

Digital Tourism



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The Dabate

Number of tourists

Exchange rate

Pricing

Ticket office facilities

Tourism operators

Visa issues

Job market

Opening hours

Insurances

Road maintenance

The Future

Space travel

Virtual tourism

Blockchain

Digital passports

Carbon footprint

Sharing economy

Automated cars

Robots

Retail Revolution

Bookstores

Toy retailers

Record stores

Video rental stores

Grocery stores

Shoe stores

Sportswear stores

Pharmacies

Amazon/alibaba

Amazon/alibaba

Spotify

Netflix/VOD

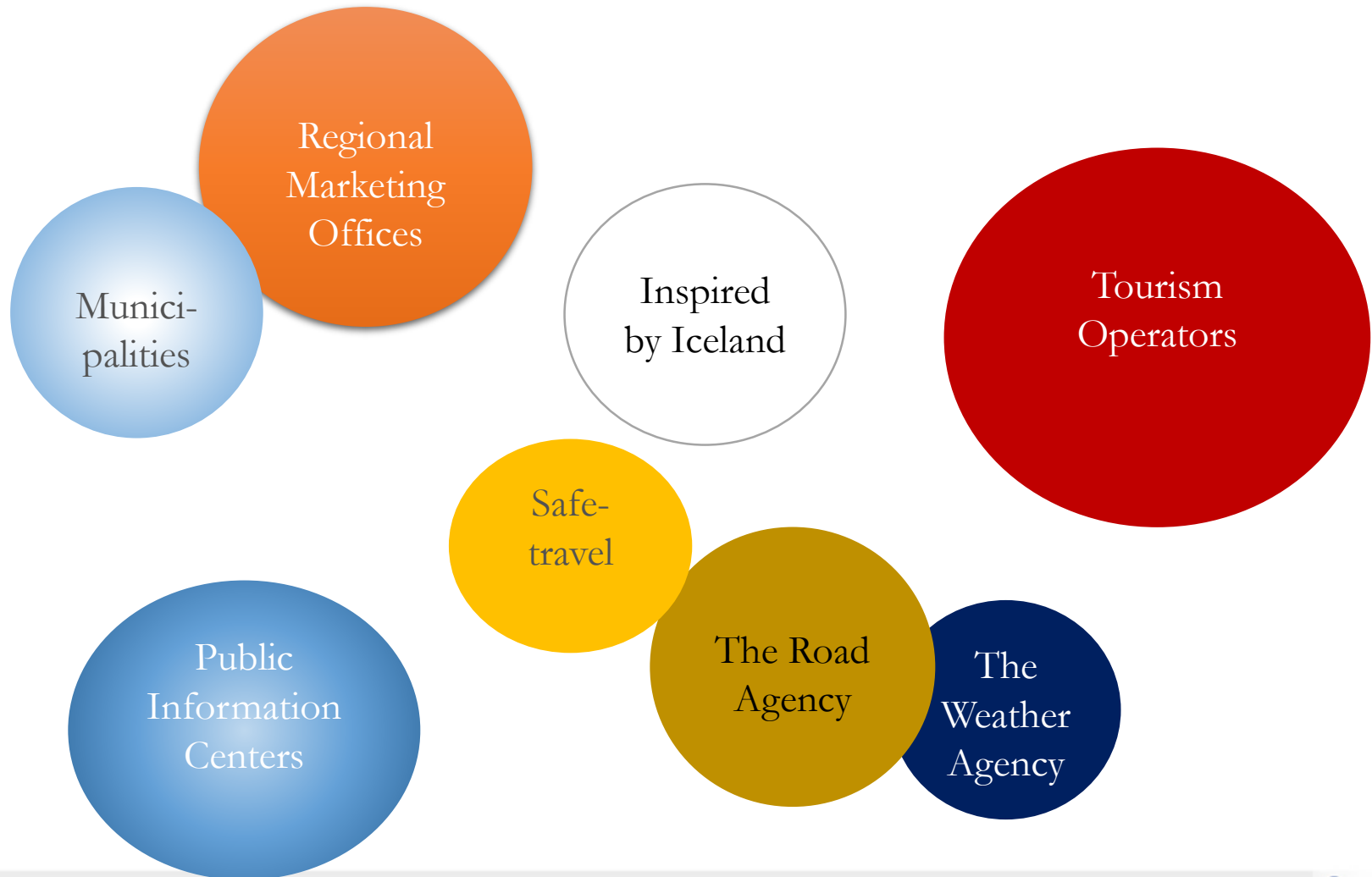
Amazon go

Zappos.com/alibaba/amazon

Decathlon

CVS/Amazon/alibaba

Fragmentation



Government Role

Safety

Culture
and society

Transport
and telecom

Awareness

Mobility and
access for all

Sustainability

Market
failure

Multiple projects



Digital Tourism

(NRM)

Title of project:	Digital Tourism
Vision	Develop understanding and awareness about the importance of digital solutions enriching tourist experience in the Nordics
Keywords	Analysis, understanding and awareness Opportunities and prioritization Change management
Duration	2019-2021
Budget	4.2 MM DKK
Participants	Finland, Norway and Iceland (TBD)

Project overview

Feb – May 2019

Analysis

Technical categorization

Pestel analysis

Challenges

Government vs. firms

Jun – Sep 2019

Supporting research

Extensive consumer behavior surveys

Extensive travel company surveys

Nov 2019

Fall Report

Short- and long term goals

Priorities

Task list

Defined performance measures

2020 – 2021

Implementation

Innovation framework and targeted innovation

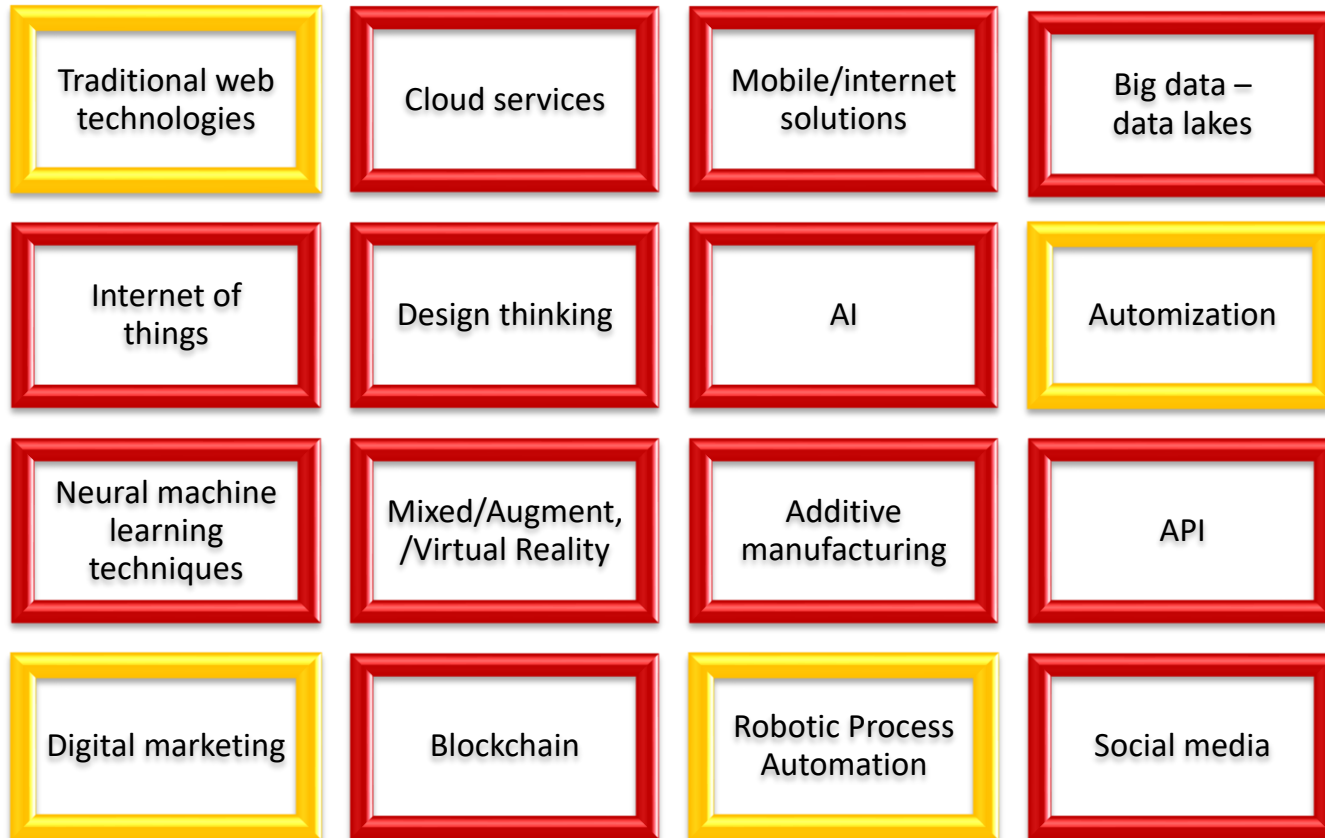
Digital awareness events

Pilot projects

Government vs firms

Digital Road Map

Data privacy
and security
issues



Cost and economies of scale

Competition


Challenges



* Identified challenges should ideally be aligned with the Digital Road Map (see previous slide)

Outcome of the first phase

(Feb-May 2019)



Analysis of technological solutions
benefitting tourism

Outcome of the 2nd phase

(Jun - Nov 2019)

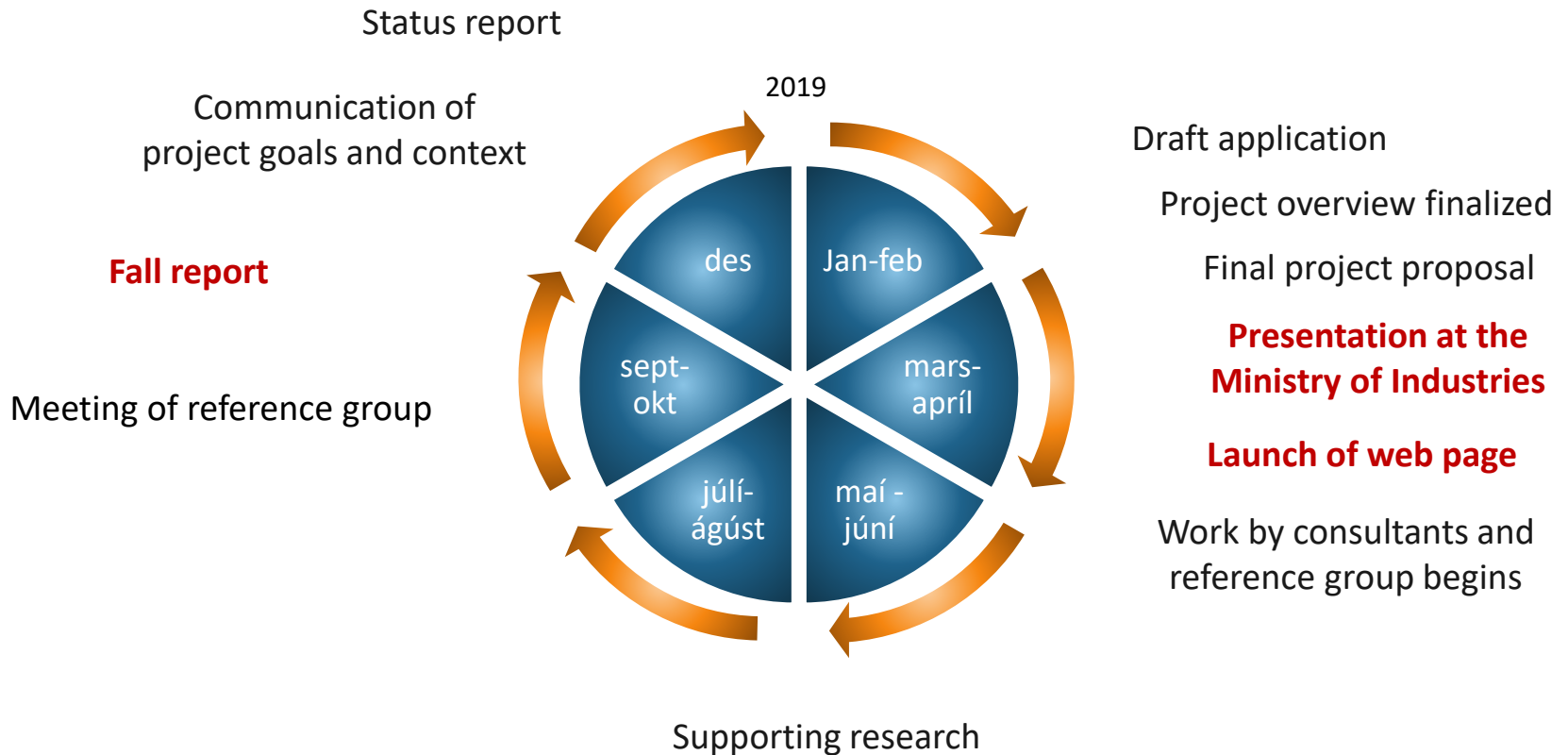


Outcome of the 3rd phase

(2020-2021)



Next steps



Thank You

