

Tech + Turisme =
Nye muligheder for vækst



Få success med data

Per Østergaard Jacobsen
26-11-2019

I mørke
er alle
katte
grå!

Hvordan kan data hjælpe dig til at skabe bedre kundeoplevelser, øget salg og bedre ressource udnyttelse?

Hvad skal du være opmærksom på for at lykkes med anvendelse af data?

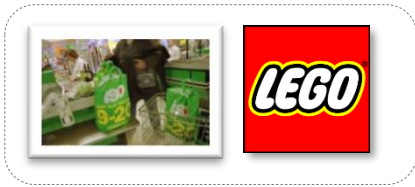
Har din organisation en digital strategi?



§ 1 Ansvarsfraskrivelse

- 1.1 Per Østergaard Jacobsen (herefter foredragsholderen) fraskriver sig hermed alt ansvar for tab/skader fremkaldt el. erhvervet af følgende PowerPoint-præsentation.
- 1.2 Foredragsholderen anser det som en væsentligt hævebegrundende mangel, såfremt der forekommer uretmæssig søvn og tilstande som kan sidestilles hermed.
- 1.3 Foredragsdeltagerne pålægges ydermere en konventionalbod á kr. 10.000,00, hvis et utilfredsstillende antal af foredragsdeltagerne ikke griner af foredragsholderens morsomheder
- 1.4 Foredragsdeltagerne anses som havende stiltiende samtykket til ovenstående ved overværelse af følgende foredrag

Who is Per ?



Start up involvement

Experience & background

- CEO, CMO and Senior Consultant/Partner
- Lecturer, Research Associated and Project Manager
- Sociology study, Business Economics & International Marketing
- 11 years in education and research
- 6 years in Advertising
- 16 years as Senior Consultant/Partner
- 14 years in international companies
- + 12 books

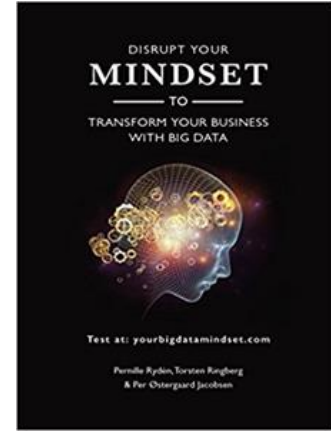
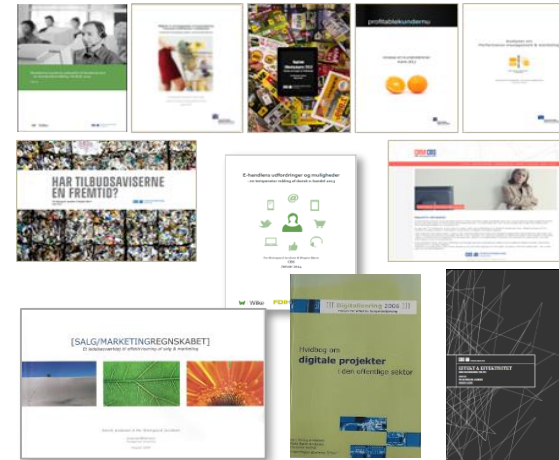
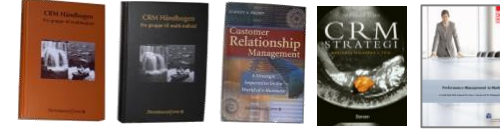
Lecturing and mentoring (Master, EMBA, MBA & Executive)

- Performance Management and Marketing
- Marketing Excellence
- Big Data Commercial Strategies
- Strategic use of Big Data
- Disrupt dit mindset: Big Data, digitalisering og kundestrategi
- Profitable Customer relations
- Ledelse i den disruptive og transformative digitale tidsalder

Research

- CRM
- BIG DATA
- Loyalty
- Customer Service
- Performance Management in Marketing
- Retail
- Mobile marketing platforms

www.yourbigdatamindset.com
www.crmcbs.dk
www.riotilroskilde.dk
www.efficens.eu



Coming soon

Nye vinde blæser ...



Høje fejl rater i digitalisering

72 % af alle projekter fejler

(MIT undersøgelse 2017)

84 % af alle projekter fejler i den digitale transformation

Bruce Rogers, Forbes 2016



Just 3% of companies say they are succeeding with digital transformation."

*@JSchleimann #thinkx
#SAP*

Alle taler om disruption...

Disruption betyder i sin direkte oversættelse "afbrydelse" eller "forstyrrelse".

Disruption og kreativ destruktion

Selvom ordet er forholdsvis nyt, især på dansk, er den bagvedliggende tankegang betydelig ældre. Teorien om disruptiv innovation kan således spores tilbage til den østrigsk-amerikanske økonom Joseph Schumpeter, som i 1942 introducerede begrebet kreativ destruktion (creative destruction) - der beskriver det fænomen, at en ny opfindelse, samtidig med at den skaber nye produkter og virksomheder, overflødiggør andre varer og jobfunktioner.

Digital Disruption

Alle taler om "disruption" og bruger begrebet bredt. Især indenfor IT, innovation og ledelse bruges begrebet til at beskrive næsten hvad som helst, der er i bevægelse.

I 1995 brugte Harvard-professoren Clayton M. Christensen "disruption" i forbindelse med en teknologisk udvikling, der grundlæggende ændrede stålbranches forretningsmodeller gennem nye produktionsformer, organiseringer og/eller produktionsprocesser.

Han refererede kun til små iværksættervirksomheder, der overtog markedet fra store, veletablerede virksomheder ved at tilbyde billigere eller smartere produkter af ringere kvalitet eller til et andet kundesegment. I dag er Netflix, Tesla og Apple dem, der grundlæggende forandrede deres brancher, så mange sætter derfor lighedstegn mellem disruption og ny teknologi.

Men det er kun den halve sandhed.

En klar menneskelig begrænsning for at håndtere disruption er, at ledere ikke kan se, hvad der foregår, med en anden optik end den, der er baseret på tidligere erfaringer. Selvom lederne oplever, at noget eller nogle truer deres forretning, så har de ikke rette forudsætninger for at forstå og gennemskue spillets regler.

Mindset sætter scenen for data og digitalisering...



Promote & Sell

Et blåt mindset afspejler selvudfoldelse og et internt fokus, der projiceres ud til resten af verden. Det betyder, at du udvikler produkter og services baseret på intern ekspertise.

Big Data bruges som et værktøj til at fremme formidling og udbredelse af dine produkter og services til (for)brugerne.



Connect & Collaborate

Et gult mindset er forbundet med at udvikle nye ideer med forbrugerne, vise tillid til deres perspektiver og invitere dem med på en samarbejds- og udviklingsrejse.

Big Data bruges til at opfange og udnytte nye og visionære input og viden fra (for)brugerne.



Listen & Learn

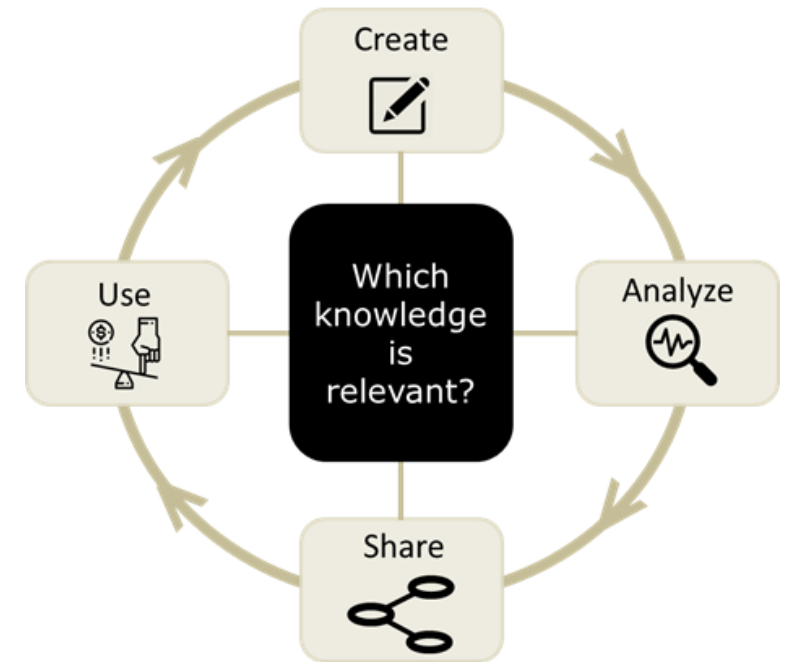
Et rød mindset betyder, at du er opmærksom på (for)brugernes tanker og følelser.

Indsigt i (for)brugernes præferencer, behov og motivationer indsamles for at I kan levere mere meningsfulde produkter og services



Empower & Engage

Et grønt mindset repræsenterer en holistisk og empatisk tilgang til markedet i samspil med det bredere samfund. Med det grønne mindset bruger du Big Data til at forbedre og forny bæredygtig og etisk interaktion med alle interessenter.

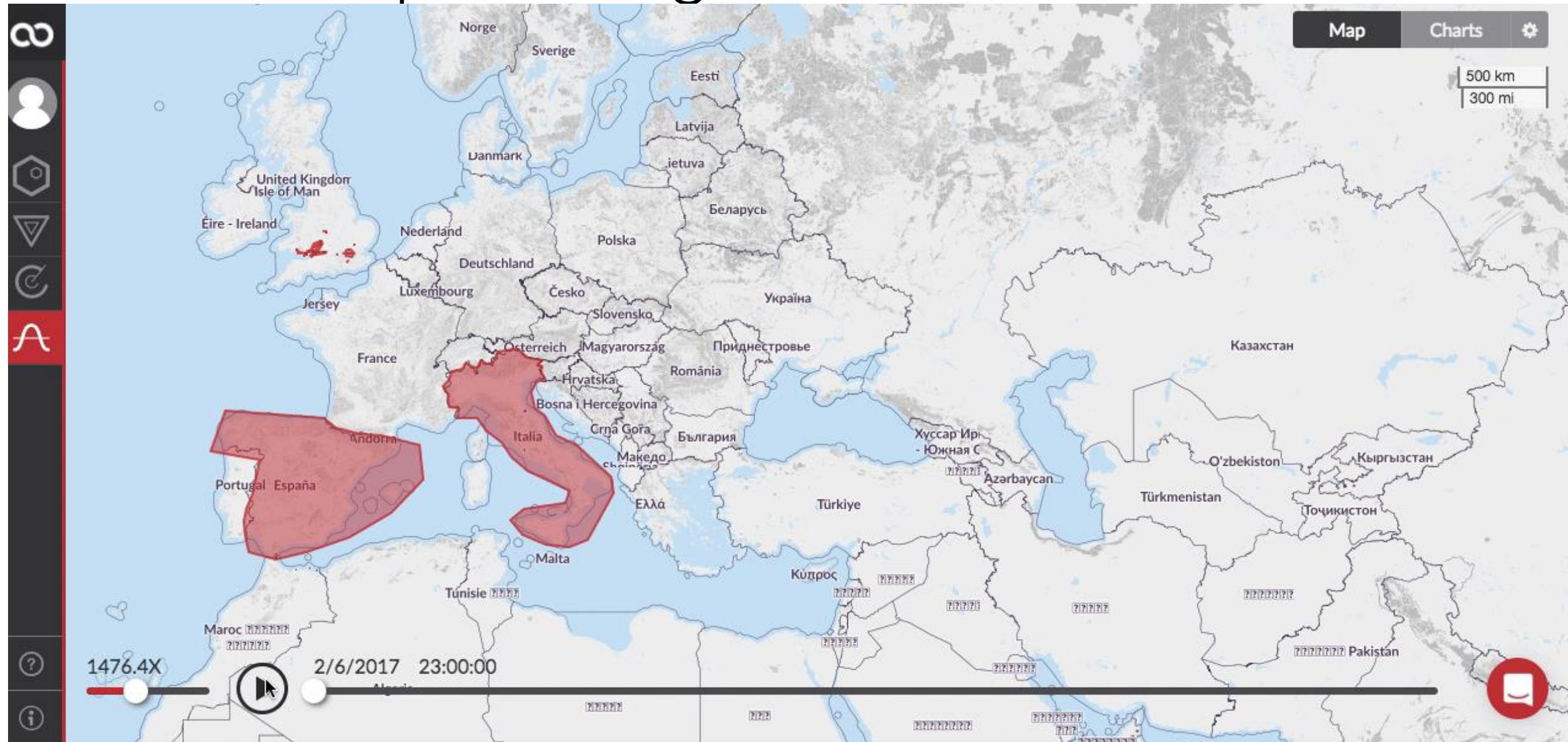


- Mindset
- ↓
- Strategi
- ↓
- Kunde indsigt
- ↓
- Kunde oplevelse

Source: Disrupt your Mindset to transform your Business with Big Data, Rydén, Ringberg og Jacobsen,(2017)
CRM5.0 – De ustyrige kunder -.Jacobsen, Ringberg og ,Rydén (2019)

UEFA Champions League finalen 2017

65.842 tilskuere på Millennium Stadium i Cardiff



Case – Big Data projects



FRA RIO
TIL ROSKILDE
TUR RETUR

The Festival app was a central data provider
130.000 attendants

Per was co-founder and project manager of the 'Rio to Roskilde' research project. The project started in spring 2013 and run until autumn 2017.

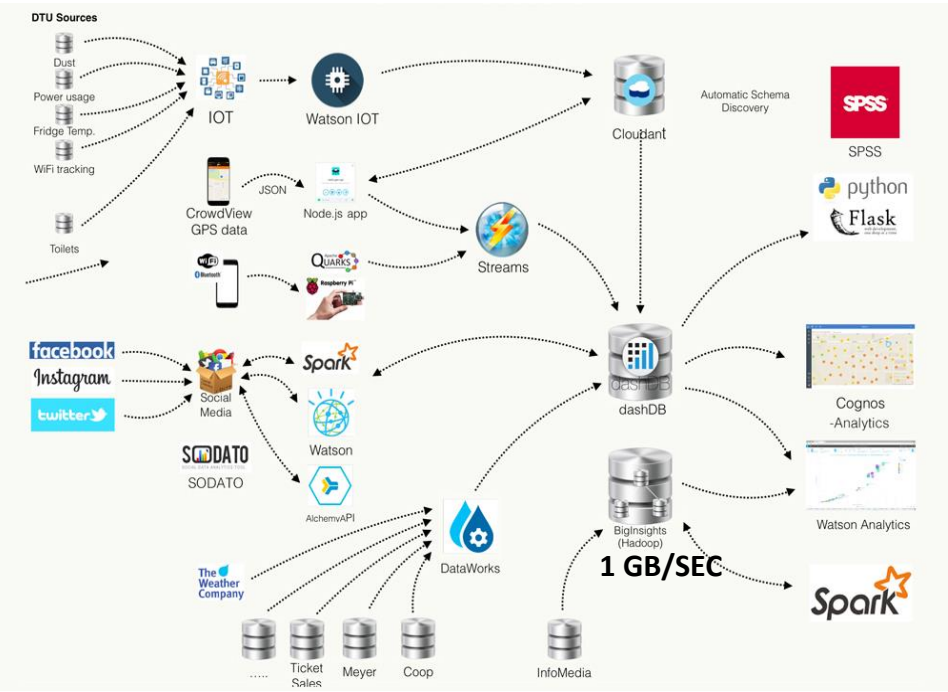
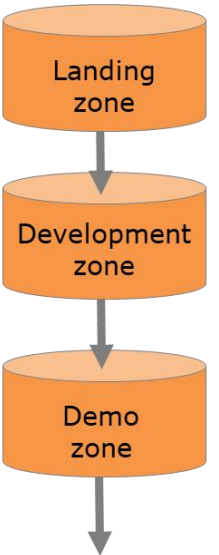
We worked with one of the largest festivals in Europe to develop new sustainable business models based on Big Data insights.

We started on green field and build one the largest and most spectacular "Smarter City" live data labs in the world.

Other experience in using structured an unstructured (Big) data

- > Analysing (+ 12 million) Loyalty Club Customers (UK retailer)
- > Analysis (+ 4 million customers with 7 years of transaction-level data (Retail))
- > Analysis of + EUR 20 million Customer behaviour (European petrol Company)
- > Football Club – Fans engagement with 2 years of data from 7 different sources
- > Behaviour from + 100,000 App Users in retail trade in Approx. 900 Shops
- > Analysis of Bank customers – Large Nordic Bank
- > Behaviour from user of high-risk medicine in Region Zealand (Denmark)
- > Behaviour from user of high-risk medicine with Rigshospitalet – Denmark's leading hospital for patients needing highly specialised treatment.

New Digital Destinations project with the national fund "Dansk Kyst- og Naturturisme" and Visit Denmark

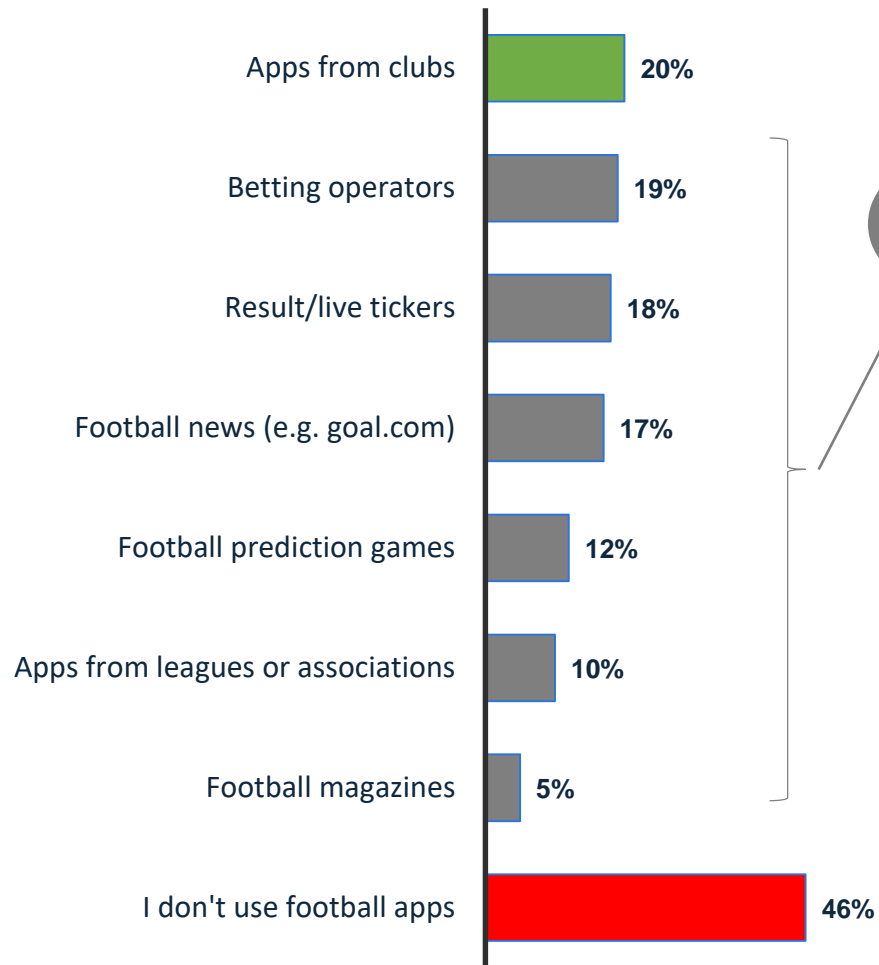


[About the project https://riotilroskilde.dk/](https://riotilroskilde.dk/)

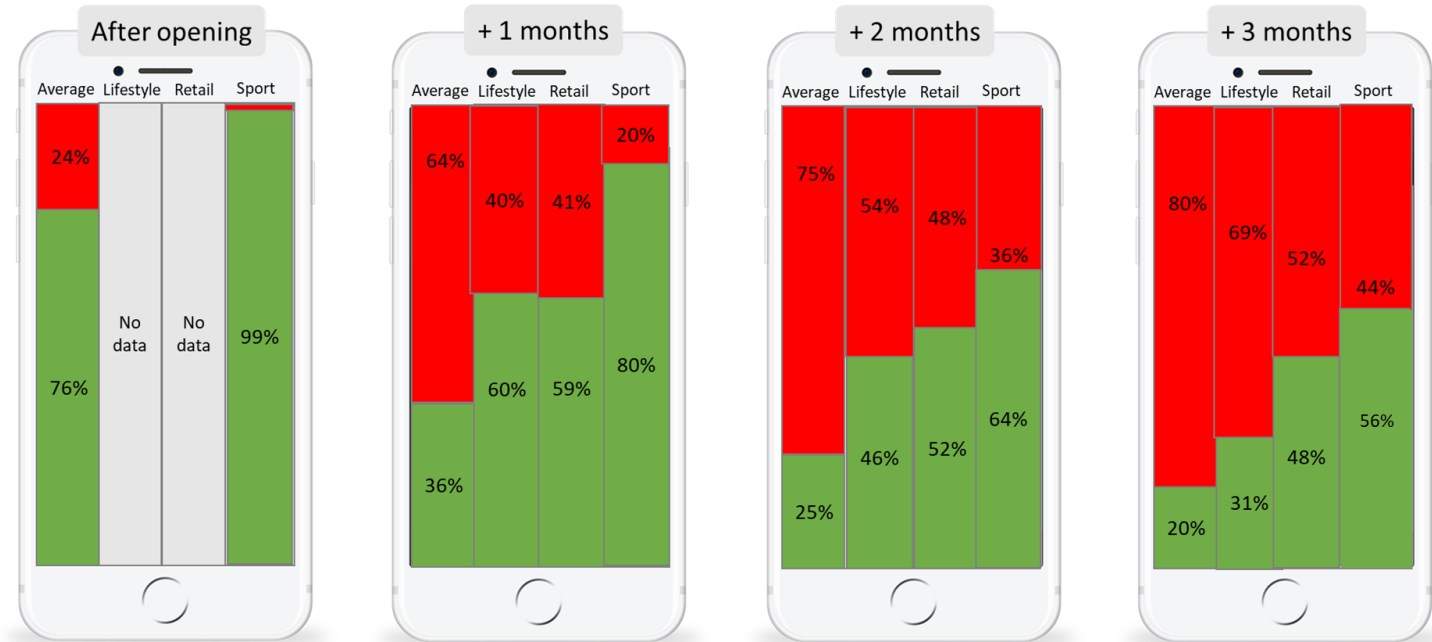
Case: Premier League – high potential!



Trussel = Andre sætter sig på klubbens fans!



80%



Source: Localytics - 2.7 billion devices and 37,000 mobile and web apps. 2016
+ Lifestyle app + Retail + Sport - Source: Per Ø. Jacobsen

App versus Web baseret!

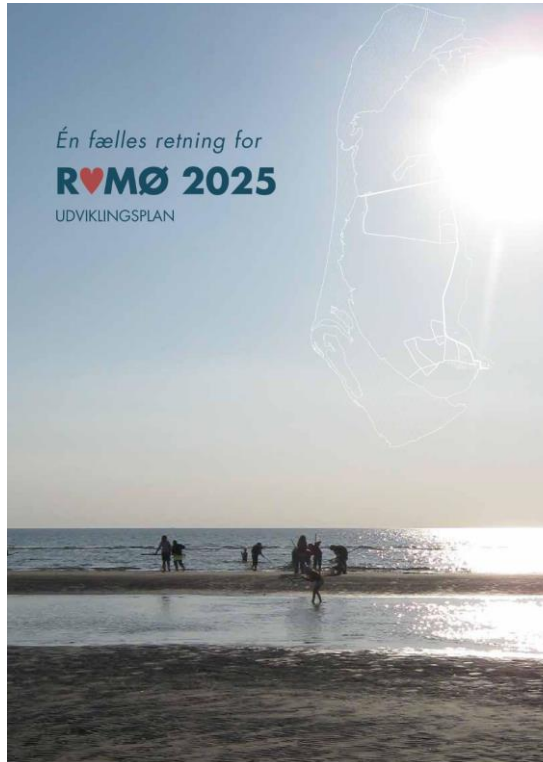
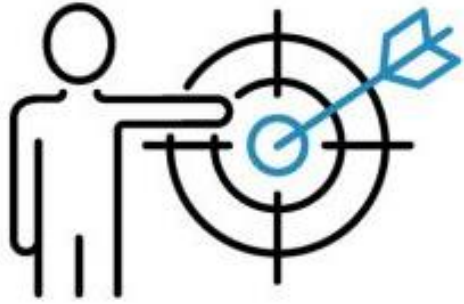
United Kingdom (England); June 22 to 30, 2018; 18 years and older; 3,167 persons interested in football
Source(s): Statista Survey (European Football Benchmark 2018/19);

A silver Volvo XC90 is driving away from the viewer on a two-lane asphalt road that curves along a coastline. The sky is overcast and grey, suggesting dusk or dawn. To the left of the road, there are several tall, lattice-structured utility poles with power lines. To the right, there is a concrete guardrail and a body of water. The car's license plate is 'MLB 090'.

DATADREVNE DIGITALE DESTINATIONER *FREMTIDENS BÆREDYGTIGE TURISME*

Torsten Ringberg
Per Østergaard Jacobsen

Visionen...



Formål...

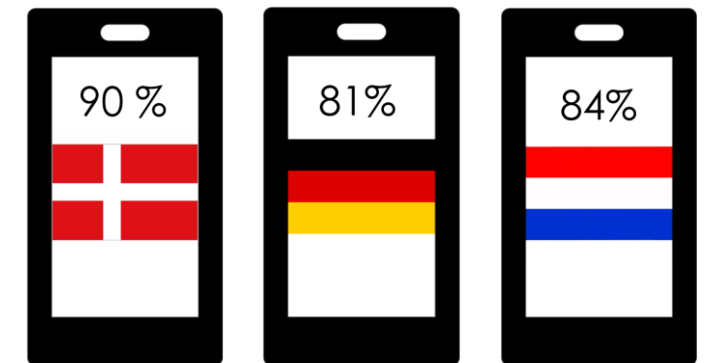
- ☉ Sikre en bæredygtig udvikling af destinationen gennem viden og indsigt for at sikre høj virkningsgrad af ressource indsats via udvikling af en digital destination.
- ☉ Tiltrække de rigtige gæster & turister og via viden og indsigt skabe værdi for gæsterne, de lokale aktører og turistorganisation.
- ☉ Sikre målrettet og relevant kommunikation gæsterne (segmenter)
- ☉ Erfaring i opbygning af digitale løsninger og arbejde med Big Data
- ☉ Understøtte "En fælles retnings for Rømmø 2025 - Udviklingsplan"
- ☉ Indsamle data fra forskellige kilder og aktører (strukturerede og ustrukturerede data), analyserede data, dele resultater med deltagere og proaktiv anvende data/viden i realtid i forhold til aktiviteter og kommunikation.
- ☉ Gennem erfaringer og indsigt udvikling af digitale destinationer for turisme. (Eco system/ platform)
- ☉ Skrive forsknings Papers om projektet
- ☉ Anvende som case på undervisning på Master, MBA og Executive (CBS/AAU)
- ☉ Basis for forskningsansøgning til projekt i fuld skala

Et central element



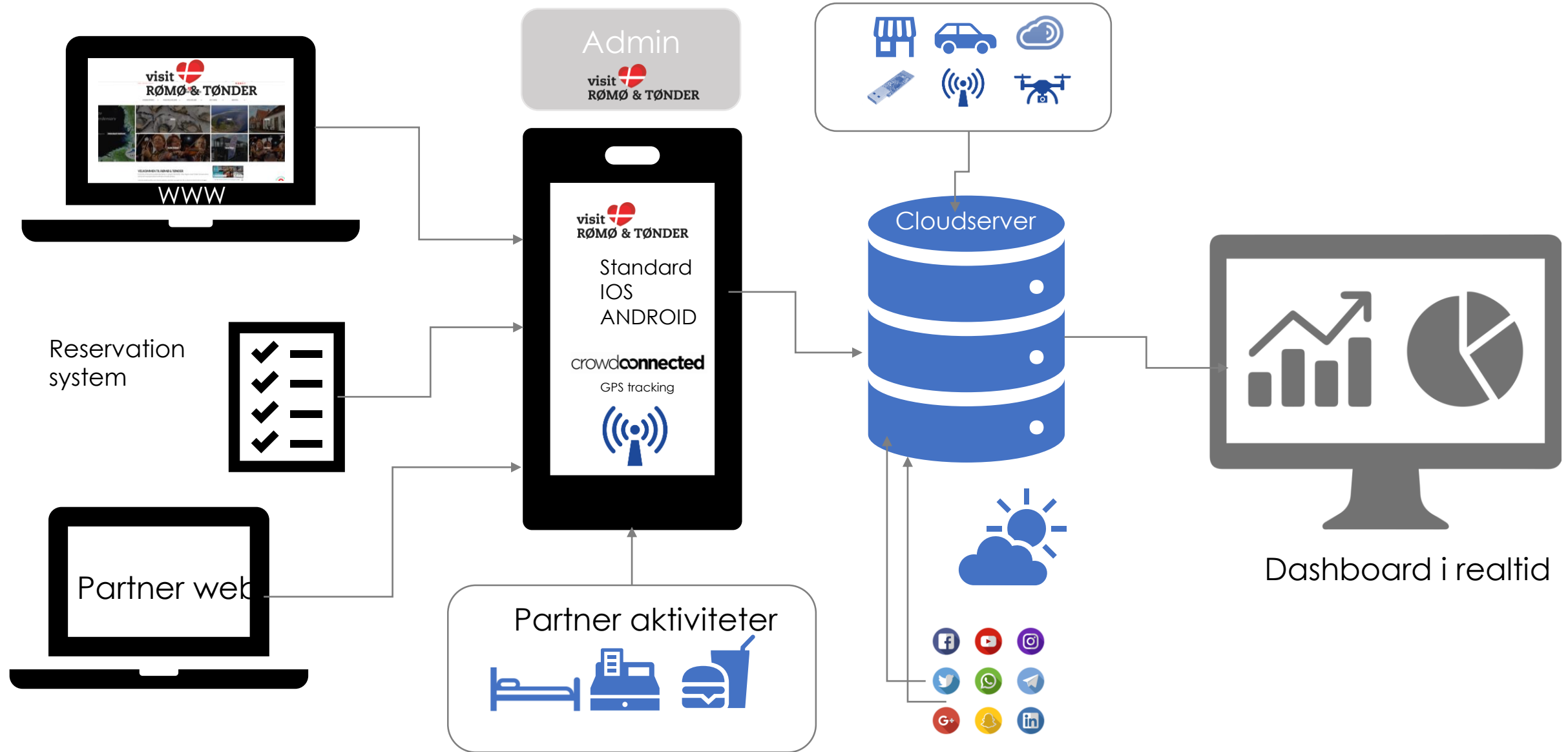
Det er en strategisk beslutning at det skal være en App.

Fordi det skal være personligt, målrettet, relevant og i realtid.

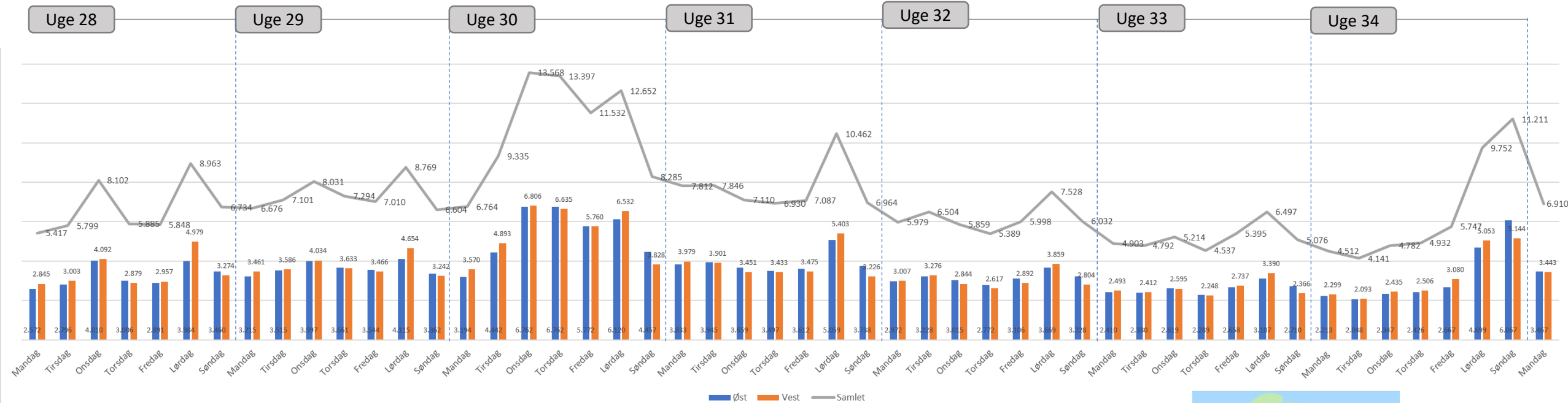


Kilde: Danmarks Statistik & Statista, 2019

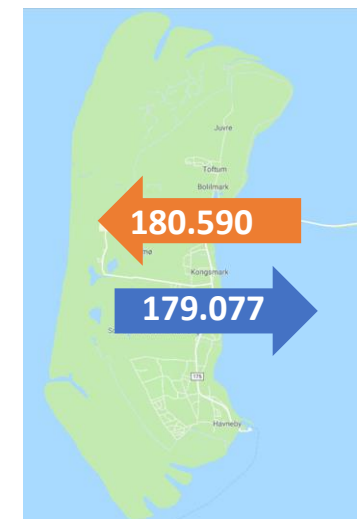
Overordnet arkitektur



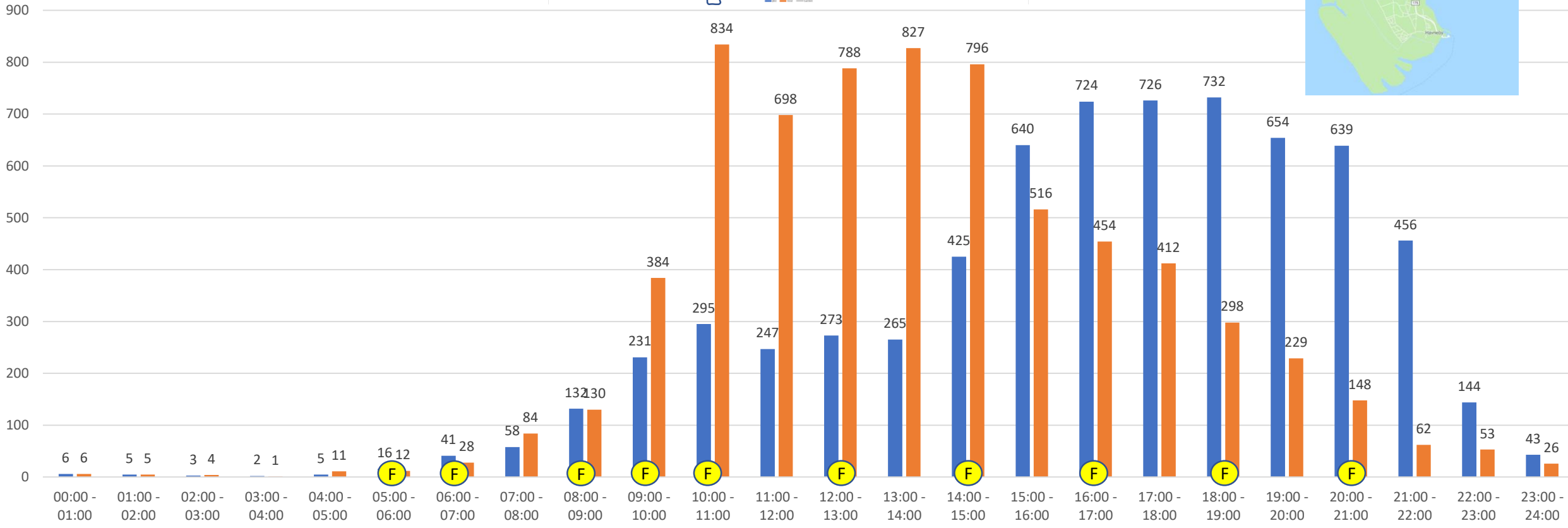
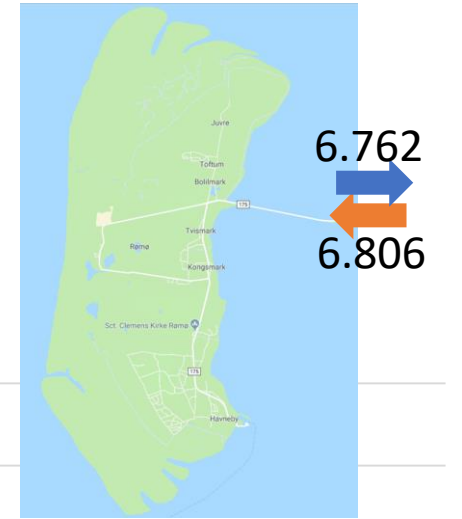
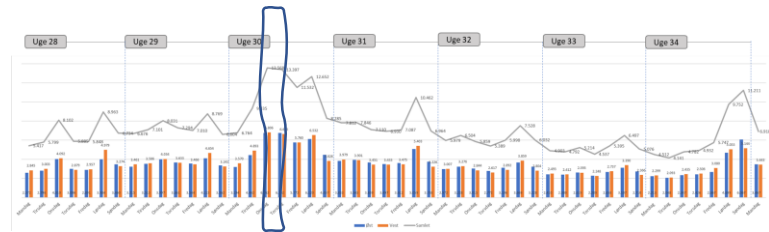
Trafik data – Højsæson uge 28-34



Trafiktælling – RØMØ dæmningen Person- og varebiler: Kilde Tønder Kommune, mandag 8/7 -> 26/8



Onsdag 24/7-2019




F Færgen
 ■ Øst
 ■ Vest

Kan der være 100.000 gæster på stranden?

Beboere og gæster på øen + endags turister (Dæmning + Færge)
Faktorer: Vejr + aktiviteter (Lokale + andre) – logistik





“ Don't try
to change
your customers
- help them

- Professor Clayton Christensen, Harvard Business School

Inspiration....

Embodied cognition effects on tourist behaviour



Contents lists available at ScienceDirect

Annals of Tourism Research

journal homepage: www.elsevier.com/locate/annals



Research note

Embodied cognition effects on tourist behavior

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ARTICLE INFO

Associate editor: Katharina Wolff

Tourists are exposed to various unfamiliar sensory experiences when travelling, such as sounds, touches, tastes and temperatures. Barsalou (2008) documents that sensory experiences and bodily feelings serve as unique sources of tacit information that influence people's cognition, emotion and behavior subconsciously. This notion is anchored in (bodily) feelings-as-information theory (Greifeneder, Bless, & Pham, 2011; Schwarz & Clore, 1983; Slovic, Finucane, Peters, & MacGregor, 2007) according to which people consult their affective states subconsciously to make judgments about objects (e.g., situations, people, the self or the environment) unrelated to the bodily senses. Thus, cognitive processes and mental states are deeply rooted in the body's interaction with the world (Wilson, 2002). The sensory inputs can be associated directly with the judgment task itself or spill-over from sources that have no direct link with (i.e., are incidental to) the judgment task. Consider the following illustrative example: Traditional sensory marketing uses the smell of citrus fruit to signal freshness and cleanliness, whereas in embodied cognition, the sensory experience of the citrus smell is incidentally and metaphorically projected upon others as being morally more pure (Lee & Schwarz, 2012). That is, incidental embodied experiences differ from tourism research which only examines the direct sensory dimensions of tourist experiences, such as sensory destination aspects (Agapito, Valle, & Mendes, 2014) or the use of aroma marketing (Guillet, Kozak, & Kucukusta, 2019). Embodied cognition is also different from the sociology- and geography-informed embodiment literature which explores the role of the body in the consumption of places (Chronis, 2012; Rakić & Chambers, 2012).

Embodied cognitive reactions can also be created by merely having people imagine bodily sensations as well as reading linguistic expressions related to sensory-based metaphors (Ijzerman & Semin, 2009). The embodied experiences that lead to incidental cognitive reactions, attitudes and behavior are highly relevant for tourism research, yet remain unexplored, and thus serve as the focus of this research note. Interestingly, although the concrete sensory domain (e.g., weight, temperature) typically serves as the source (i.e., embodied) concept that creates abstract incidental thoughts about a target concept, many of these reactions are bidirectional. For example, while a heavy book is regarded as being more important than a light one, when told a book is important, people also provide a higher weight estimate (Schneider, Rutjens, Jostmann, & Lakens, 2011). We introduce the reader to the seminal literature on embodied cognition, and suggest intriguing avenues for tourism research that provide new explanations for tourist behavior. We explore sensory inputs that have incidental impacts on tourist behavior, and introduce examples in Table 1 that highlight additional embodied cognitive areas for tourism researchers to test empirically.

Temperature is one of the most powerful sensory experiences, and affects the psychosocial valuation of self and others in surprising ways. Cold temperatures elicit perceptions of loneliness and social rejection (Williams & Bargh, 2008a). Thus, being exposed to cold temperatures makes people seek compensatory psychosocial warmth, expressed through increased interest in social activities (Lee, Rotman, & Perkins, 2014). Other research shows that when people hold a hot cup of tea they perceive others as more

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¹ The authors contributed equally.

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Udleveres sammen med slides



?

OO+NT=EOO

*“Alle ønsker udvikling,
men ingen forandring”*

Søren Kirkegaard

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