

Tourism Tech AdVentures - Bahrain

- High Level Seminar -
October, 31

1. Innovation, Technology and Tourism: Building the Future

- The Digital Tourist
- Smart Destinations
- Innovation and Technology for a Sustainable Tourism model
- New Tech, New approaches to Market

Prof. Antonio López de Avila

2. How to Lead with Data Driven Digital Transformation in Travel

1. Introduction to the Data-Driven Era in Travel for the Public Sector

- Travel Challenges and Traveller Trends from a Data Perspective.
- Digital Disruption Framework based on Consumer Centricity in Travel.
- How Consumer Centric Strategies are transforming Tourism.
- Objectives and Complexities of Data-Driven Digital Transformation for the Public Sector in Travel.

2. Digital Transformation Scorecard and ROI in Tourism

- Big Data and Designing Data Strategies.
- Designing Big Data Travel Scorecards.
- Best Practices of Data-Driven Digital Transformation in Travel.

3. Business Intelligence and Big Data Roadmap in Tourism

- Create Data-Driven Consumer Centric Tactics and experiences.
- Develop a Digital Transformation Roadmap and solve ROI Challenges.
- Understand the Cognitive and Artificial Intelligence Capacities

Prof. Kevin Sigliano