



THE FORUM FOR EUROPE'S LANGUAGE TECHNOLOGY INDUSTRY

## Language Technology and Tourism

### Innovation Partnering Focus Group Executive Lunch

25 April 2013  
12:30 to 15:30

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#### ***Venue***

Palace Hotel, Plaza de las Cortes 7 - Madrid 28014, Spain

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#### ***Purpose***

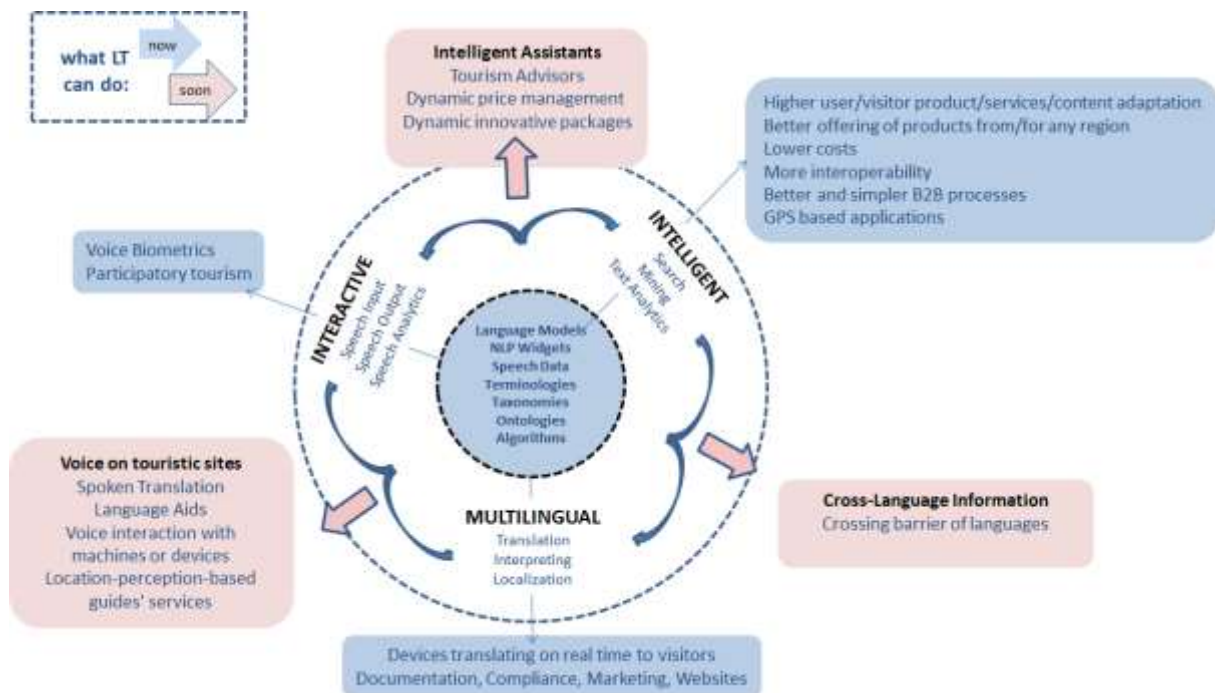
The purpose of the LT-Innovate Focus Groups is to launch a dialogue between Language Technology vendors and buyers in key segments of today's content industries that are massively shifting to digital agendas. This dialogue should provide feedback and input of two sorts:

- a) Insight into what the buyer industry (in this case tourism) needs and expects from LT in the next 5 to 10 years. This will help LT vendors prepare development plans or reflect on new approaches to staying competitive;
- b) Information for the tourism industry on what LT vendors are already capable of producing.

There should thus be learning on both sides, but the tourism industry will be encouraged to talk as frankly as possible about how they *evaluate* LT today, where the strengths and weaknesses are in current technology, what software or other language-related standards (if any) are required, and what changes are needed.

The Focus Group will not be a one-off event, but marks the launch of a process over the entire year, with additional highlights, such as follow-up webinars, Innovation Focus sessions at the LT-Innovate Summit on 26-27 June in Brussels and another Focus Group event in the second part of the year. Additionally, LTI will be publishing the outcome of the vendor/buyer dialogue in the 'LT Industry Innovation Agenda' which will be distributed to all participants and interested parties towards the end of the year.

## Key LT focus points for tourism



Language Technology comprise a set of technologies that support in an intelligent and efficient manner processes and communication (including multilingual communication) at two levels: at the travellers/tourist and providers level and the B2B level, among different touristic services providers (including large enterprises or tour operators as well as SME or niche players that provide other services, e.g. Touristic experiences).

LT allows to manage complex data, on the one hand and equally complex consumer data on the other is a compelling challenge, made even more so by the need to communicate effectively with consumers or among participatory entities when booking or managing people's destination. Currently Internet is the 1st or 2nd most important source of information for making traveling plans as well as organizing/managing them. About 25% of the travel industry is represented by On-line agencies.

LT supports to BETTER respond to the following needs in the tourism industry:

- Support services and all information generated/needed to be accessed in order to respond to:
  - the increasing trend of the number of individual or group traveling with customized needs
  - the increasing number of short vacations and niche/participatory cultural touristic experiences (gastronomy, adventure, religion, etc);
  - Last minute bookings
- Provide a more customized and dynamic offering and combined packages in an price driven market. Respond to new needs from travellers and tourists (services at hotel, packages for better price, etc)
- Provide sustainability of travelling with a wider social cultural and environmental offering
- Exchange and use the information of different IT systems under one IT system. Improve the integration between smaller enterprises (hotels, restaurants, etc) and large players improving efficiency and costs in processes such as e-billing, operations, marketing, etc.

LT Technologies allow Tourism companies:

- To provide a better offering, marketing and publishing of products from any region to the different stakeholders' webs, Tour Operators, etc.
- To personalize products and services content to interact with it and; which in turn increases engagement and interaction, providing a richer visitor/tourist experience as well as a viral loop of sharing information (uploading media, images, etc).
- To increase perceived value of products, services and brands.
- To provide a more specialized and participatory offering, by rendering content such as related events and historical or cultural information
- To generate virtual and interactive virtual guides for specific city tours (i.e. cultural, food & drink, historical)
- To bring forth different media platforms hugely accessible to a rapidly growing smartphone market
- To generate detailed analytics enabling touristic products and services suppliers to truly understand customer needs and improve satisfaction while continuing to monitor and improve agent performance
- To increase sustainable tourism activities in heritage, natural and/or cultural sites where tourists can learn and get involved in local culture, nature, events and tradition; providing information regarding the uniqueness of the site or the combination of both in the unity of time and place.
- To manage dynamic price management and packaging of complex products/services in order to provide customized offerings to the demand while optimizing margins and costs in a competitive price driven market.
- To increase interoperability among IT systems (e.g. hotel reservation, hotel internal services) and improve electronic B2B operations and processes (e-Tourism, e-Commerce, e-Billing, e-CRM, etc; in other words much more than all e-commerce behind bookings and travelling)
- To control access and security on physical installations through voice, for employees and tourists
- To enable multilinguality for better communication between tourists and people at visiting places. Allows real time voice and written translation at any site through mobile devices (tablets, cell phones, etc).

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## ***Expected take aways***

### **For buyers:**

- A clearer, richer picture of the opportunities that LT can bring their industry as a whole, and some aspects of their company processes in particular;
- A reference point for finding out more about the importance of LT in digital futures.

### **For vendors:**

- A clearer, richer picture of the kinds of issues that the tourism industry faces;
- A sense of how the tourism industry evaluates or regards LT in general and some specific products;
- A picture of possible touch points each individual buyer could pursue as an innovation scenario.