

Ψηφιακές υπηρεσίες στην εξυπηρέτηση της τουριστικής αγοράς -

Οι ενιαίες ψηφιακές πλατφόρμες που αλλάζουν τα δεδομένα στον τουρισμό!

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Διαδικτύου.

Ραδιοφωνικός Παραγωγός εκπομπής « Η Τεχνολογία Σήμερα ».



UNWTO

World Tourism Organization

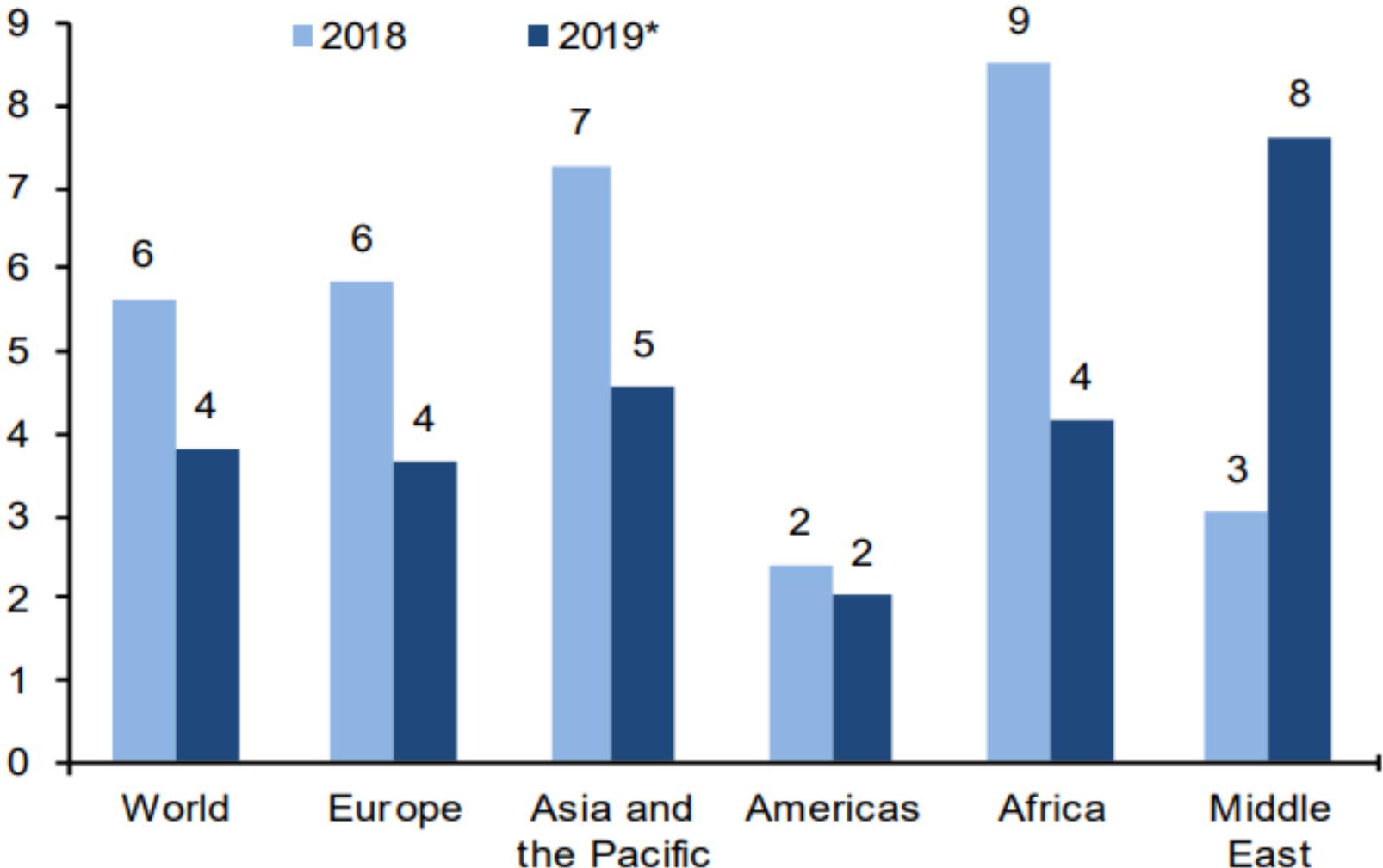
World Tourism Barometer

Volume 18 • Issue 1 • January 2020

*****EXCERPT*****

International Tourist Arrivals

(% change)

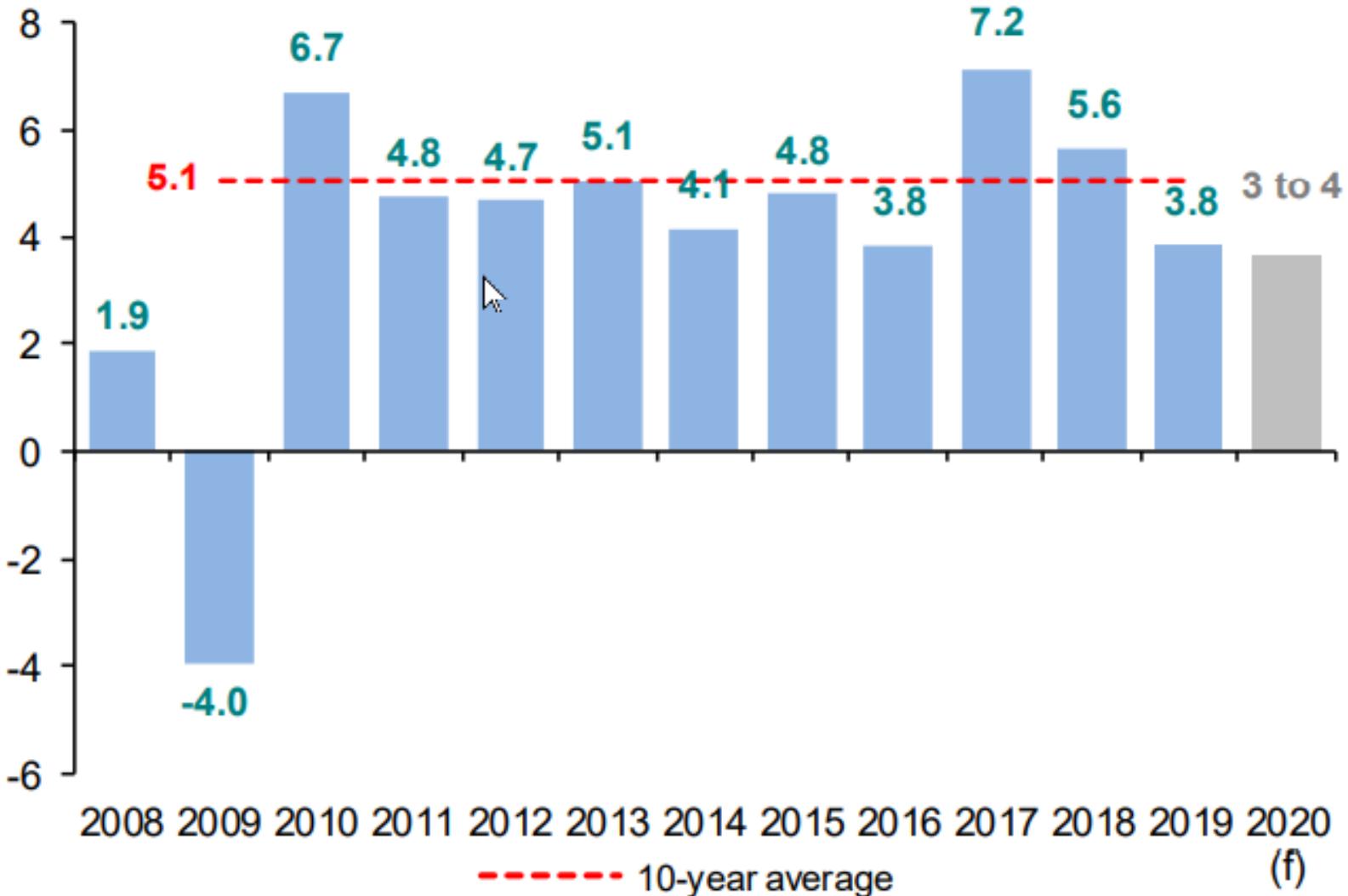


Source: World Tourism Organization (UNWTO) ©

* Provisional data

International Tourist Arrivals, World

(% change)



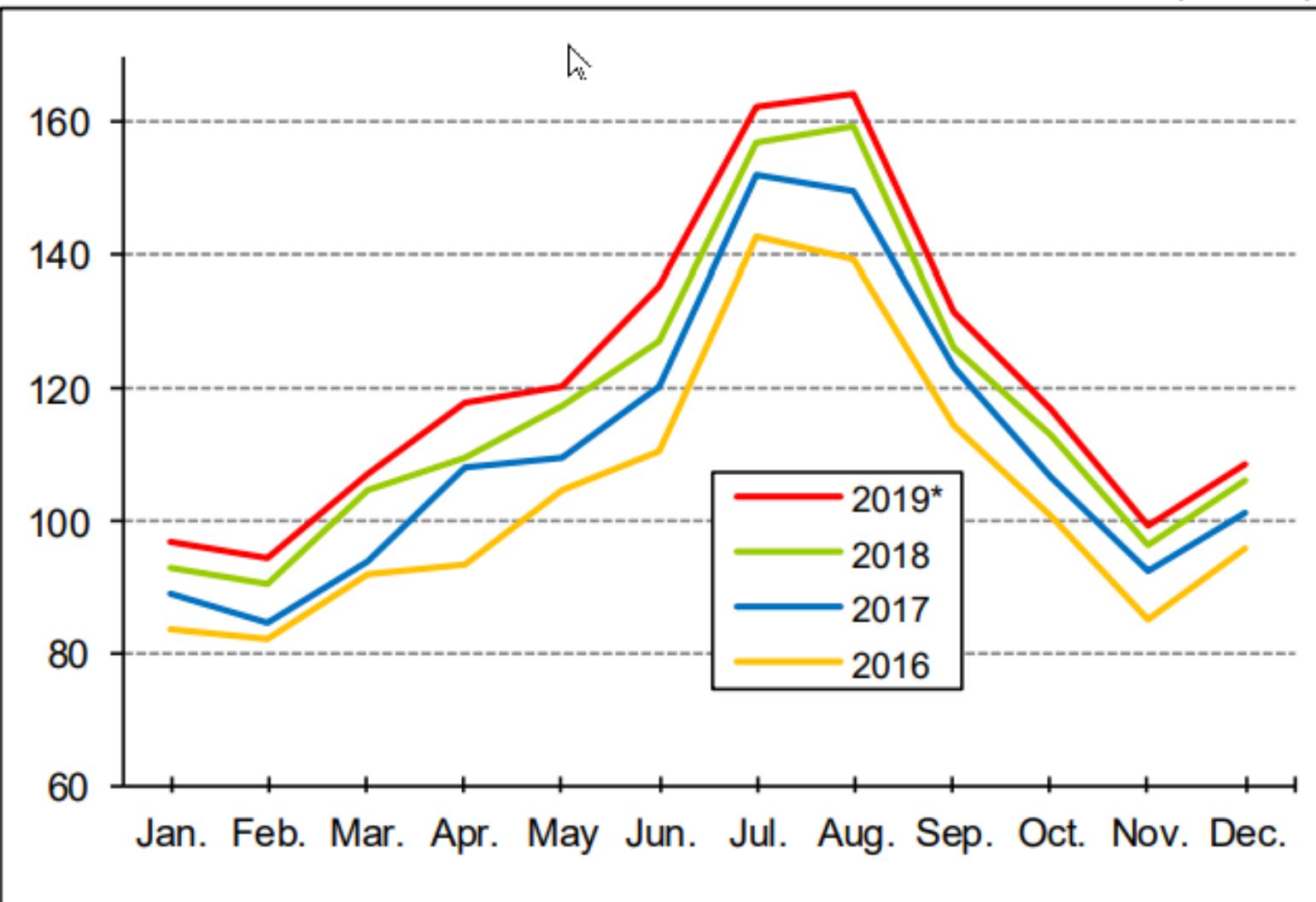
Source: World Tourism Organization (UNWTO) ©

(f) Forecast

International Tourist Arrivals by month

World

(million)



Source: World Tourism Organization (UNWTO) ©

Outlook for International Tourist Arrivals

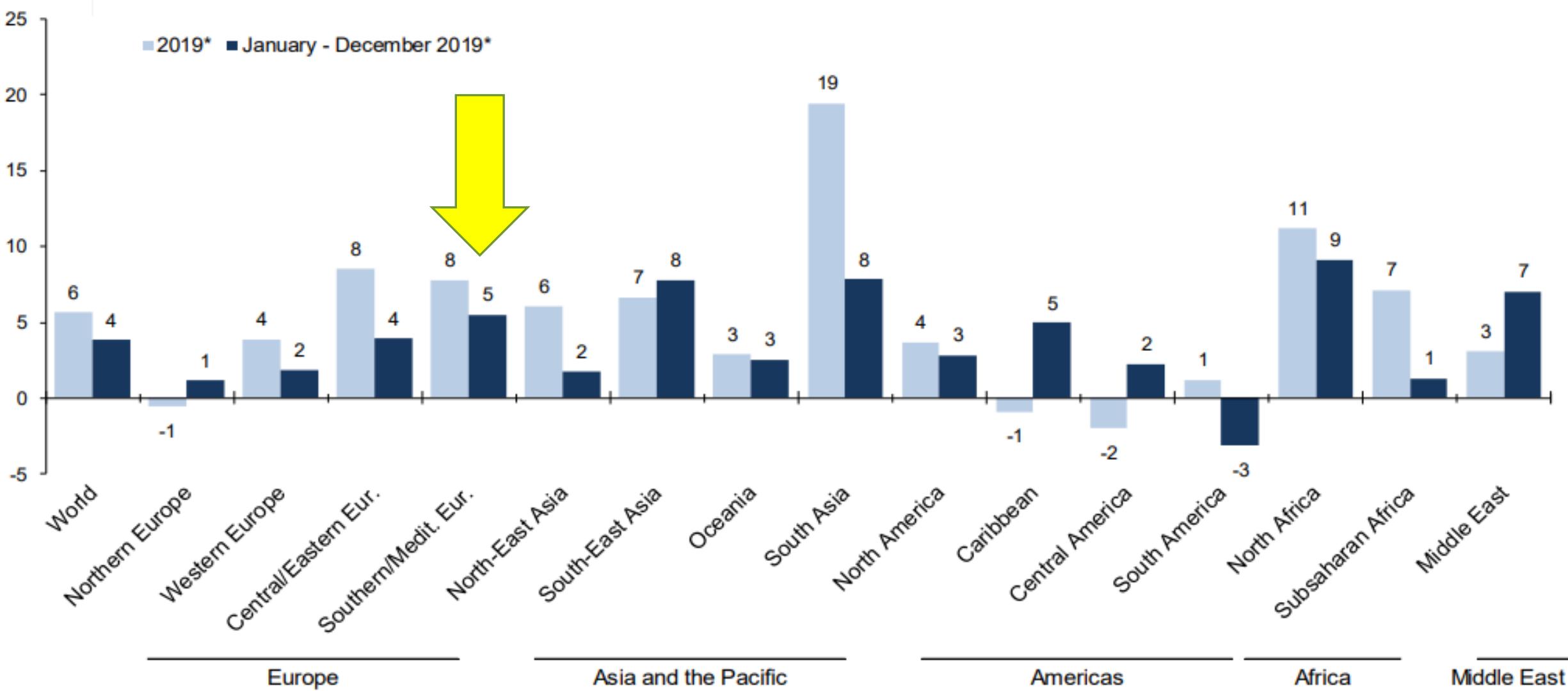
	Change				average a year	2020 Projection (issued January)
	2016	2017	2018	2019*	2009-2019*	from
World	3.8%	7.2%	5.6%	3.8%	5.1%	+3% to +4%
Europe	2.5%	8.8%	5.8%	3.7%	4.6%	+3% to +4%
Asia and the Pacific	7.7%	5.7%	7.3%	4.6%	7.1%	+5% to +6%
Americas	3.7%	4.7%	2.4%	2.0%	4.6%	+2% to +3%
Africa	7.8%	8.5%	8.5%	4.2%	4.4%	+3% to +5%
Middle East	-4.7%	4.1%	3.0%	7.6%	2.7%	+4% to +6%

Source: World Tourism Organization (UNWTO) ©

* Provisional data

International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©



GREECE

A 365 DAY DESTINATION



GREECE

2019 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2018



10.4%

Total GDP contribution



319 MN

Jobs globally (1 in 10 jobs)

While the global economy grew by 3.2%, Travel & Tourism grew significantly more at 3.9%

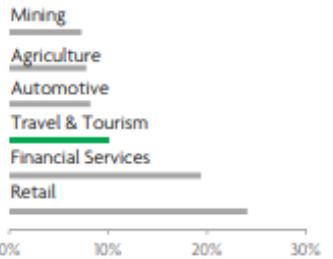
3.2%

3.9%

1 in 5 new jobs were created by Travel & Tourism over the last five years



Global GDP impact by sector (2016 data). Share of total economy GDP



GREECE 2018 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

20.6% OF TOTAL ECONOMY

Total T&T GDP = EUR37.5BN (USD44.5BN)

+6.9%

2018 Travel & Tourism GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

988.6 JOBS (000's)

(25.9% of total employment)

1,241.8 JOBS (000's)

Expected in 2029



INTERNATIONAL VISITOR IMPACT

EUR18.5 BN

USD22.0BN in visitor spend
(27.9% of total exports)

31.7 MN

Expected international arrivals for 2019



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

Insight Report

The Travel & Tourism Competitiveness Report 2019

Travel and Tourism at a Tipping Point

T&T Competitiveness Index 2019 Overall Rankings

Covering 140 economies, the Travel & Tourism Competitiveness Index measures the set of factors and policies that enable the sustainable development of the travel and tourism sector, which contributes to the development and competitiveness of a country.

Rank	Economy	Score ¹	Change since 2017		Diff. from Global Avg. (%)
			Rank	Score ²	
1	Spain	5.4	0	0.3	41.4
2	France	5.4	0	1.5	40.4
3	Germany	5.4	0	2.0	40.0
4	Japan	5.4	0	2.1	39.6
5	United States	5.3	1	2.6	36.6
6	United Kingdom	5.2	-1	-0.2	34.9
7	Australia	5.1	0	0.8	33.6
8	Italy	5.1	0	1.9	32.2
9	Canada	5.1	0	1.6	31.3
10	Switzerland	5.0	0	1.5	30.4
11	Austria	5.0	1	2.0	28.8
12	Portugal	4.9	2	3.2	27.2
13	China	4.9	2	3.2	26.7
14	Hong Kong SAR	4.8	-3	-1.1	25.1
15	Netherlands	4.8	2	3.2	24.5
16	Korea, Rep.	4.8	3	4.7	24.3

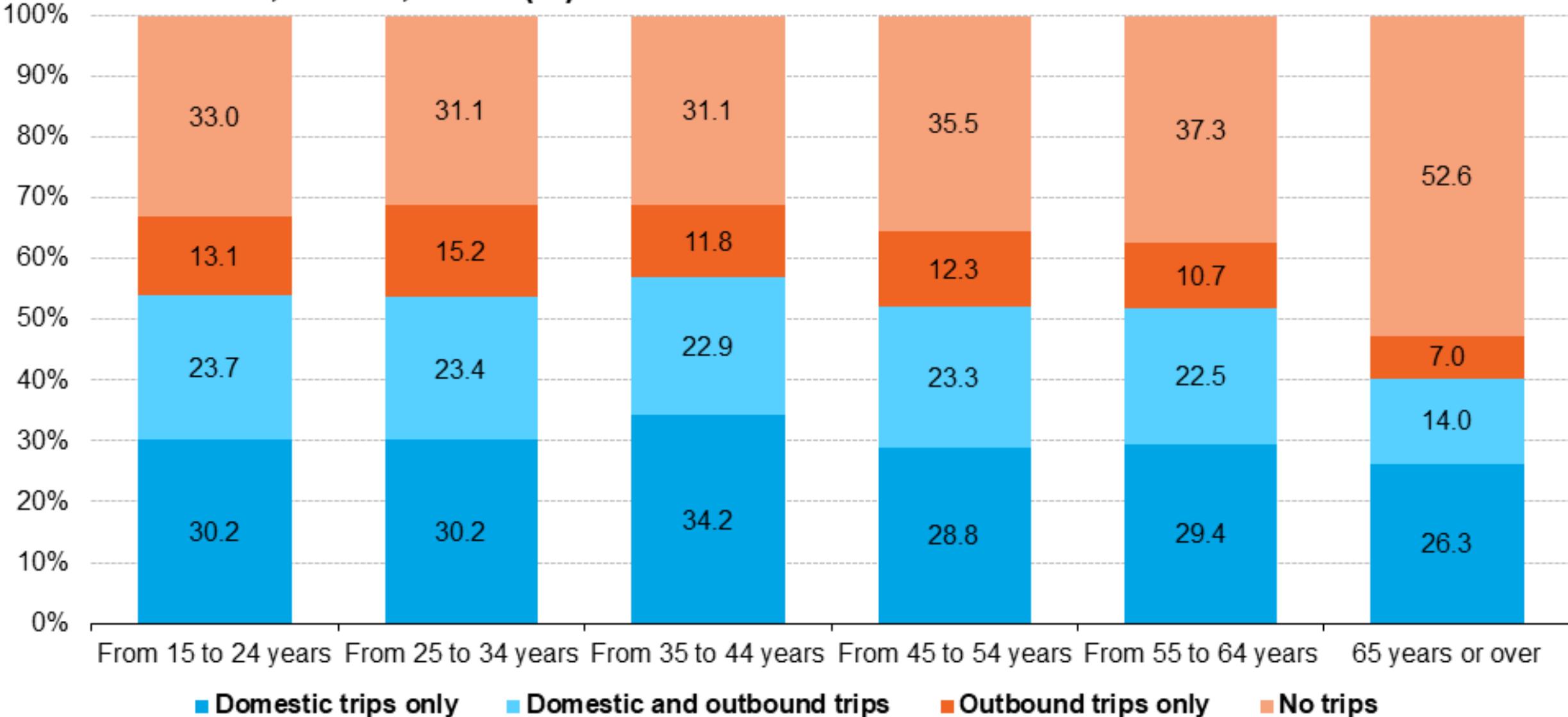
Rank	Economy	Score ¹	Change since 2017		Diff. from Global Avg. (%)
			Rank	Score ²	
48	Hungary	4.2	1	3.4	9.0
49	Peru	4.2	2	3.1	8.3
50	Argentina	4.2	0	2.5	7.9
51	Qatar	4.1	-4	1.5	7.5
52	Chile	4.1	-4	0.9	6.6
53	Latvia	4.0	1	1.8	5.0
54	Mauritius	4.0	1	2.3	4.2
55	Colombia	4.0	7	4.7	4.2
56	Romania	4.0	12	5.7	3.7
57	Israel	4.0	4	3.6	3.5
58	Oman	4.0	8	5.1	3.4
59	Lithuania	4.0	-3	1.5	3.3
60	Slovak Republic	4.0	-1	2.0	3.3
61	South Africa	4.0	-8	-0.8	3.2
62	Seychelles	3.9	n/a	n/a	2.1
63	Viet Nam	3.9	4	3.4	1.7

Rank	Economy	Score ¹	Change since 2017		Diff. from Global Avg. (%)
			Rank	Score ²	
95	Tanzania	3.4	-4	-0.5	-10.8
96	Kuwait	3.4	4	2.7	-11.1
97	Lao PDR	3.4	-3	0.4	-11.2
98	Cambodia	3.4	3	2.4	-11.8
99	Guatemala	3.4	-13	-3.2	-11.8
100	Lebanon	3.4	-4	0.3	-12.1
101	North Macedonia	3.4	-12	-3.8	-12.7
102	Nepal	3.3	1	1.9	-13.0
103	Moldova	3.3	14	6.4	-14.5
104	Tajikistan	3.3	3	3.1	-14.6
105	Bosnia and Herzegovina	3.3	8	5.2	-14.7
106	Senegal	3.3	5	3.8	-15.2
107	Rwanda	3.2	-10	-3.4	-15.5
108	El Salvador	3.2	-3	-1.3	-16.0
109	Paraguay	3.2	1	2.7	-16.0
110	Kyrgyz Republic	3.2	5	4.1	-16.0

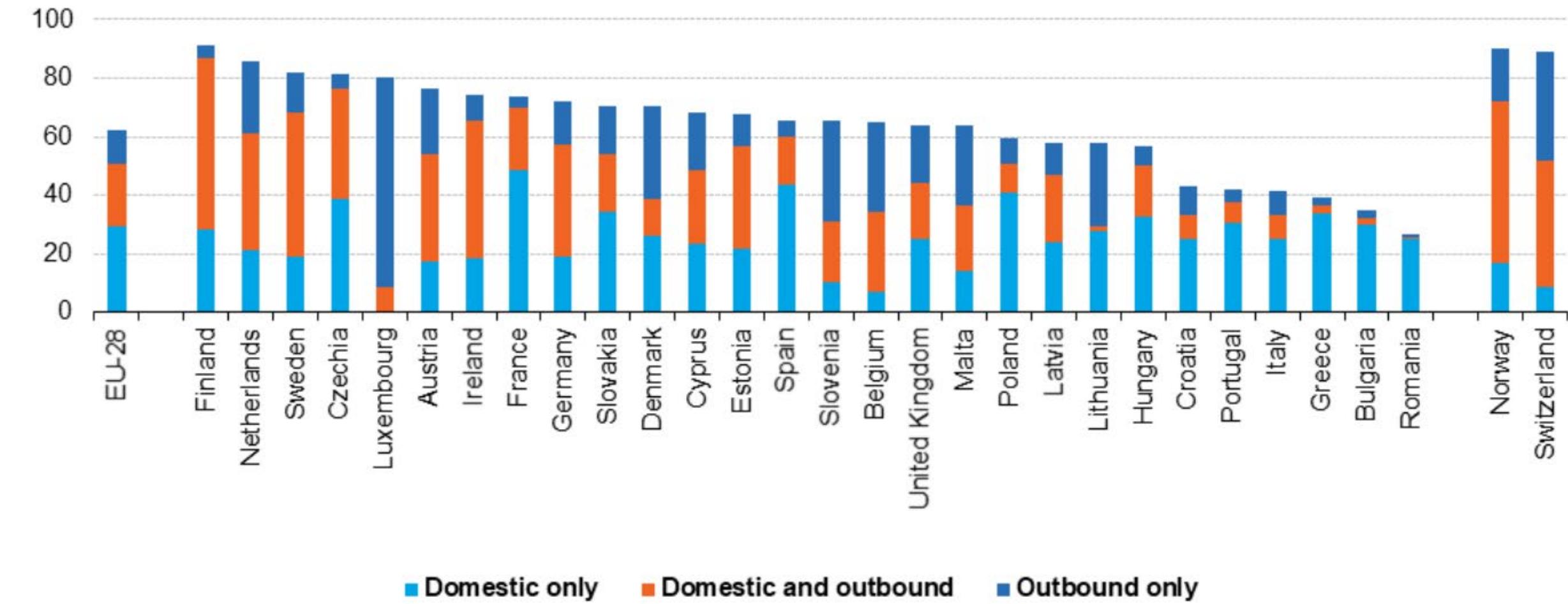


17	Singapore	4.8	-4	-2.0	23.7
18	New Zealand	4.7	-2	1.4	23.4
19	Mexico	4.7	3	3.4	21.9
20	Norway	4.6	-2	-1.0	19.4
21	Denmark	4.6	10	3.4	19.1
22	Sweden	4.6	-2	0.2	18.6
23	Luxembourg	4.6	5	1.4	18.4
24	Belgium	4.5	-3	0.1	18.2
25	Greece	4.5	-1	0.9	18.1
26	Ireland	4.5	-3	0.3	18.0
27	Croatia	4.5	5	2.4	17.6
28	Finland	4.5	5	2.7	17.4
29	Malaysia	4.5	-3	0.4	17.3
30	Iceland	4.5	-5	0.0	17.0
31	Thailand	4.5	3	2.6	16.9
32	Brazil	4.5	-5	-0.8	15.8

Share of the EU population participating to tourism, by age group and destination, EU-28, 2017 (%)



Share of the EU population (aged 15 and over) participating in tourism by destination, 2017 (%)



■ Domestic only ■ Domestic and outbound ■ Outbound only

Source: Eurostat (online data code: tour_dem_totot)

eurostat



Προορισμοί οι Οποίοι Παρέχουν
Επαρκείς Τουριστικές Πληροφορίες
Online Επωφελούνται σε Μερίδιο
Αγοράς και Ανταγωνιστικότητα

35%

ΤΩΝ ΤΟΥΡΙΣΤΙΚΩΝ ΑΝΑΖΗΤΗΣΕΩΝ ΓΙΑ ΤΗΝ ΕΛΛΑΔΑ
ΠΟΥ ΣΧΕΤΙΖΟΝΤΑΙ ΜΕ ΤΟΝ ΠΟΛΙΤΙΣΜΟ



 ΩΦΕΛΕΙΑ ΣΕ ΝΕΕΣ ΘΕΣΕΙΣ ΑΠΑΣΧΟΛΗΣΗΣ



170.000 ΘΕΣΕΙΣ ΕΡΓΑΣΙΑΣ



Ευκαιρία για Δημιουργία Νέων Θέσεων
Εργασίας Προσεγγίζοντας τις Βέλτιστες
Διαδικτυακές Πρακτικές

 ΣΥΝΕΙΣΦΟΡΑ ΣΤΟ ΑΕΠ

3,2%

ΤΑΞΙΔΙΑ & ΤΟΥΡΙΣΜΟΣ
ΟΡΓΑΝΩΜΕΝΑ ΣΤΟ
ΔΙΑΔΙΚΤΥΟ

19,1%

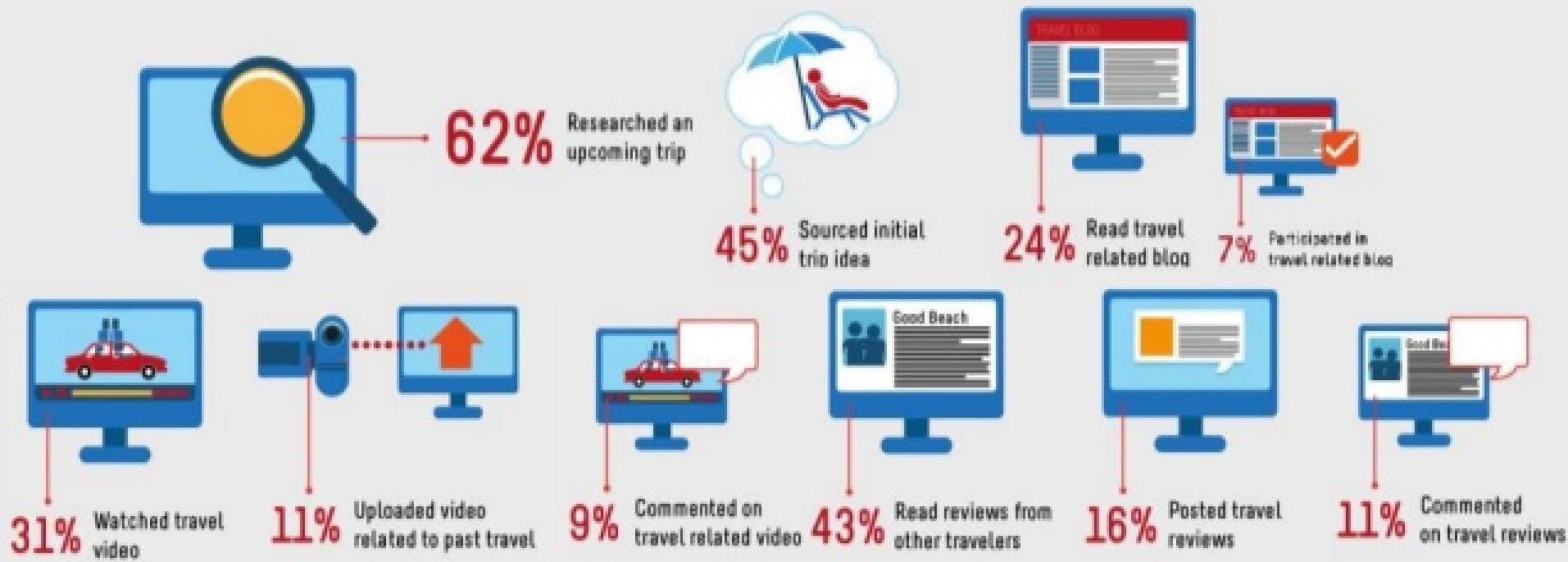
ΤΟΥΡΙΣΤΙΚΟΣ
ΚΛΑΔΟΣ

TRAVEL INDUSTRY

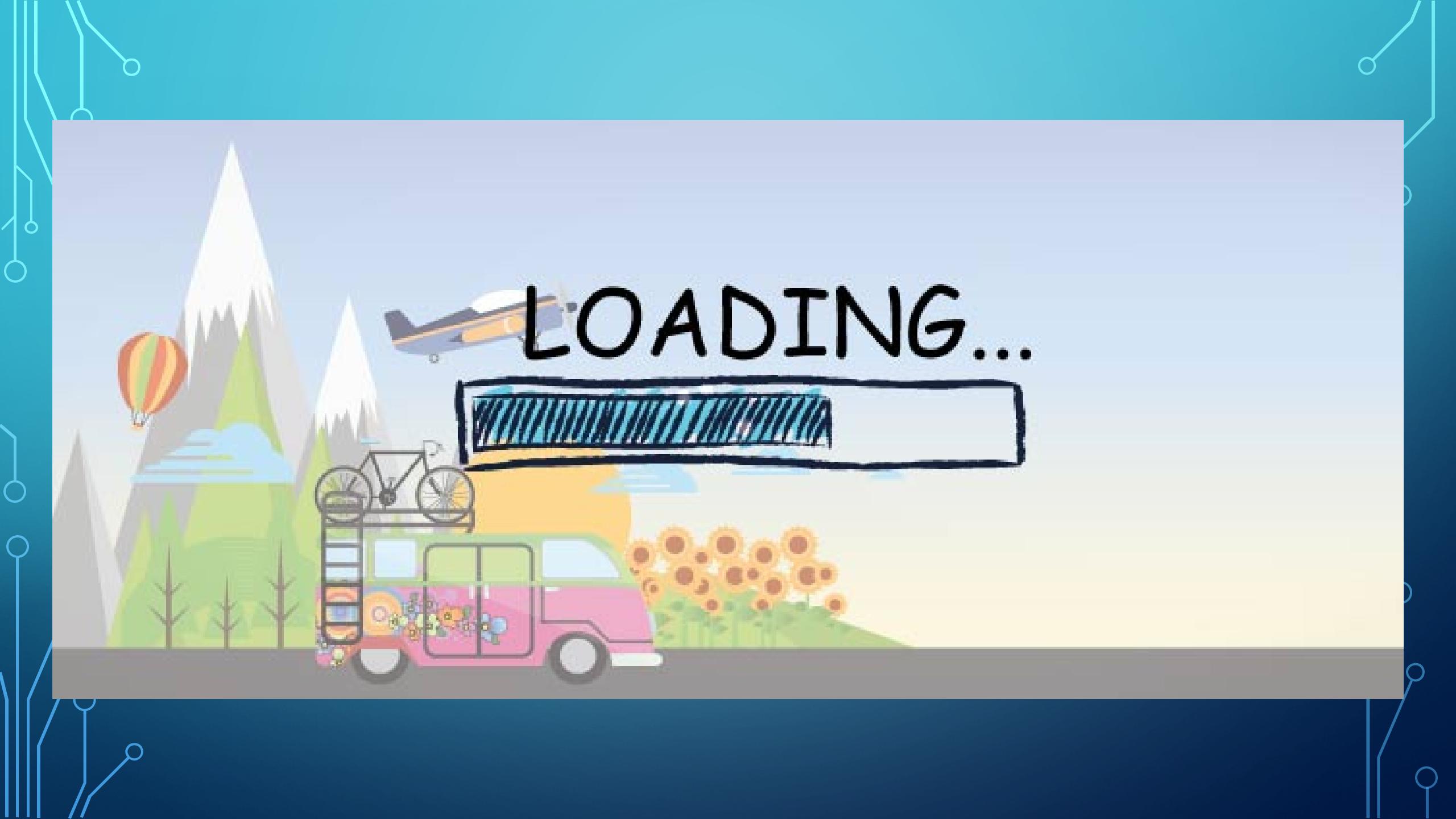


87% of travelers used the internet for a bulk of their travel planning

Top Online Activities for Travelers







LOADING...





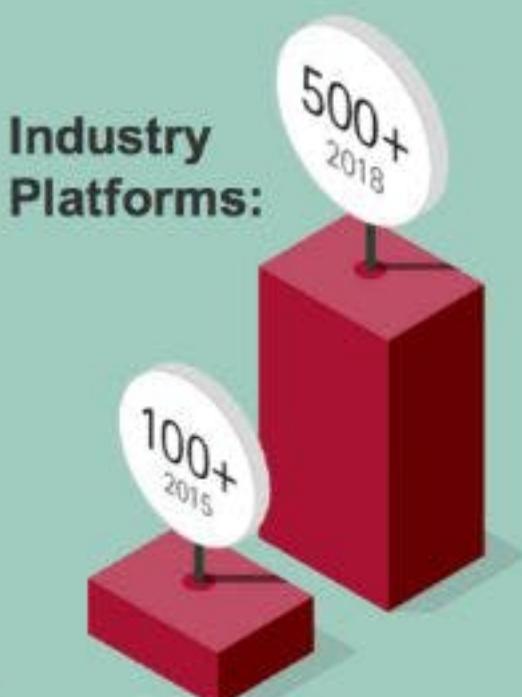


TOURISM AND THE DIGITAL TRANSFORMATION

WORLD
TOURISM
DAY
27 SEPT

Digital leaders from non-tech sectors are now also building platforms

- Having a platform strategy and the business know-how to exploit it is more important than "owning" an ecosystem.
- By 2018, IDC predicts that more than 50% of large enterprises – and more than 80% of enterprises with advanced digital transformation strategies – will create and/or partner with industry platforms.¹
- IDC predicts that the number of industry clouds will reach 500 or more by 2018, up from today's 100-plus.²



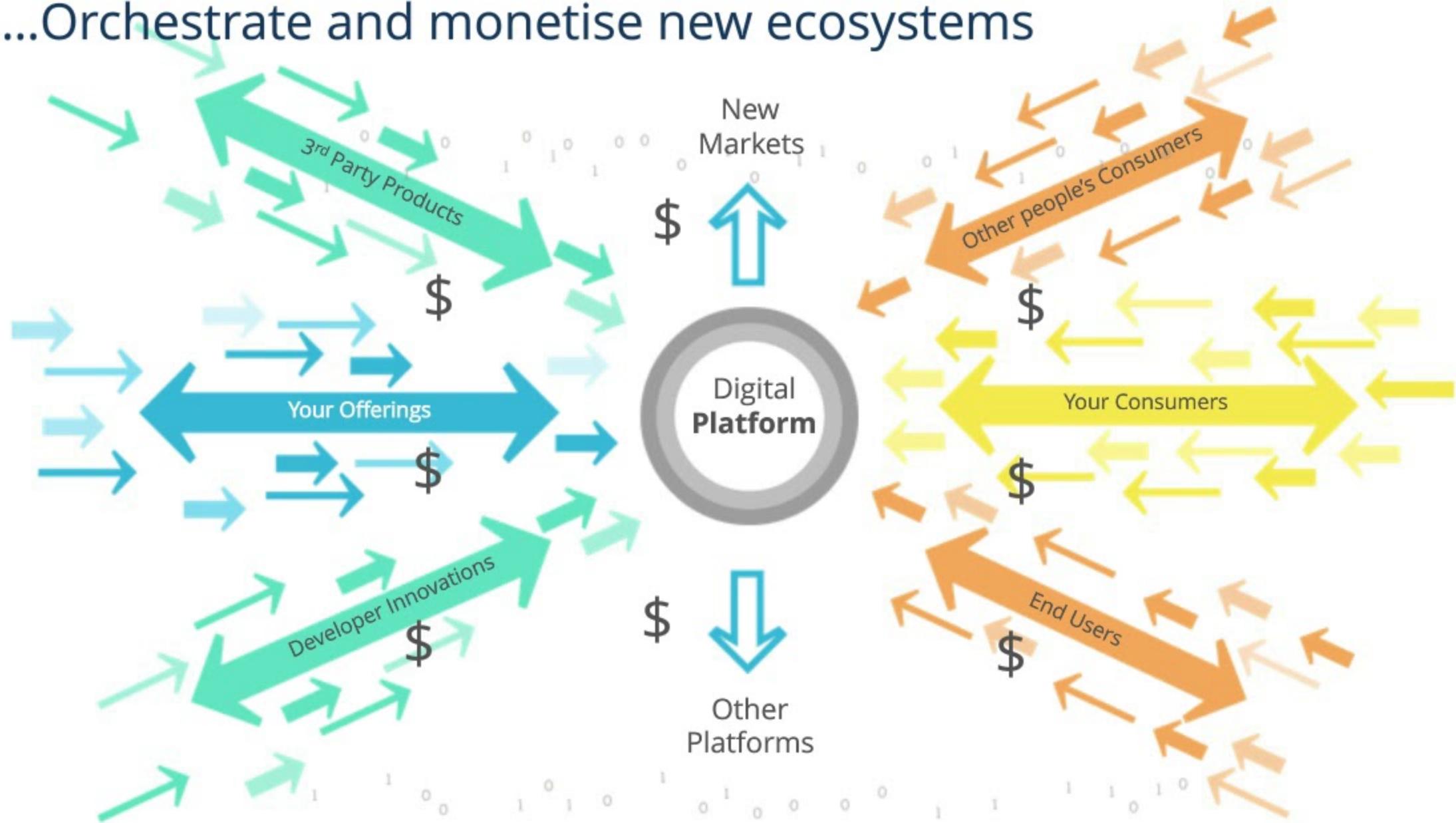
Pfizer	Schneider
Novartis	GE
Merck	Bosch
Carepass	ABB
Cigna	Disney
edX	SONY
Walmart	Ford
American Express	GM
Nasdaq OMX	TomTom

¹ "IDC Predicts the Emergence of "the DX Economy" in a Critical Period of Widespread Digital Transformation and Massive Scale Up of 3rd Platform Technologies in Every Industry," IDC, November 4, 2015

² "Industry Cloud: The Largest Vertical Growth Opportunity for Technology Vendors and Services Firms Through 2025," IDC, November 19, 2015



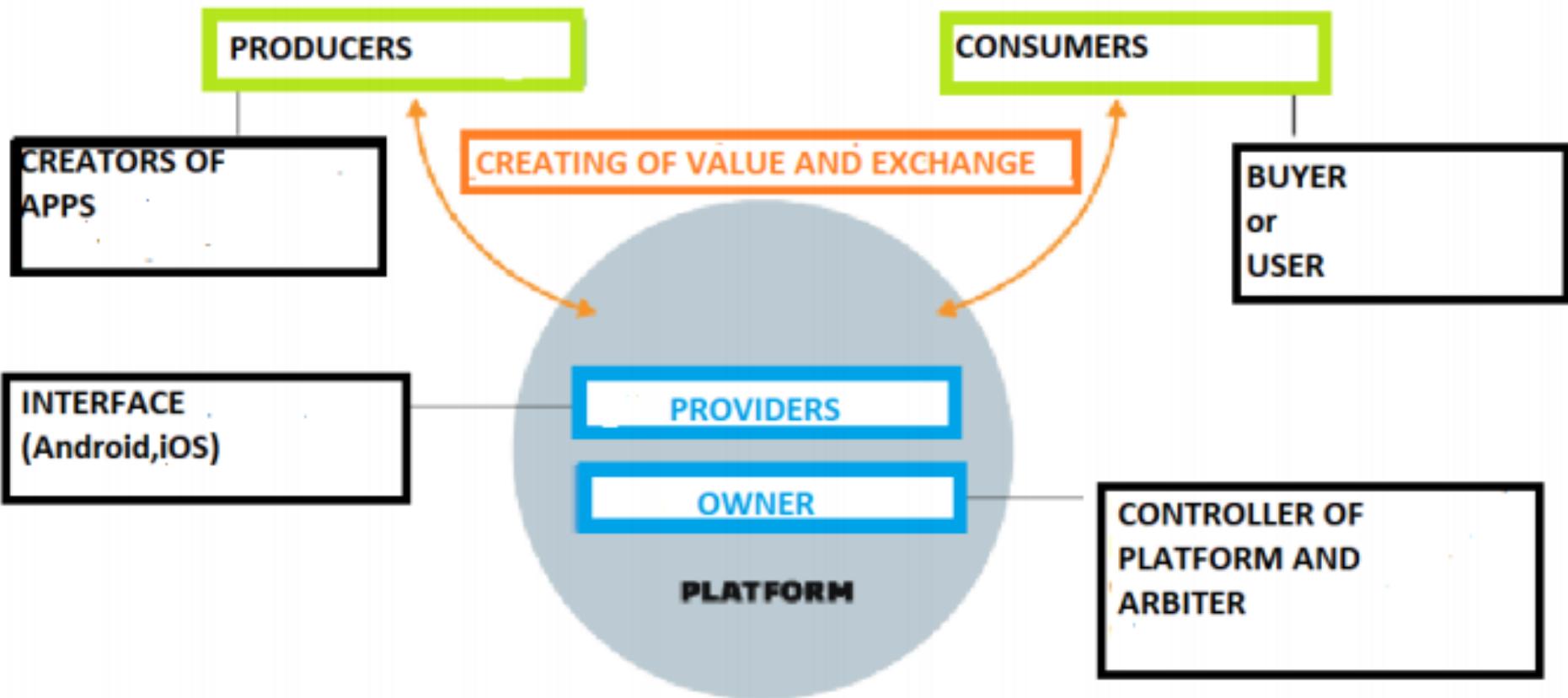
...Orchestrate and monetise new ecosystems



Source: NewGrowthPlaybook

Information Classification: General

Figure 1: Platform participants and processes between them



Source: Peter Weill, Stephanie L. Woerner (2013)



DIGITAL



TOURISM



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