

TWISSEN

THE FIRST INDEPENDENT IN TOURISM

1

DEFINIZIONI

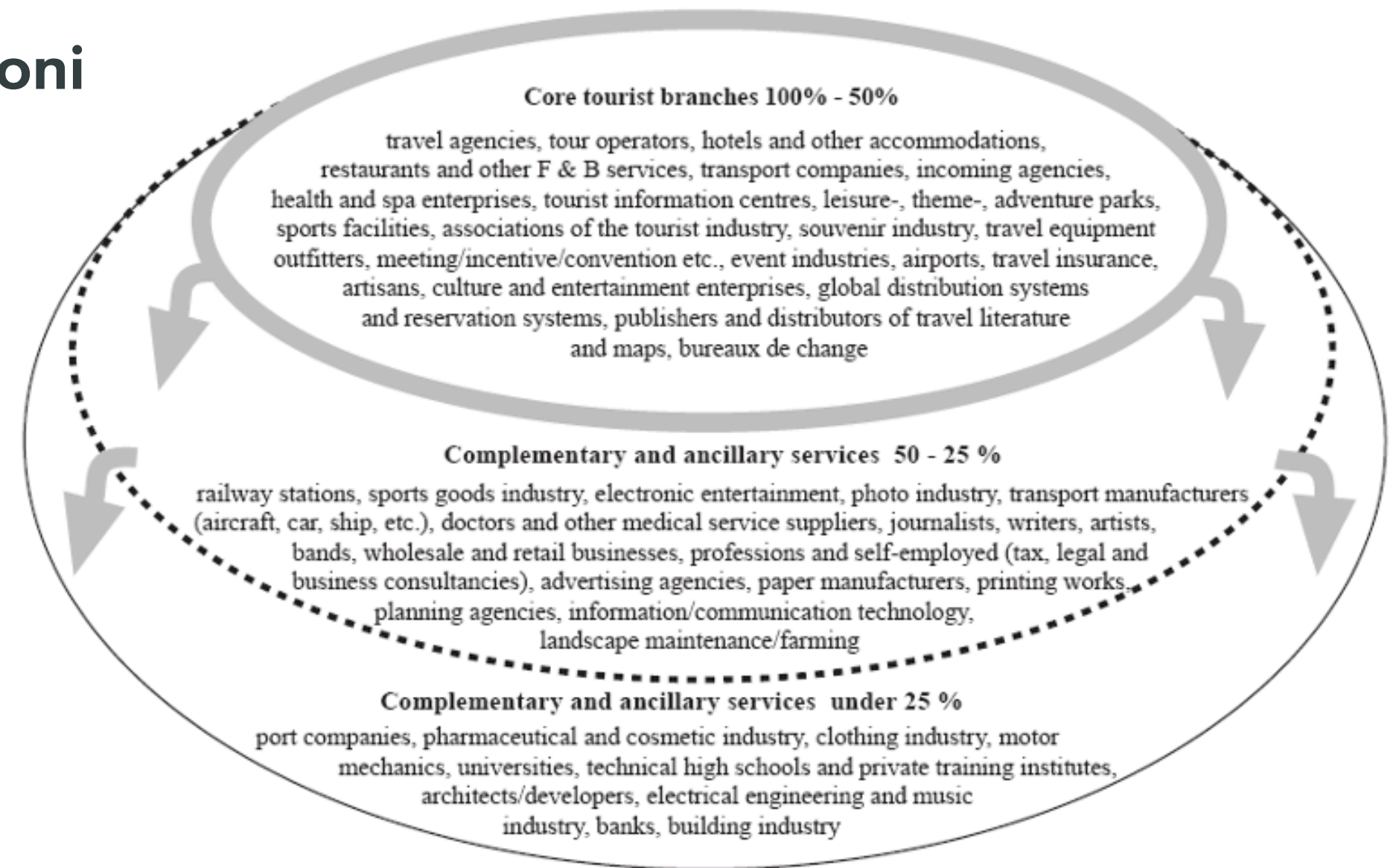
TURISMO - TRAVEL INDUSTRY

Il complesso delle attività e delle organizzazioni
relative a viaggi e soggiorni

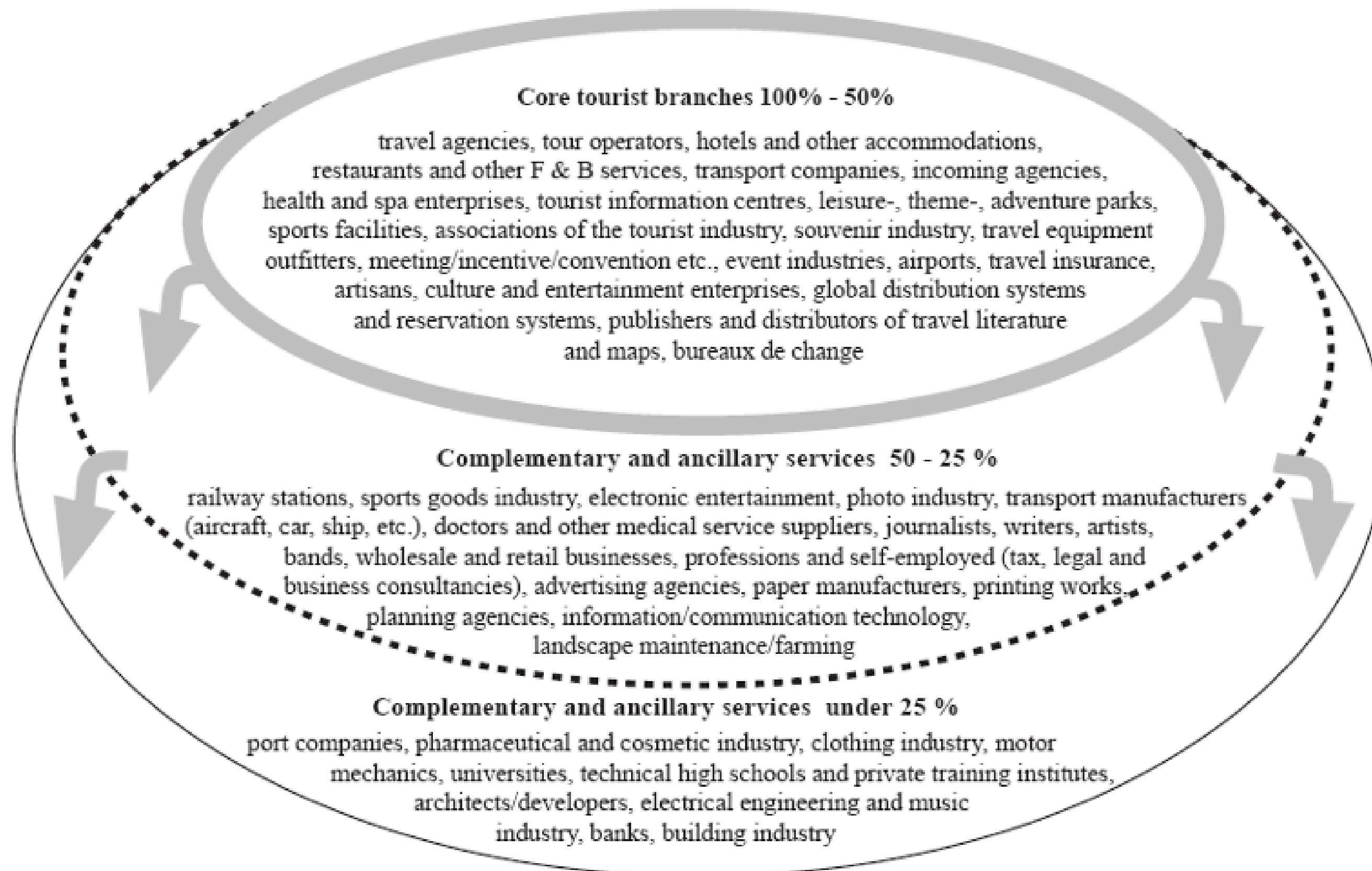
L'industria del turismo ha

linkages (collegamenti) con
settori correlati:

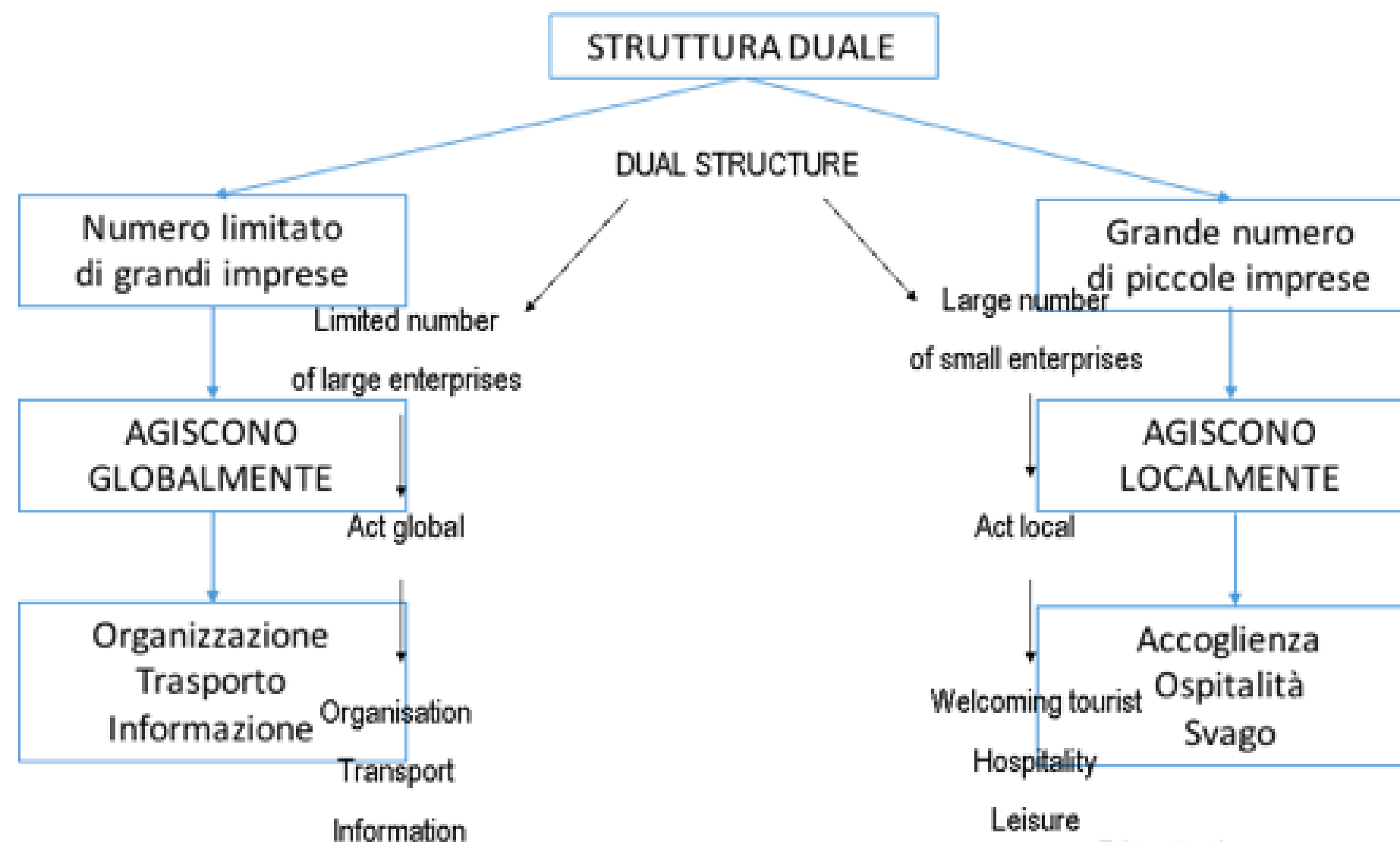
- Ristorazione
- Trasporti
- Artigianato
- Agricoltura
- Divertimento
-



LINKAGES



LA STRUTTURA DUALE



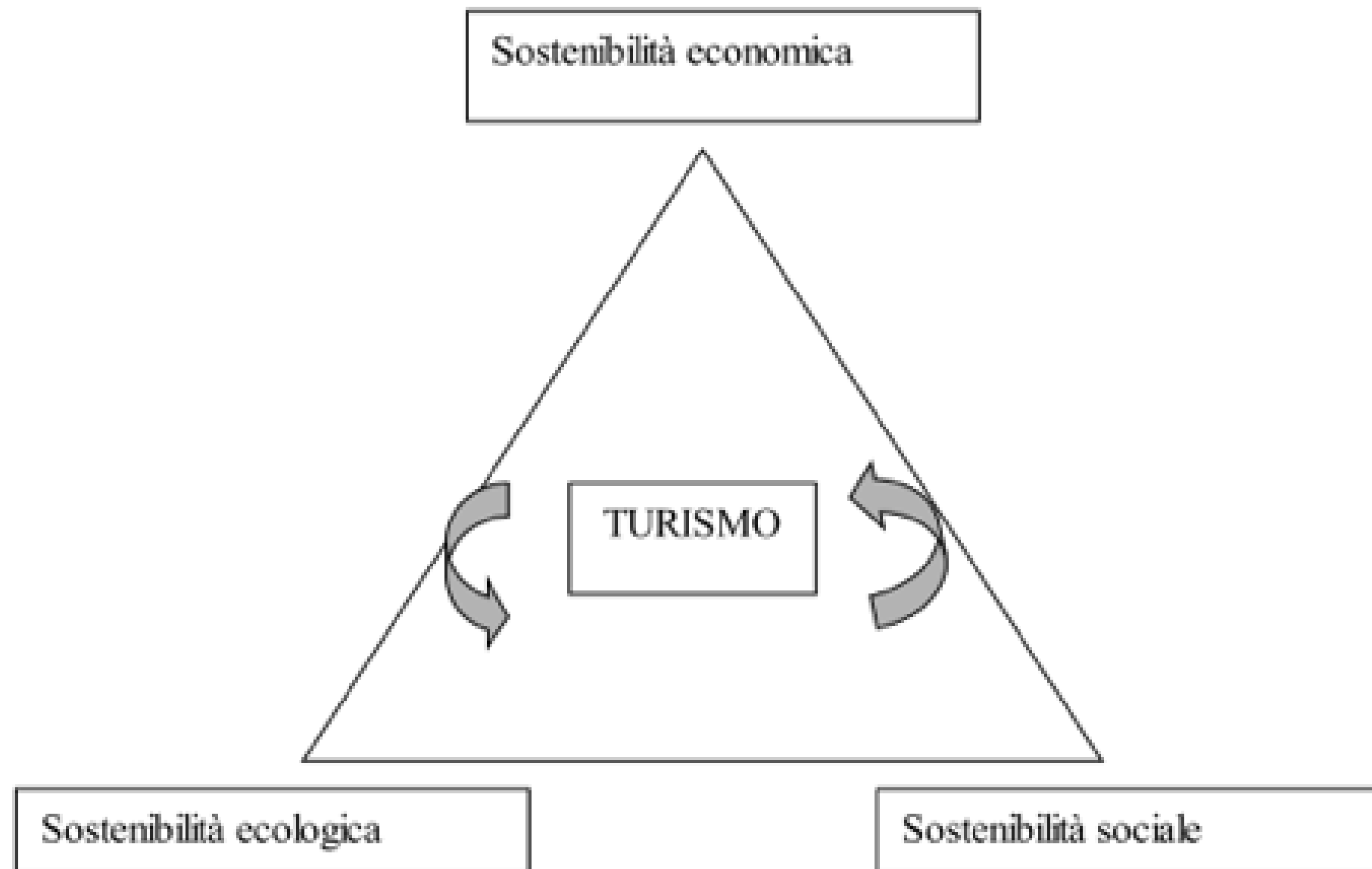
In Europa nel 2006 il 90% delle imprese del turismo erano micro-imprese

	Dipendenti		Fatturato		Attivo
Grande impresa	≥ 250	oppure	> € 50 mln	oppure	>43 € mln
Media Impresa	< 250	e	≤ 50 mln	e	≤ 43 mln
Piccola Impresa	< 50	e	≤ 10 mln	e	≤ 10 mln
Microimpresa	< 10	e	≤ 2 mln	e	≤ 2 mln

IL TURISMO

- **Settore economico**
- **In crescita continua**
- **Equiparato alla esportazioni**
- **Molta competizione**
- **Professionalità e risorse umane**
- **In tutti i territori vi sono molte attrazioni potenzialmente turistiche**

IL TURISMO SOSTENIBILE



..... sostenibile e competitivo.....

(Agenda per un turismo europeo sostenibile e competitivo" COM(2007) 621)

.... impatti positivi per le future generazioni

... o vantaggio per tutti o svantaggi per tutti....

.... maxlinkages e minleakages

POLITICHE EUROPEE

GRANDI TEMI

TEMI SETTORIALI

SOSTENIBILITA'	COMPETITIVITA'
Integrazione politiche	
Cooperazione	
Conoscenza	
Formazione	
Turismo sociale	
PMI e supporto	
Stagionalità	
Indicatori	
TIC e Turismo	
Innovazione	

ALCUNI TEMI

Industria complessa

Cambia e cresce velocemente

Digital e connettività

Sharing economy

Web reputation

Big data e personalisation

**New targets (#lgbt, #senior, #millenials,
#China, #accessible, #hallal...)**

Uffici turistici e l'informazione

Sostenibilità e competitività

Intelligenza Artificiale

TREND **POST** COVID

Workspitality

Green / Sostenibilità

NICT

*(Ar, AI, VR, Cloud, Data, Robot, Automation,
Connectivity)*

Contenuti

Re-training

Competition (no mediocrità)

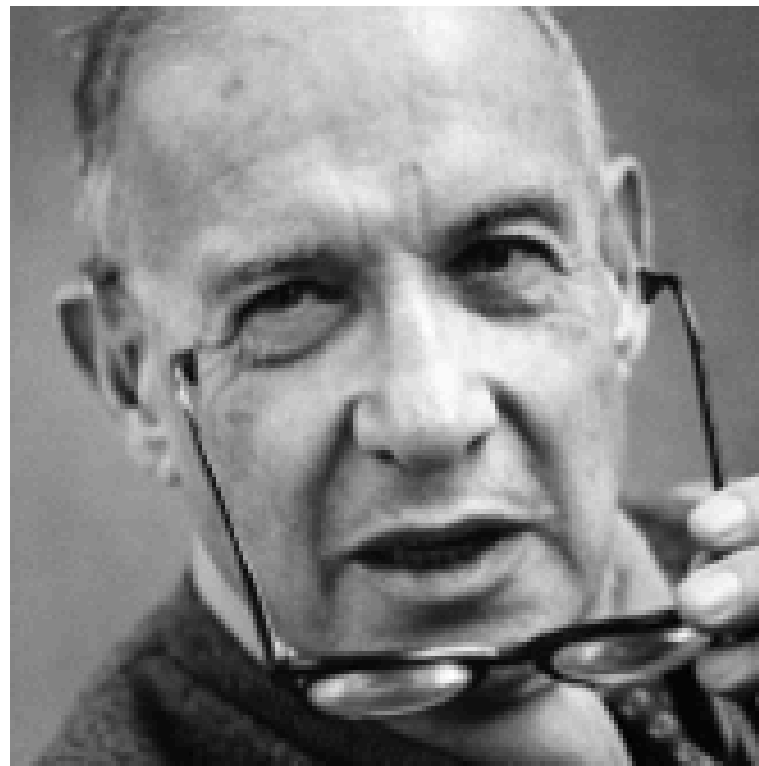
Multipolarità

Target emergenti

*(nomadi digitali, turista cinematografico,
outdoor/camping, bike, worktation)*

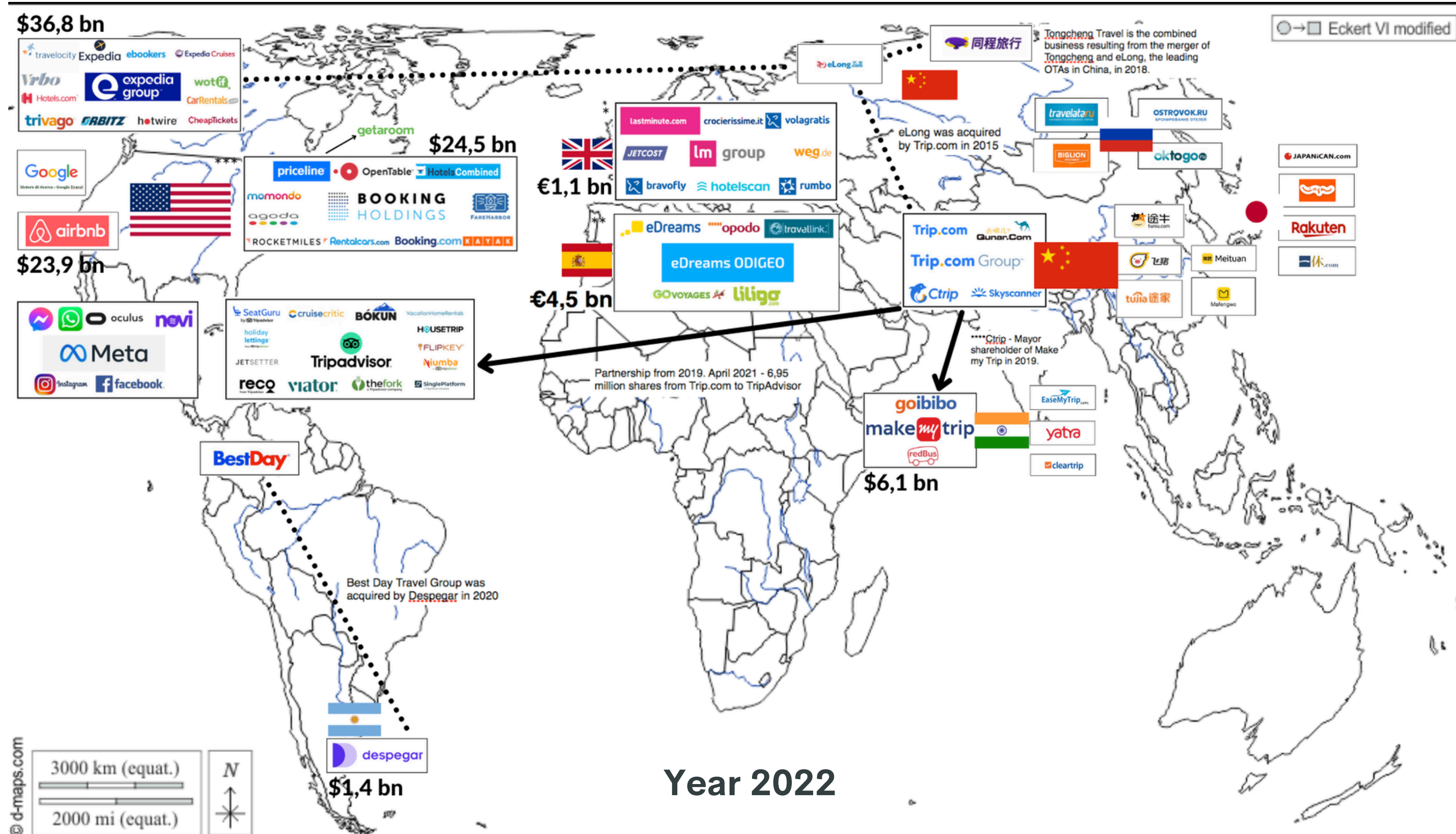
YESTERDAY

“in times of turbulence the biggest danger is to act
with yesterday’s logic”



Peter Ferdinand Drucker (November 19, 1909 – November 11, 2005) was an Austrian-born American management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation. He was also a leader in the development of management education, he invented the concept known as management by objectives and self-control, and he has been described as "the founder of modern management"

YESTERDAY?



TRANSFORMATION

FROM INTERMEDIATION
TO TRAVEL EXPERIENCE

BEFORE THE JOURNEY

Direct booking
Rent a car
Other services

DURING THE JOURNEY

Information
Reservations
Tours
Restaurants
Other services
Assistance

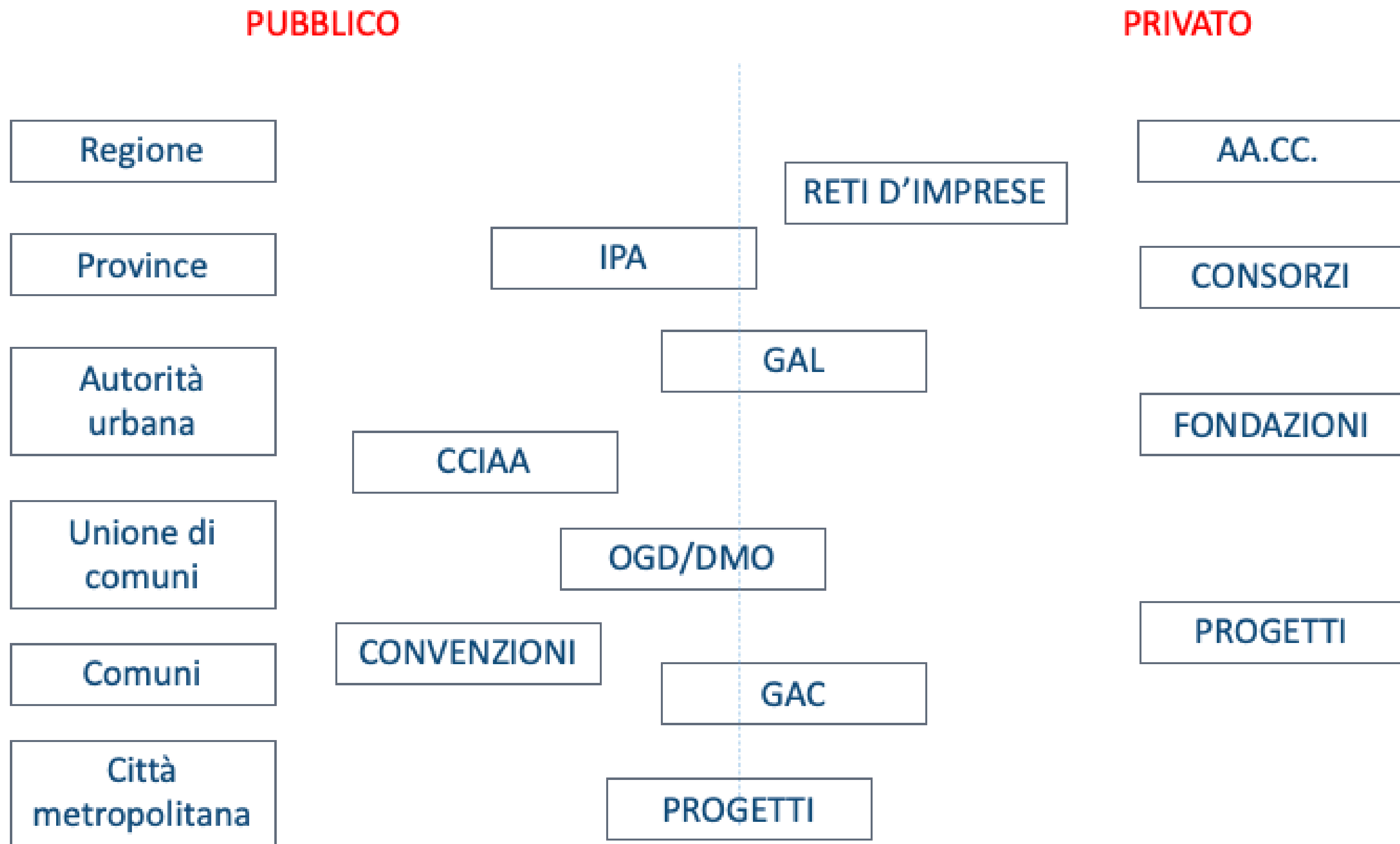
AFTER THE JOURNEY

Souvenirs
F&B
Lifestyle products
Travel Consueling
Other services and
products

?

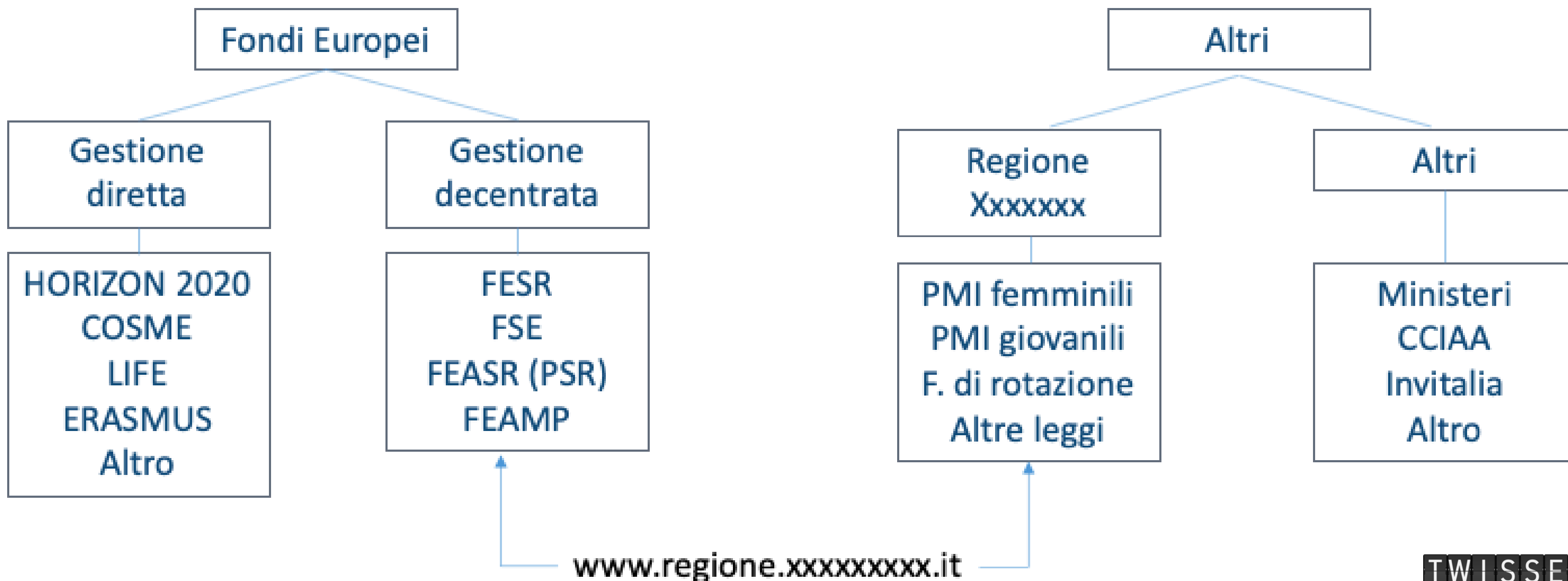
GOING MOBILE
MORE TECH

ORIENTAMENTO/FRAMMENTAZIONE



SEGUI I SOLDI

IN BREVE



www.twissen.com

info@twissen.com

