



Exponential Change, Technology and the Future of Tourism



techvshuman.com



[@gleonhard](https://twitter.com/gleonhard)



gerdtube.com



gerdcloud.com



futuristgerd.com

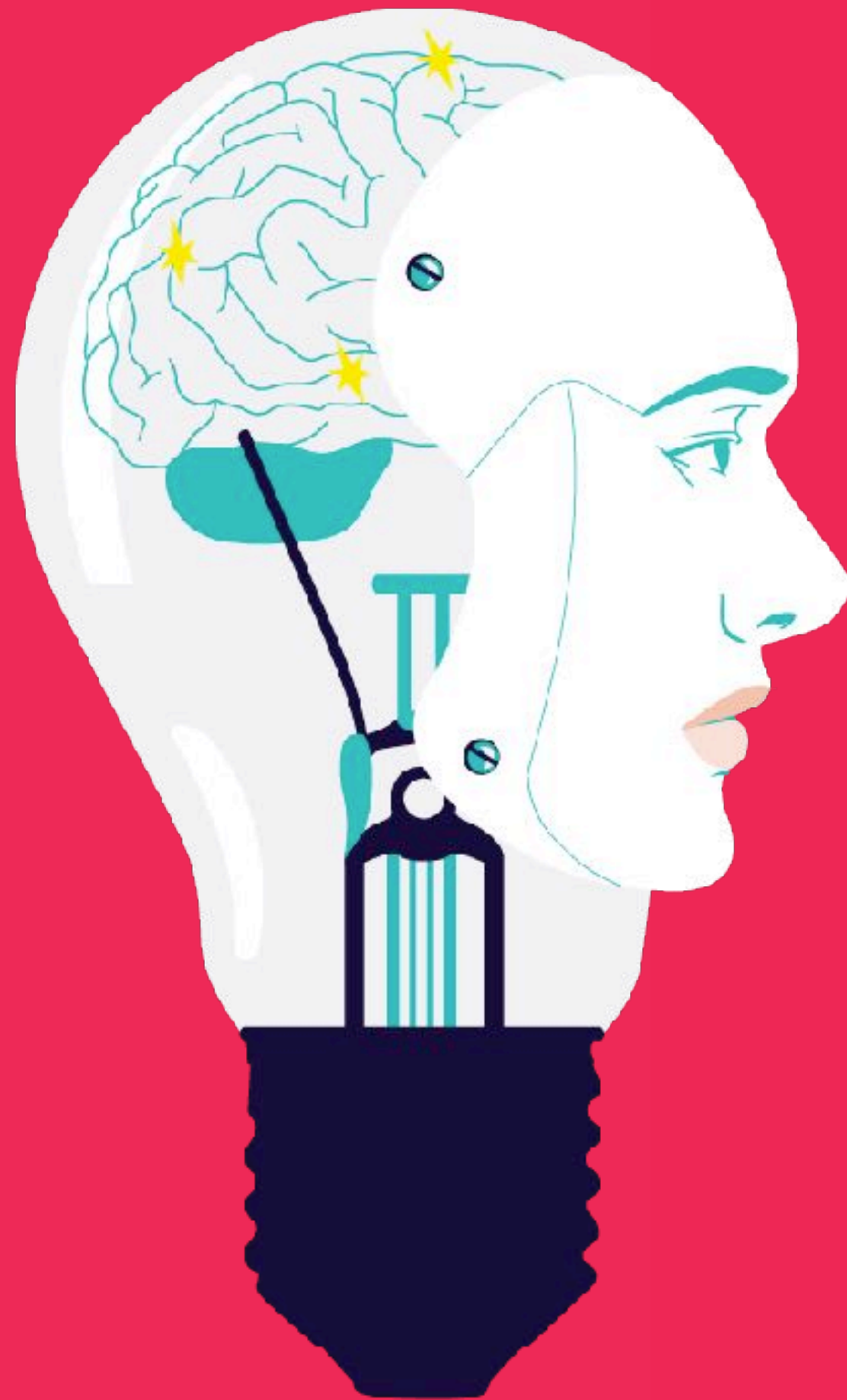
The future is better than we think *



The future is better than we think *

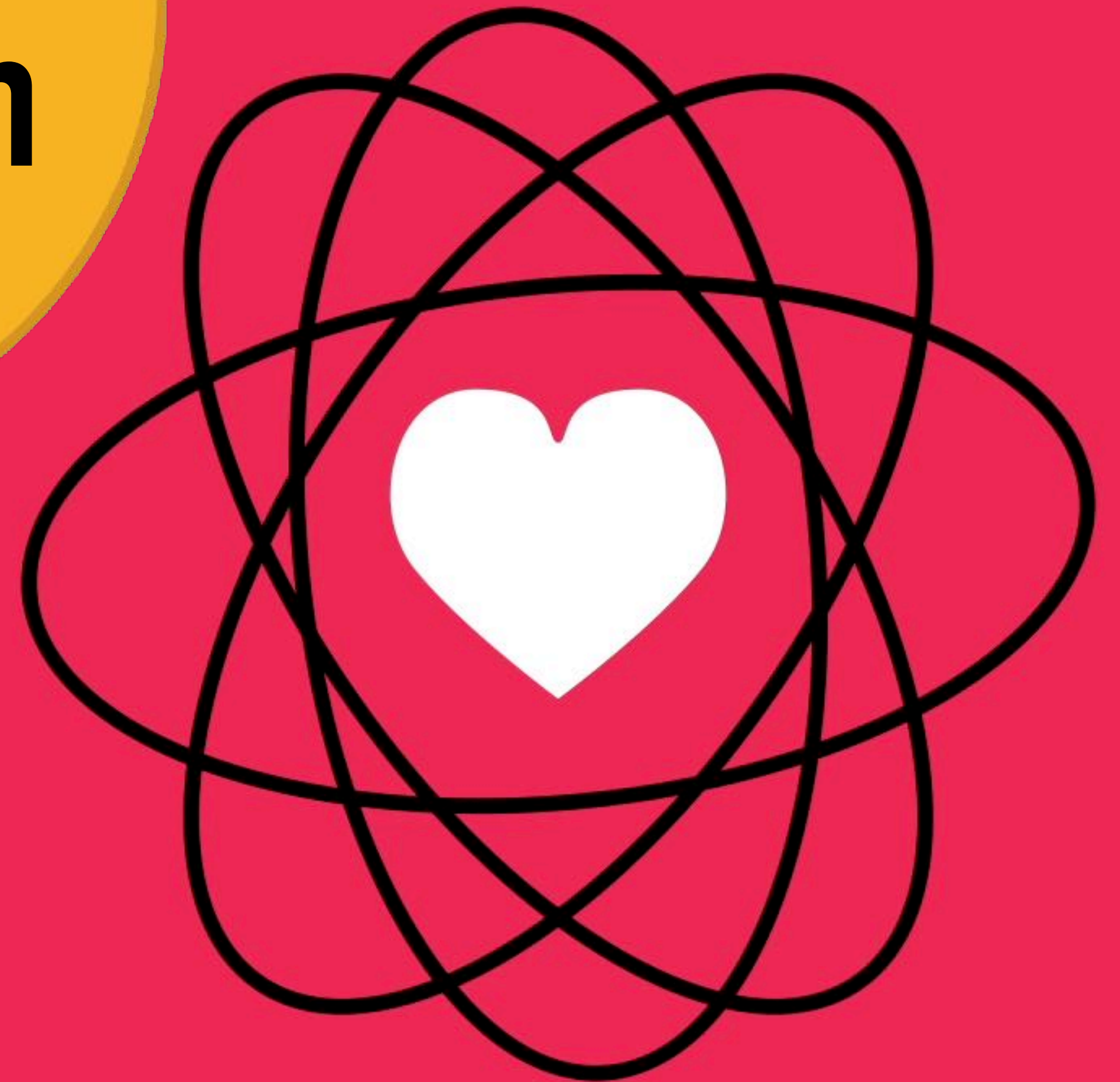


1 Technology



The Future of Tourism

Humanity



Humans Machines: New Relationships

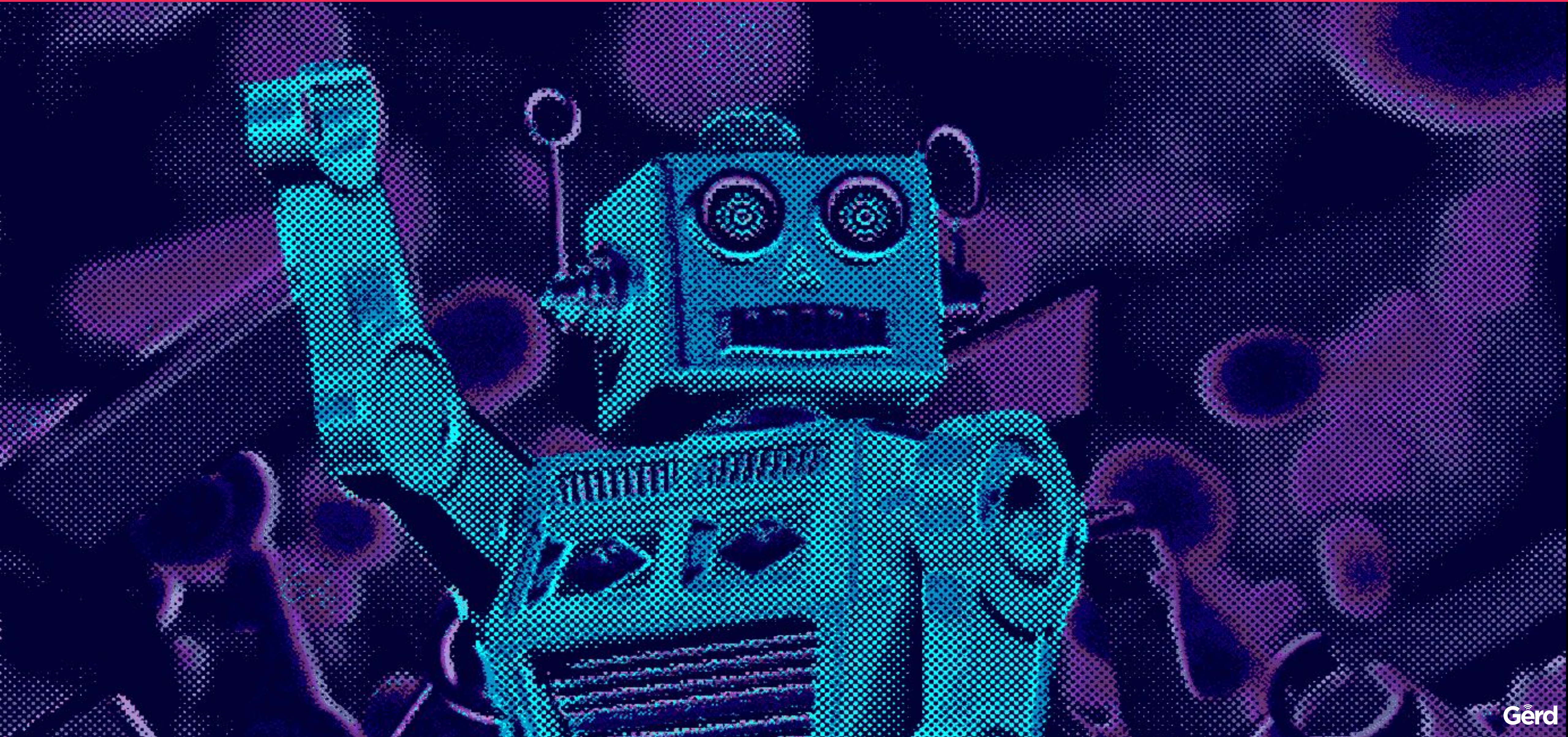
What can I help you with?



Humans Machines: New Relationships



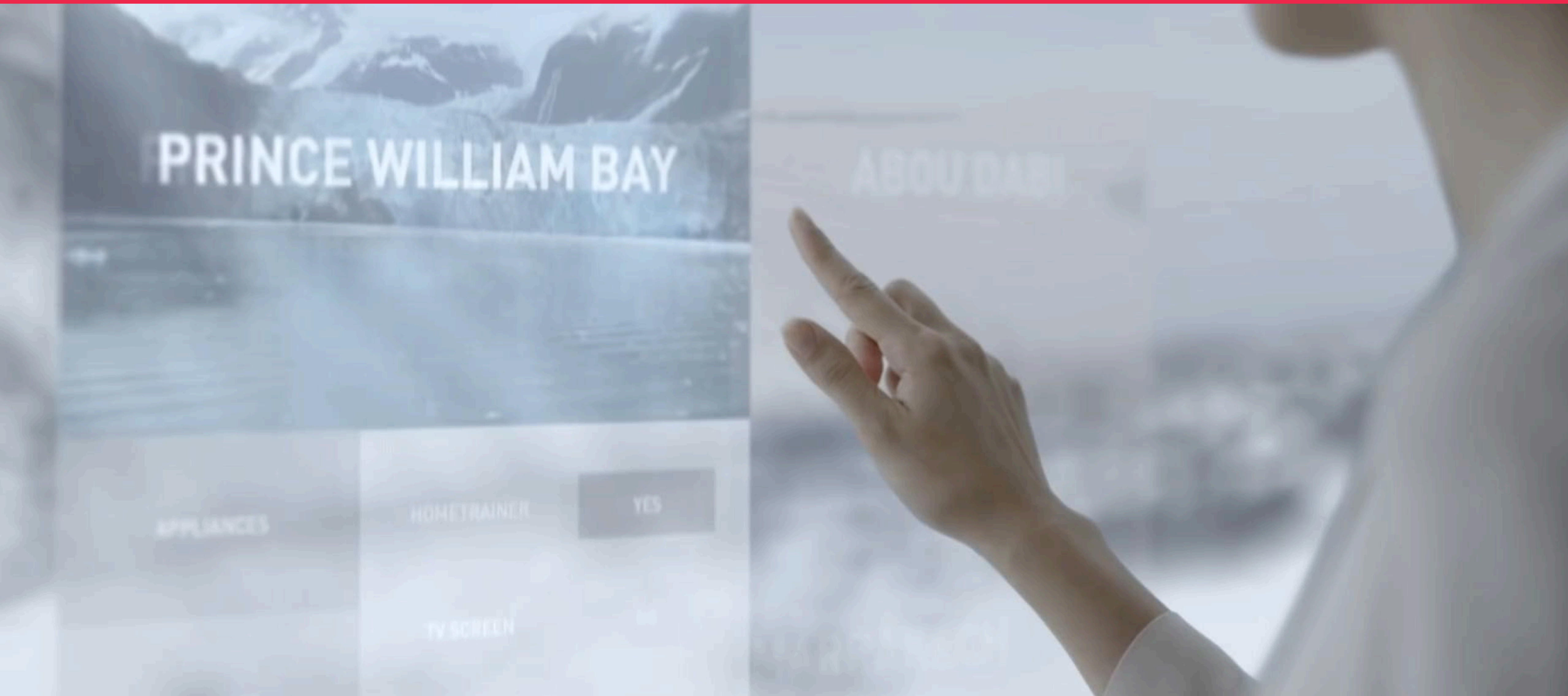
Humans Machines: New Relationships



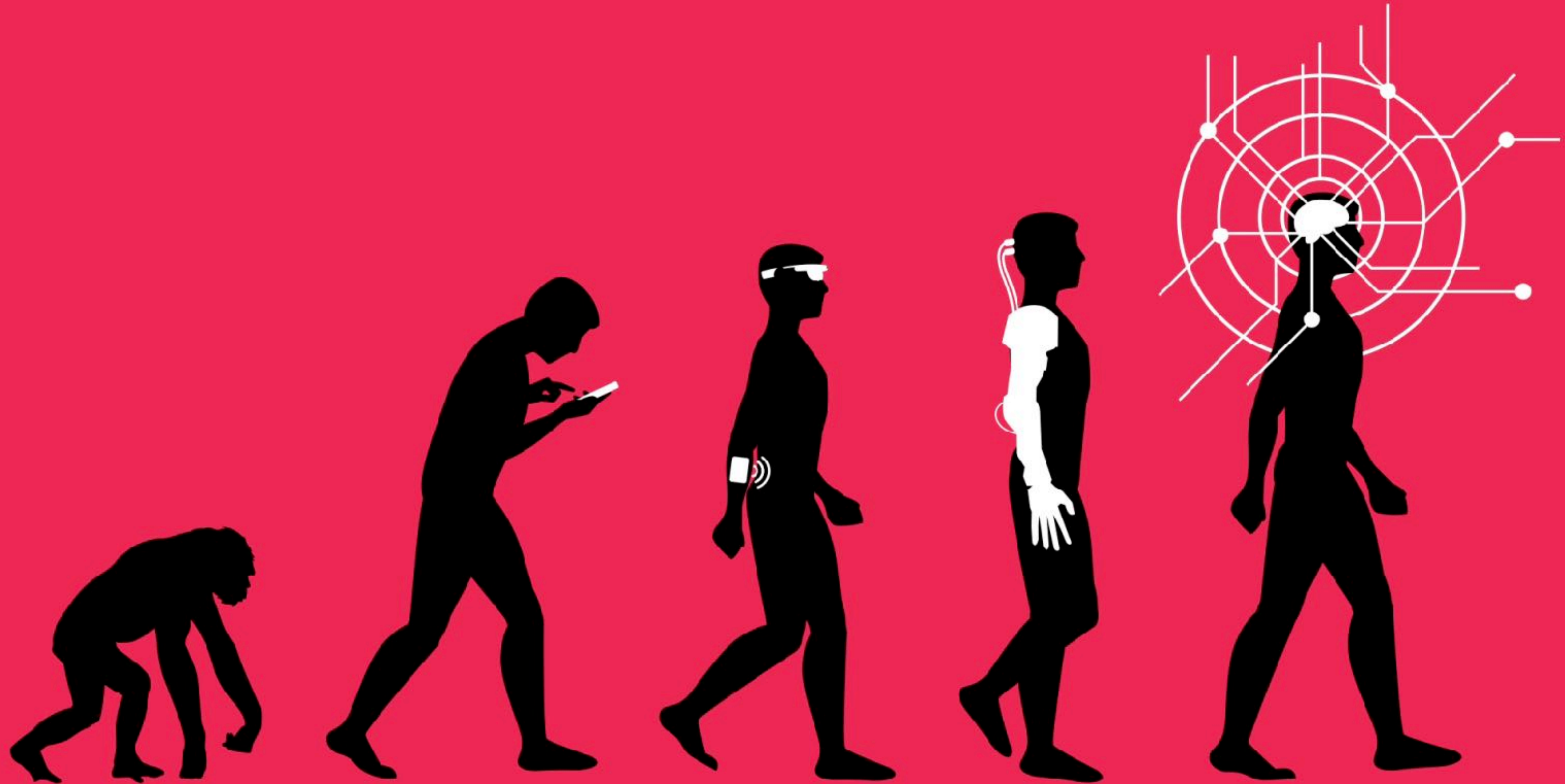
Cool, but let's remember: Technology is not what we seek but how we seek



Cool, but let's remember: Technology is not what we seek but how we seek



Humanity will change more in the next 20 years than the previous 300 years





POSITIVITY



ENGAGEMENT



RELATIONSHIPS



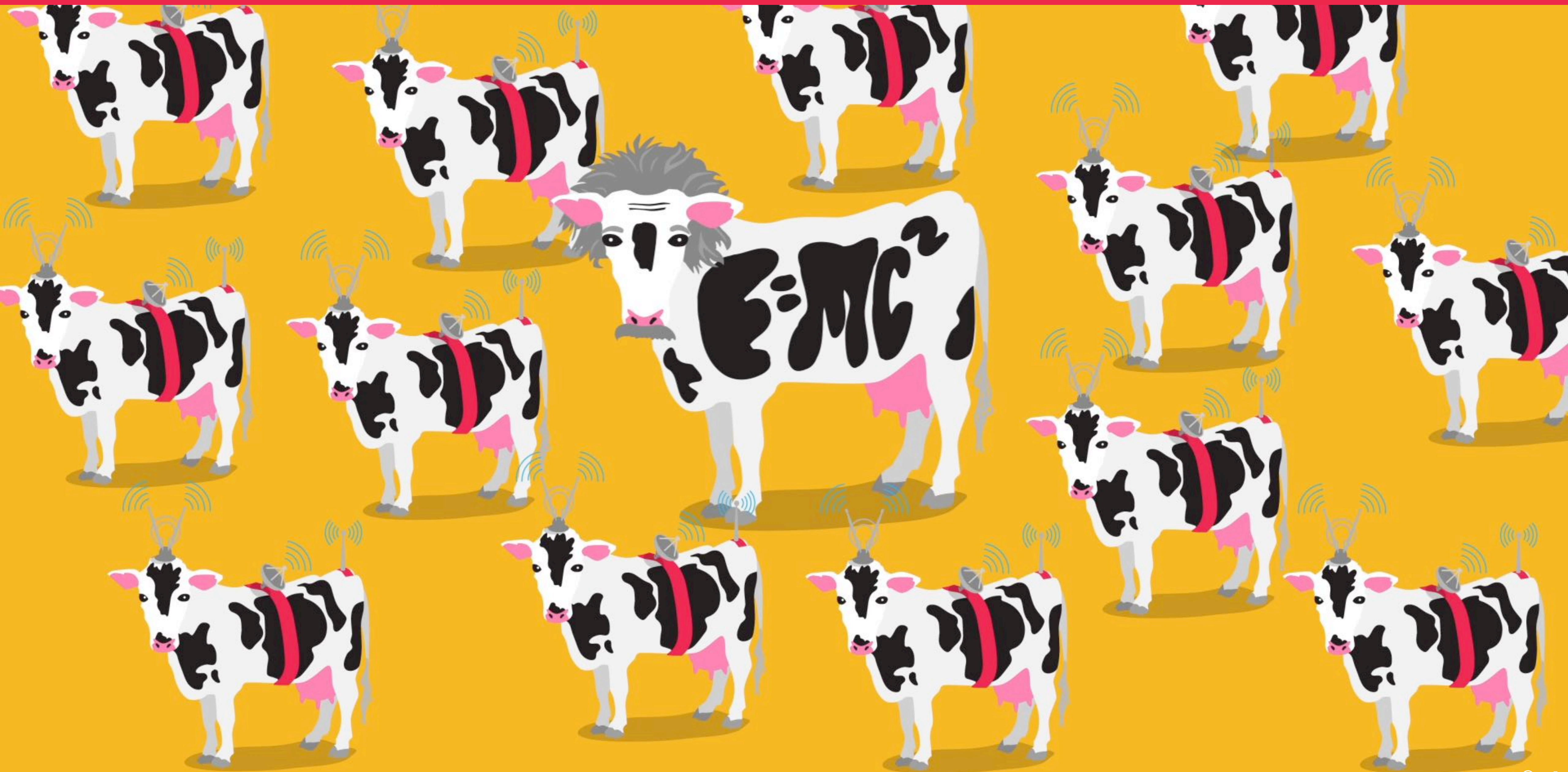
MEANING

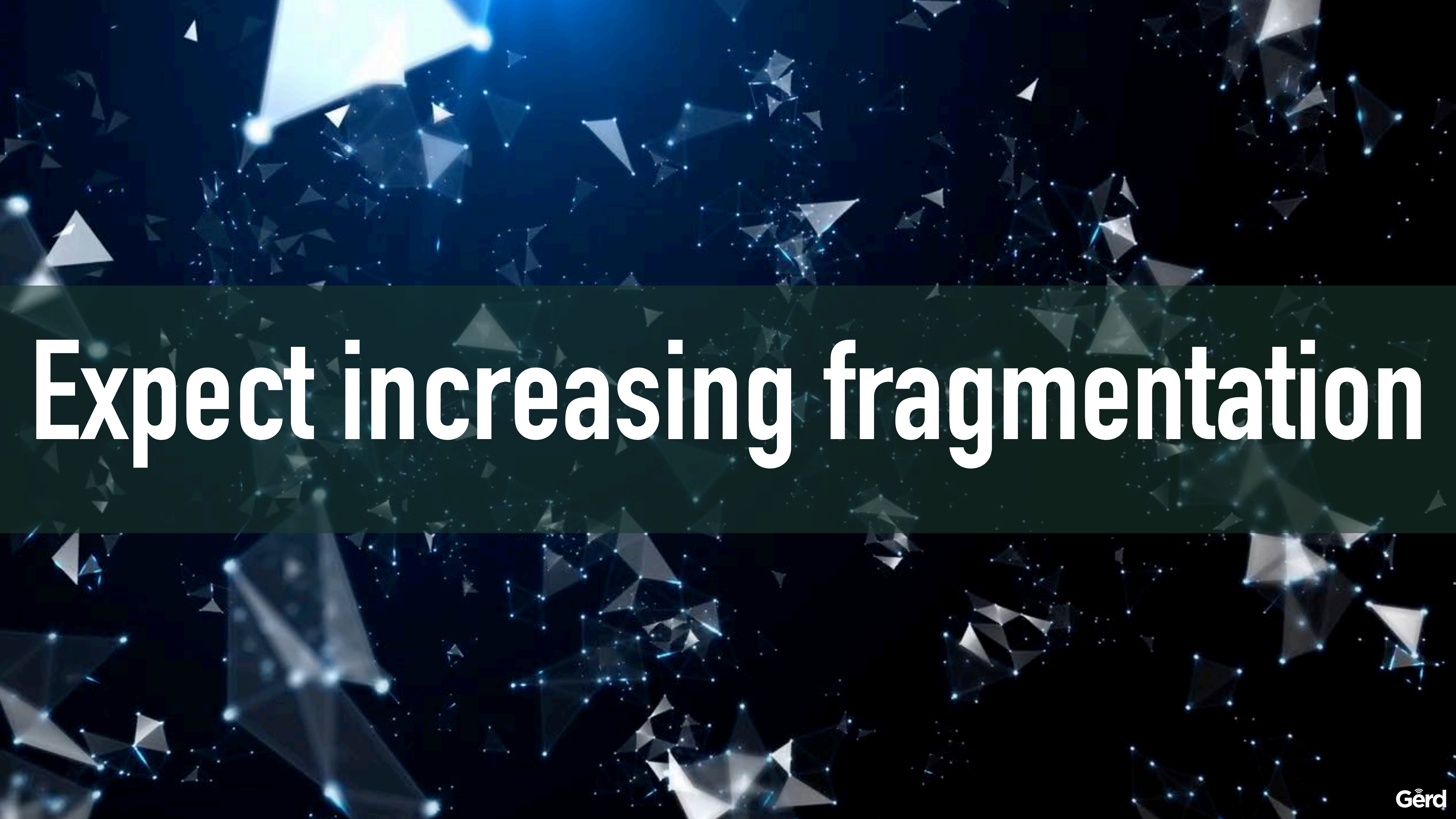


ACCOMPLISHMENT

... yet the things that make humans happy remain the same

Hyper-connectivity changes everything: opportunities and challenges





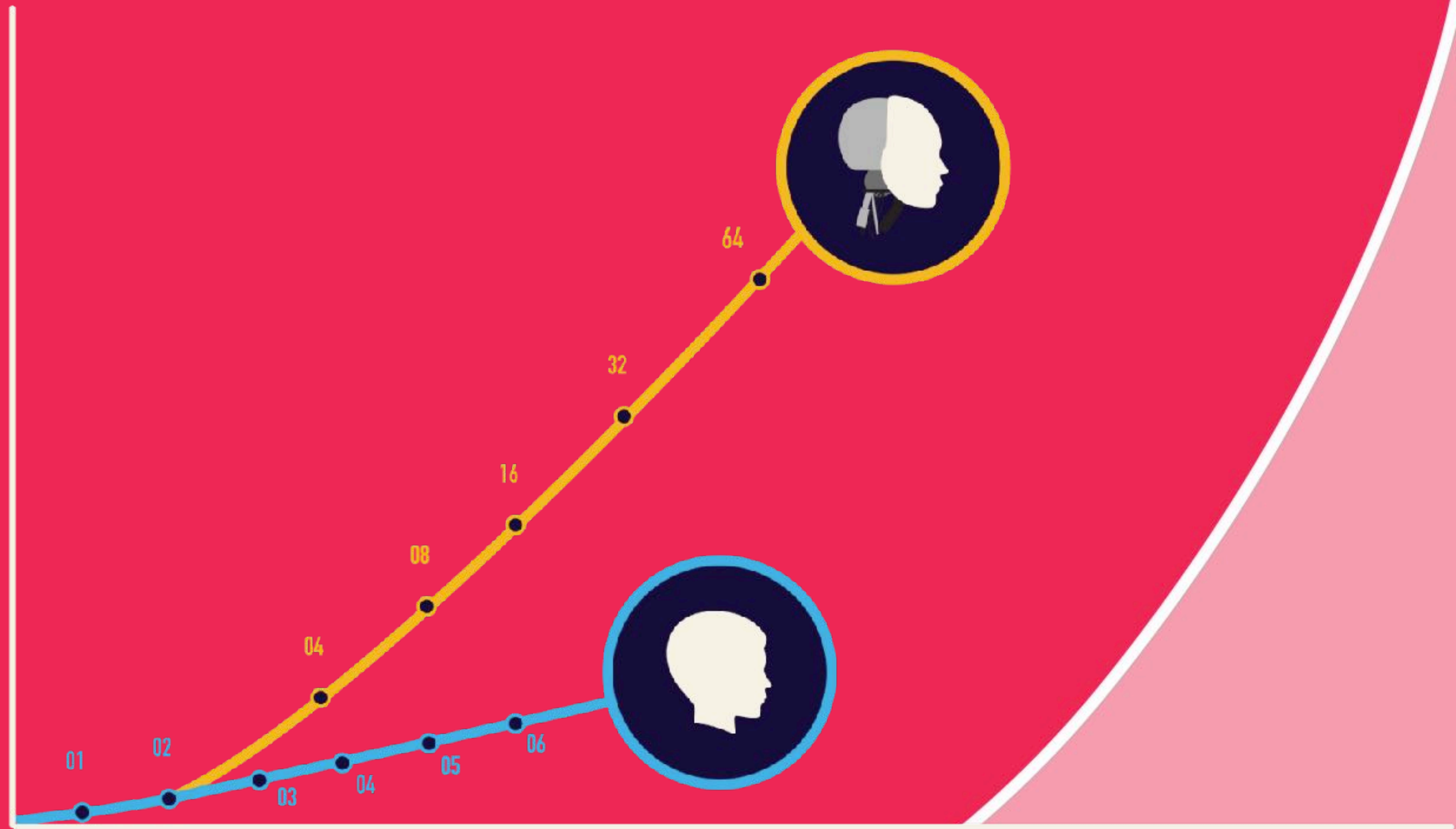
Expect increasing fragmentation

Speaking to machines 'like a friend'. ETA: next 2 years



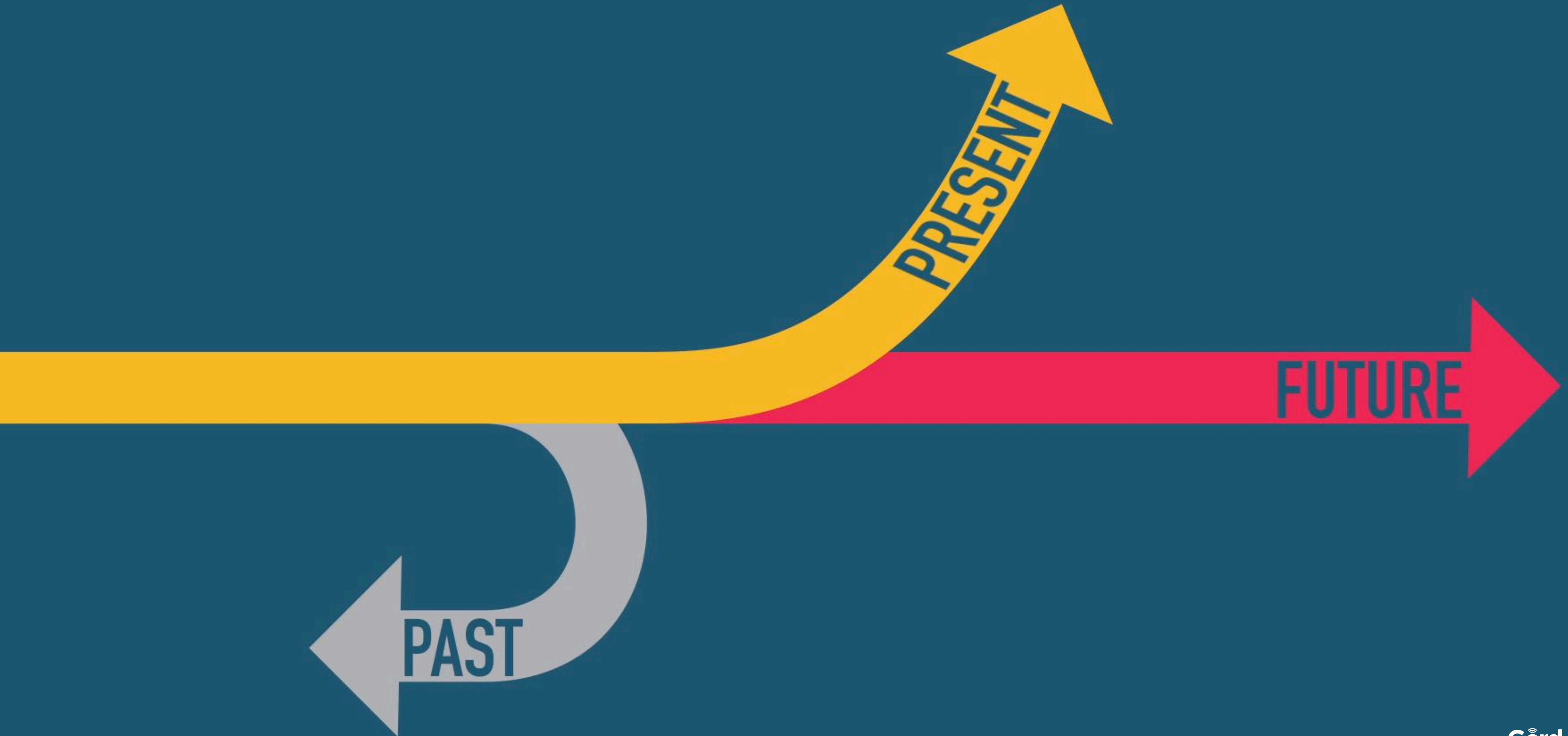
2

We're at the
pivot point
of exponential
change



1 2 **4** 8 16 32 64 128

The future is no longer just an extension of the present



‘Business as usual’ is dead, or dying: the end of ‘good enough’

HOMES ARE JUST THE BEGINNING

The transformation imperative: tourism is next!



How will you put Ireland on this new digital map, around the globe?



How will you put Ireland on this new digital map, around the globe?

CULTURE

3

The future is not a time-frame, it's a mindset

'Everyone will have 5 years to get their car off the road or sell it for scrap'

Bob Lutz



A connected, hyper-collaborative, future-ready mindset, focused on **human experiences**

Imagine

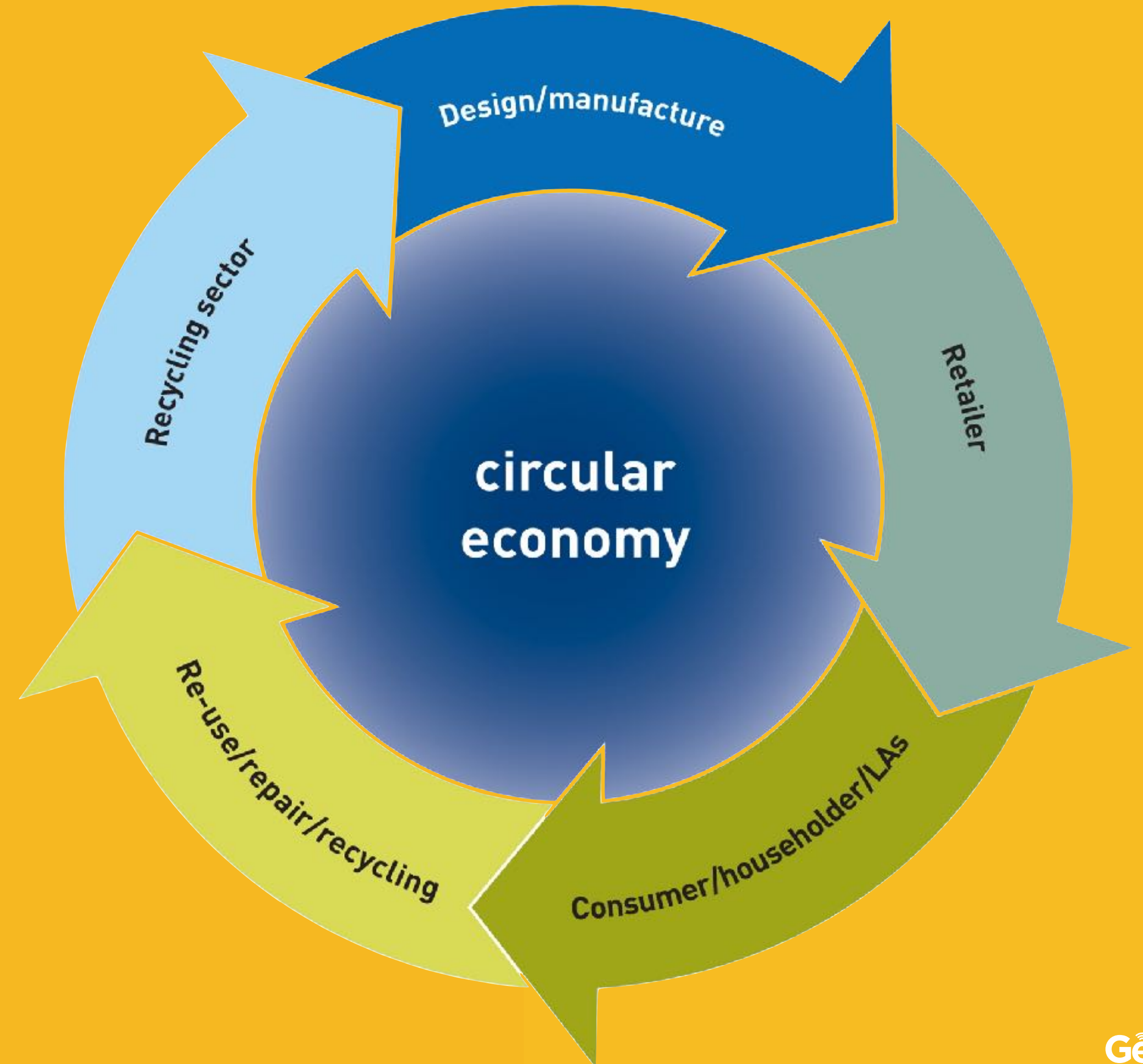
Transform



Understand

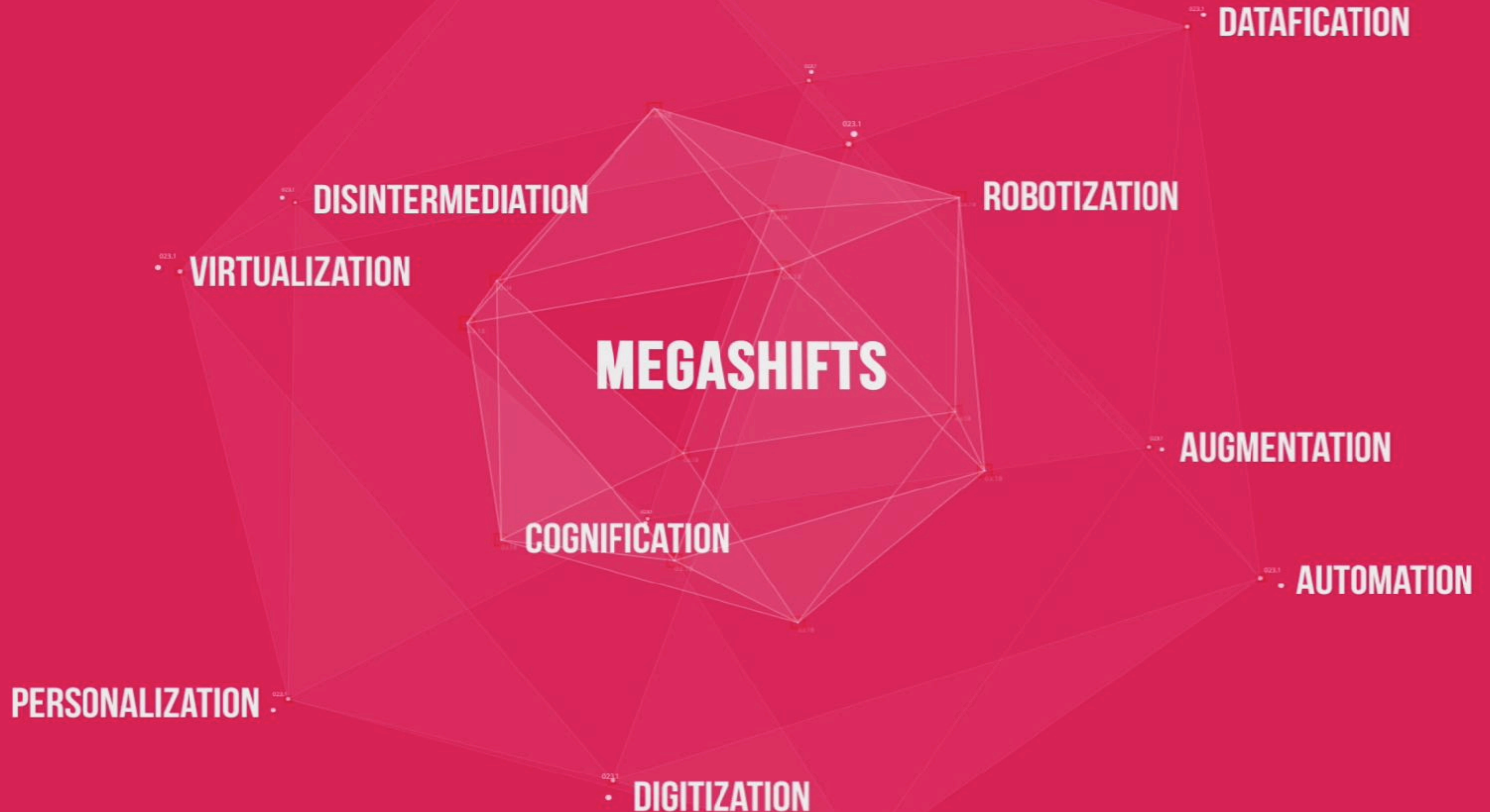
Observe
Gerd

4 Sustainable ecosystems are the inevitable future: people, planet, profit



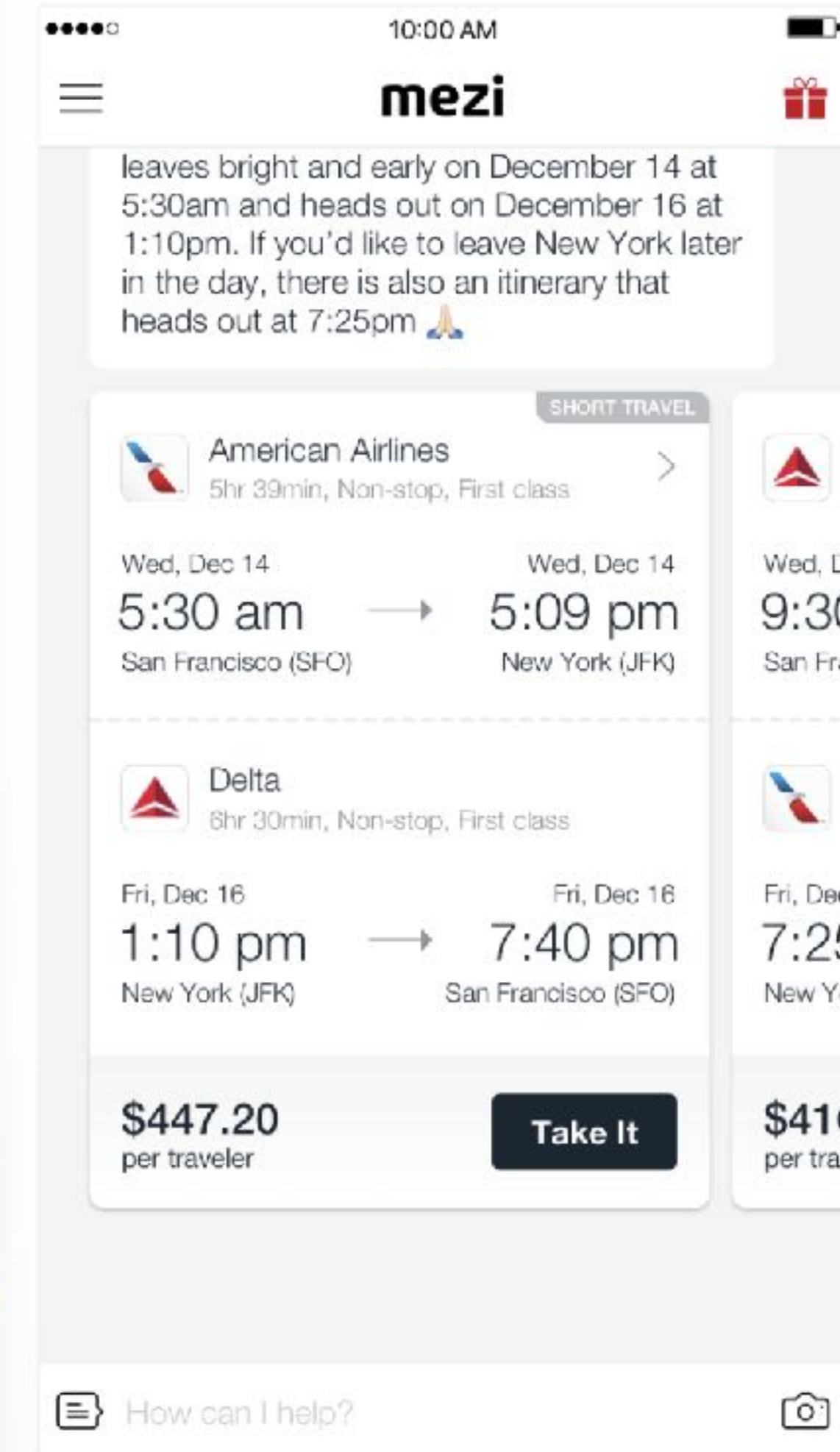
5

Digital transformation means a lot more than 'digitization': Welcome to the Megashifts!



AI for Travel

Mezi is your Personal Travel Assistant.
The more you go, the better it gets.



HELLO HIPMUNK™

Your personal travel agent

hipmunk



"A dash of artificial intelligence lets you search for flights and hotels without actually searching for flights and hotels."

PSTCOMPANY

"The Movie 'Her' is Coming to Life With Virtual Travel Assistants"

Next Issue
Traveler

"Hipmunk's new 'Trip Planning' feature lets you obsess over your upcoming vacation."

TNW

OUR HELLO AGENTS

Let us do the searching for you using all your favorite apps.

HELLO EMAIL



Email hello@hipmunk.com for travel advice and recommendations.

[Learn more >](#)

HELLO CALENDAR



Integrate your calendar to get travel suggestions on your out-of-town events.

[Learn more >](#)

MORE PLATFORMS

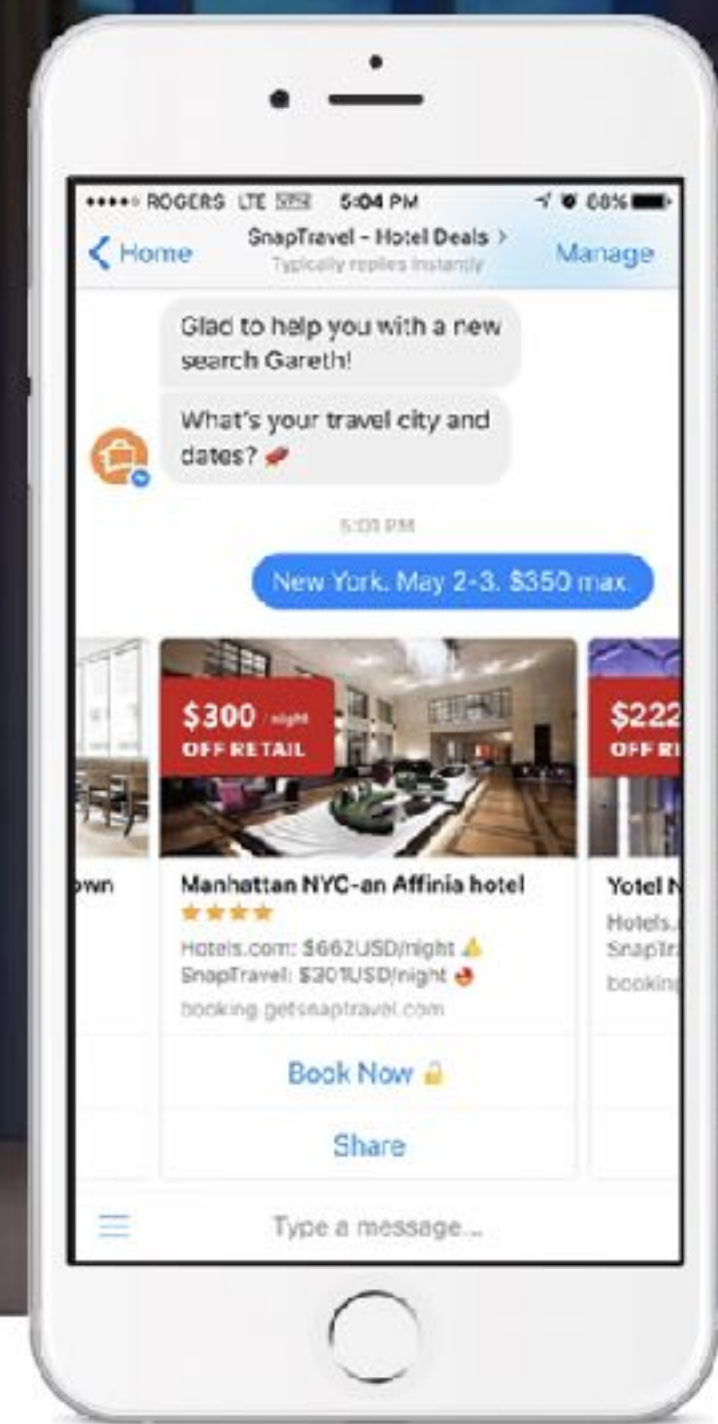
 MESSENGER

 SKYPE

 SLACK

Get instant travel advice in Facebook Messenger, Skype, and Slack.

[Learn more >](#)



Hotel Deals Over Messaging

Get 30-50% off hotels with exclusive pricing over SMS or FB Messenger

Search by city or hotel name

Check In
09 Mon
Apr


Check Out
10 Tue
Apr

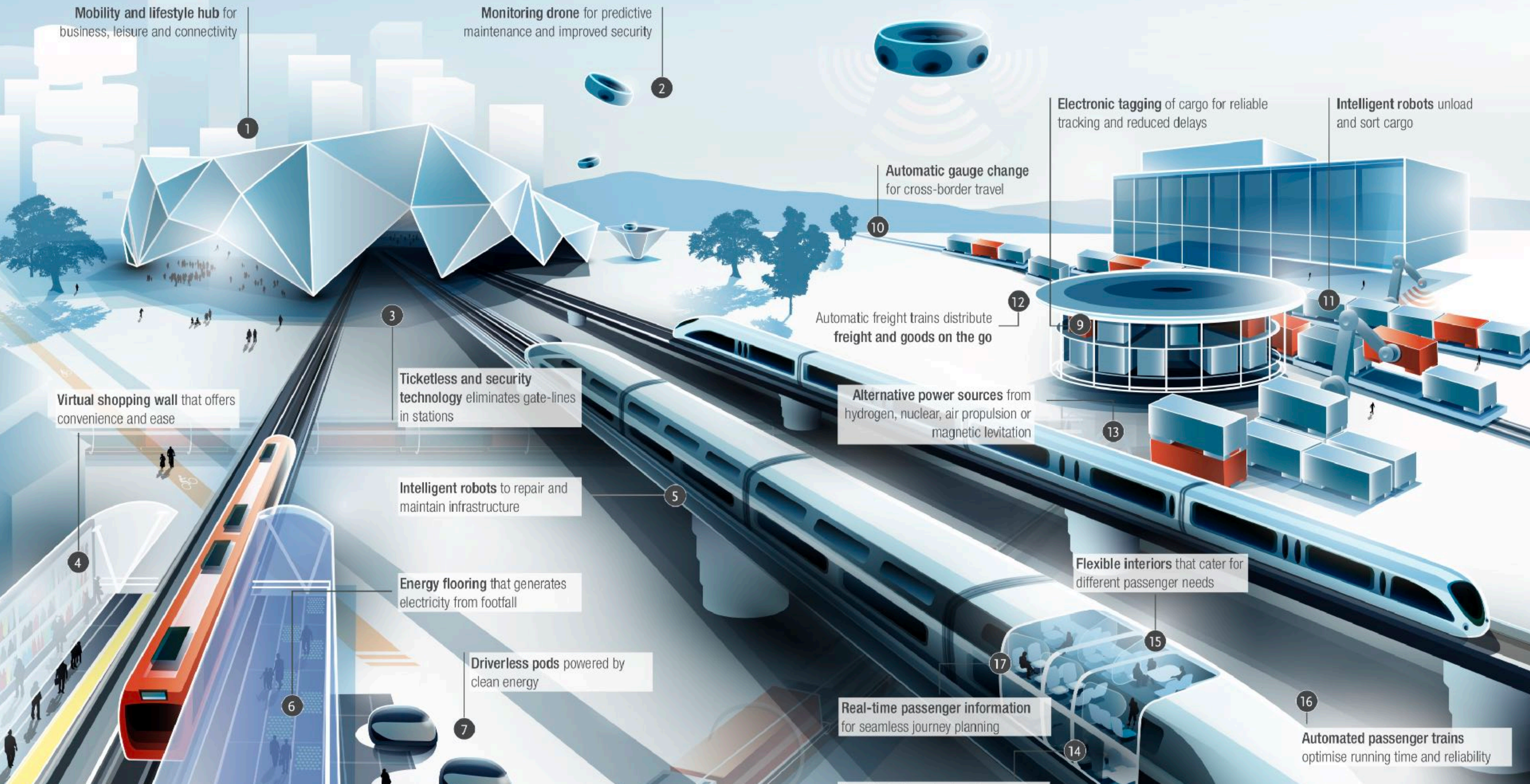
Adults
2

 Your Phone Number

 SMS

Number will be used to send hotel deal. No spam. Ever.

 Get deal on Messenger



Mobility and lifestyle hub for business, leisure and connectivity

Monitoring drone for predictive maintenance and improved security

Automatic gauge change for cross-border travel

Electronic tagging of cargo for reliable tracking and reduced delays

Intelligent robots unload and sort cargo

Virtual shopping wall that offers convenience and ease

Ticketless and security technology eliminates gate-lines in stations

Automatic freight trains distribute freight and goods on the go

Alternative power sources from hydrogen, nuclear, air propulsion or magnetic levitation

Intelligent robots to repair and maintain infrastructure

Flexible interiors that cater for different passenger needs

Energy flooring that generates electricity from footfall

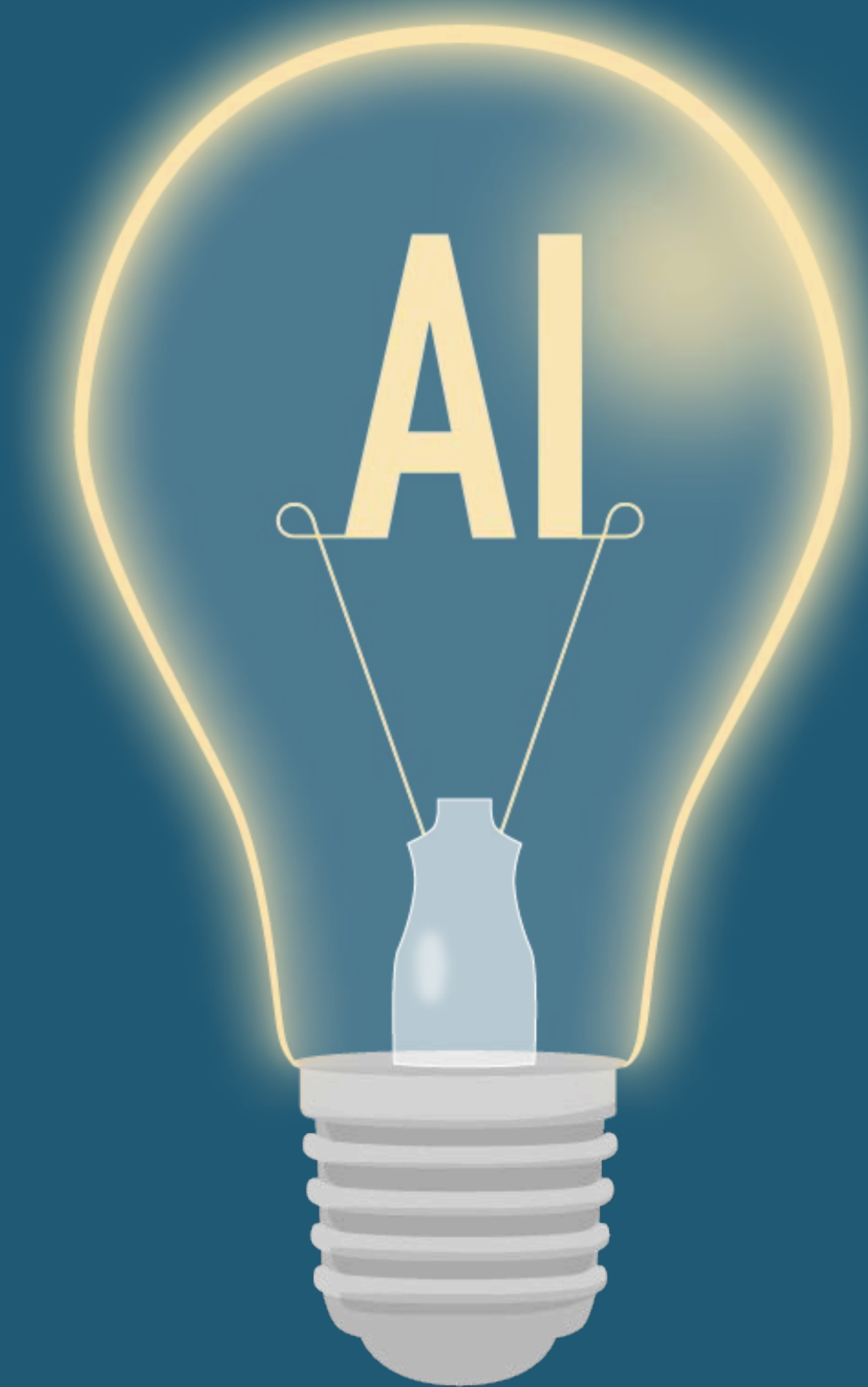
Driverless pods powered by clean energy

Real-time passenger information for seamless journey planning

Automated passenger trains optimise running time and reliability

6

Data is the new Oil... and Artificial Intelligence is the new electricity



Artificial Intelligence: “Computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages”





Social intelligence (human)

Emotional intelligence (human)

Kinaesthetic intelligence (human)

Intellectual intelligence (human)

Artificial intelligence (machines)

Social intelligence (human)

Emotional intelligence (human)

Kinaesthetic intelligence (human)

- Intellectual intelligence (human)

Artificial intelligence

First we electrified, then we digitised, now we cognify

(riffing off Kevin Kelly)



Gerd

Make everything as smart as possible – but never put efficiency over humanity

Smart Human Tourism Ireland?

Meet Your New Data-Driven Travel Agent

By ELAINE GLUSAC   



Ojima Abalaka

What smart cities need to do to become smart tourism destinations

La Rédaction / The Editor • 8 September 2017



To make any concept sound exciting we tend to simply put the word *smart* in front of it. So, we have smart phones, smart energy, smart transport, smart agriculture, and in this article we are going to look at smart cities. But what exactly is a smart city?

Not smart:)



When investing in technology, focus on magic, lose the manic, ban the toxic!



When investing in technology, focus on magic, lose the manic, ban the toxic!



MAGIC

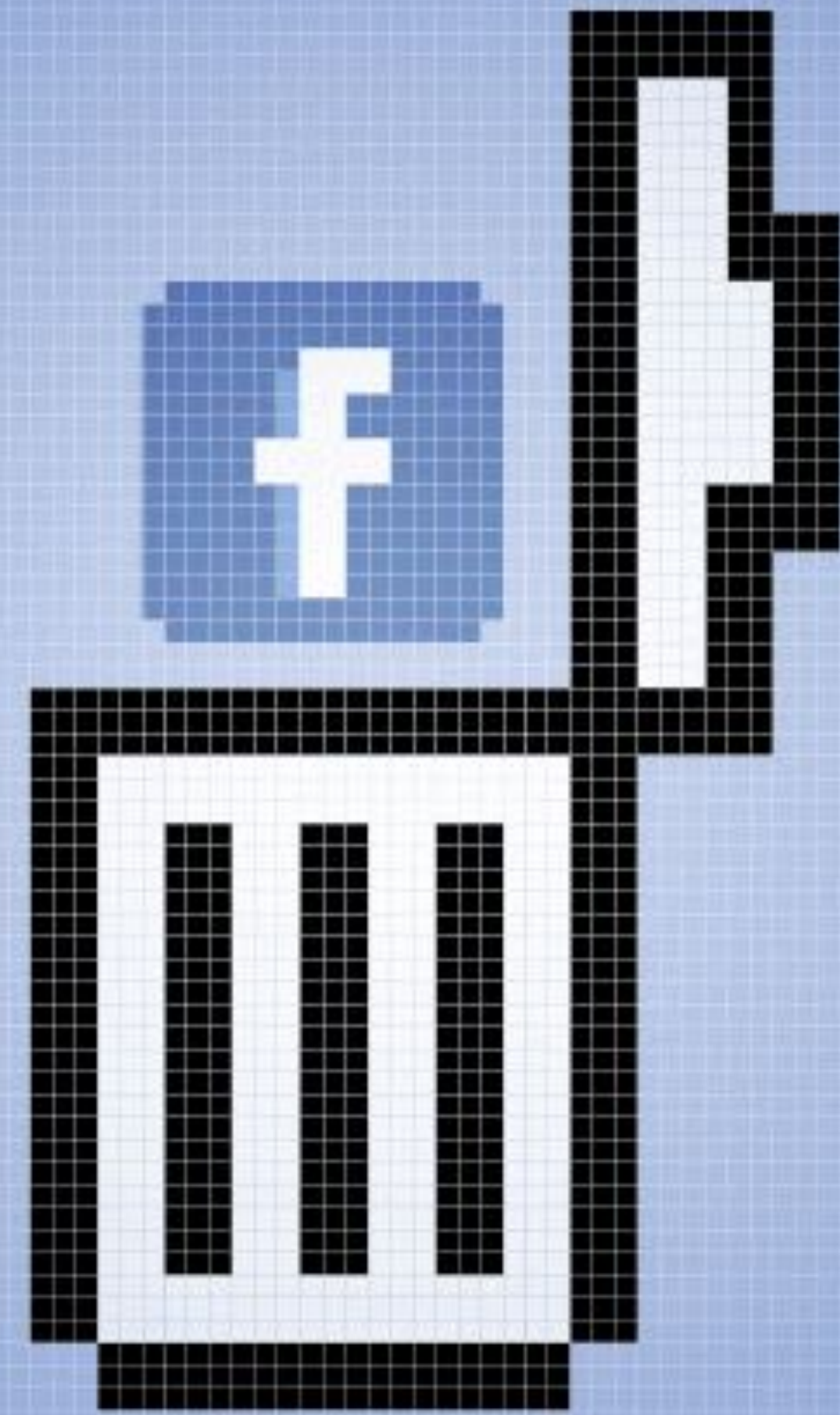


MANIC



TOXIC

ZUCK



We have a responsibility
to protect your information.
If we can't, we don't deserve it.

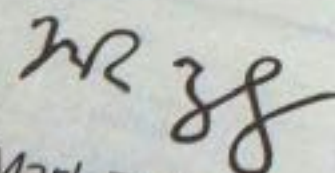
You may have heard about a quiz app built by a university researcher that leaked Facebook data of millions of people in 2014. This was a breach of trust, and I'm sorry we didn't do more at the time. We're now taking steps to make sure this doesn't happen again.

We've already stopped apps like this from getting so much information. Now we're limiting the data apps get when you sign in using Facebook.

We're also investigating every single app that had access to large amounts of data before we fixed this. We expect there are others. And when we find them, we will ban them and tell everyone affected.

Finally, we'll remind you which apps you've given access to your information - so you can shut off the ones you don't want anymore.

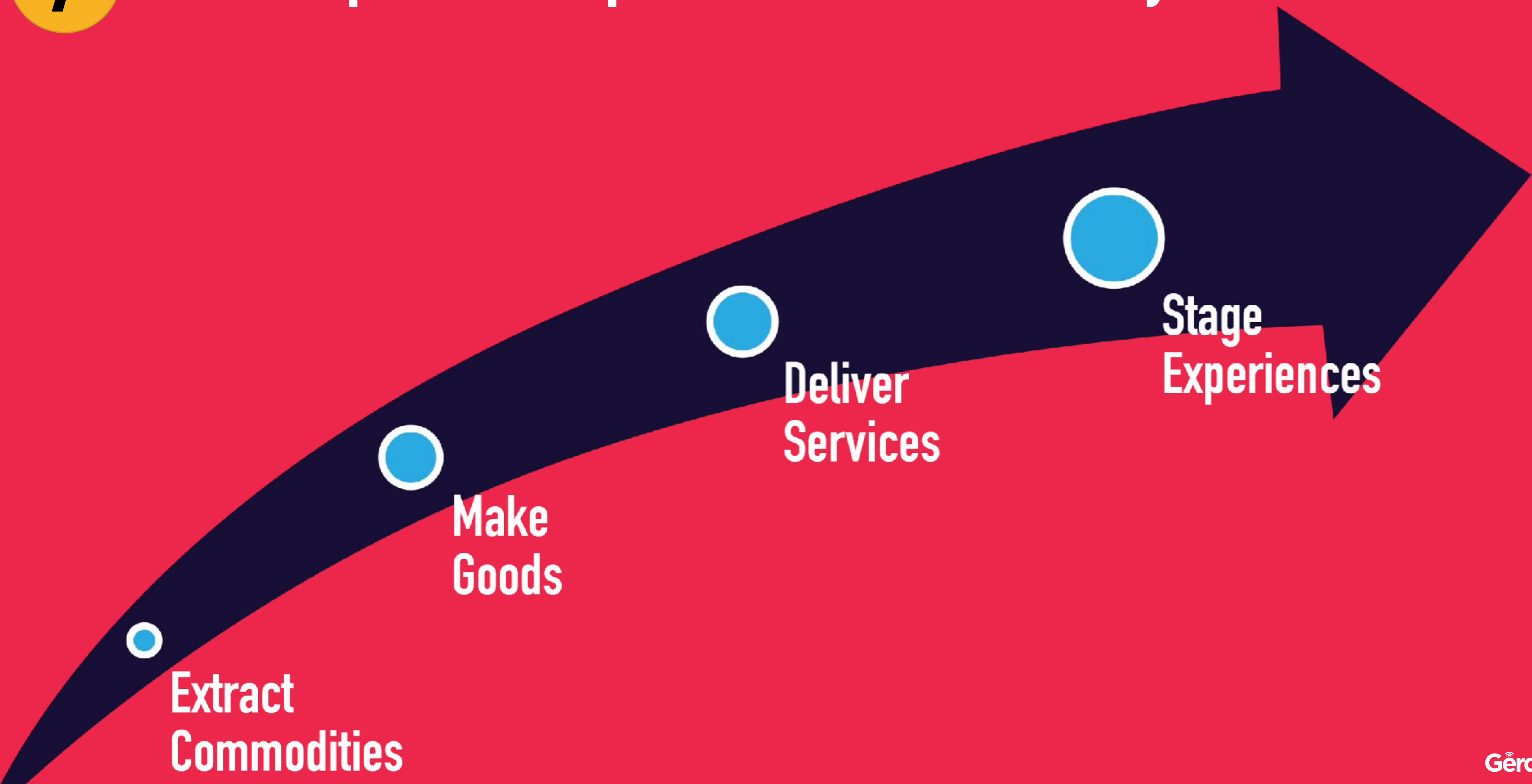
Thank you for believing in this community. I promise to do better for you.


Mark Zuckerberg



7

Strive to provide experiences, transform your customers



Lasting Effect

People often fail to accurately predict the economic benefits of experiential purchases compared with material ones, according to one study.

Did you feel your money will be/was well spent?

(1 = not at all; 7 = very much)



Source: The Journal of Positive Psychology

The Wall Street Journal

Transformations

Guide

Experiences

Stage

Services

Deliver

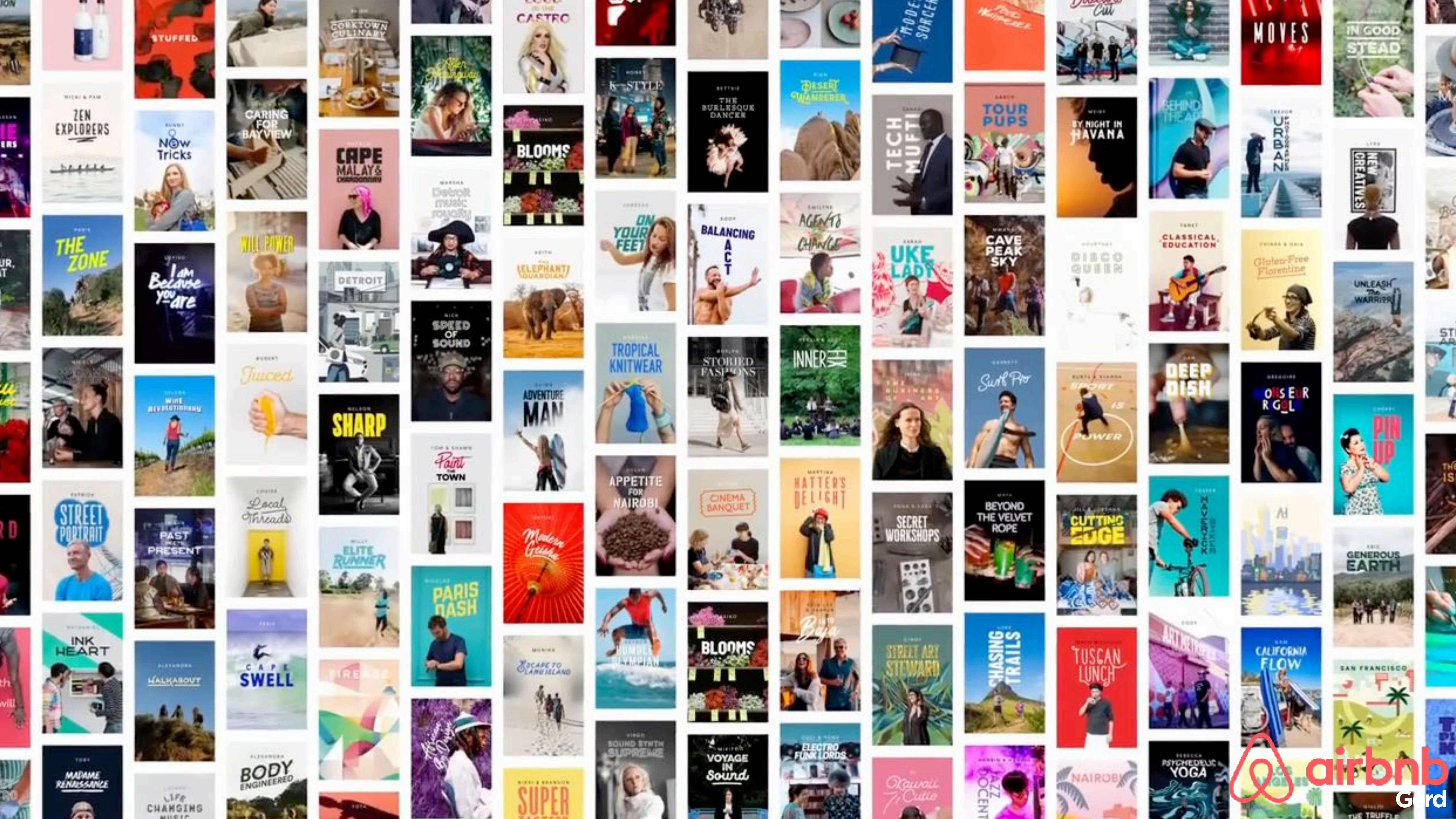
Goods

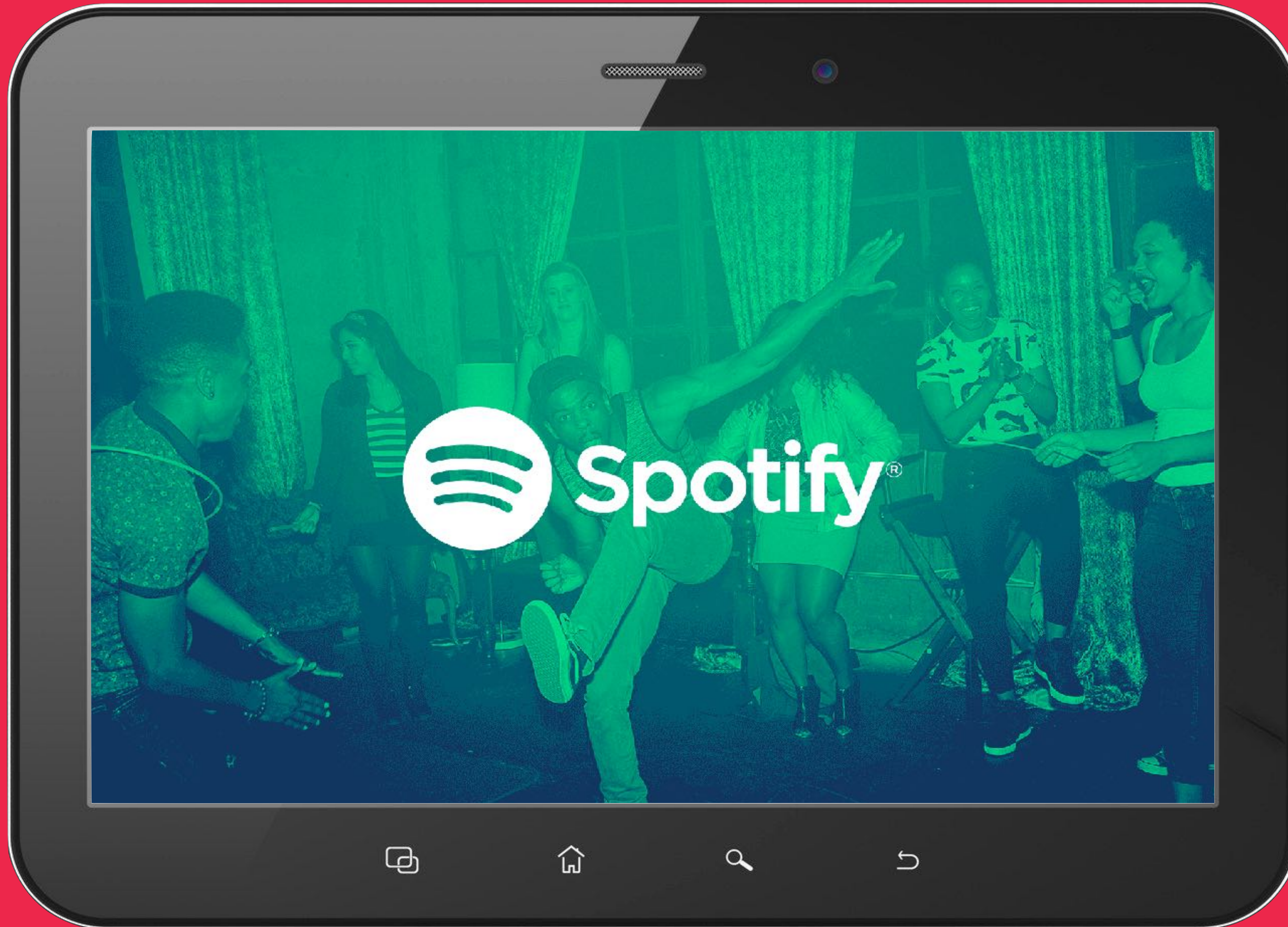
Make

Commodities

Extract

Gerd



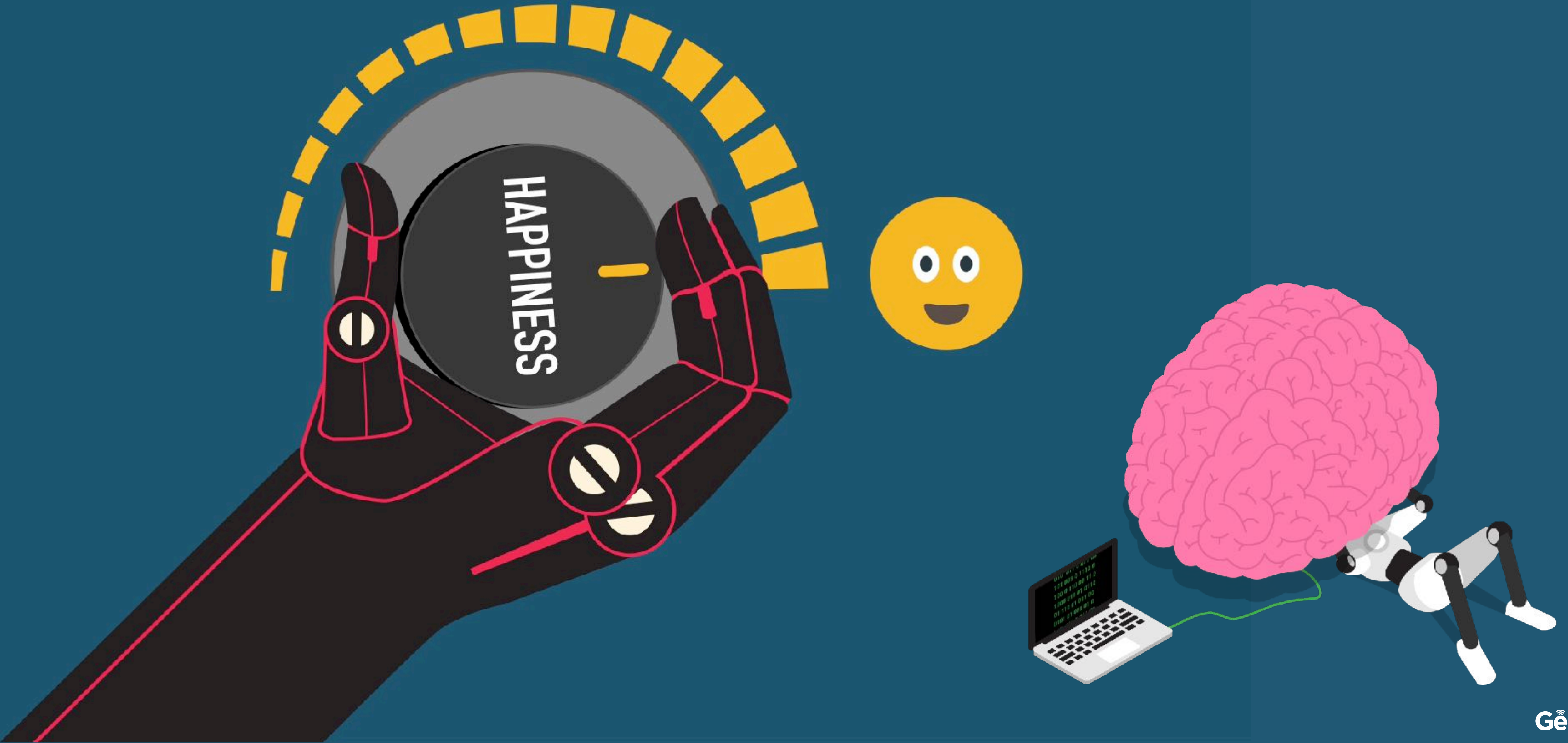


Smart
Fluid
Open
Seamless
Scaleable
Real-Time
Indispensable
Experiences

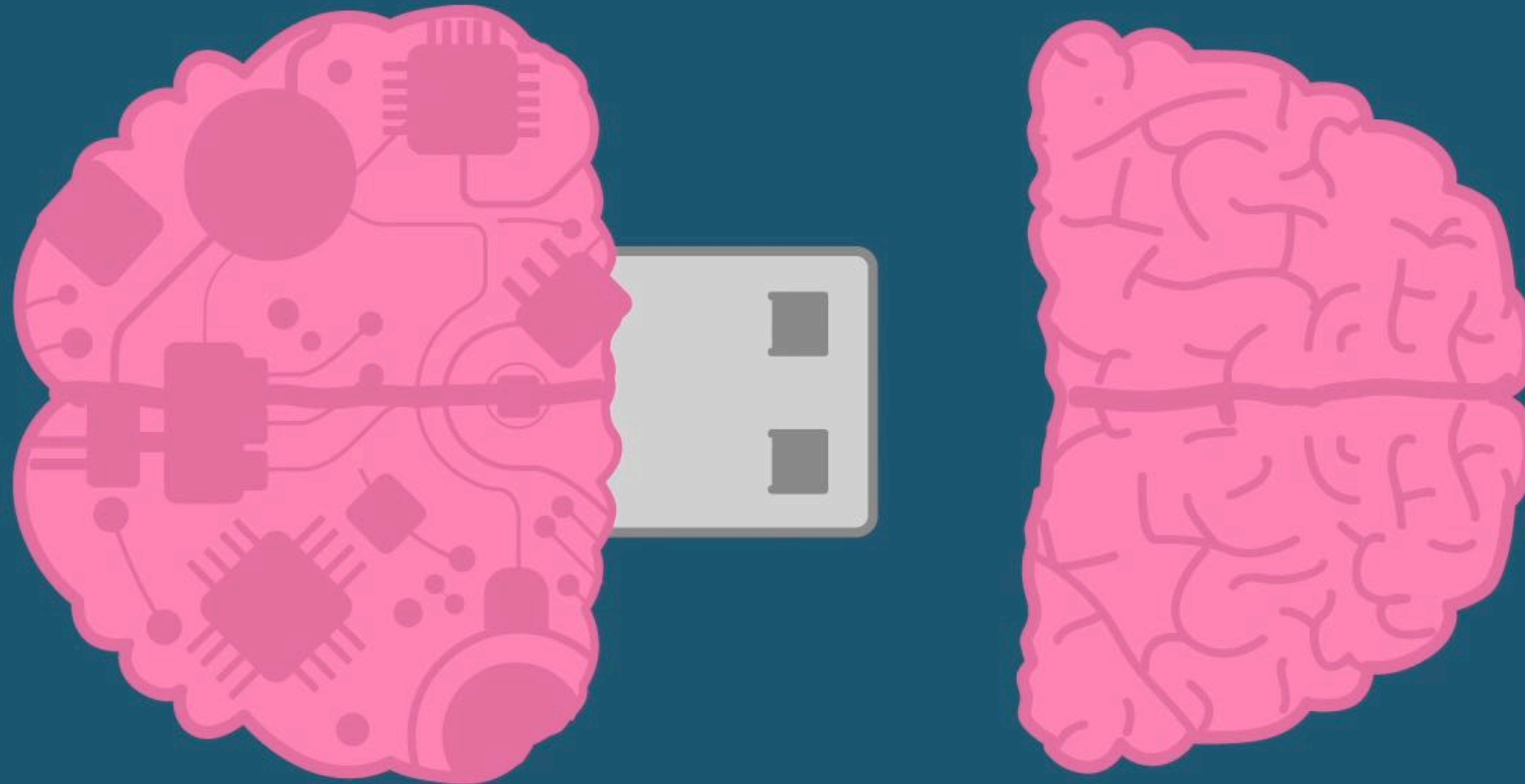


Smart
Fluid
Open
Seamless
Scaleable
Real-Time
Indispensable
Experiences

Happiness is not a program, relationships aren't code, people aren't machines



8 Disconnect to re-connect | Be in the moment – come to Ireland!



8

Disconnect to re-connect | Be in the moment – come to Ireland!



offline
IS THE NEW
luxury



In a world of
total connectivity
and intelligent
machines,
**human-to-human
interaction**
is more valuable
than ever before

9

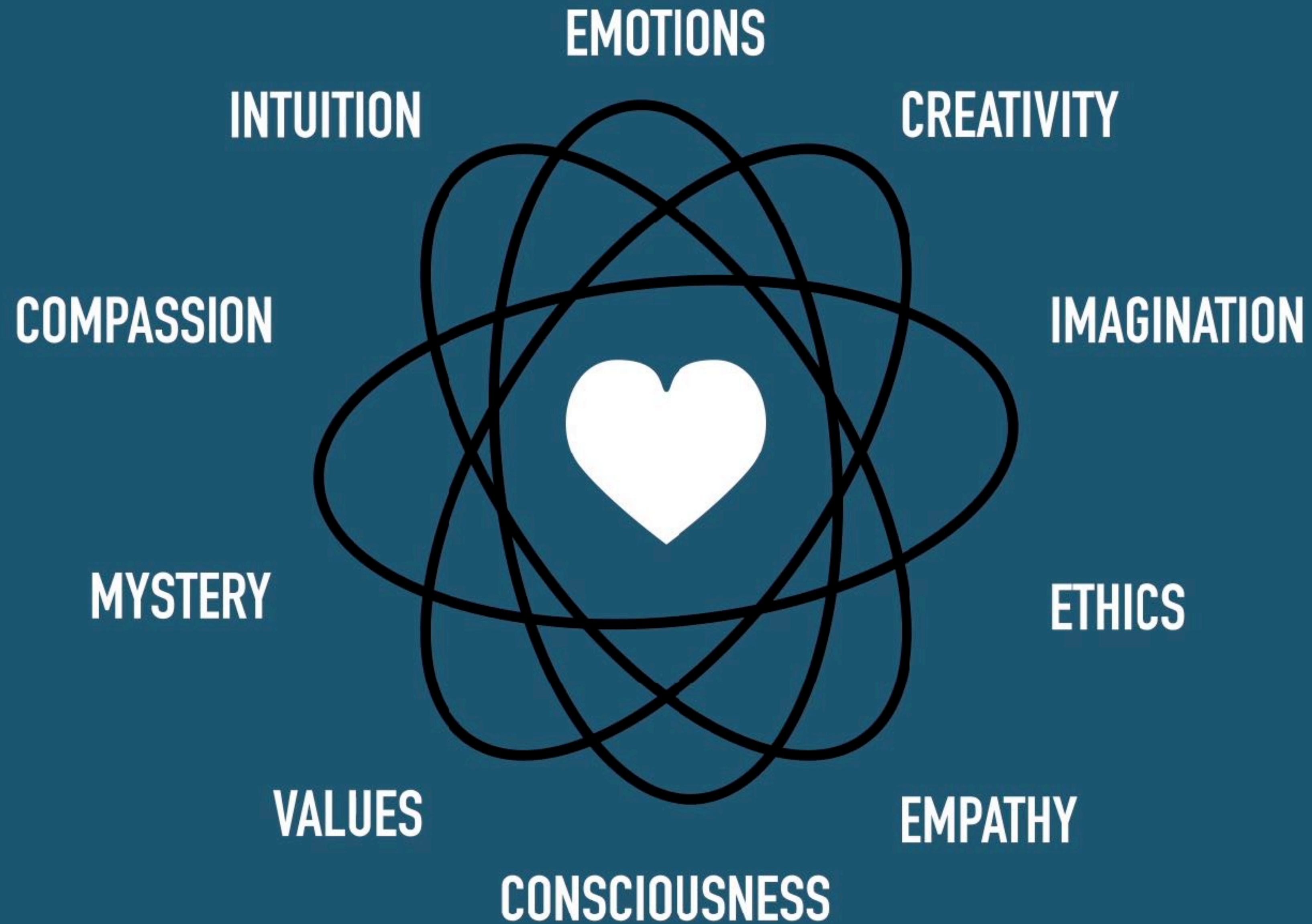
The end of routines will not mean the end of human work*

ROUTINE

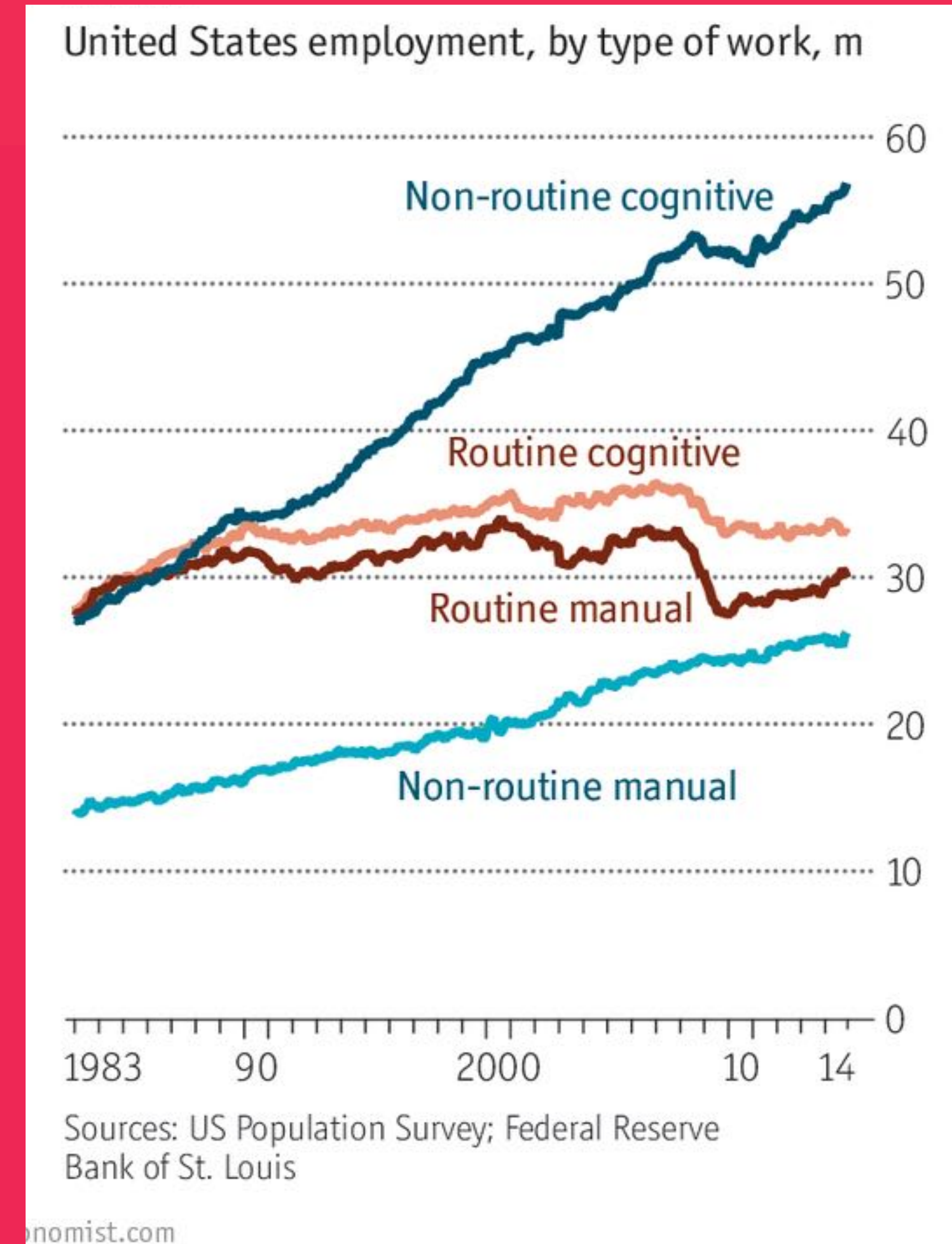
Anything that can be digitized, automated or virtualized, will be...



But anything that cannot be digitized or automated will become much more valuable



As machines become intelligent and take over most routines, human-only attributes will become invaluable





VOLATILITY



UNCERTAINTY



COMPLEXITY



AMBIGUITY



VELOCITY



UNORTHODOXY

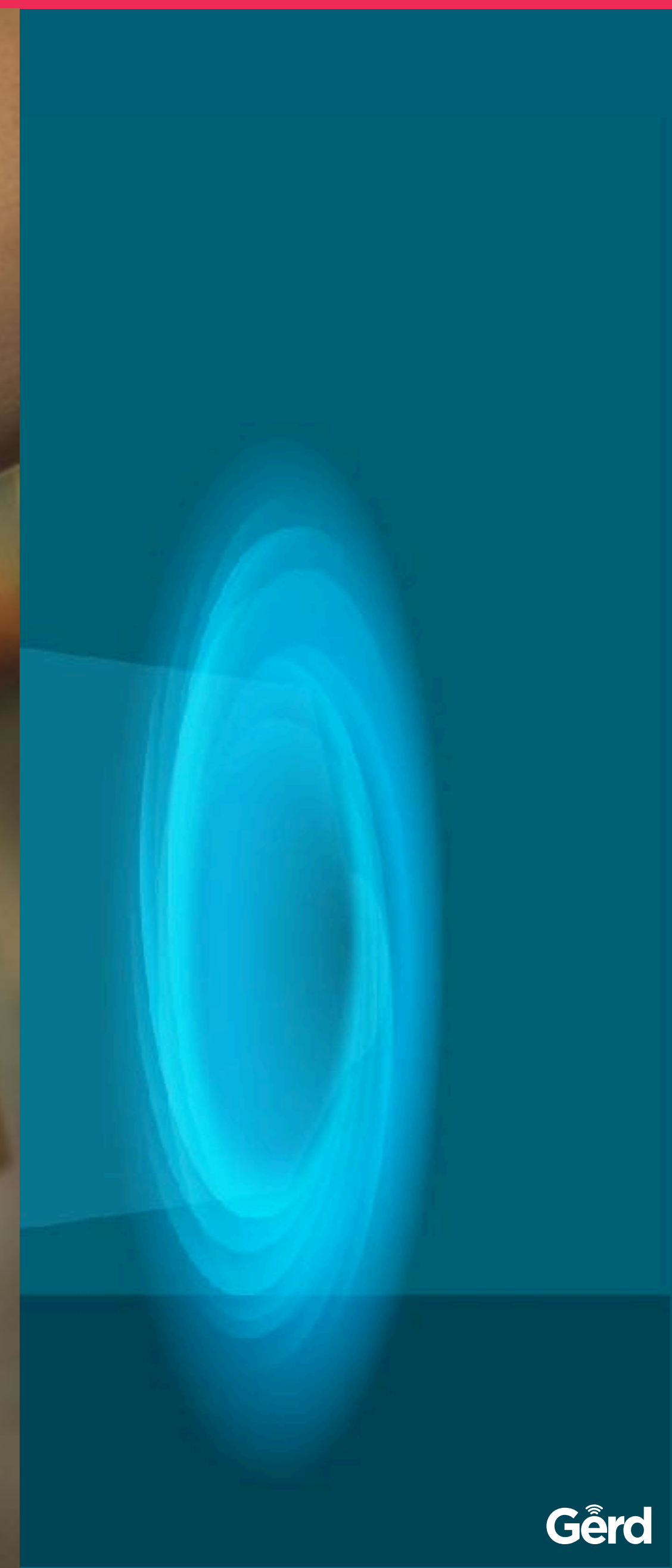


CO-CREATION



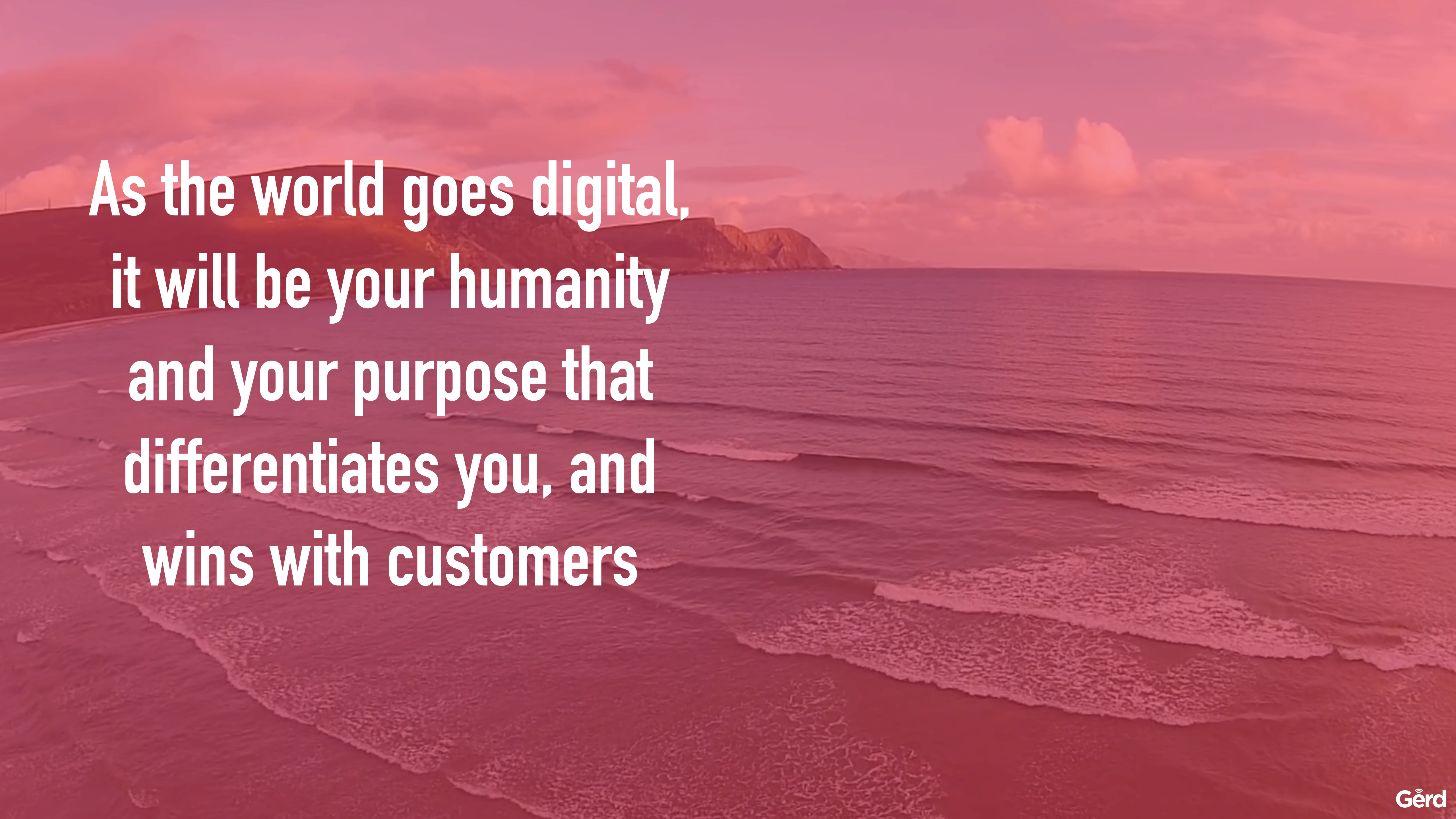
AWESOMENESS

Don't just use technology to be more efficient: use it to do entirely new things!



Don't just use technology to be more efficient: use it to do entirely new things!



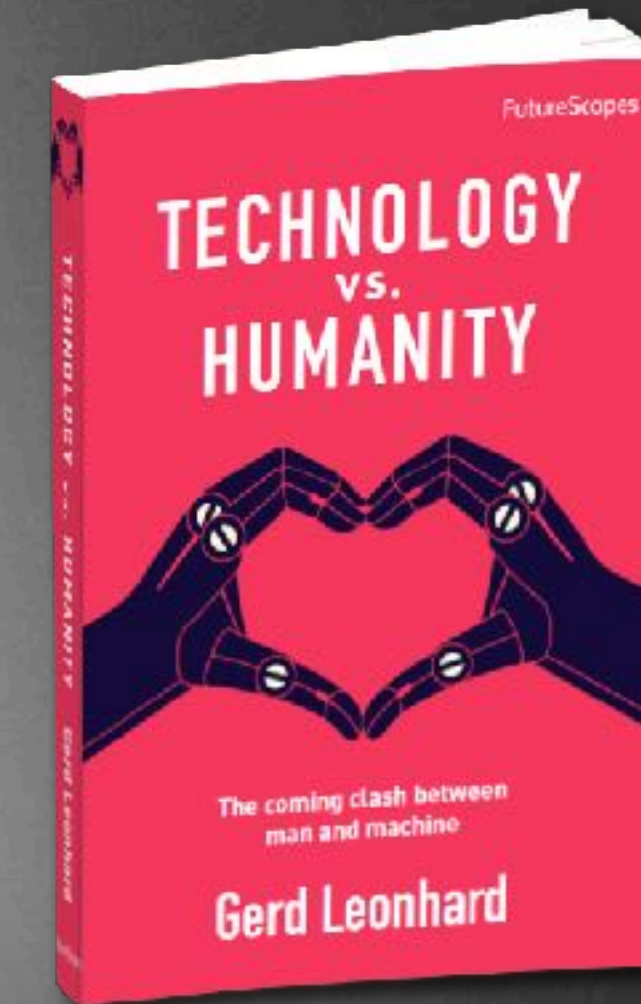


**As the world goes digital,
it will be your humanity
and your purpose that
differentiates you, and
wins with customers**

- 1) Balance technology and humanity – both are equally important
- 2) Expect and embrace exponential change: linear thinking will be detrimental. The future is no longer an extension of the present!
- 3) Develop your future–mindset: observe, understand, imagine, change!
- 4) ‘Sustainable everything’ is the future – take a leadership role, now!
- 5) Immerse in the Megashifts, discover your future beyond digitization
- 6) Make things smart, everywhere – but keep them human, too!
- 7) Provide experiences, not just services – transform your customers
- 8) Offline is the new luxury (yes, this is a huge opportunity for Ireland)
- 9) The end of routine is nearing: get ready to move up the foodchain

The image features a vibrant pink background. Four stylized, dark blue robotic arms are arranged in a circular pattern, their hands meeting at the top and bottom to form a heart shape. Each arm has a yellow circular joint with a black diagonal line. The text "Embrace technology but don't become it!" is centered within the heart shape in a bold, white, sans-serif font.

**Embrace technology
but don't become it!**



Thanks for your time!



techvshuman.com



[@gleonhard](https://twitter.com/gleonhard)



gerdtube.com



gerdcloud.com



futuristgerd.com