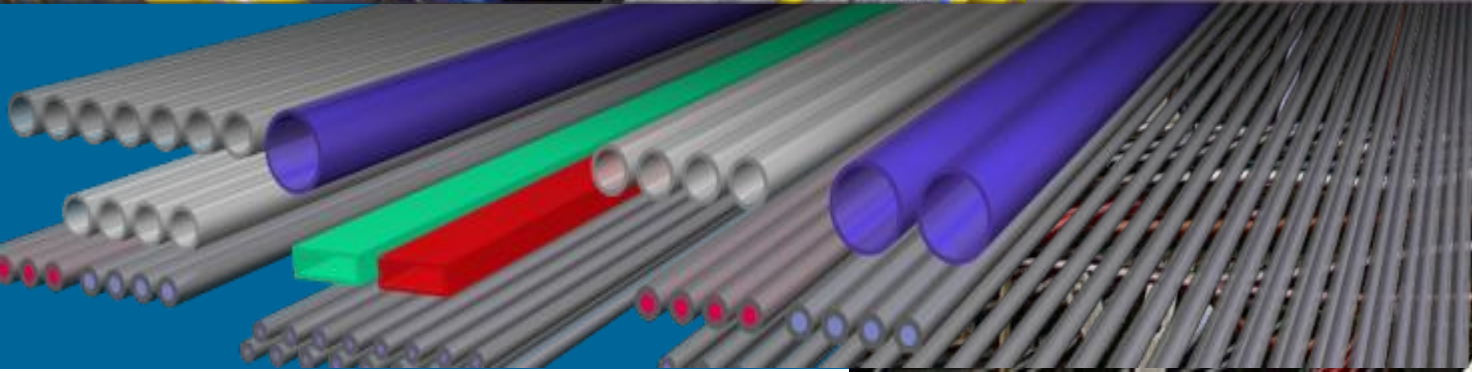
Dr Mary Keeling
IBM
@marykeeling



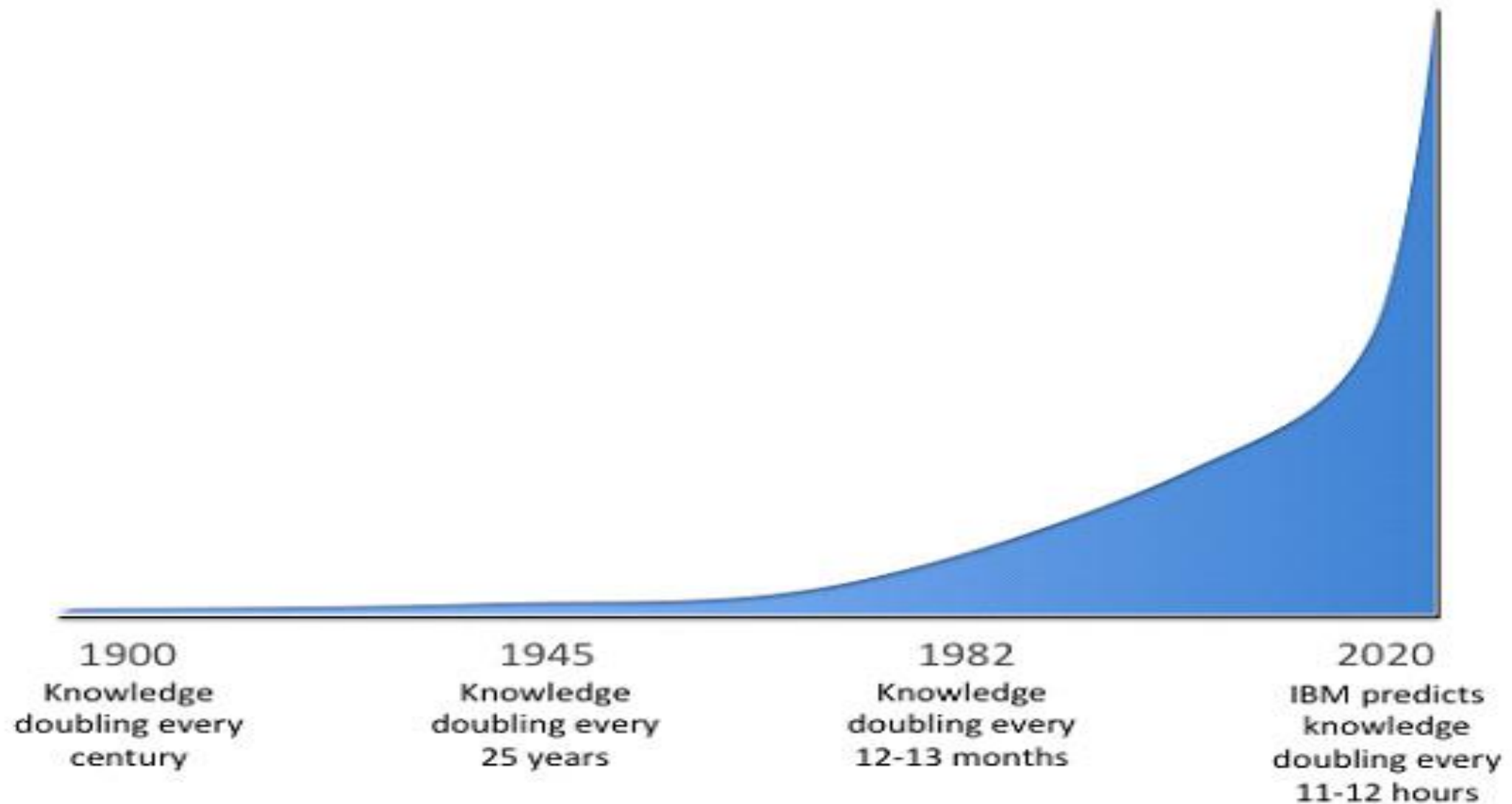
What's different now?
What does it mean for tourism?

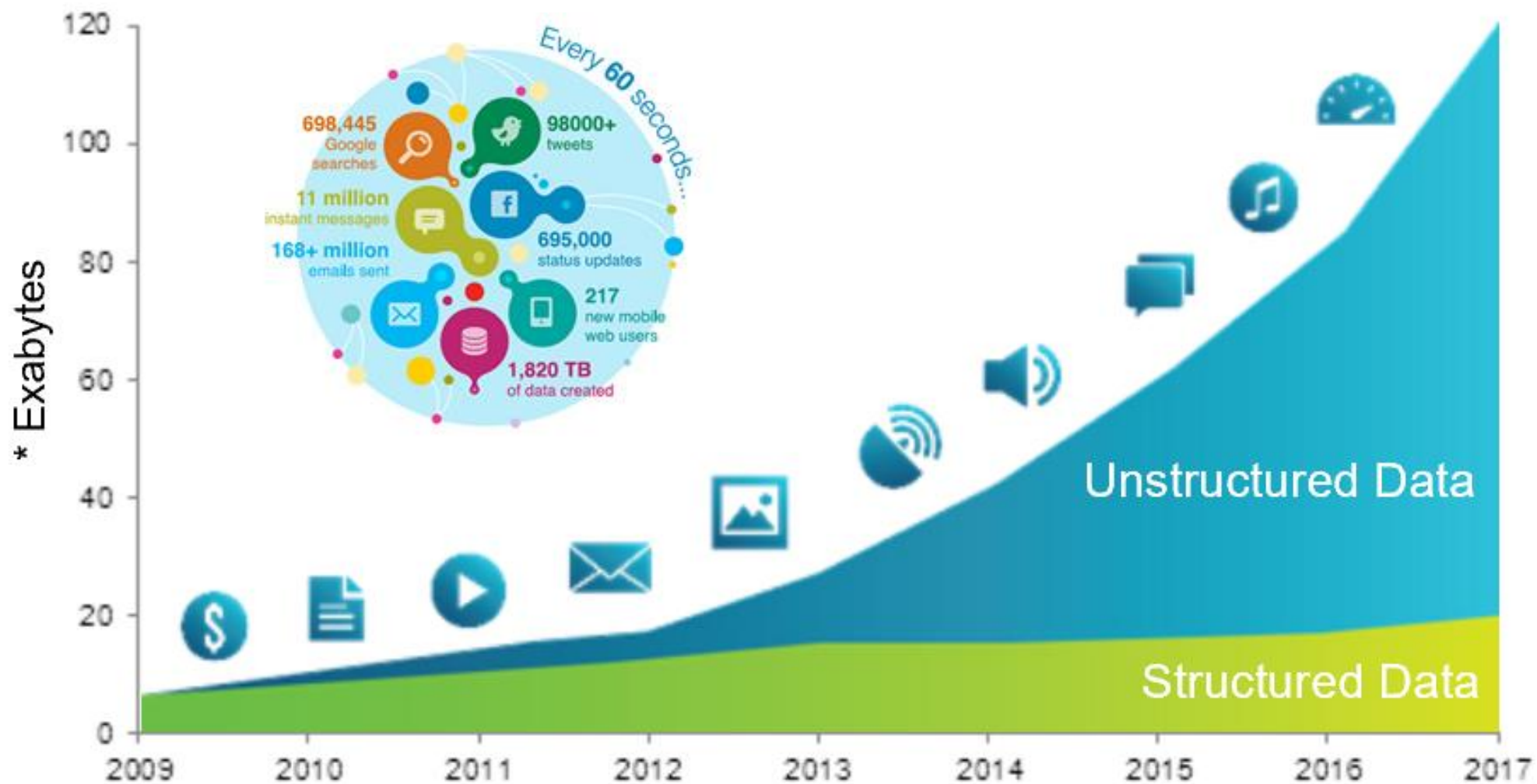






The new natural resource





*1 exabyte = 1,000 petabytes = 1 million terabytes = 1 billion gigabytes Source: IDC

Tabulating

Programmable

Cognitive



1900



1950



2011

Big Data &
Analytics

Artificial
Intelligence

Machine
Learning

Speech to
text

Natural
Language
Processing

“Do it yourself”

- Quickly
- Simply
- On our own

Consistency

- Service
- Regardless of channel

Interactions

- Know us
- Engage us
- Learn and improve over time



What does it mean for tourism?

**National
Regional
City
Organisation**

Supply-side

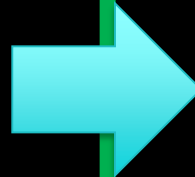


Demand-side

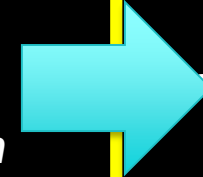


1. Bring sophistication to understanding your customer

- Who is my customer - segmentation of customers - 'Market of 1' –
- How am I going to reach them?
- What am I going to offer them - personalised?
- Create 'go to' place to generate data
- Real time, dynamic, predictive



- *Predict consumer behaviour*
- *Predict new segments*
- *Update when consumer behaviour patterns change*



Outcomes:
improve marketing effectiveness ,
revenue,
visitor quantity,
quality,
Get ahead of the market



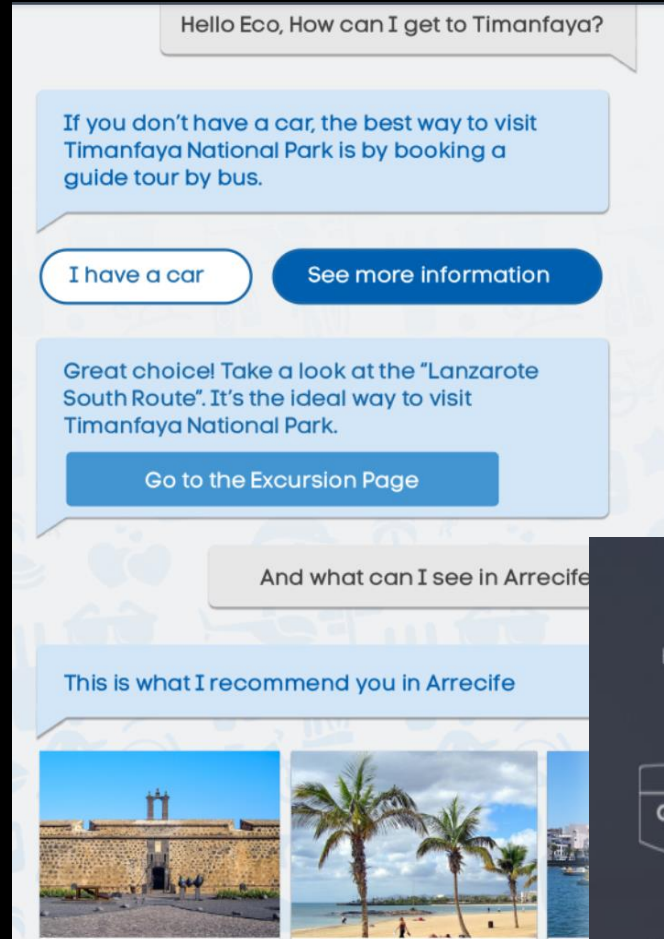
21% rise

in revenues attributed to the digital channel



2. Transform operations, customer engagement

- How do I reach my customer?
- What am I going to offer them?
- How do I deliver my service?
- Consistency of multi-channel
- Deliver service the way customers want to consume it
- Drive efficiency of 'back office', shift underlying cost structure, maximise customer facing time



<http://www.gomoment.com/>



3. Systematically drive industry collaboration to develop new, innovative services, business models



- *Strategic cluster*
- *Transform 'locally traded' to international traded*



- How are you going to disrupt – take advantage of new business models ‘conduit’, ‘shop front’, platforms
- Get started.....what can you do now?