

Dinámicas líquidas para la competitividad



XV CONGRESO
AECIT

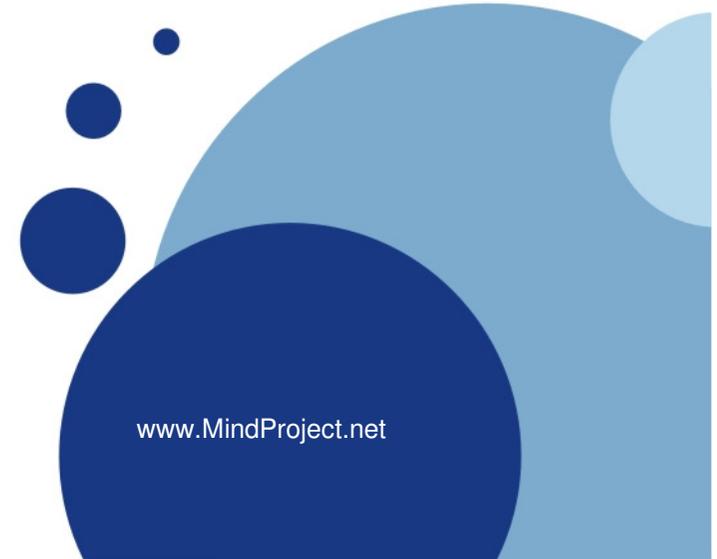
Dinámicas de transformación
del Turismo en el Siglo XXI



MindProject

Tourism Revolution Workers

Dr. Edu William



www.MindProject.net

Noviembre 2010

0

¿NUEVAS DINÁMICAS?



¿Moda o Tendencia?



1

ADAPTACIÓN DIGITAL

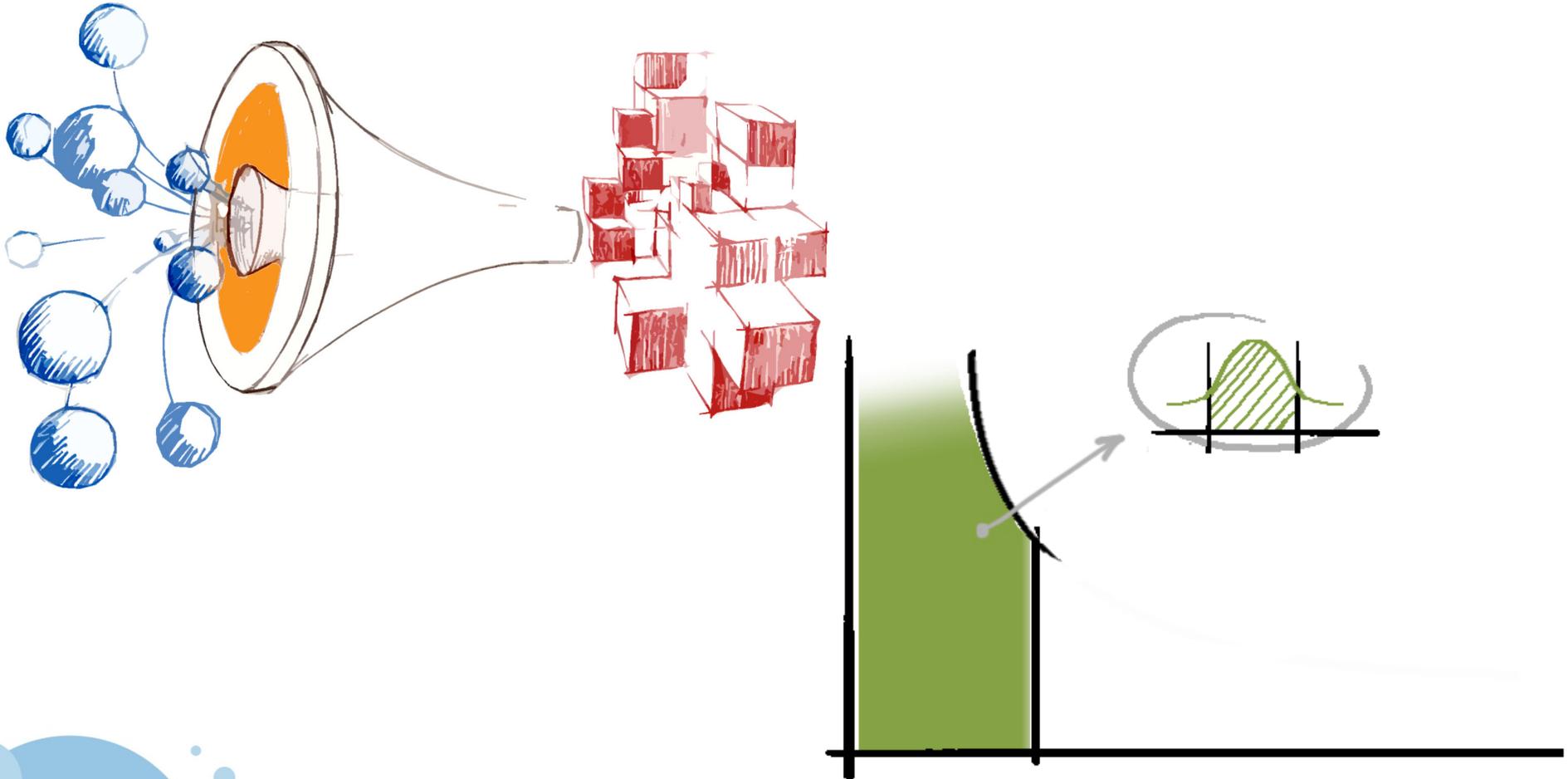


WARNER MUSIC

Lo digital: dinámica comunicativa

1

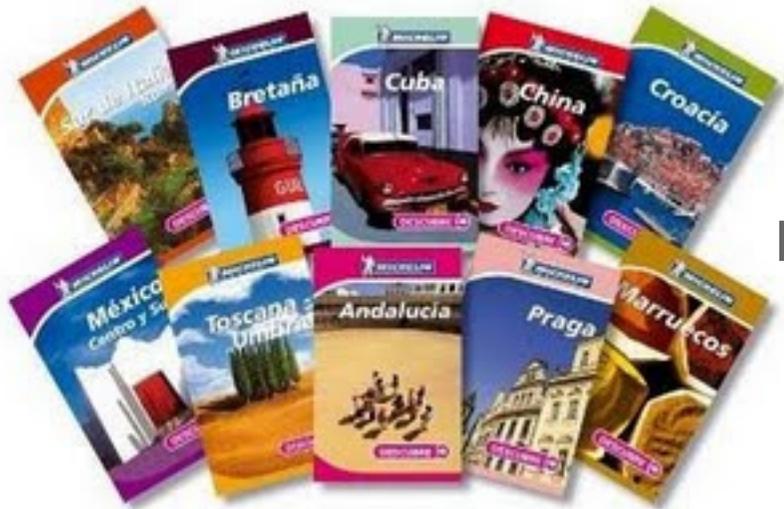
ADAPTACIÓN DIGITAL



Adaptación digital: mismos actores y
mismos modelos de negocio

1

ADAPTACIÓN DIGITAL



opodo
und die Reise beginnt

Hotelbewertungen | Newsletter | Geschäftsreisen | Warenkorb | Mein Opodo | Hilfe | Suche

Home | Top-Angebote | Last Minute | Pauschal-Urlaub | Flug | Städte-reisen | Hotel | Miet-wagen | Kreuz-fahrten | Ferlen-häuser | Reiseführer & Community

Jetzt Urlaub buchen und bis zu 50 Prozent sparen >

Urlaub und Reisen finden

Flüge Mietwagen
 Hotels Last Minute & Pauschal-Urlaub
 Kombi Flug & Hotel

Abflughafen: beliebig | Reiseziel: beliebig

Frühester Hinflug: 23 April 2009 | Spätester Rückflug: 4 Juni 2009

Do: Kalender anzeigen > | Do: Kalender anzeigen >

Reisedauer: egal

Erwachsene: 2 Erw. | Kind 1: --- | Kind 2: ---

Hotelskategorie: egal | Verpflegung: egal | Zimmertyp: egal

Last Minute Urlaub: Bis zu -50%

1 Woche Flug & Hotel ab

Ägypten	*****	C 409
Gran Canaria	****+	C 358
Fuerteventura	****	C 409
Türkei	*****	C 383

Weitere Last-Minute-Angebote >

Top-Angebote Eigenanreise

http://www.opodo.com



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SUSTITUCIÓN DIGITAL

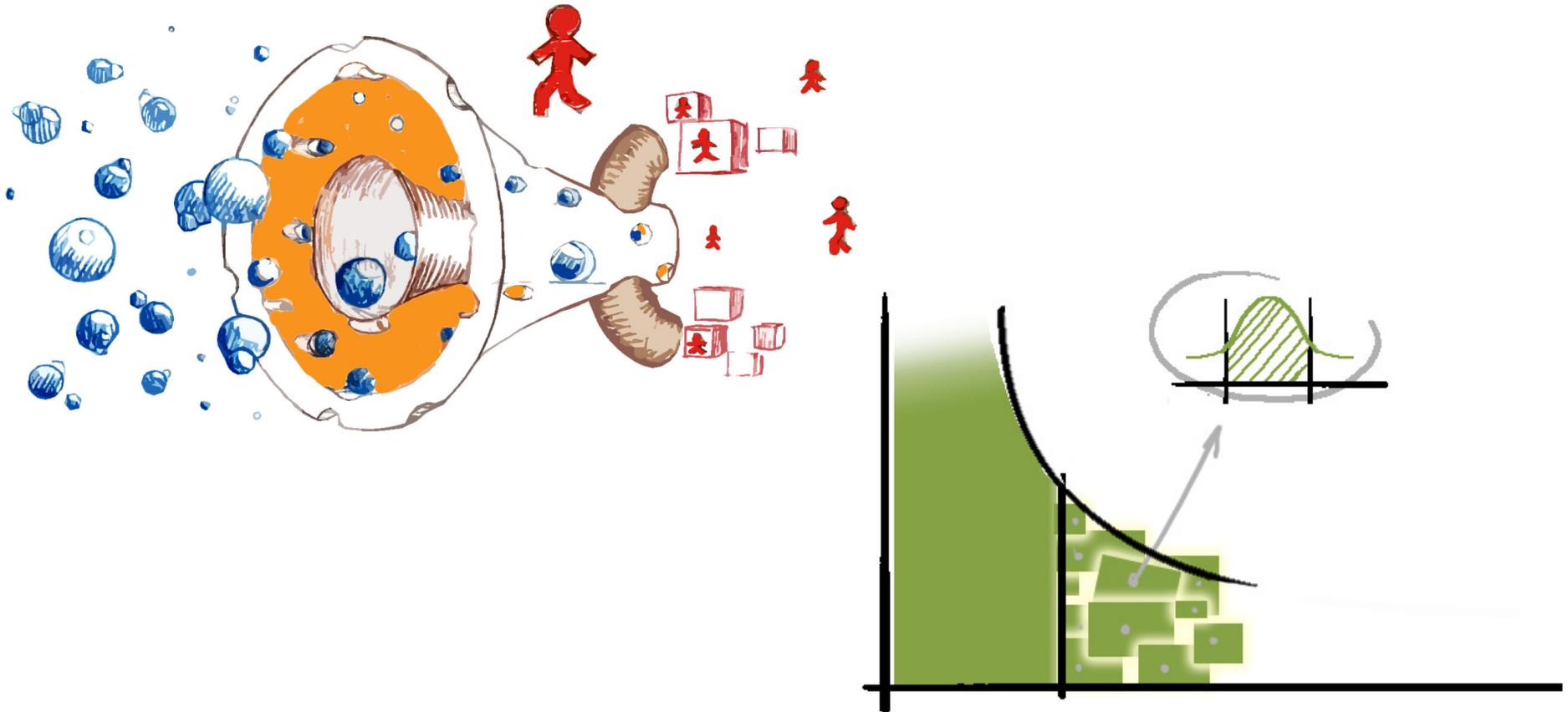


iTunes

Lo digital: dinámica fragmental

2

SUSTITUCIÓN DIGITAL



Sustitución digital: nuevos actores, fragmentación, pero mismas dinámicas sectoriales

2

SUSTITUCIÓN DIGITAL



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TRANSFORMACIÓN DIGITAL



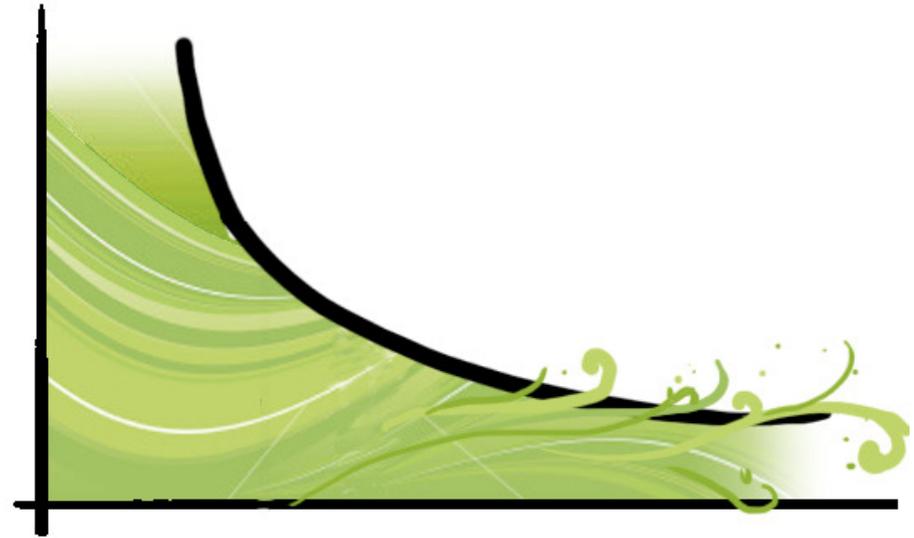
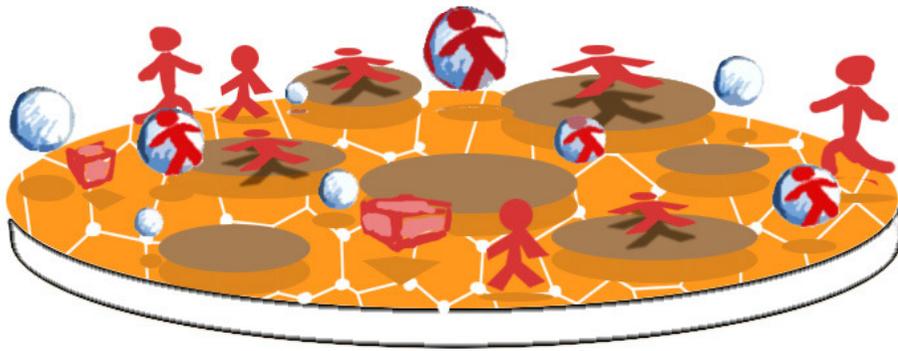
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Lo digital: dinámica relacional

3

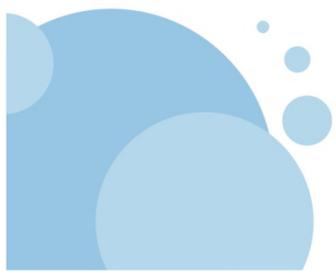
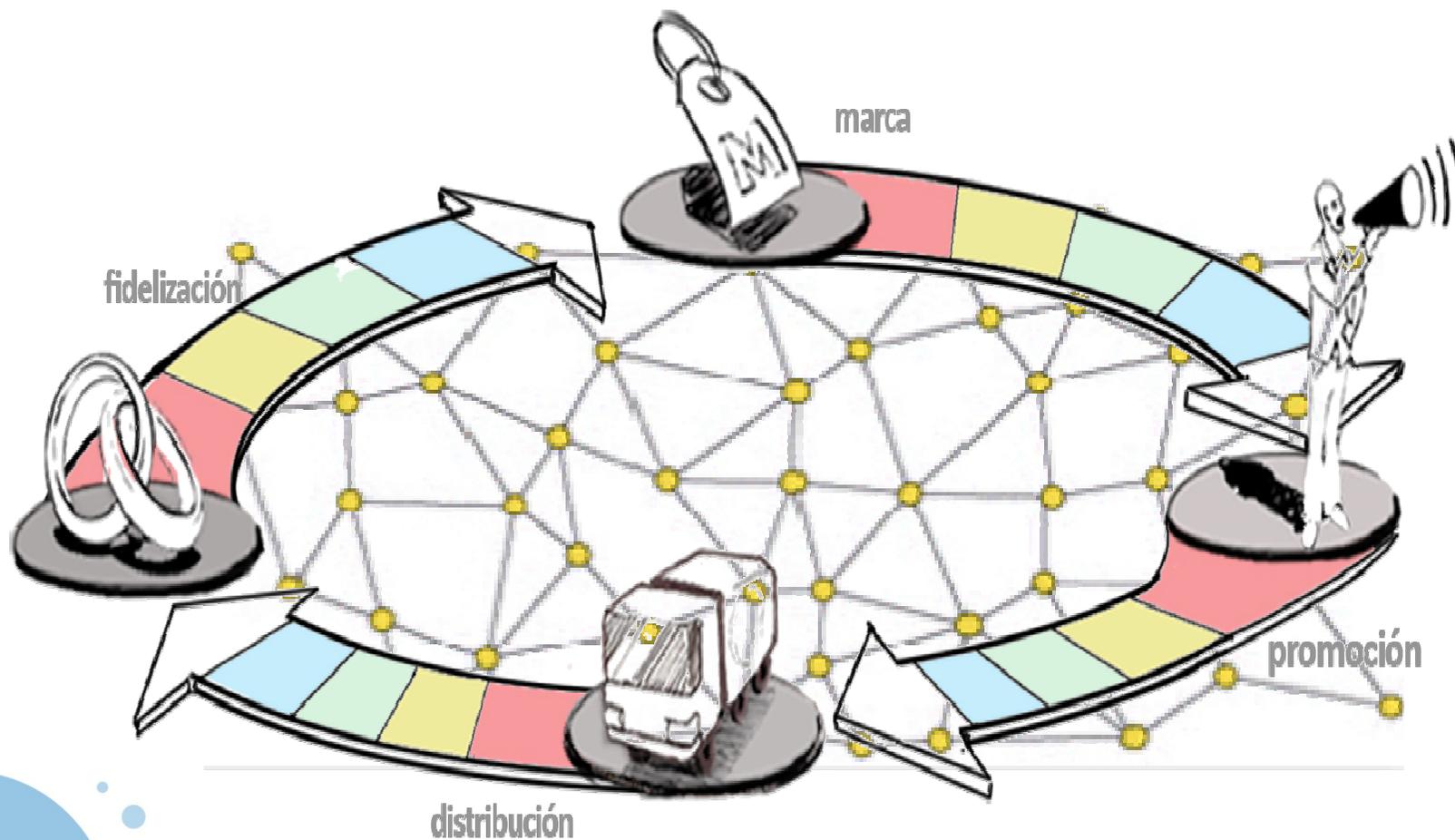
TRANSFORMACIÓN DIGITAL



Transformación digital: nuevos actores, abundancia, liquidez y nuevas dinámicas sectoriales.

3

TRANSFORMACIÓN DIGITAL



4

TURISMO LÍQUIDO P2P

¿Utopía o necesidad?

Deslocalización

Reasons to travel

INTERNET

Brecha de la
competitividad

Micro PYMES

4

TURISMO LÍQUIDO P2P



4

TURISMO LÍQUIDO P2P

Conectividad

Recursos

Propuestas
de Valor

Razones de Viaje

Capacidades

Dinamizadores

La competitividad está en la adaptación e innovación
continua

Un destino líquido NO es copiable



¡GRACIAS!



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