



TECH & NEW SKILLS: CHANGING THE TOURISM INDUSTRY

**Forum
TurisTIC**

7^a edició
26-3-2019
CaixaForum
Barcelona

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Patrocinadores principals:



Generalitat de Catalunya
Departament d'Empresa
i Coneixement



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KEYNOTE SPEAKER: THE ONGOING QUEST FOR INTELLIGENT TRAVEL

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Patrocinador:





Iis Tussyadiah

Presidenta

**International Federation for Information Technologies and
Travel&Tourism (IFITT)**

www.ifitt.org

Patrocinadores principals:



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International Federation
for IT and Travel & Tourism



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The Ongoing Quest for Intelligent Travel

Iis Tussyadiah

University of Surrey

International Federation for IT and Travel & Tourism

Forum TourisTIC





Digital Transformation





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Digital Transformation

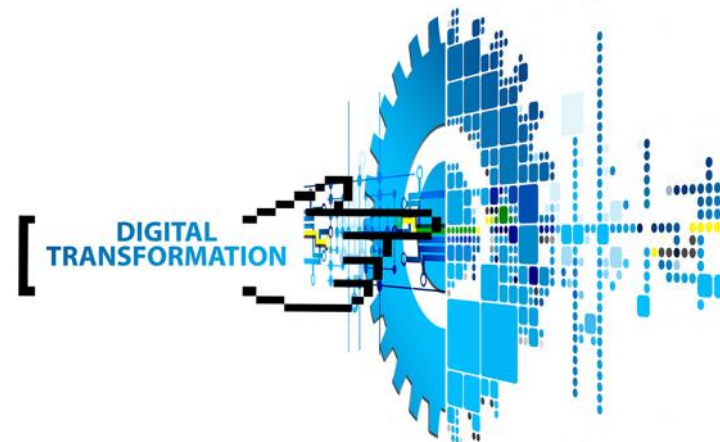
Innovation

Efficiency

Tourist Experiences

Productivity

Access and Inclusion



Key Technology Enablers



AI



Blockchain



IoT



AR/VR



Artificial Intelligence

Natural Language Processing

Knowledge Representation

Automated Reasoning

Machine Learning

Computer Vision

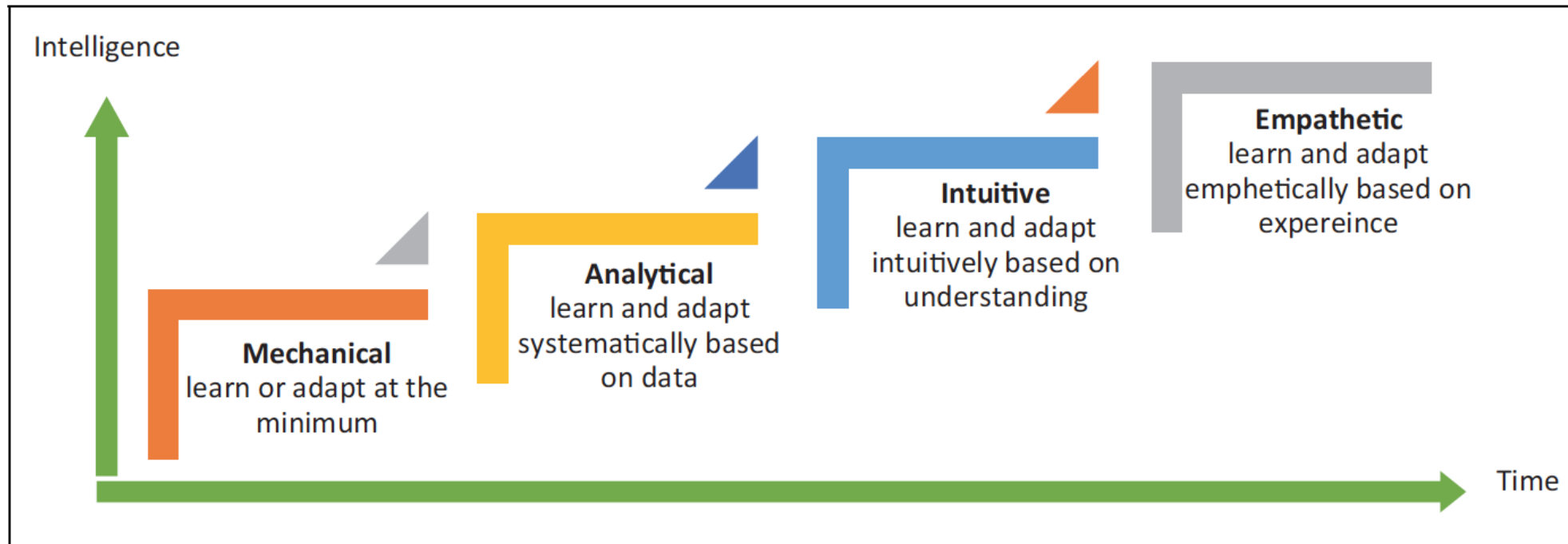
Robotics

Russell & Norvig, 2003





Artificial Intelligence



Intelligent Robots

Sensory, Mobility, & Thinking

- Sensor
 - Contact and non-contact sensors
- Interactive
 - Human–robot interaction
- Autonomous
 - Correct thinking and judgment



Lau, Lin, & Wu, 2018





AI & Robotic Applications

Self-Driving Vehicles

Chatbots

Service Robots

Recognition Tech

Automated Everything







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Self-Service





Implications

Service Quality



~~Service Personnel~~



Human – Computer Interaction (HCI)



User Experience (UX)





Implications

Quality of Experiences

Control, Liabilities

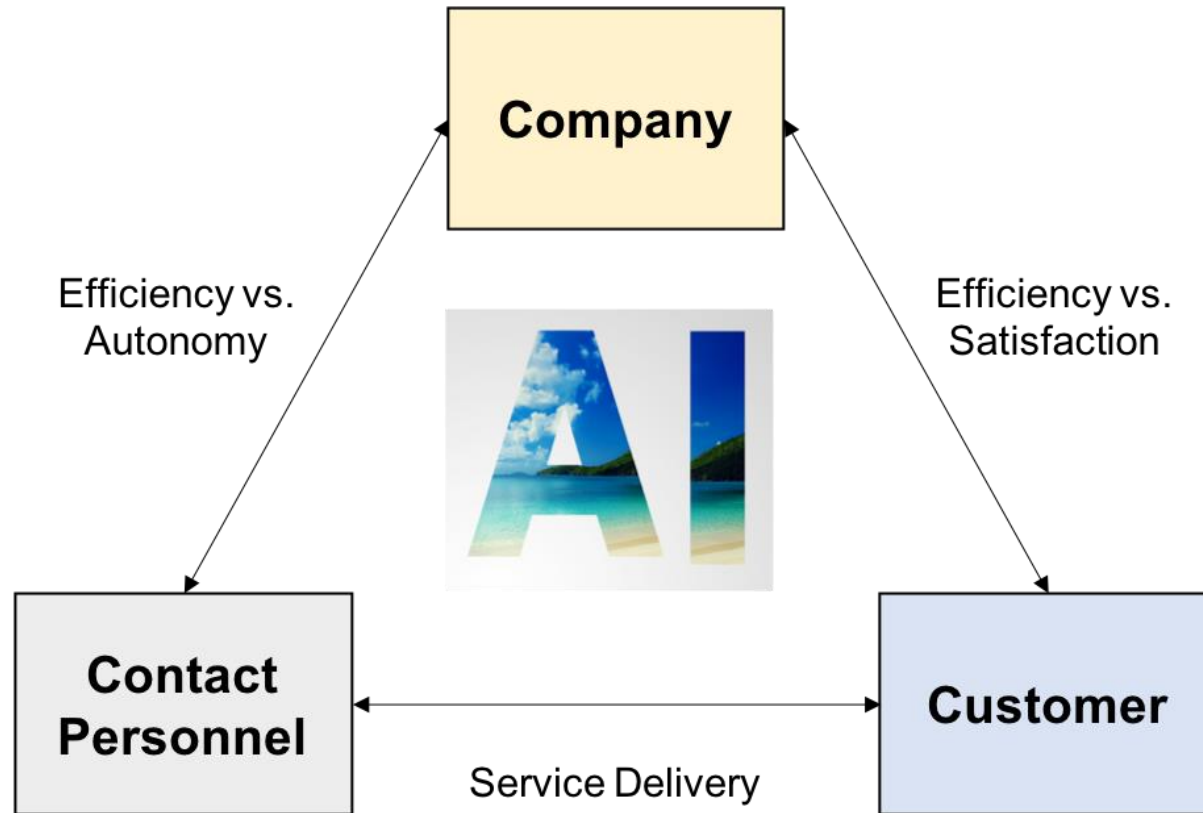
Disuse, Misuse, Abuse

Inclusion?





Tourism Encounter





Tourism Encounter





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Tourism Encounter





Implications

Roles of Employees Substitution vs Augmentation Provision of Decent Work

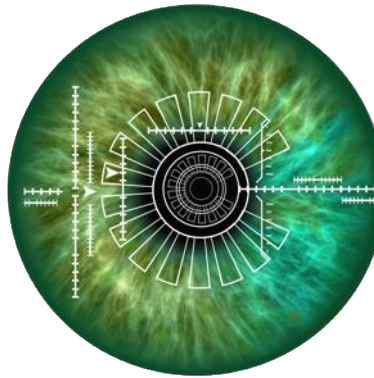




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Seamless Journey



AI BORDER CONTROL





Personalization





Implications

Personal data

Privacy

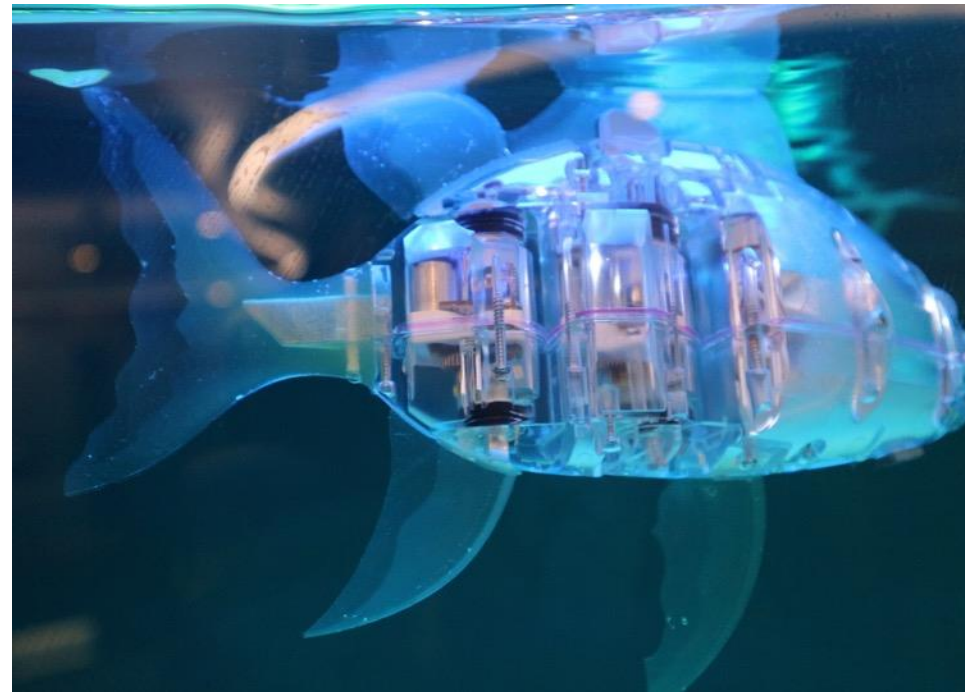
Ethics





Tomorrow's Tourism

A sustainable future: a possibility?





Tomorrow's Tourism

Letters from the Future: Travel in 2039

From:
Matthew

To:
Oscar

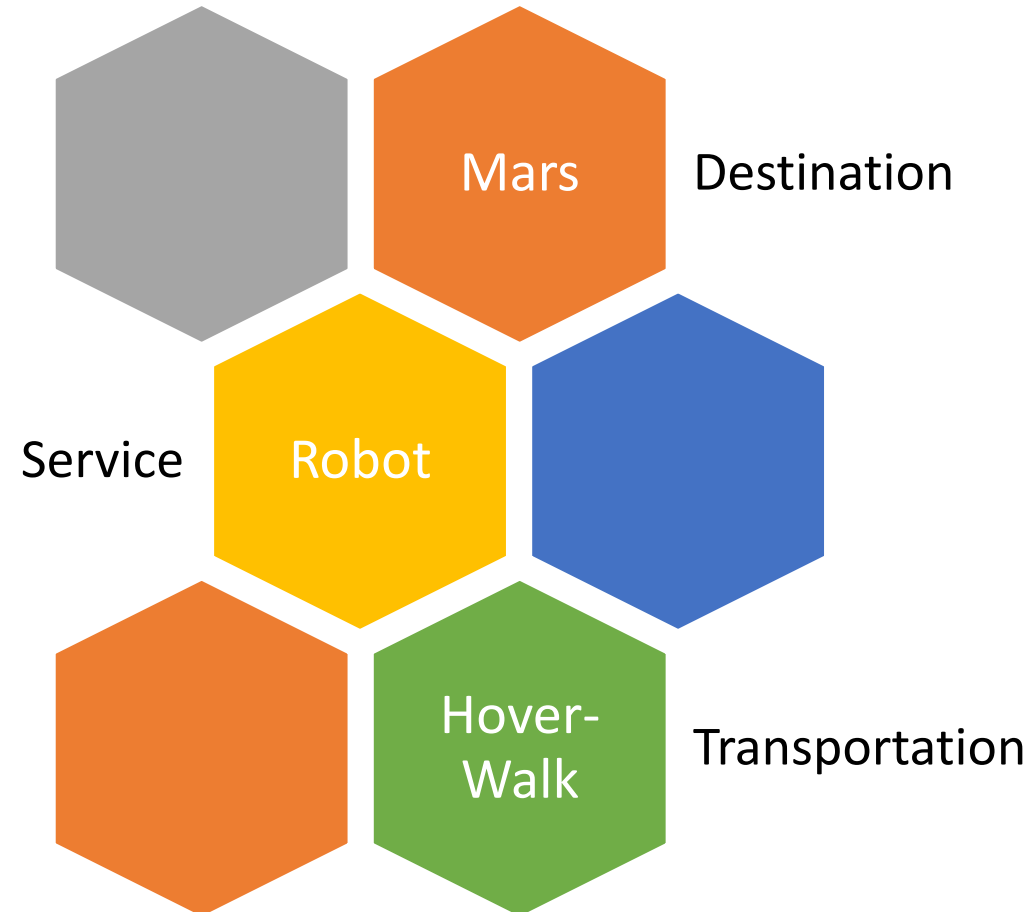
Hey Oscar,

Mars is outstanding. We are so glad we decided to make the trip. I am amazed they got this ability up and running so quickly. In just twenty years business men have turned this from a dream into a reality. The Sun-ray space cruiser was amazing, fully automated. The space-steward robots were incredible. From Birmingham, Alabama to Red Station, Mars took only twenty-nine hours. The fingerprint scanner payment system really makes this kind of travel safer, no one can steal any cash or cards from you.





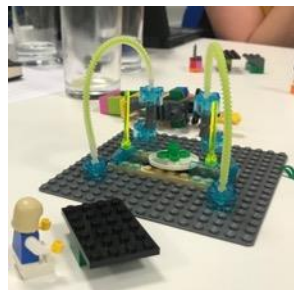
Tomorrow's Tourism





Tomorrow's Tourism

Restaurants in 2039





Tomorrow's Tourism

Eliminate friction points

Carry out mundane tasks

Upskill employees

Create agile service organisations





AI: Key Priorities

Economic and social impacts of AI

Ethical and legal issues around AI

Verification and validation

Control (human-in-the-loop)





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Thank You!

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