TGA
TÜRKİYE TOURISM PROMOTION AND DEVELOPMENT AGENCY

GSTC
Global Sustainable Tourism Council

HOTEL DIGITALIZATION SOLUTIONS

Eric Ricaurte
Founder & CEO, Greenview

Dr. Andrea Ferry
Head of Sustainability, Weeva

Tuna Özgür
General Manager, Dedeman Tokat Hotel

Yeşim Öztekin
Tourism Industry Leader, Google

Dr. Ioannis Pappas
Mediterranean Program Director, GSTC Moderator

#GSTC2023

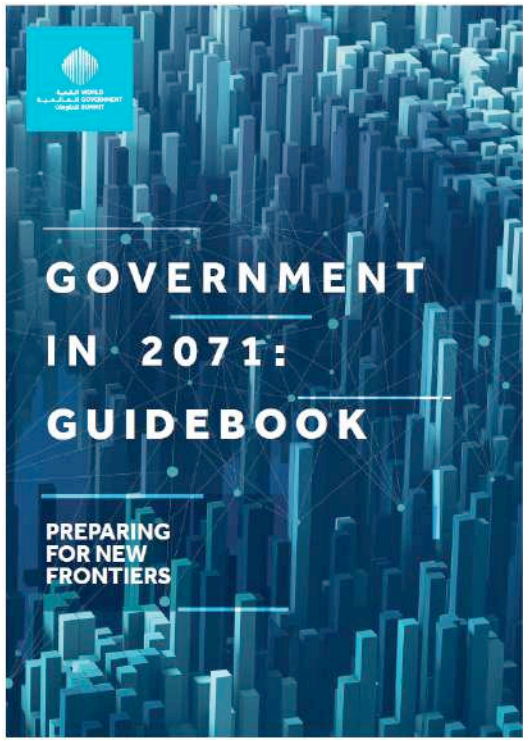
GLOBAL SUSTAINABLE TOURISM CONFERENCE

ANTALYA · TÜRKİYE

9 – 12 MAY 2023

Digital transformation is the adoption of digital technology by an organization to digitize non-digital products, services or operations.

The **goal** for its implementation is to **increase value through innovation invention, customer experience or efficiency**.



2018 - 2030

KEY SOCIETAL MEGATRENDS

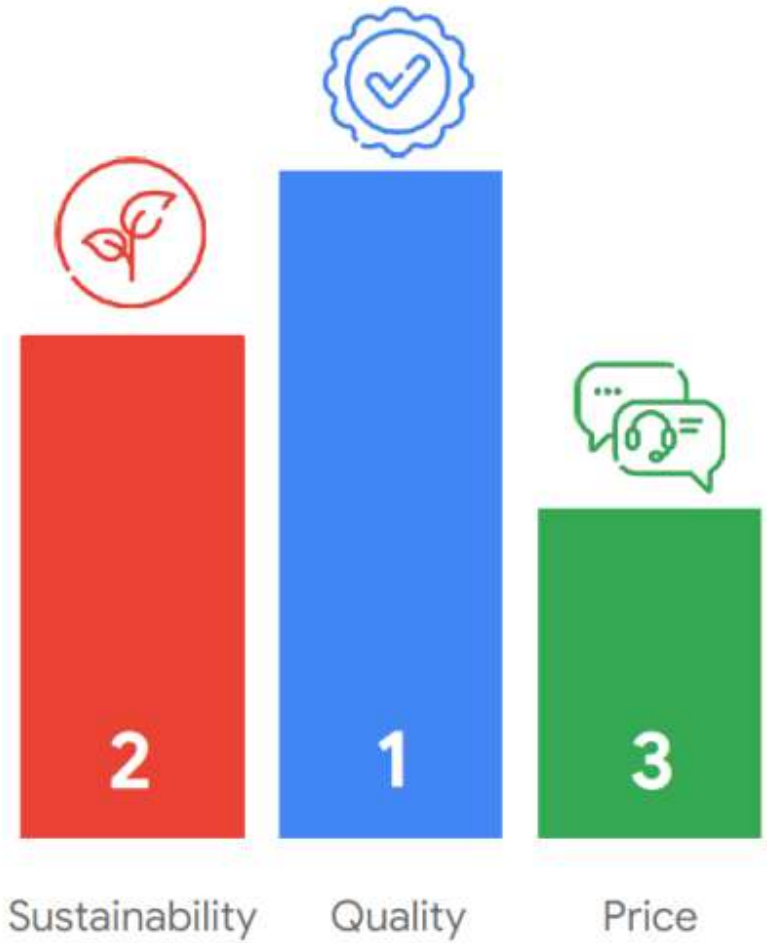
- Climate change
- Resource scarcity (food, water)
- Urbanization/ Megapolis
- Shifting Super-powers
- Terrorism, Cybercrimes
- Job shifts due to automation

Innovation Outcomes for Government Function Themes

GOVERNANCE AND RESILIENCE	• Prescriptive analytics for governments • AI regulation/compliance • Climate Refugees	•Cyber-defense; Cyber-security
ECONOMY AND SOCIETY	• Gig/sharing economy • Job automation • Transformational industries (Energy, Transportation, Food, Space tech)	•Managing diversity •Social protection/Universal income
ENVIRONMENT AND HEALTH	• Climate change management	
FUTURE AND PROGRESS	• R&D on breakthrough technologies • Ministry of the Future • Education transformation	

TECHNOLOGY MEGATRENDS

- IoE, Space-Net
- Big Data & HPC
- Green Tech
- Space Tech
- Machine Learning & Cognitive Science
- Robotics & Automation
- Bio-tech



Quality ranked as the most important factor in a purchasing decision globally

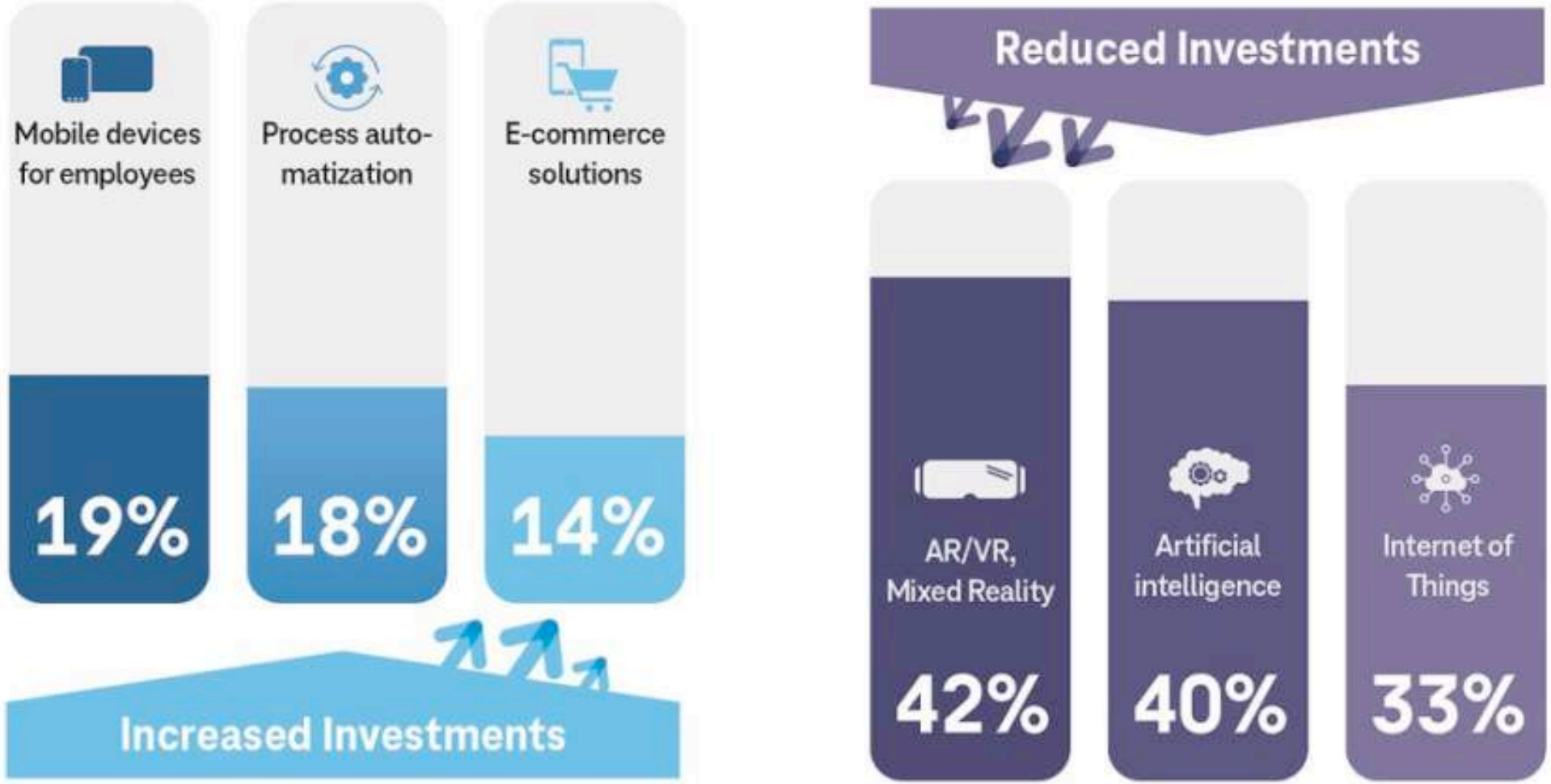
Sustainability ranked second for consumers in Germany and the UK

Price was most important to people from the United States

Travel Sustainability Handbook, 2021

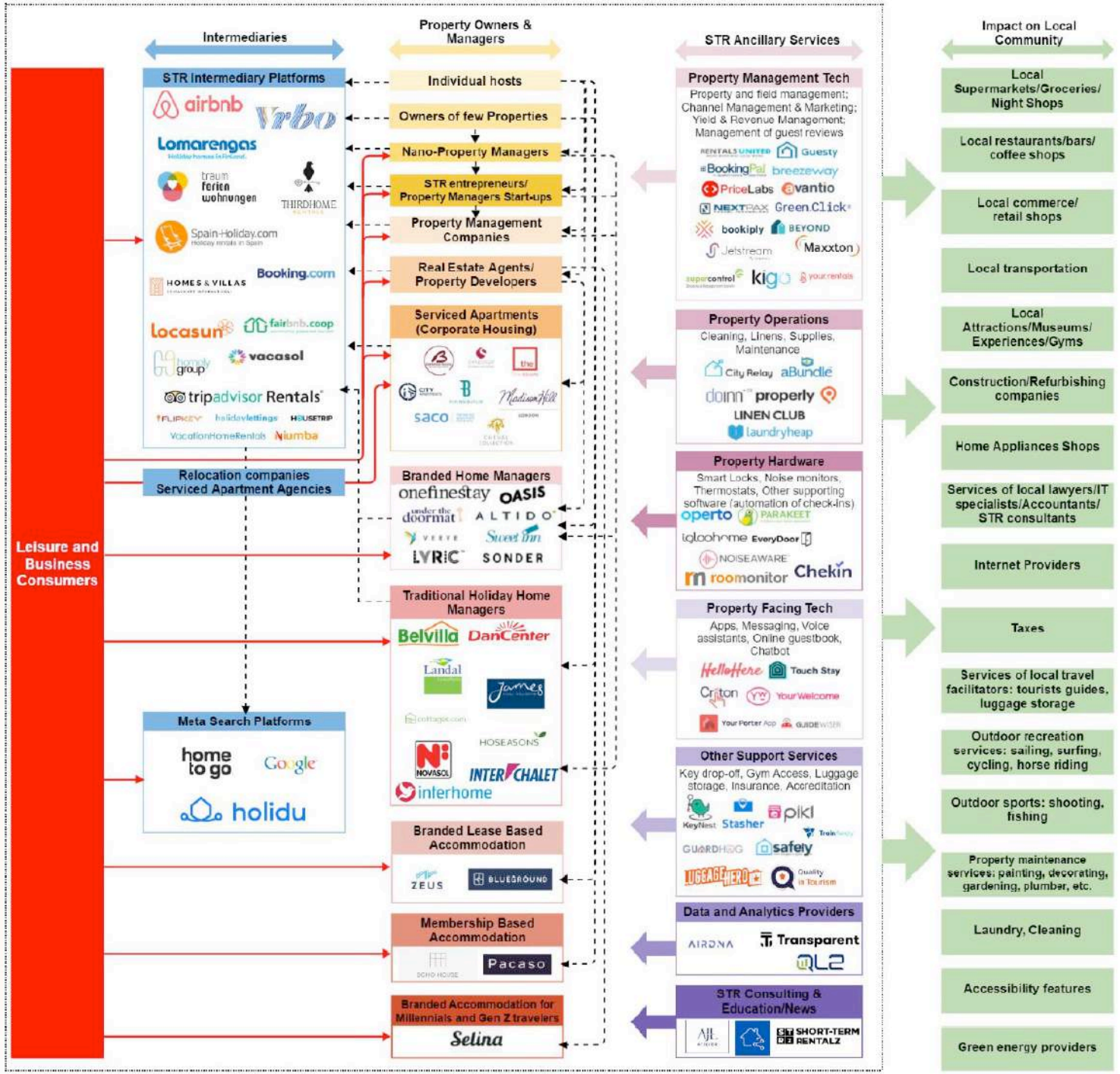
Digitization index 2020/2021 for small and medium-sized enterprises (SMEs)

THE INVESTMENT CHANGES IN THE HOSPITALITY INDUSTRY



HOW DIGITAL ARE YOU? DO THE SELF-CHECK ON WWW.DIGITALISIERUNGSINDEX.DE

Source: Digitalisierungsindex Mittelstand, Telekom Deutschland and techconsult, November 2020



STR Global Ecosystem

Ref : Skift Research

11 Digital Trends in the Hospitality Industry

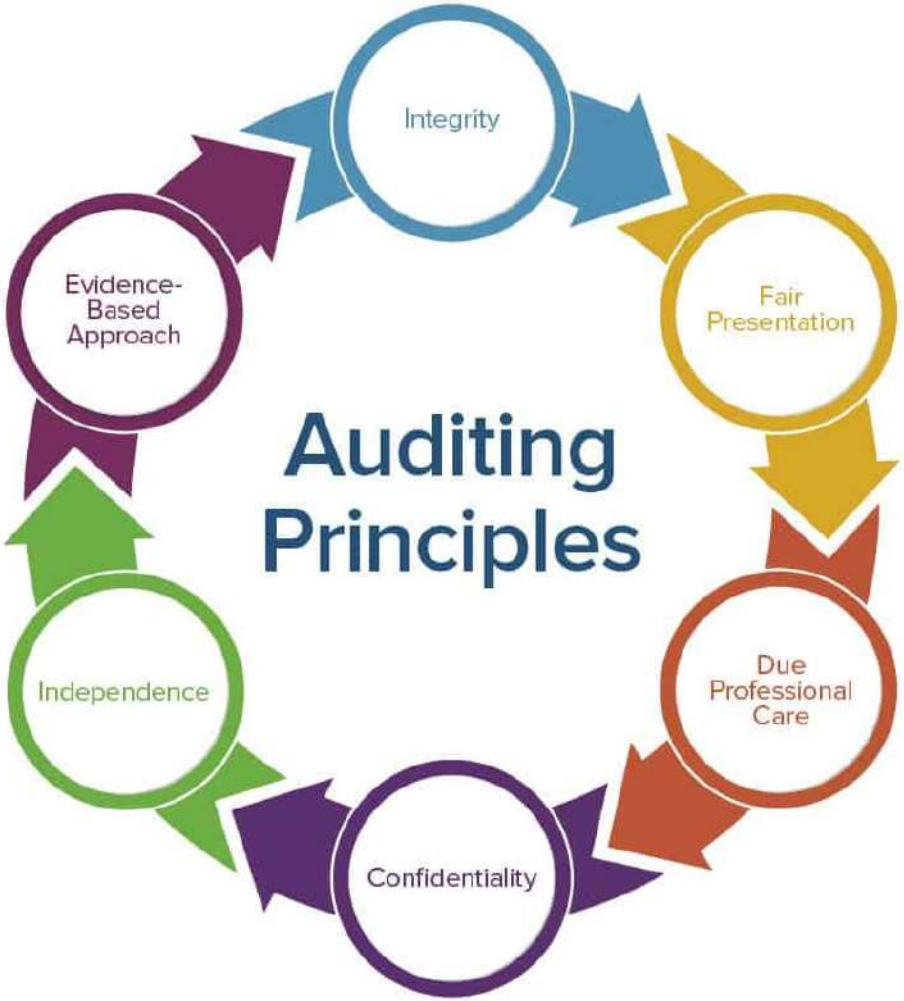
1. Internet of Things (IoT)
2. Robots
3. Recognition Technology
4. Virtual Reality (VR)
5. Augmented Reality (AR)
6. Chatbots & Artificial Intelligence (AI)
7. Mobile Integration
8. Reputation Management
9. Digital Trends Hospitality: Exploring the Metaverse
10. WiFi 6
11. Non-Fungible Tokens (NFTs) Enter the Hospitality Industry

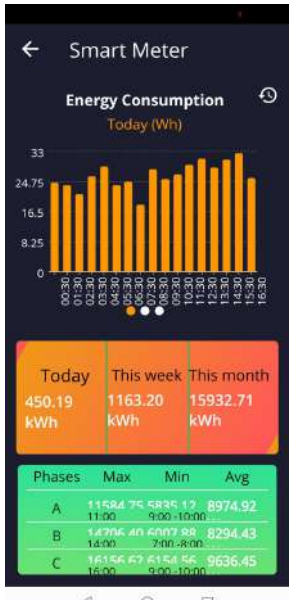
Ref : Revfine

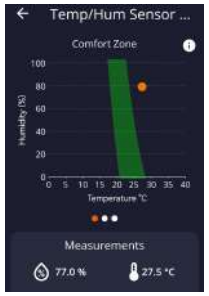
How digital transformation is impacting the industry

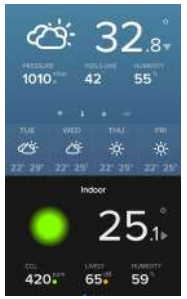
1. Increase website traffic and digital revenue
2. Lower operational expenses
3. Improve the quality of products & services
4. Enhance customer experiences

Sustainability Assessment & Certification

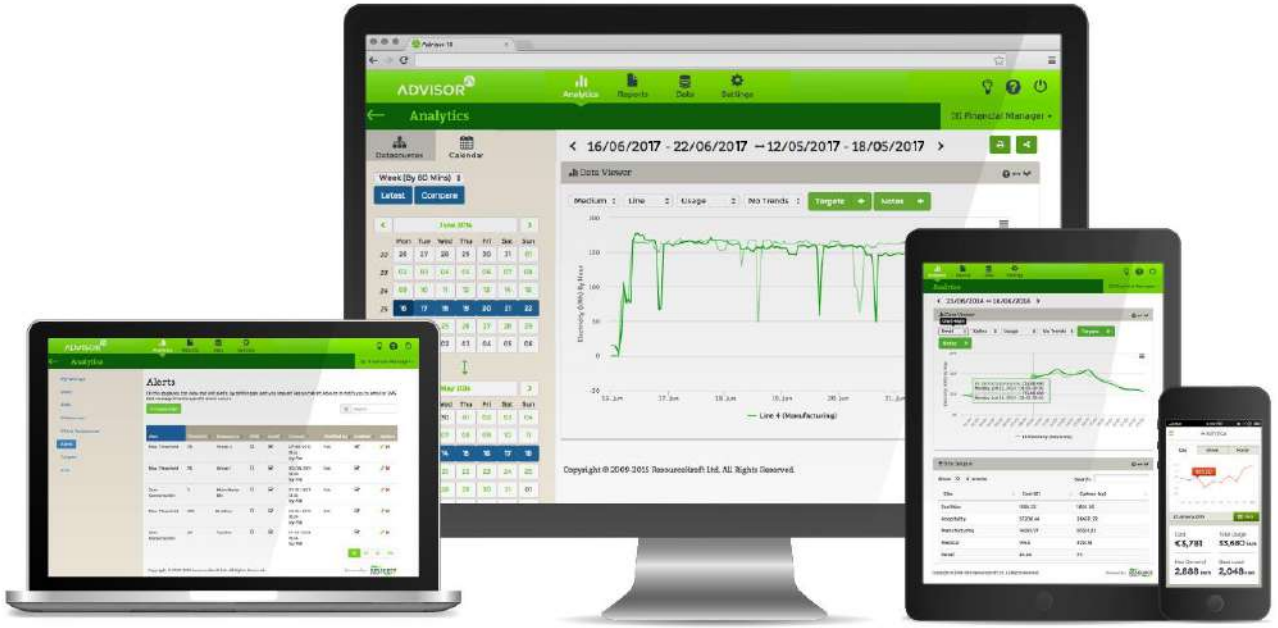








Analysis Platform & Evaluation



Data Analysis Platforms on KPIs for Evaluation, Long-Distance Audit, Certification, Benchmarking