

IL FUTURO APPARTIENE A CHI LO PENSA OGGI



Camera di Commercio
Taranto

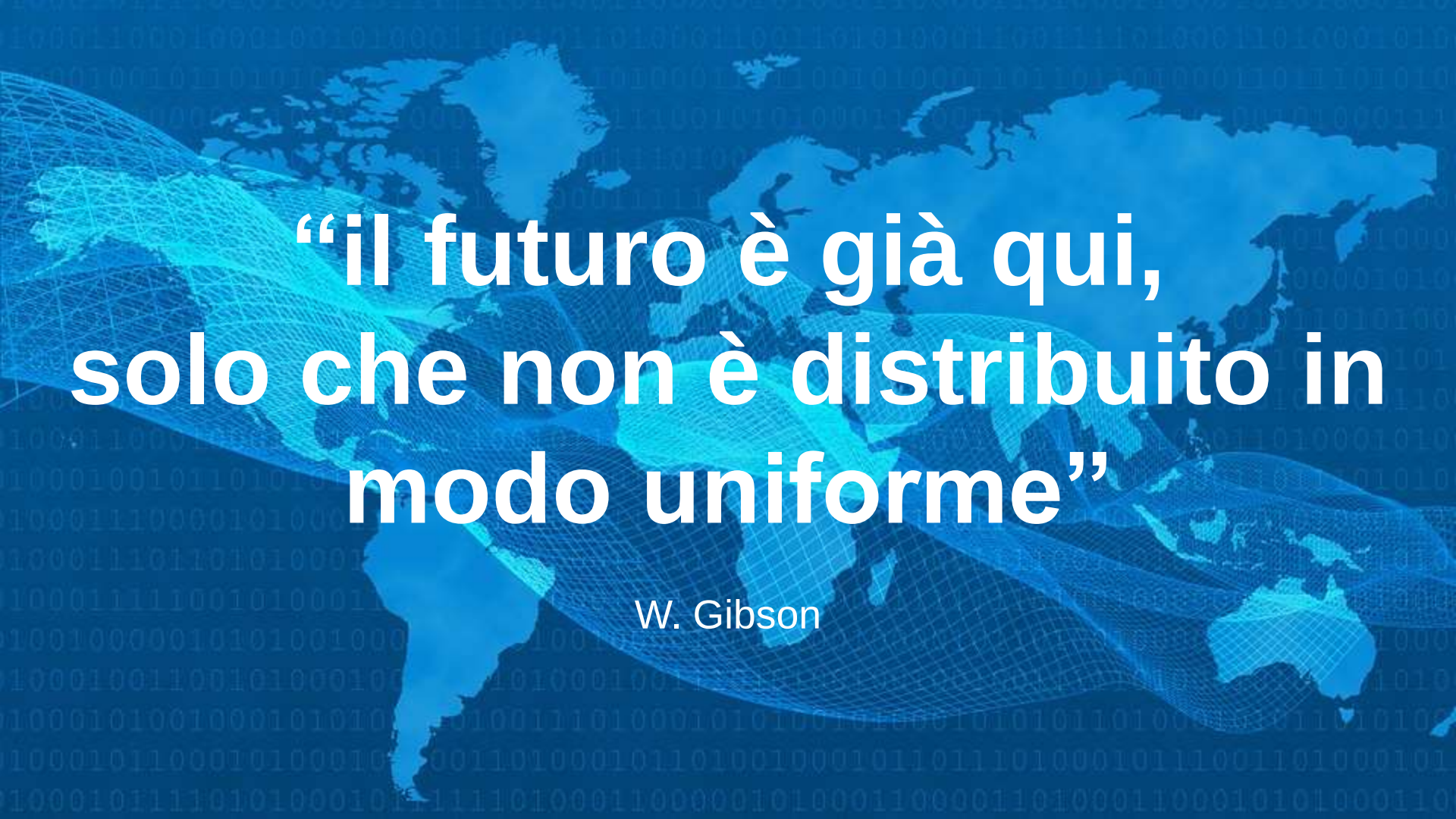
pd
punto
impresa
digitale



IC
InfoCamera

TURISMO 4.0
INNOVARE. INTRATTENERE. PROMUOVERE

27 FEBBRAIO 2019
CAMERA DI COMMERCIO DI TARANTO



**“il futuro è già qui,
solo che non è distribuito in
modo uniforme”**

W. Gibson

Libro Bianco della partecipazione politica digitale

Premessa

“La società è sfilacciata tra chi vive un presente molto simile al passato e chi vive in un futuro molto simile alla fantascienza.

Ed è un fatto che questo divario si stia allargando, con velocità crescente”



COPERNICANI
Innamorati del Futuro

copernicani.it/libro_bianco



INDUSTRY
1.0



INDUSTRY
2.0



INDUSTRY
3.0



INDUSTRY
4.0

QUARTA RIVOLUZIONE INDUSTRIALE



It is characterized by a range of **new technologies** that are **fusing** the **physical**, **digital** and **biological worlds**, impacting **all disciplines, economies and industries**, and even challenging ideas about what it means to be human.

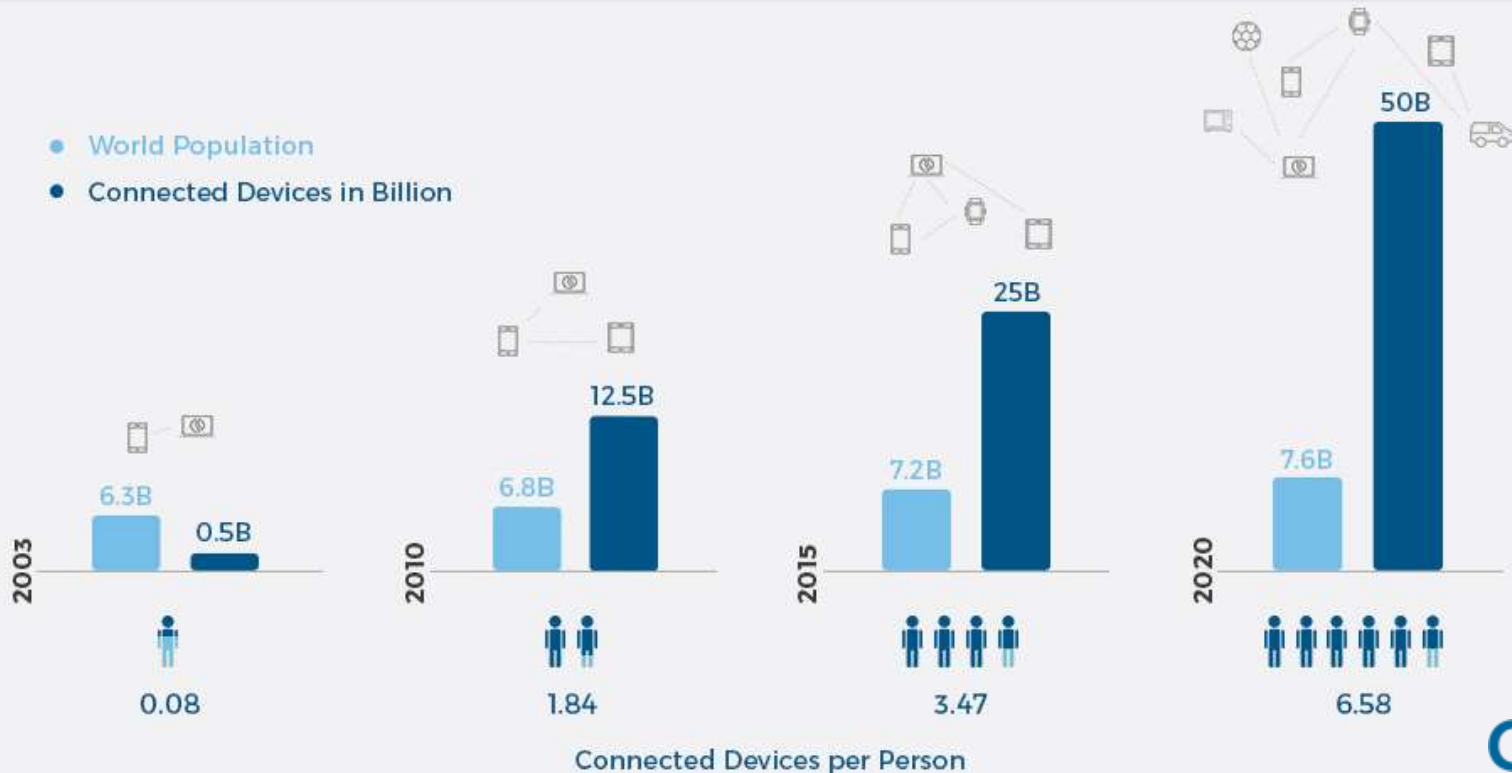




**OGGETTI CHE
PARLANO CON
ALTRI OGGETTI**

OGGETTI CHE PARLANO CON ALTRI OGGETTI

50 MILIARDI DI OGGETTI CONNESSI NEL 2020





facilities
process future
business
IoT smart systems
engineering chain
cloud reliability
connectivity digital
strategy robot engine
work cyber goals
factory
machine
production
project
global
strategic computing
interoperability society
virtual tasks
tech logistics
fourth intelligent
high-tech
industrial
manufacturing
process
facilities
technical
augmented
customization
autonomously
reliability
connectivity
digital
engine
goals
project
global
strategic computing

IRREVERSIBLE

VELOCE

A black and white photograph of two cyclists racing on a track. The cyclists are in a low, aerodynamic position, leaning forward. The background is heavily blurred, indicating high speed. The word "VELOCITÀ" is overlaid in large, white, sans-serif capital letters across the center of the image.

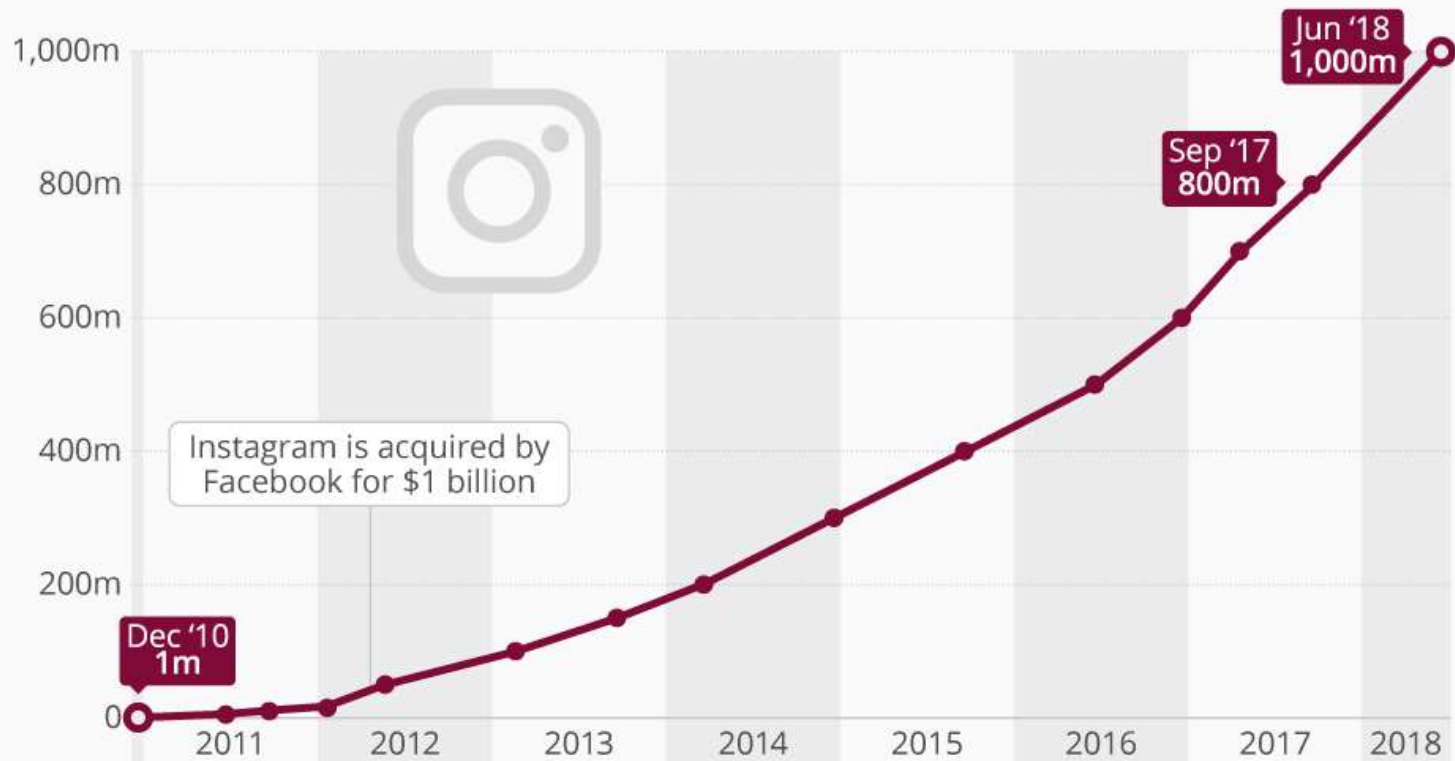
VELOCITÀ

YouTube Uploads: > 300 Hours of Video per Minute

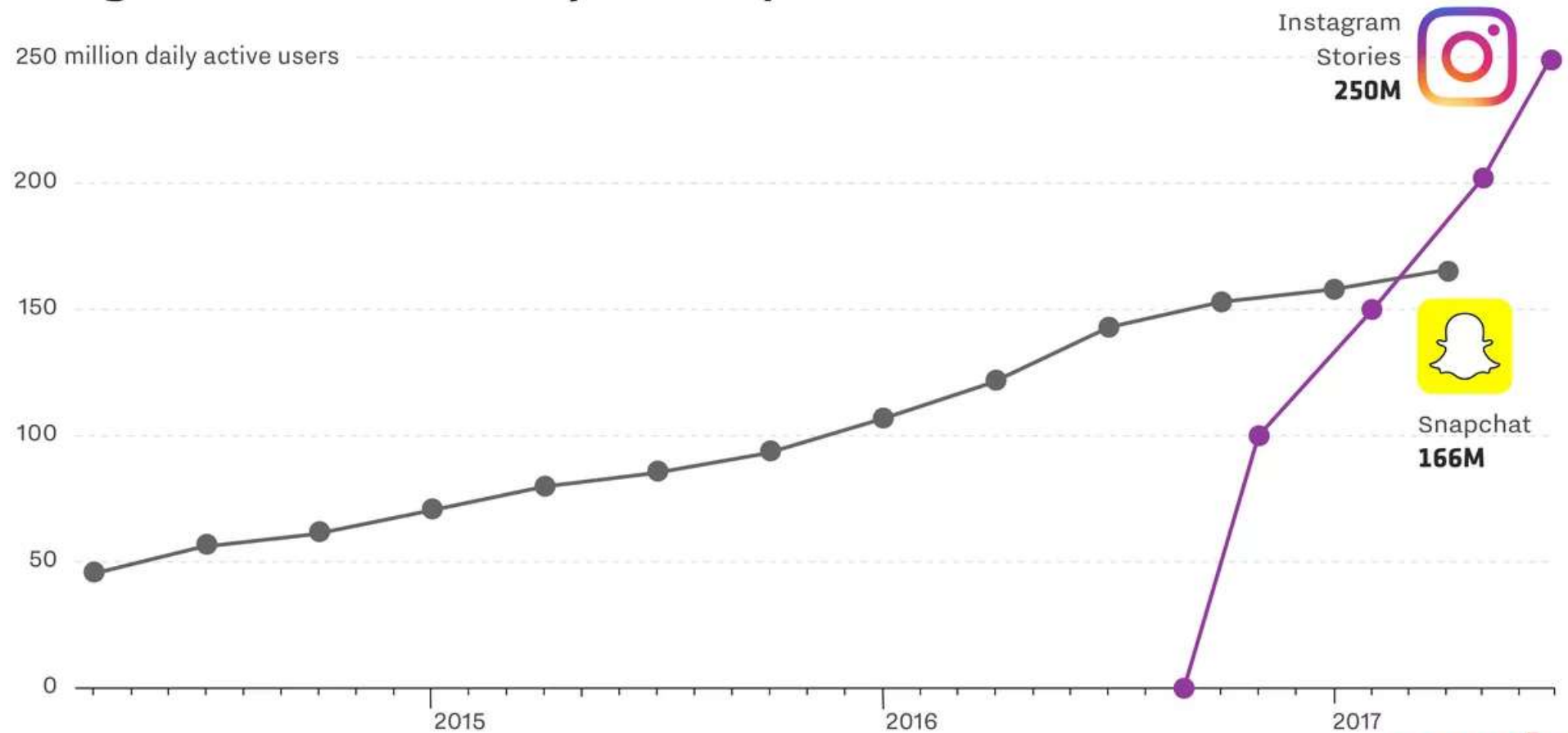


Instagram's Rise to 1 Billion

Instagram's worldwide monthly active users



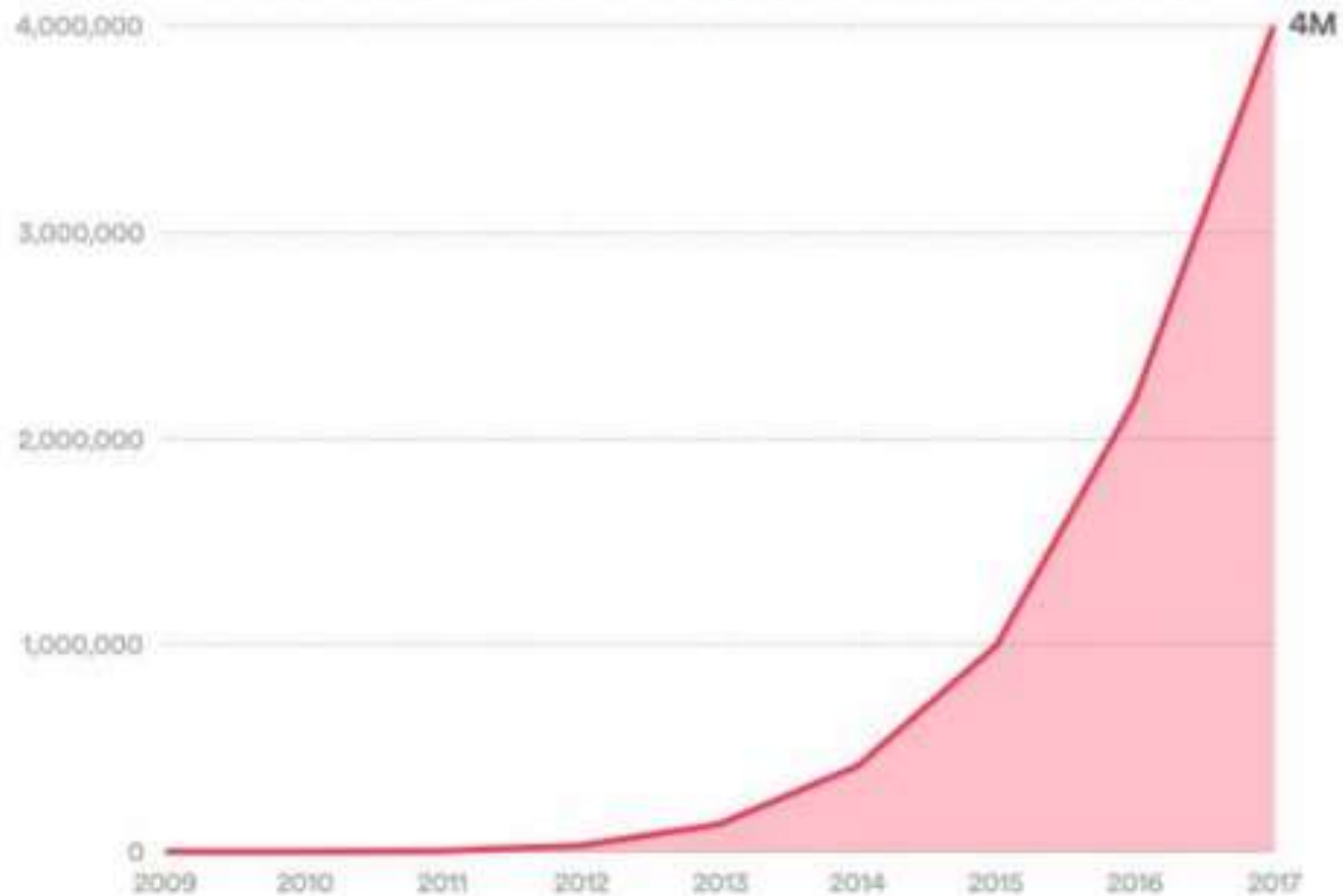
Instagram Stories versus Snapchat daily active users



Source: the companies

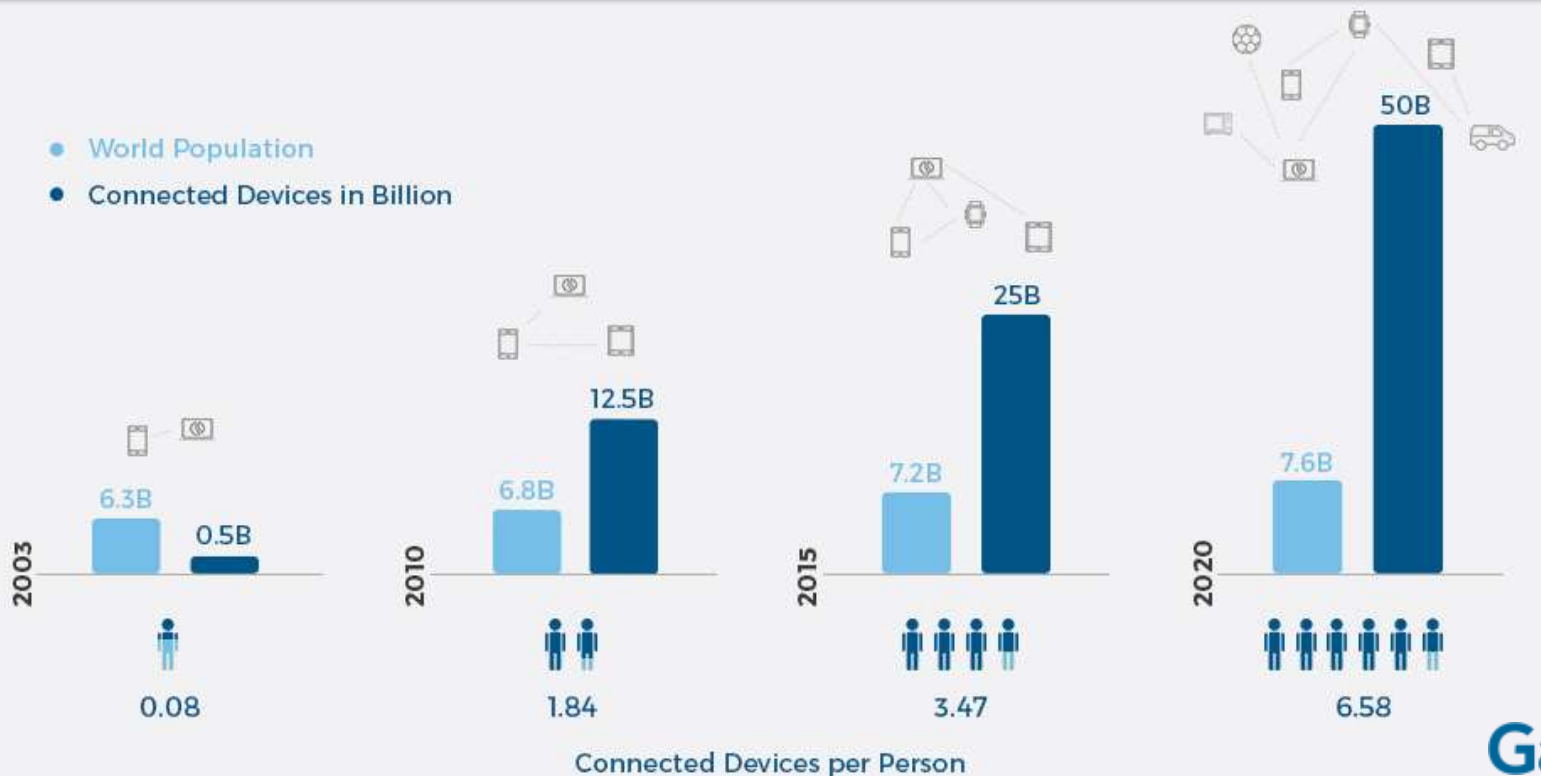
recode

Cumulative Guest Arrivals at Airbnb Listings in London Area

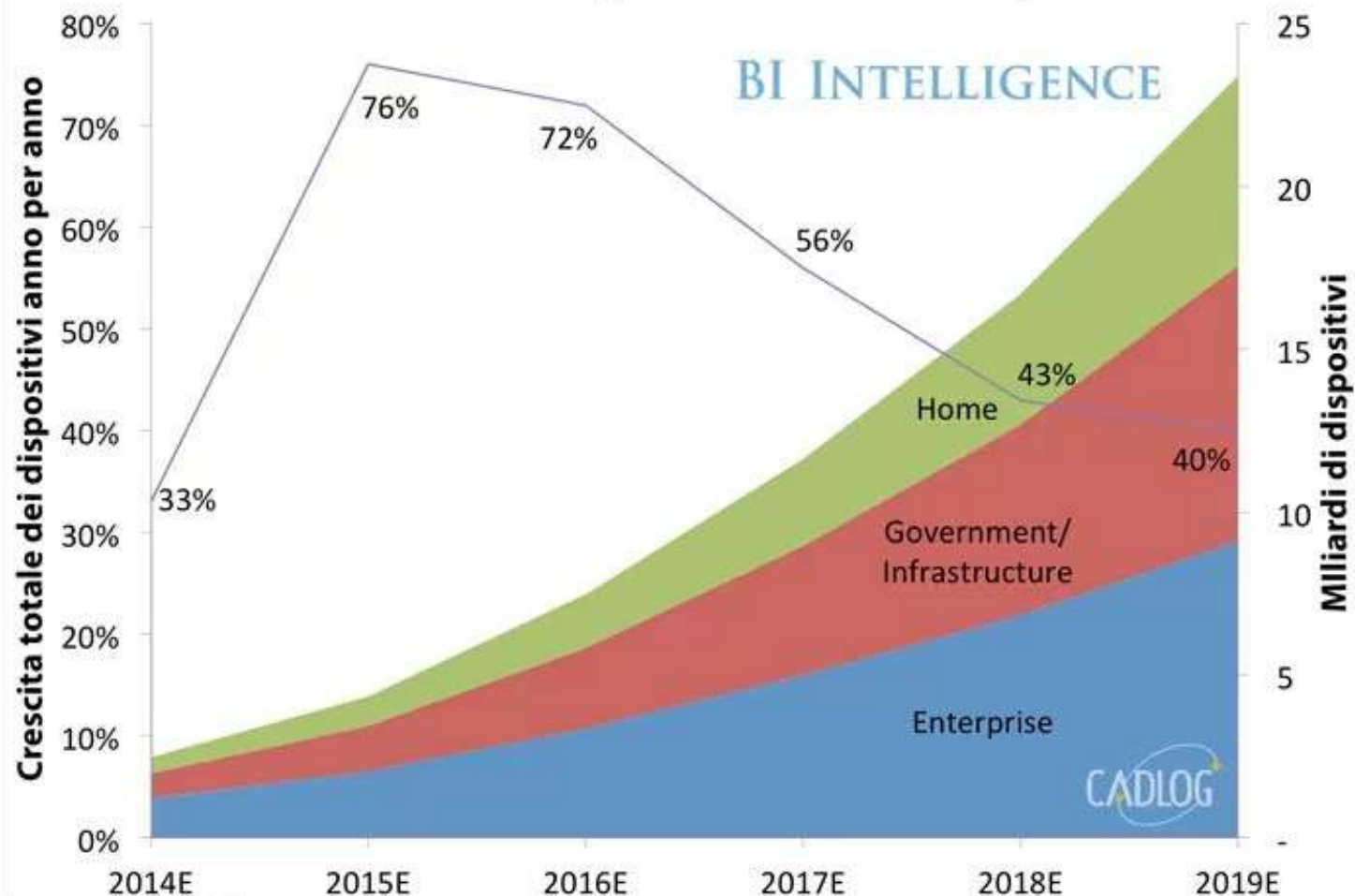


OGGETTI CHE PARLANO CON ALTRI OGGETTI

50 MILIARDI DI OGGETTI CONNESSI NEL 2020



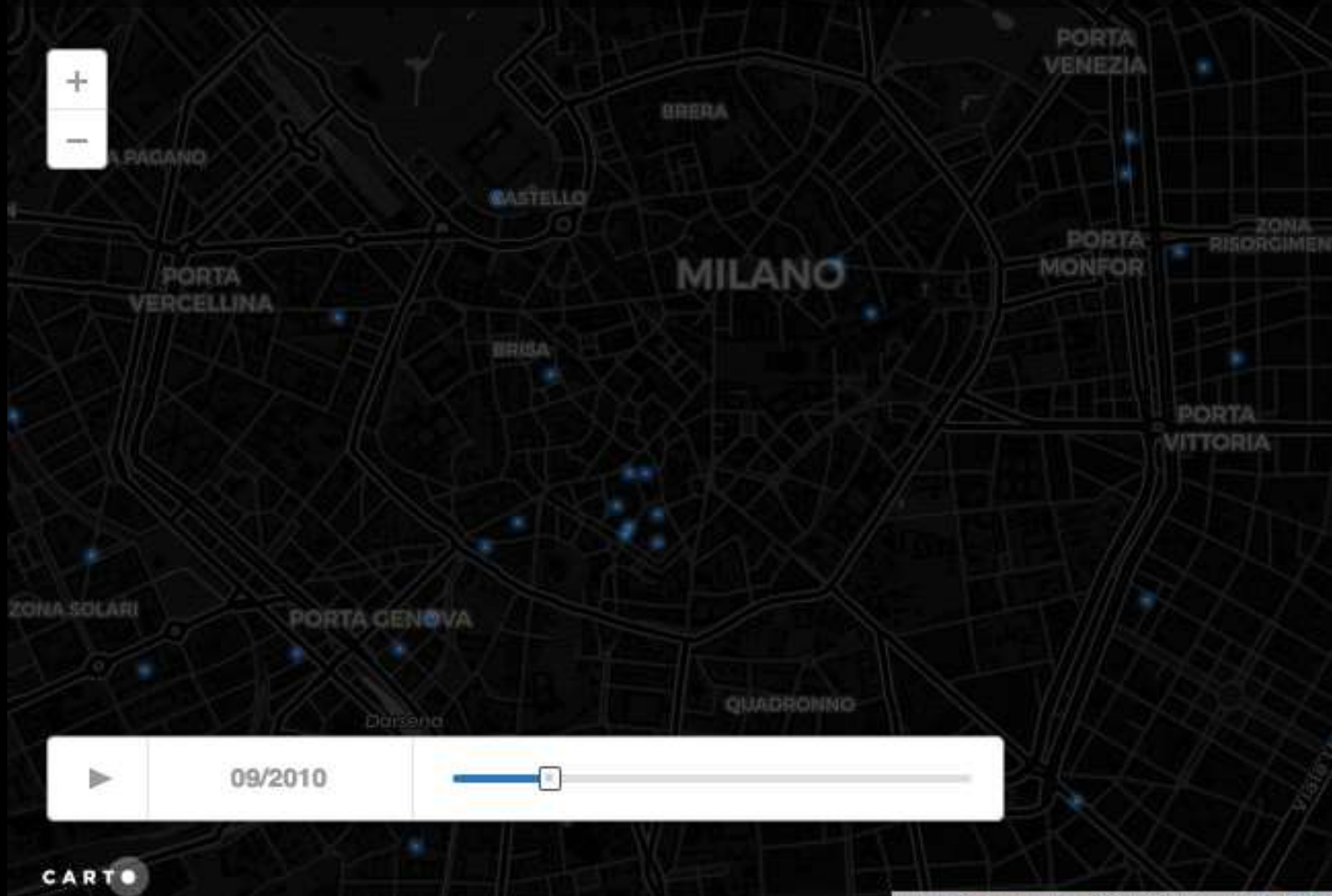
Stima del numero di dispositivi IoT installati per settore

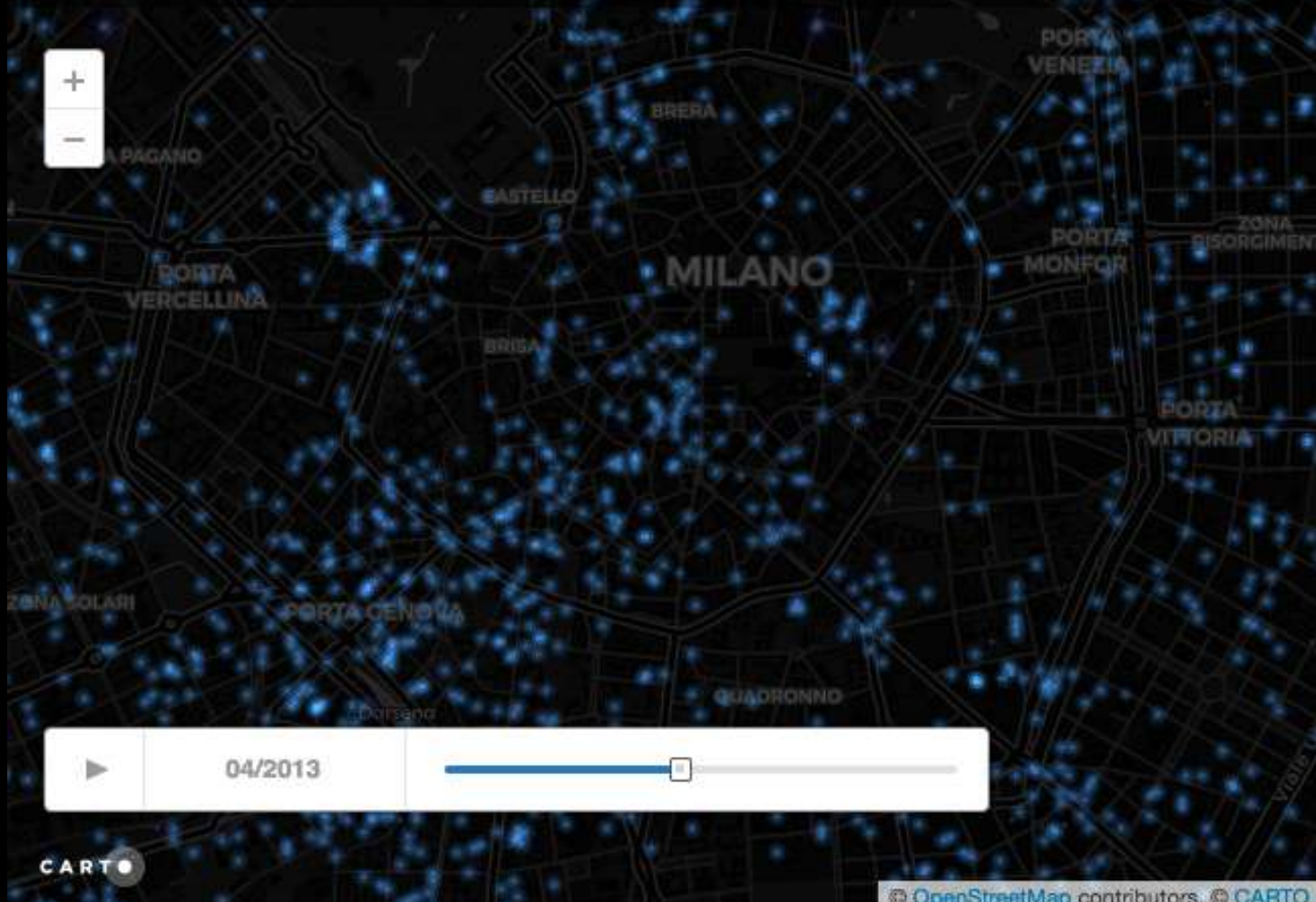


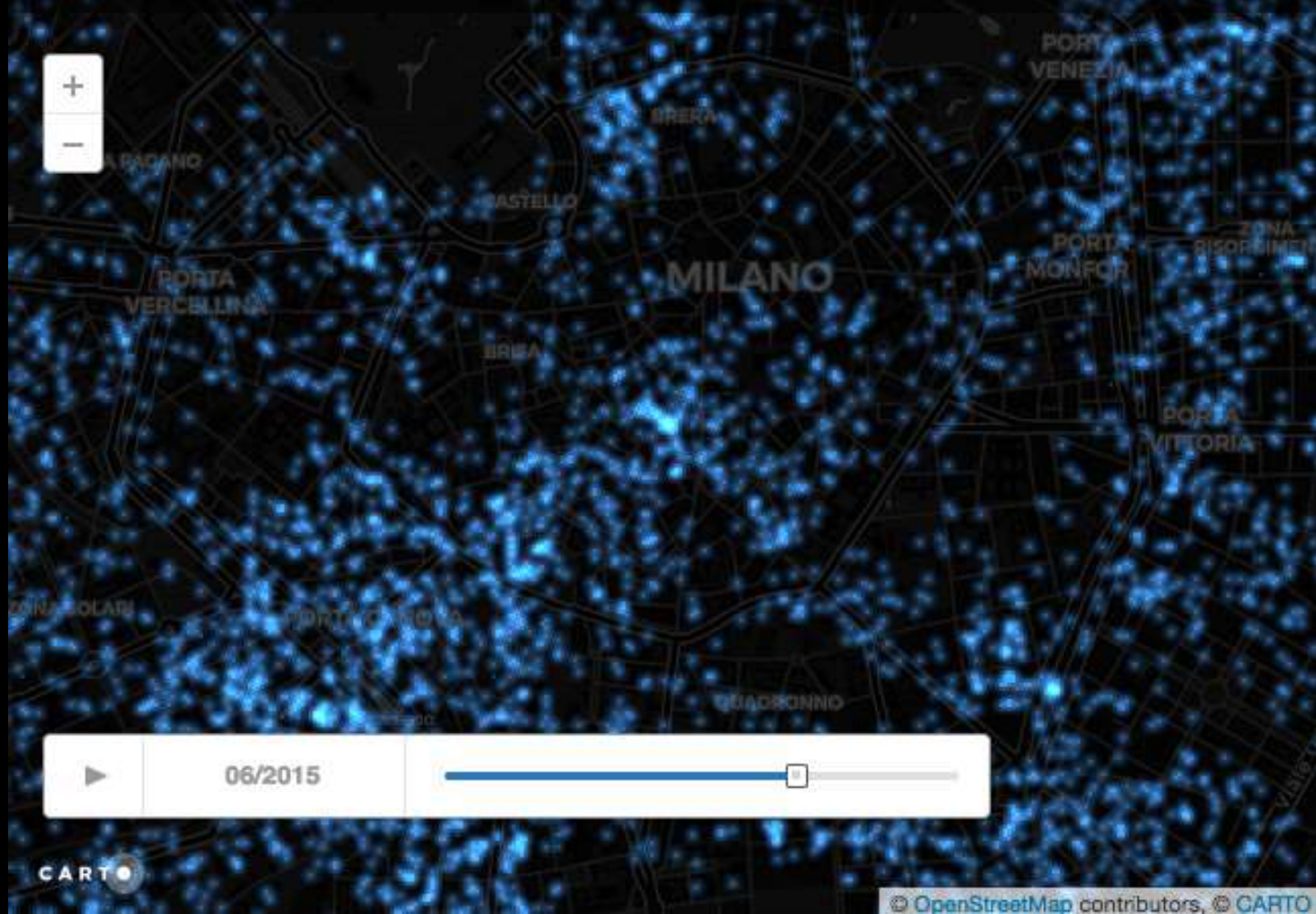
Fonte: stima BI Intelligence

Milano

<http://www.nocodegeography.com/cartography/airbnb/>









Proportion of the housing stock **in historic centres** listed on Airbnb as “entire place” in 2016

25,3%

18% a Firenze

8% a Roma

The airification of cities1:

making sense of the impact of peer to peer short term letting on urban functions and economy

Stefano Picascia, Antonello Romano and Michela Teobaldi2

GUARDANDO INDIETRO...







Two thirds of children don't know what a floppy disk is

Children aged 6-18 were shown the photos below and asked if they knew what each was. Figures shown are the % of children who either said they didn't know what the item was, or gave an incorrect answer (children answered in their own words)



Pager



Ceefax/
Teletext



Overhead
projector



Floppy
disk



Music
cassette



Video
cassette



Typewriter



Record/
record player



Postcard



Camera



Rotary
telephone*



Mobile
phone*

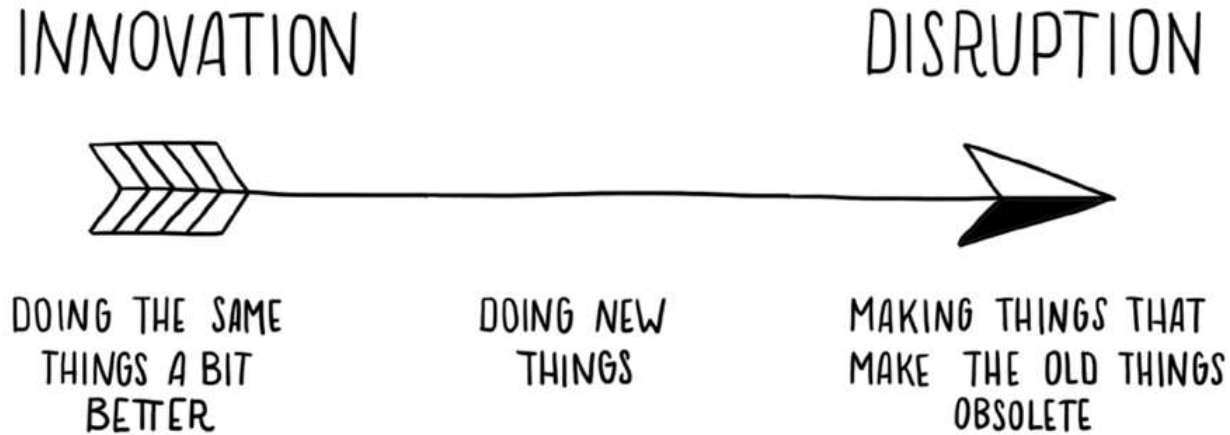
*we accepted the answer "phone" in each case



Apple fu il primo produttore ad eliminare del tutto le unità floppy disk dai propri modelli con l'uscita dell'iMac nel **1998**
Dell li propose come aggiuntivi fino al **2003**.

Sony annunciò che da marzo **2011** avrebbe terminato la produzione di floppy disk[.
Verbatim anche se in un primo momento aveva dichiarato di aver intenzione di continuare la loro produzione, l'ha comunque cessata nel **2015**.

DISRUPTION $\neq$ INNOVATION



DISRUPTORS ARE INNOVATORS BUT NOT ALL INNOVATORS ARE DISRUPTORS

DIGITAL DISRUPTION

Digital disruption
has already
happened.



The world's largest
taxi company owns
no taxis
(Uber)



The largest
accommodation
provider owns no
real estate
(Airbnb)



Large phone
companies own no
teleco infra.
(Skype, WeChat)



Popular media
owners create no
content
(Facebook)



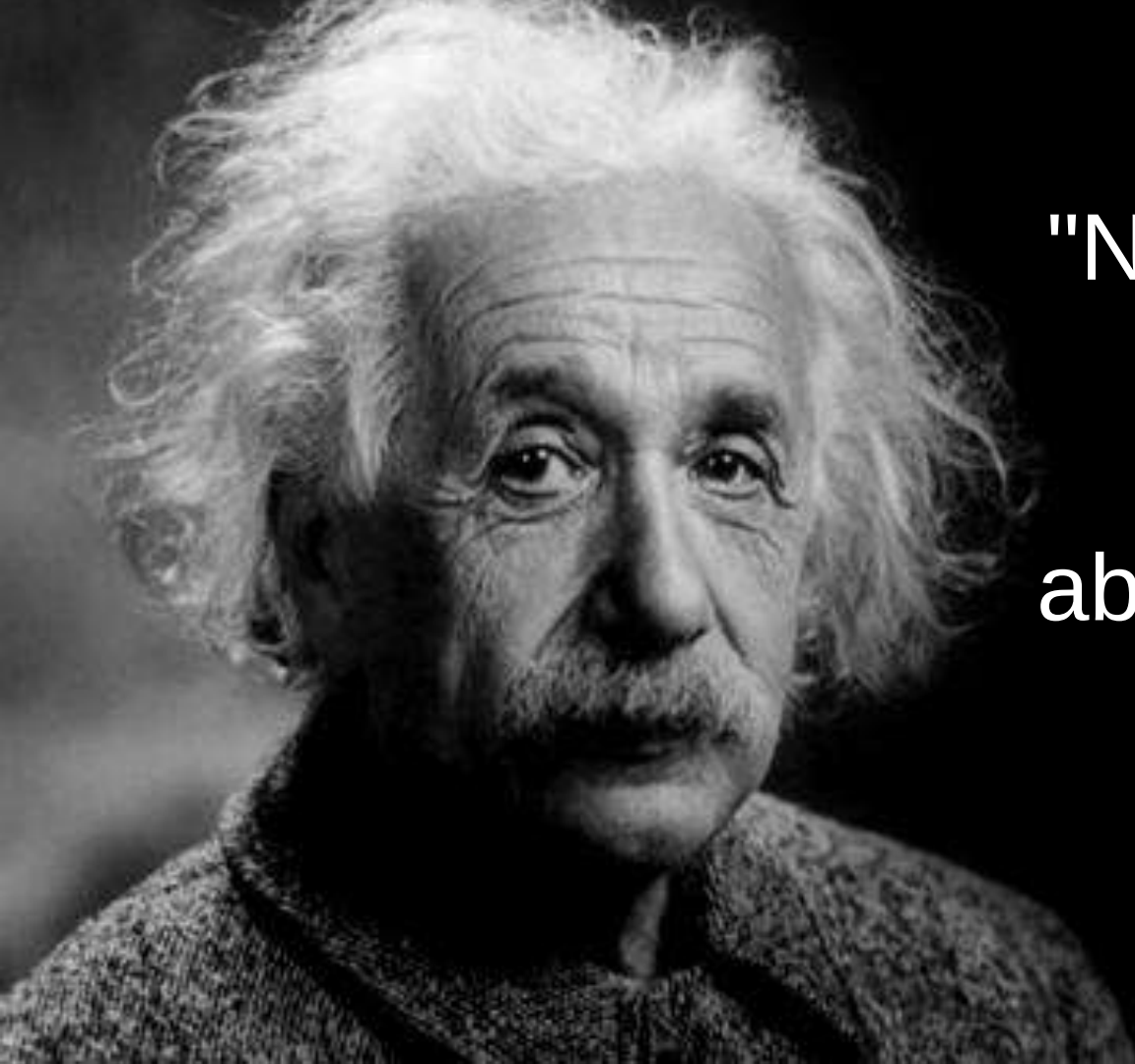
The fastest
growing banks have
no actual money
(SocietyOne)



The largest movie
house owns no
cinemas
(Netflix)



Largest software
vendors don't write
the apps
(Apple/Google)



"Non mi preoccupo
mai del futuro,
arriva sempre
abbastanza presto"

(Albert Einstein)





MACHINE LEARNING

A word cloud with the words 'BIG DATA', 'ANALYTICS', 'INFORMATION', and 'FUTURE' repeated in various sizes and orientations. The words are arranged in a way that they overlap and create a dense, abstract background. The colors are primarily shades of blue, green, and yellow, with some white text. The overall effect is a sense of data and technology.



ARTIFICIAL INTELLIGENCE

A close-up, slightly blurred photograph of a person's face and hand. The person is holding a dark-colored smartphone in their right hand, with their index finger pointing at the screen. The background is a soft, out-of-focus light color. Overlaid on the image is a semi-transparent dark grey horizontal band containing white text.

PREDICTION

“VOICE FIRST”

BY 2020

**50% OF ALL SEARCHES ACROSS THE INTERNET
WILL BE VOICE-BASED**

A collection of smart speakers, including several small white and blue ones in the background and a large black one in the foreground, all resting on a wooden surface. A semi-transparent dark grey banner is overlaid across the middle of the image, containing white text.

PREDICTION
(by GARTNER)

“VOICE FIRST”

BY 2020

**30% OF WEB BROWSING SESSIONS WILL BE DONE
WITHOUT A SCREEN**

A man with long hair and a beard is sitting on a light-colored sofa in a living room. He is wearing a light blue button-down shirt over a grey t-shirt and dark blue jeans. He is holding a glass of water in his right hand. To his left, on a small black side table, is an Amazon Echo device. In the background, there are white horizontal blinds covering a window. A framed picture of a landscape is on the wall to the right.

ALEXA

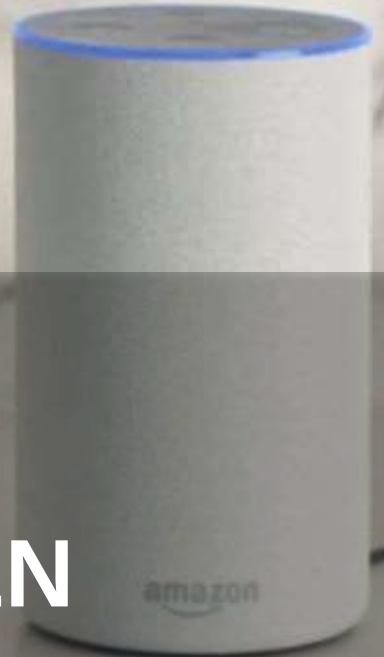
33,5 %

use their ECHO in the LIVING ROOM

ALEXA

66,5 %

use their ECHO in the KITCHEN



**IL 65% DEI BAMBINI CHE INIZIANO
LE ELEMENTARI
FARÀ UN LAVORO CHE ORA
NON ESISTE**

Industry Profile

Aviation, Travel & Tourism

Trends driving industry growth

1. Advances in mobile internet
2. Increasing adoption of new technology
3. Expansion of affluence in developing economies
4. Advances in artificial intelligence
5. Expansion of the middle classes
6. Expansion of education
7. Increasing availability of big data
8. Increasing frequency of new working arrangements
9. Shifts in national economic growth
10. Advances in cloud technology

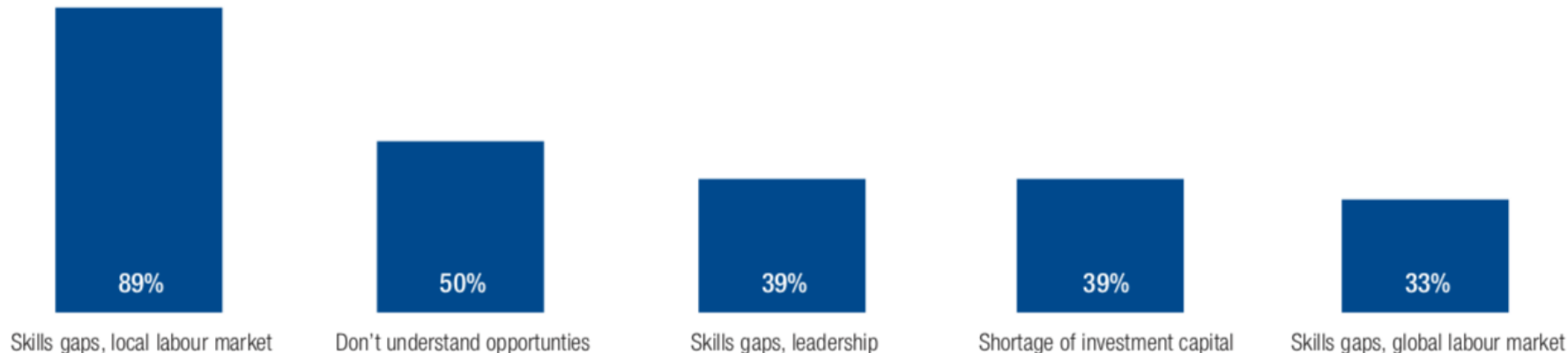
Technology adoption in industry *(share of companies surveyed)*



Industry Profile

Aviation, Travel & Tourism

Barriers to adoption of new technologies *(share of companies surveyed)*



A young boy with light brown hair, wearing a blue and white plaid shirt, is shown in profile, looking out over a body of water. He has his right hand raised to his forehead, shielding his eyes from the sun. The background is a blurred cityscape with buildings and a bridge, suggesting a waterfront location. The overall tone is bright and hopeful.

IL FUTURO È ADESSO



BTO.
RIGHT HERE,
RIGHT NOW.

20-21 MARZO 2019 STAZIONE LEOPOLDA, FIRENZE

www.buytourisonline.com



BELL

4:21 PM

100%

Back



BOARDING PASS



Booking reference
EKKZ8JL

Dave Fluent

Doc. number
--

Queue
2

Type
S



LGW **BFS**
London Gatwick
Belfast Intl



BP SIGNATURE
VALIDATED

TSA - US Government Property



The Starry Night

By Vincent Van Gogh

The first thing you notice about Van Gogh's painting is the artist's whirling, swirling brushstrokes. They seem to be glittering like fireworks exploding in the sky. The night

 [Listen to Audio Book](#)







what are GHOST RESTAURANTS?

Il primo aggregatore
di Food Truck
su tutto il territorio nazionale!



Food Truck a portata di mano!
Qual è la tua idea di street food?
Cercalo su Streeteat!



Guarda il menu e scegli
il tuo Food Truck!



Marriott Hotels Converts Shower Door Into Shareable Canvas

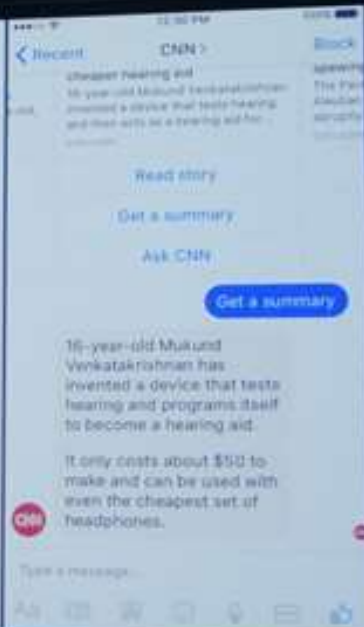


A close-up photograph of a person's hand reaching out to touch a glass surface. The glass is covered in numerous small droplets of condensation, suggesting it is cold. The hand is in the lower-left foreground, slightly out of focus. The background is a blurred, greyish-blue, possibly a window or a wall. The overall mood is contemplative and evocative.

**that records
your thoughts.**



Messenger Platform beta



ВЫХОД В ГОРОД

ACCESS TO CITY



Meet the staff of Japan's
first robot hotel, **Henn-na.**

Maintenance 

Trends 

Entertainment 

Calling 

 Room Service

 Weather

 Requested Items

 Cleaning



Amazon's Alexa is coming to your **hotel room**

Best In Class



"Alexa, open United"



"Alexa, open Expedia"



"Alexa, open Kayak"



"Alexa, open Uber"

HICON

HOSPITALITY INNOVATION CONFERENCE
8 DICEMBRE 2016
MILANO







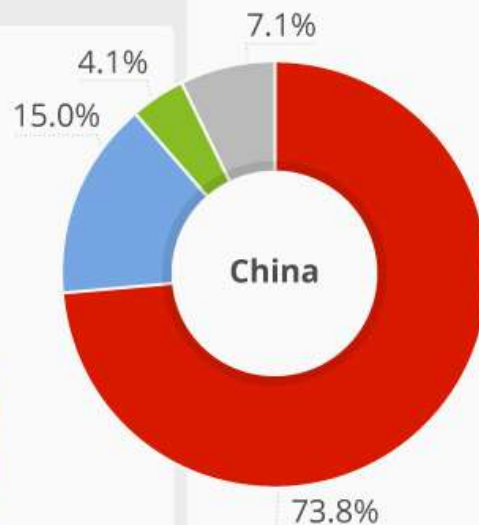
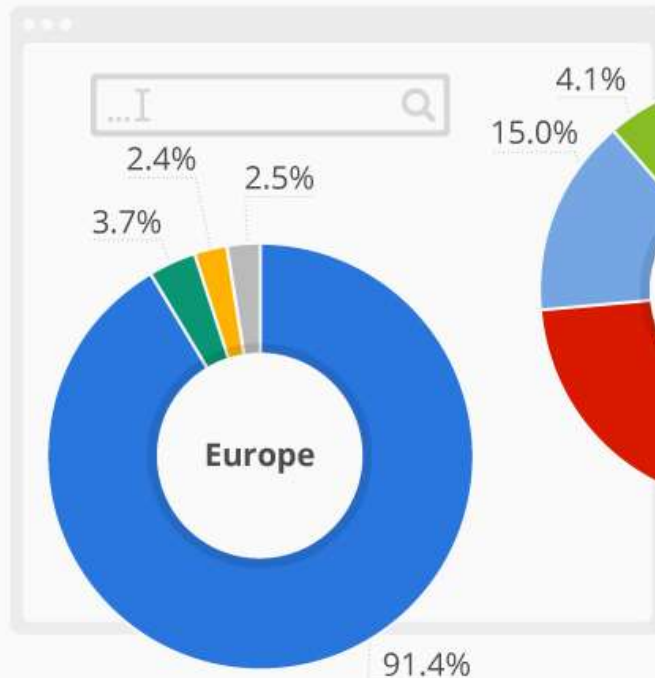
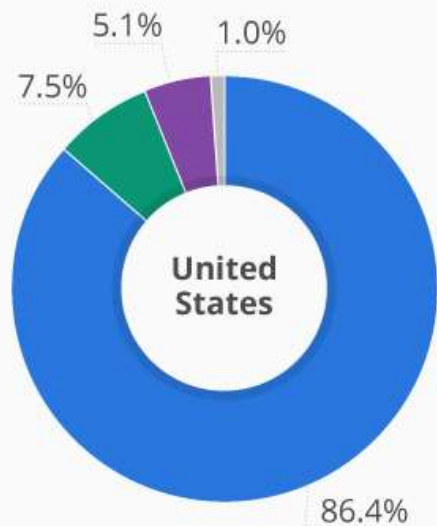
FOCUS CINA

PLATFORM 9^{3/4}

China Is Google's Blind Spot (For Now)

Search engine market share in the United States, Europe and China in July 2018*

● Google ● Bing ● Yahoo! ● Yandex ● Baidu ● Shenma ● Haosu ● Others





JAN
2017

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



WECHAT

62%

YOUKU

48%

QZONE

47%

SINA WEIBO

45%

TUDOU

34%

TENCENT WEIBO

31%

RENREN

21%

SOCIAL NETWORK

MESSANGER / CHAT APP / VOIP



Alibaba Group

阿里巴巴集团

Alibaba sets new **Singles Day** record with
\$30.8 billion in sales in 24 hours

LEADERSHIP TECNOLOGICA

CORCOM 🔍

Digital Economy Telco Industria 4.0 PA Digitale Finance Videointerviste

Oltre il 5G, la Cina brucia i tempi e mette in cantiere il 6G. Debutto previsto il 2030

velocità di connessione di 1Tbps

Top departing cities to Europe of Chinese tourists

(first half of 2018 compared with the same period in 2017)

Shanghai (53%)

Beijing (68%)

Chengdu (137%)

Shenzhen (64%)

Chongqing, (457%)

Guangzhou (66%)

Wuhan (85%)

Nanjing (63%)

Xiamen (72%)

Xi 'an (267%)

Kunming (525%)

Hangzhou (59%)

Qingdao (161%)

Changsha (103%)

Zhengzhou (202%)

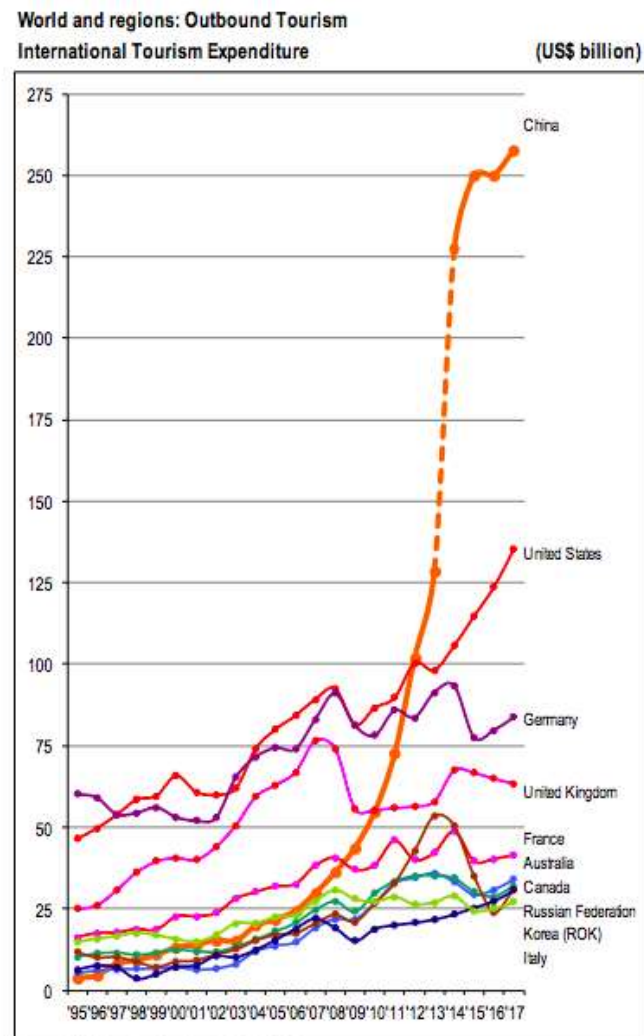


SPESA ALL'ESTERO (2016)

CINA 221 miliardi di dollari
USA 122 miliardi

SPESA ALL'ESTERO (2016)

CINA 221 miliardi di dollari
USA 122 miliardi



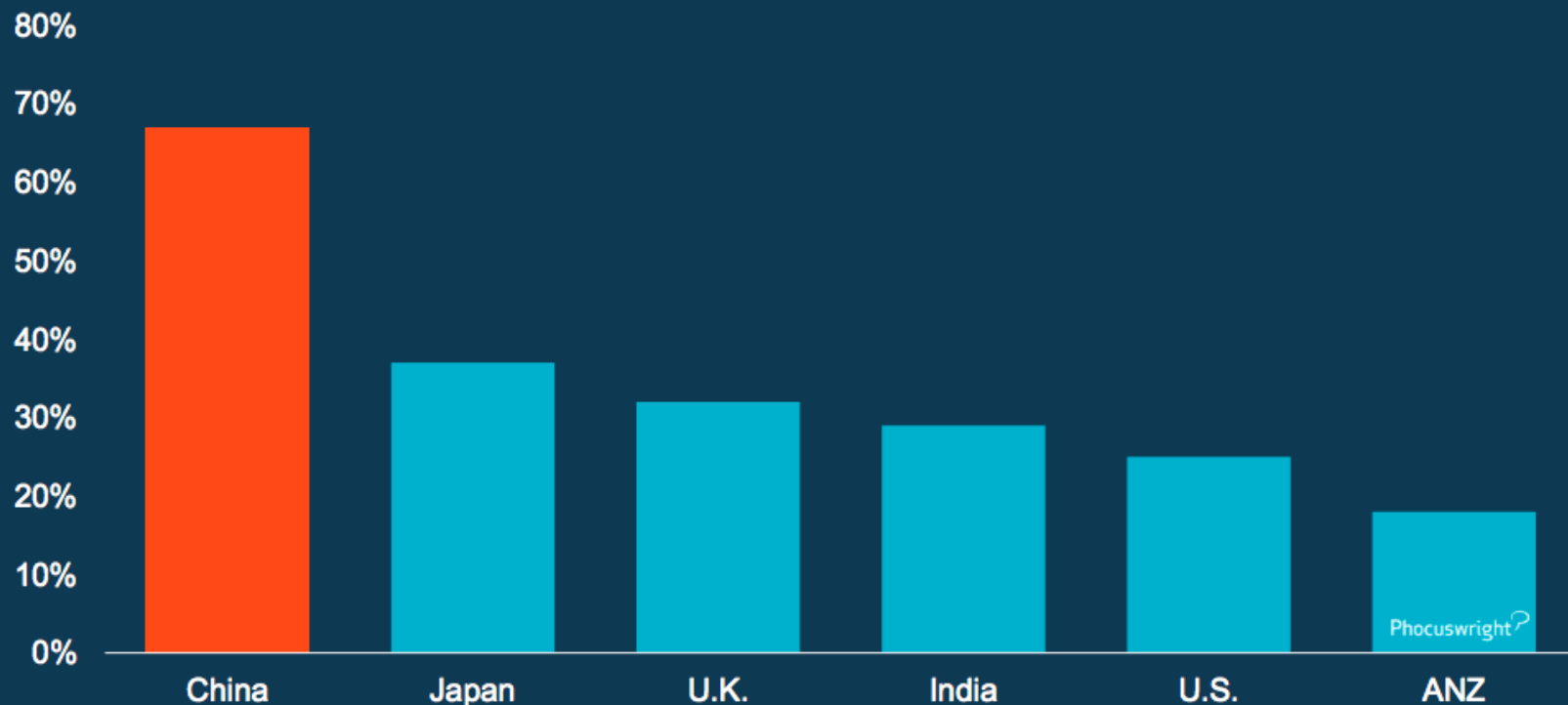
Source: World Tourism Organization (UNWTO) ©

A young man and woman are taking a selfie in a historic European street. The man is holding a white smartphone on a selfie stick, and the woman is wearing sunglasses and a grey jacket. They are standing in front of a building with a large arched doorway. In the background, there is a canal with gondolas and a bridge.

Già oggi il 50% fa **viaggi individuali** scegliendo hotel, voli, ristoranti, esperienze (crescita del 400% anno su anno per lungo raggio)
Gli **Smartphone** sono la prima fonte di contenuti e servizi, anche in viaggio

Fonte: Tencent – BTO 2017, Chinese International Travel Monitor 2017

2018 Mobile Share of Online Travel, by Market



A woman with shoulder-length brown hair, wearing a dark pinstriped blazer over a red top, is speaking at a conference. She is holding a small black object in her hands. The background features large, out-of-focus smartphone screens displaying various app interfaces. The overall lighting is blue and professional.

Jenna Qian, Vice presidente di Ctrip

“continueremo ad utilizzare l'intelligenza artificiale e i big data per garantire ai nostri clienti un'esperienza di viaggio impeccabile”

Fonte: THE BEST ITALIAN EXPORTERS TO CHINA Shanghai, 5-10 November 2018

- migliorare una serie di processi interni rivolti al cliente
- la personalizzazione dell'offerta
- sviluppare la tecnologia vocale
- sviluppare le capacità di guida autonoma







FOCUS CINA

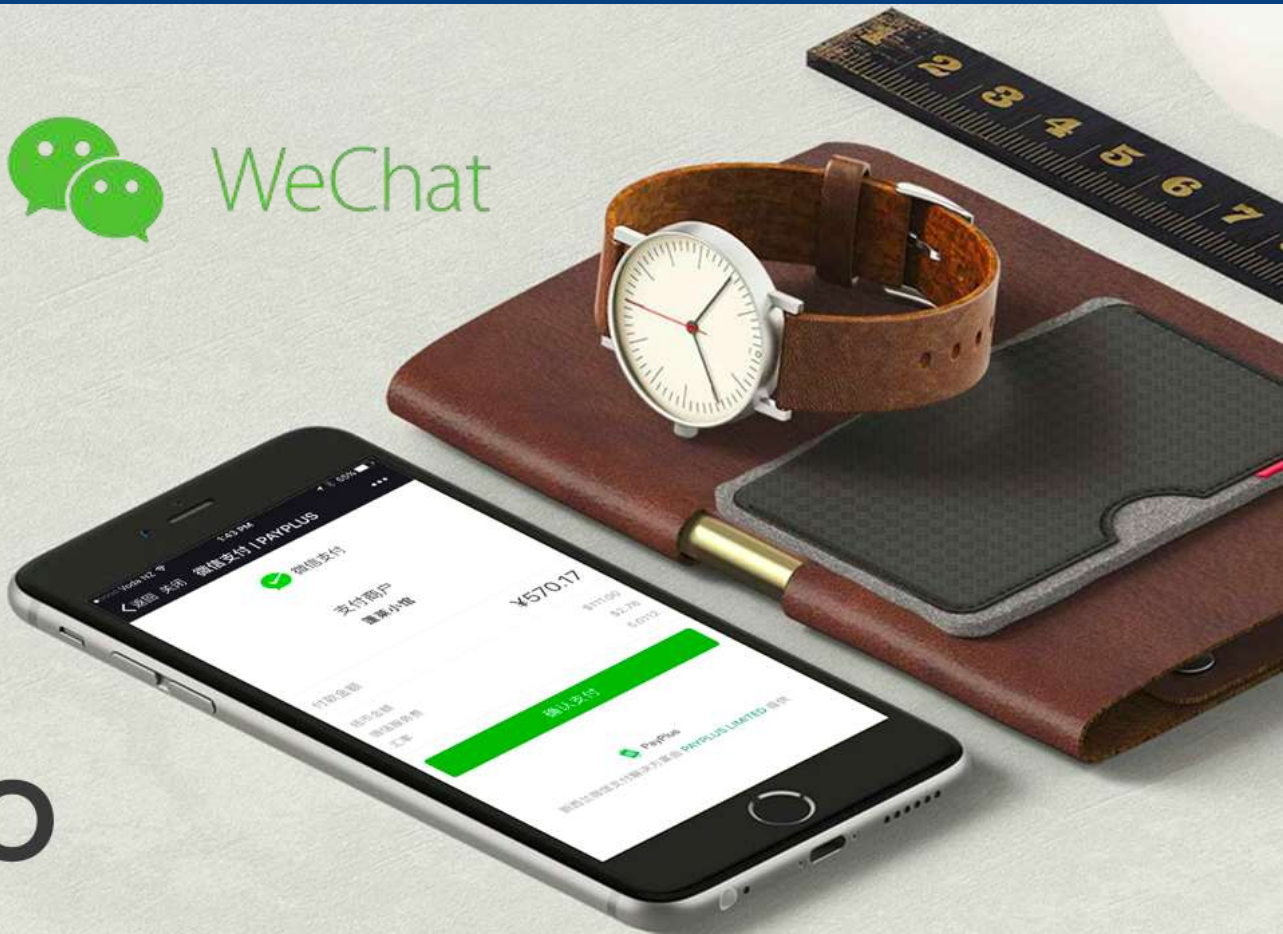
1 Milione



WeChat

Di transazioni
gestite

AL MINUTO



IBM

CLARINS
PARIS

-30%

Multi-Régénérant
Night
Crème raffermissante
Spécialité peaux sèches

CLARINS

CLARINS

CLARINS
PARIS

Multi-Régénérante Nuit
Crème raffermissante
Toutes peaux
Extra-Firming Night
Regenerating cream - All skin types

CLARINS
PARIS

Multi-Régénérante Nuit
Crème raffermissante - Spécialité peaux sèches
Extra-Firming Night
Regenerating cream - Special for dry skin

SOINS ANTI-ÂGE FERMETÉ
AGE CONTROL
CLARINS
PARIS

Multi-Régénérante Nuit
Crème raffermissante
Toutes peaux
Extra-Firming Night

CLARINS

Multi-Régénérante Nuit
Crème raffermissante
Spécialité peaux sèches

aelia  DUTYFREE

The Art of the Gift

微信扫码关注
AELIA罗马机场免税店
获取更多折扣信息



ID: aeliadutyfree





Un enorme QR code che misura 227 metri per ogni lato con 130 mila alberi.
La scansione reindirizza alla pagina ufficiale del turismo di Xishui su WeChat.

FOCUS CINA

CINA – CHANGSHA - HB italian town

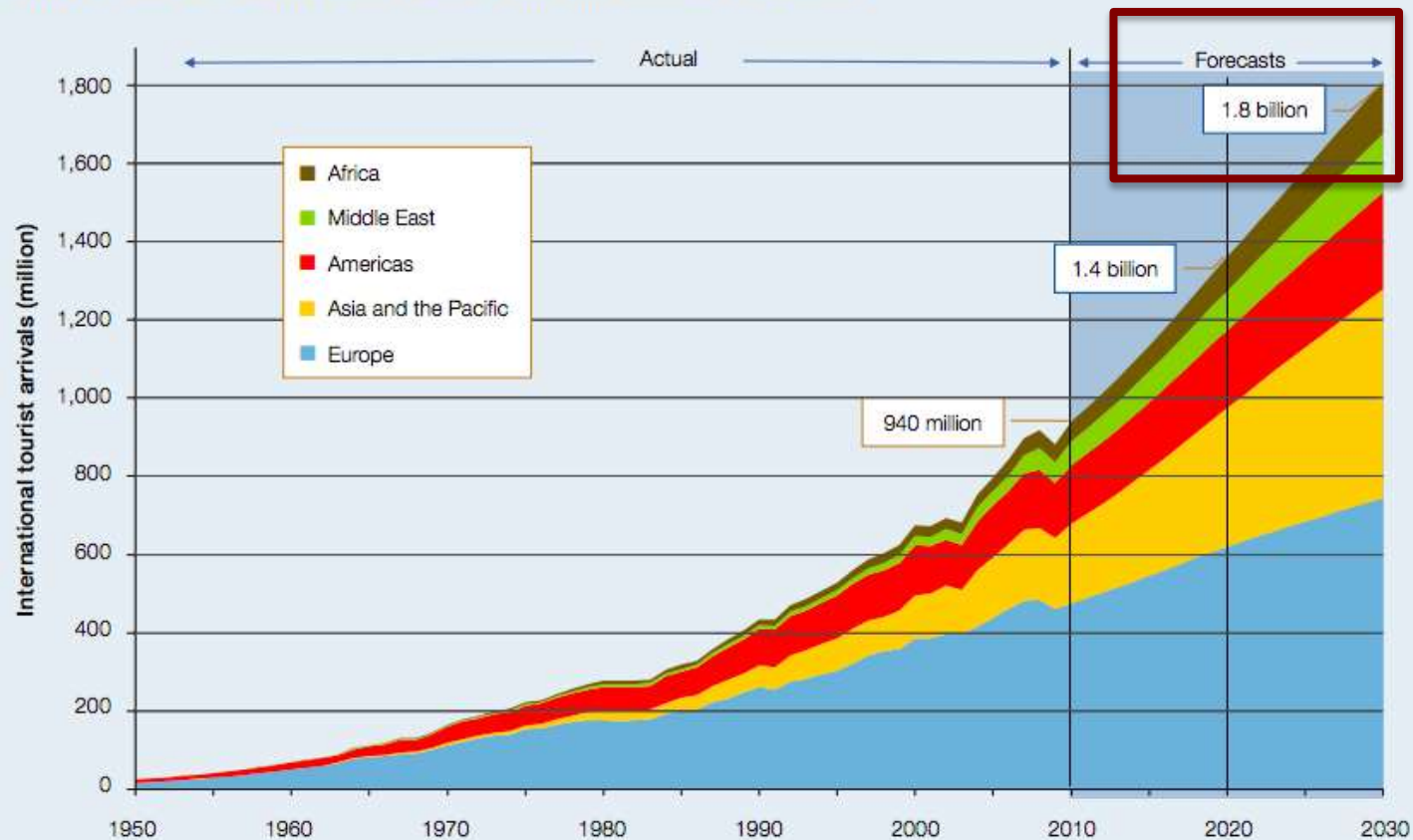


A photograph of a hotel room with a warm, orange-toned wall and a vaulted ceiling. In the foreground, two beds with white linens and maroon runners are visible. To the left, a large window is covered with maroon curtains. In the center, a dark wooden desk with two chairs is set up, with a lamp and a vase of orange flowers on it. A flat-screen TV is mounted on the wall above the desk. To the right, another window with maroon curtains is visible. In the background, a large bed with a dark headboard, white linens, and maroon pillows is positioned. A maroon ottoman sits at the foot of the bed. The room is lit with warm, ambient light from the lamps and windows.

CORE BUSINESS

2030: 1,8 miliardi di turisti internazionali

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Source: World Tourism Organization (UNWTO).

13% del PIL

14.7% dell'occupazione

STATO MINISTERO MISSIONE

Legge di Bilancio 2019

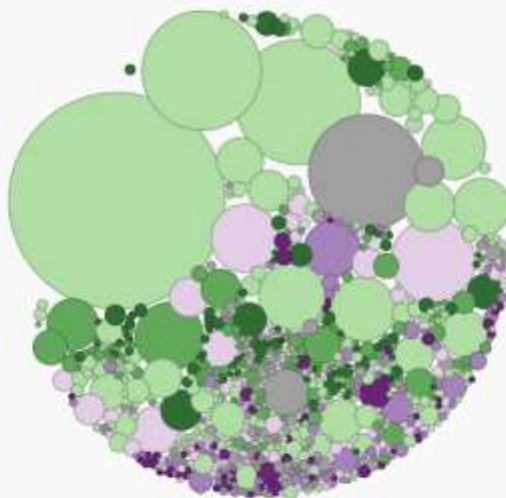
Dati di Spesa relativi al Disegno Legge di Bilancio
Presentato per l'esercizio finanziario di riferimento -
Atto dovuto in formato elaborabile -
[DLB_SPE_ELB_CAP_001]

Aggiornato al 2018-11-09

Spese totali: € 877.346.939.404,0

Spese filtrate: € 877.346.939.404,0

Elaborazione su dati del Ministero dell'Economia e delle Finanze



Filtra per Ministero

Scegli i ministeri a cui sei interessato

Filtra per Missione

Scegli le missioni a cui sei interessato

50.000 milioni

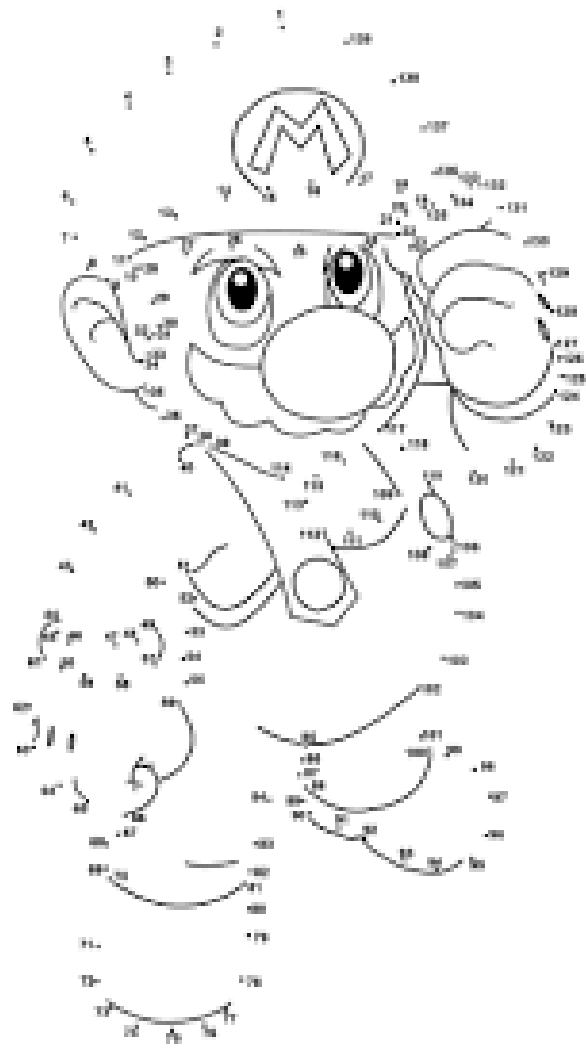
5.000 milioni

50 milioni

Variazione rispetto alla legge di bilancio 2018

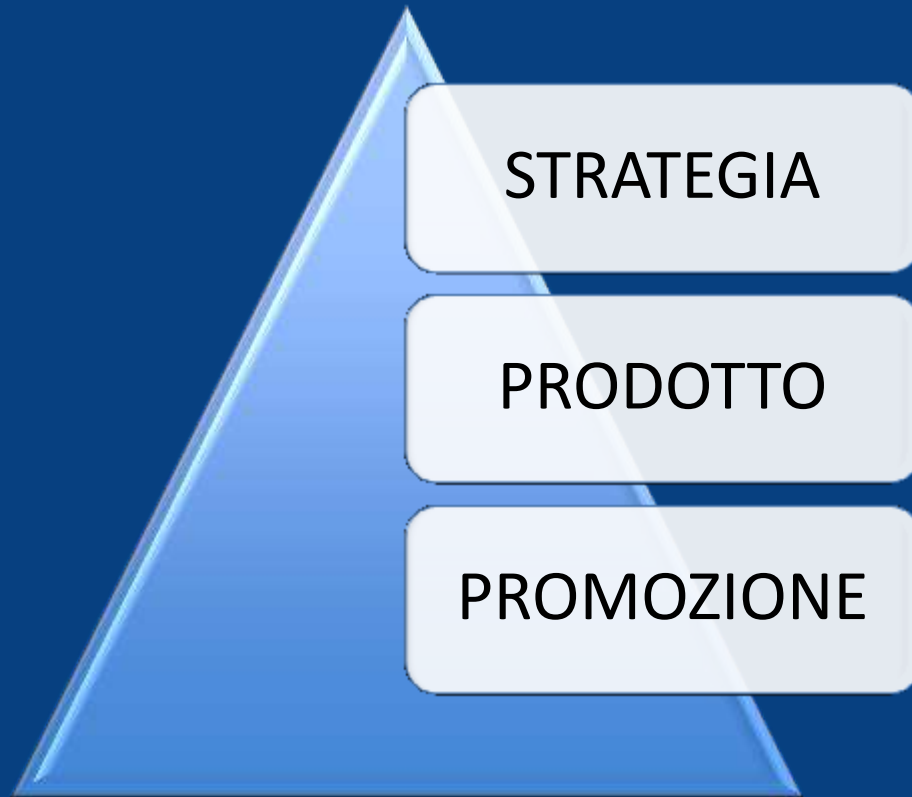


**“UNIRE I
PUNTINI”**





“UNIRE I PUNTINI”

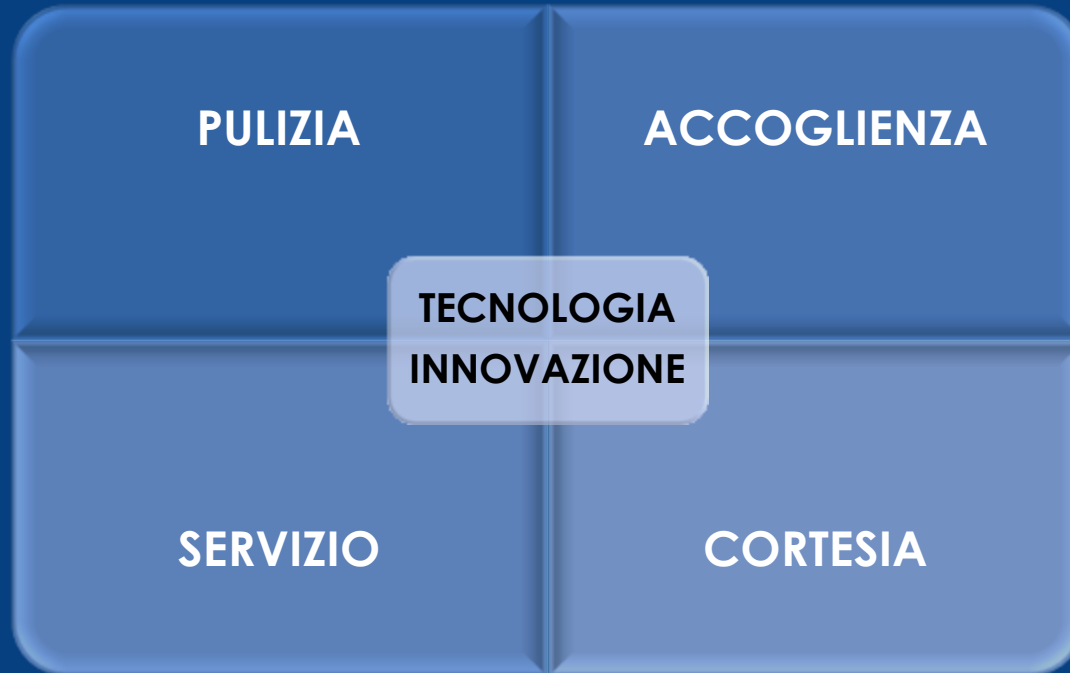




BACK TO BASIC

Pulizia, cortesia, accoglienza, servizi

“UNIRE I PUNTINI”





“Your brand is what other people say about you when you're not in the room”

Jeff Bezos

The economic impact of country reputation

Tourism



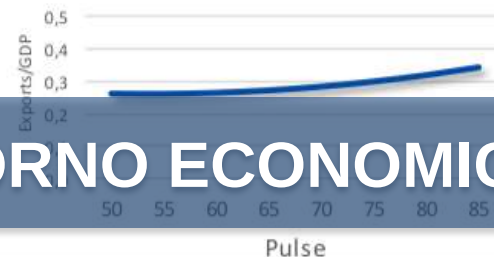
For every additional Pulse point, there will be on average an increase of **+3.1%** in the visitors from a particular market, with a multiplier effect of **15%.**



Exports



For every additional Pulse point, there will be on average an increase of **+1.7%** in the exports to a particular market, with a multiplier effect of **1,6%.**



INVESTIMENTI SUL BRAND E RITORNO ECONOMICO

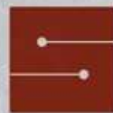
“UNIRE I PUNTINI”



INTELLIGENT SYSTEM FOR TOURISM



Smart
Destination



SEGITTUR
turismo e innovación

A photograph of a bedroom set within a cave. The walls are made of rough, textured stone. A large, built-in stone fireplace is the central feature, with a wooden headboard of a bed positioned in front of it. The bed is covered with a white sheet and has two white pillows. Several lit candles are placed around the room: one on the mantel of the fireplace, one in a small niche on the left wall, and others on the bed and a wooden chest on the right. The warm light from the candles illuminates the cave's interior. A semi-transparent dark grey rectangle is overlaid on the right side of the image, containing the text.

**ESPERIENZA
EMOZIONE
AUTENTICITÀ**

The background of the image is a detail from Michelangelo's famous fresco 'The Fall of Man' in the Sistine Chapel. It depicts the dramatic moment when Adam and Eve are expelled from the Garden of Eden. Adam is shown in a boat, struggling against the forces of evil as he is pushed away from the Garden. The scene is filled with muscular, nude figures in various states of distress and conflict, set against a backdrop of a blue sky and a dark, rocky landscape. The word 'TRAGHETTARE' is superimposed over the center of the image in a large, white, sans-serif font.

TRAGHETTARE

IT'S **NOT** ABOUT **DIGITAL STRATEGY**
IT'S ABOUT **STRATEGY IN A DIGITAL ERA**



TURISMO E TRASFORMAZIONE DIGITALE

Vengono usate in media **15** diverse categorie di app (ITA)

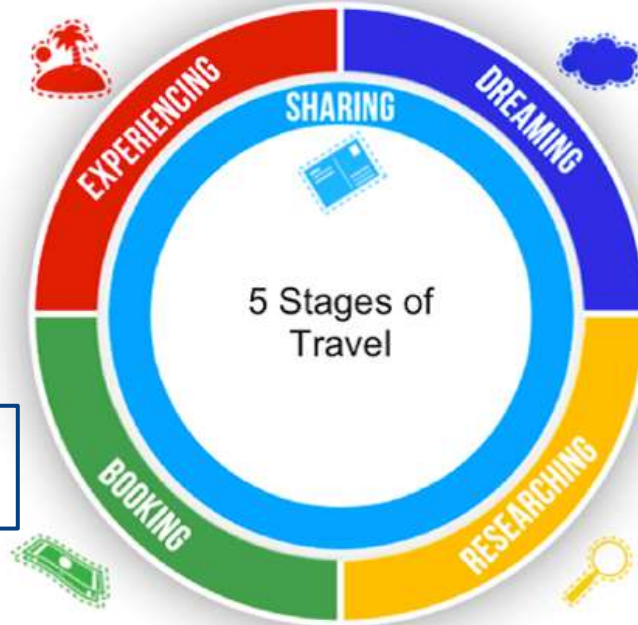
Il **79%** dei giovani (18-24anni) guarda video e foto pubblicati da amici sui social media come parte della loro ricerca

Il **42%** desidera servizi di concierge sul proprio smartphone (ITA)

Il **58%** esclude gli hotel che fanno pagare il Wi-Fi

Il **52%** utilizza la ricerca vocale per effettuare una ricerca per un viaggio (ITA)

Il **93%** visita i siti di recensioni come guida e ispirazione (ITA)



SOCIAL MEDIA: rilevanza

MAJOR FINDINGS - TOP 25 TRENDS

The top 25 trends are listed below. The change in rank compared to the 2014 study is also indicated.

Rank	Trend	Change in Rank*
1	Social media's prominence in reaching the travel market (e.g. Facebook, Pinterest, Twitter, Weibo).	-
2	Content creation and dissemination by the public across all platforms drives the destination brand and experience.	New
3	Customers increasingly seeking authentic and personalized travel experience.	-



VIAGGIATORE



VIAGGIATORE



VIAGGIAUTORE



SOCIAL MEDIA: collaborazione

#ITALIANVILLAGES



ENIT E LE REGIONI **INSIEME** PER
PROMUOVERE I BORGHI



Following

[#ItalianVillages](#) supera 100 mln impression ([@BlogMeter](#)), grazie a tutti! Siamo lieti che anche [@airbnb_it](#) si unisca a campagna ENIT-Regioni



14:34 - 10 ott 2017



**AUSTRALIA, THE LAND OF GIGA
WHERE EVERYTHING IS GIGANTIC.**

Evening Aug 21st

Em's run

August 21st, 2017

VIDEO

MAJOR FINDINGS - TOP 25 STRATEGIES

The top 25 strategies are listed below. The change in rank compared to the 2014 study is also indicated.

Rank	Strategy	Change in Rank*
1	My organization will invest more effort and resources into video content to market the destination.	New
2	My organization will focus significant attention to content creation and dissemination strategies.	New
3	My destination will focus on developing authentic experiences for the customer.	New
4	My destination will develop ways to connect with customers through all stages of their experience, from awareness to interest to booking to visiting to post-visit.	New
...		

VIDEO

I contenuti video aumentano
l'efficacia nel turismo ma evolvono.

Nuovi format

Nuovi linguaggi

Nuove piattaforme



musical.ly

Live with passion, live musical.ly



Instagram
STORIES



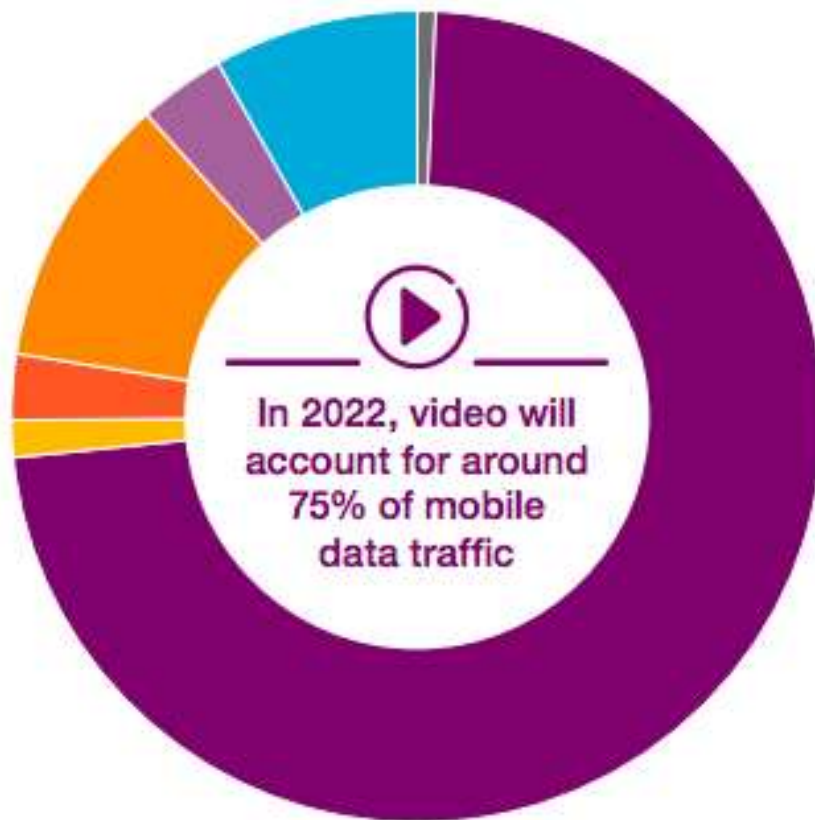
ITALIA



Mobile data traffic by application category per month (ExaBytes)



2016
8.8 ExaBytes



2022
71 ExaBytes

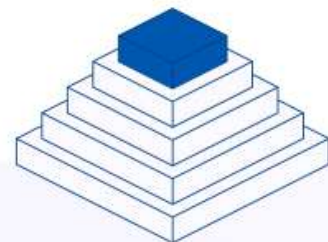
MOBILE

MOBILE vs MOBILITY

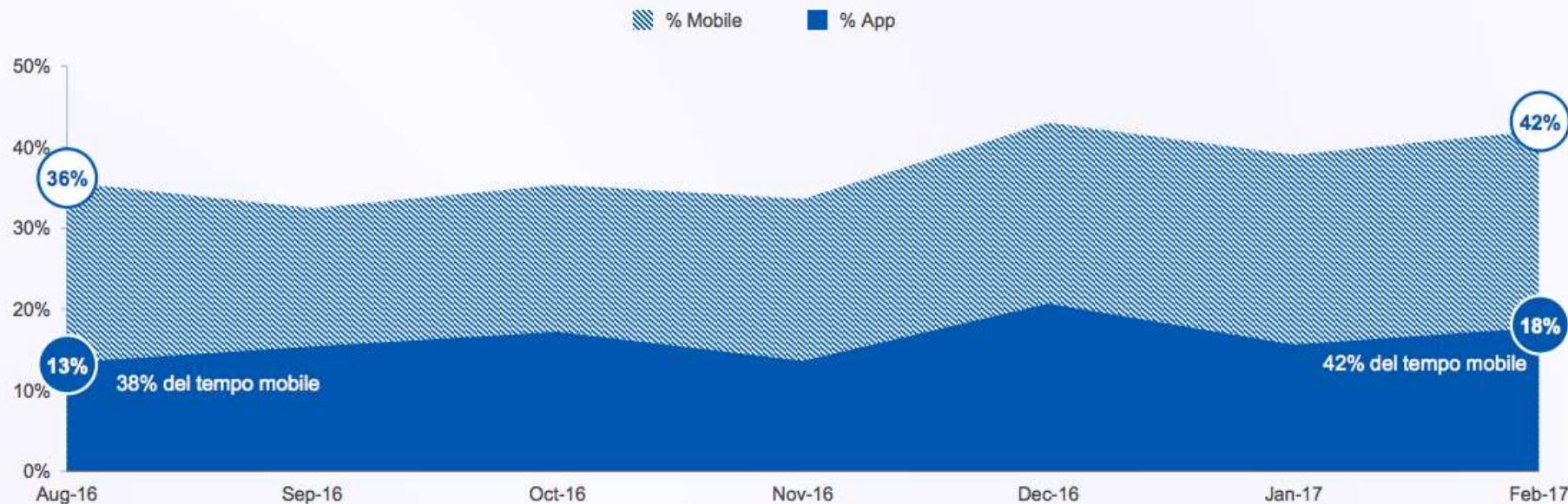
mobile refers to the channel and device
mobility refers to the behavior of people

Le app e la facilità delle transazioni mobile spingono la categoria "Travel" AUTOREALIZZAZIONE

Nonostante il costo associato a questo tipo di transazioni sia considerevole, i minuti spesi sulla categoria "Travel" si stanno spostando verso il mobile. La miglior user experience delle app ne sta aumentando la quota ad una velocità ancora maggiore, come evidenziato da questo dato proveniente dall'Italia.



% di tutti i minuti digitali della categoria "Travel"



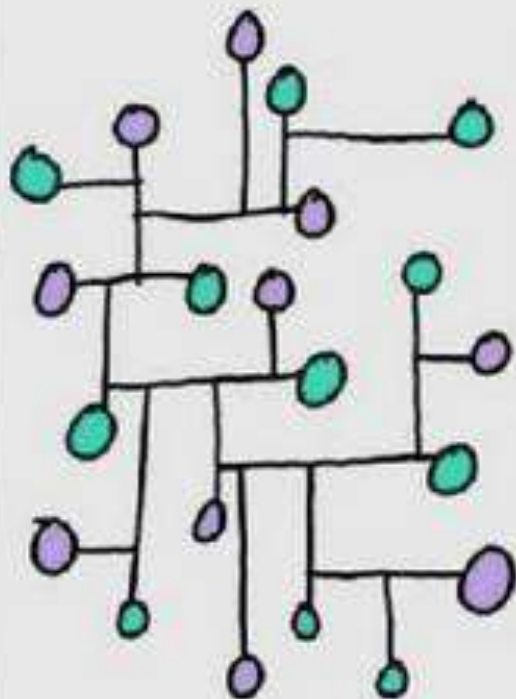
(*) In questo grafico la componente Mobile comprende Utenti 18+ di Smartphone e Tablet Android e iOS. Per le entità non taggate, la misurazione mobile include Smartphone Android

Fonte: comScore MMX Multi-Platform, Italia, Febbraio 2017

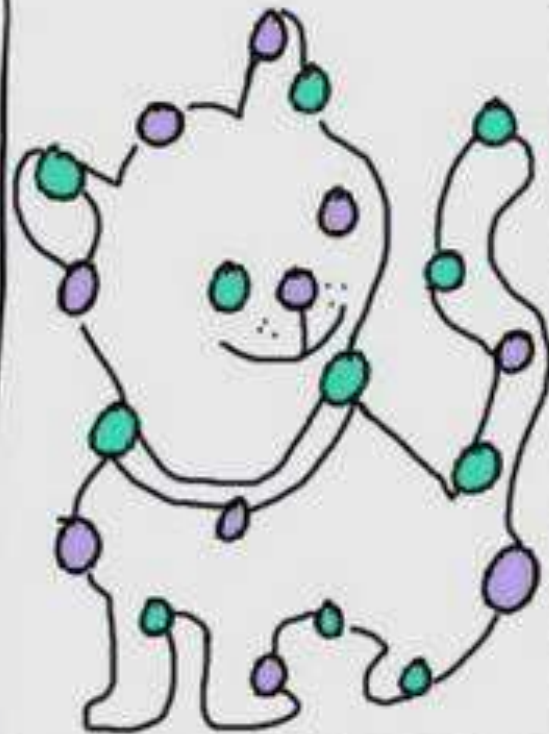
Knowledge



Experience



Creativity



COMMUNICATION SKILLS.

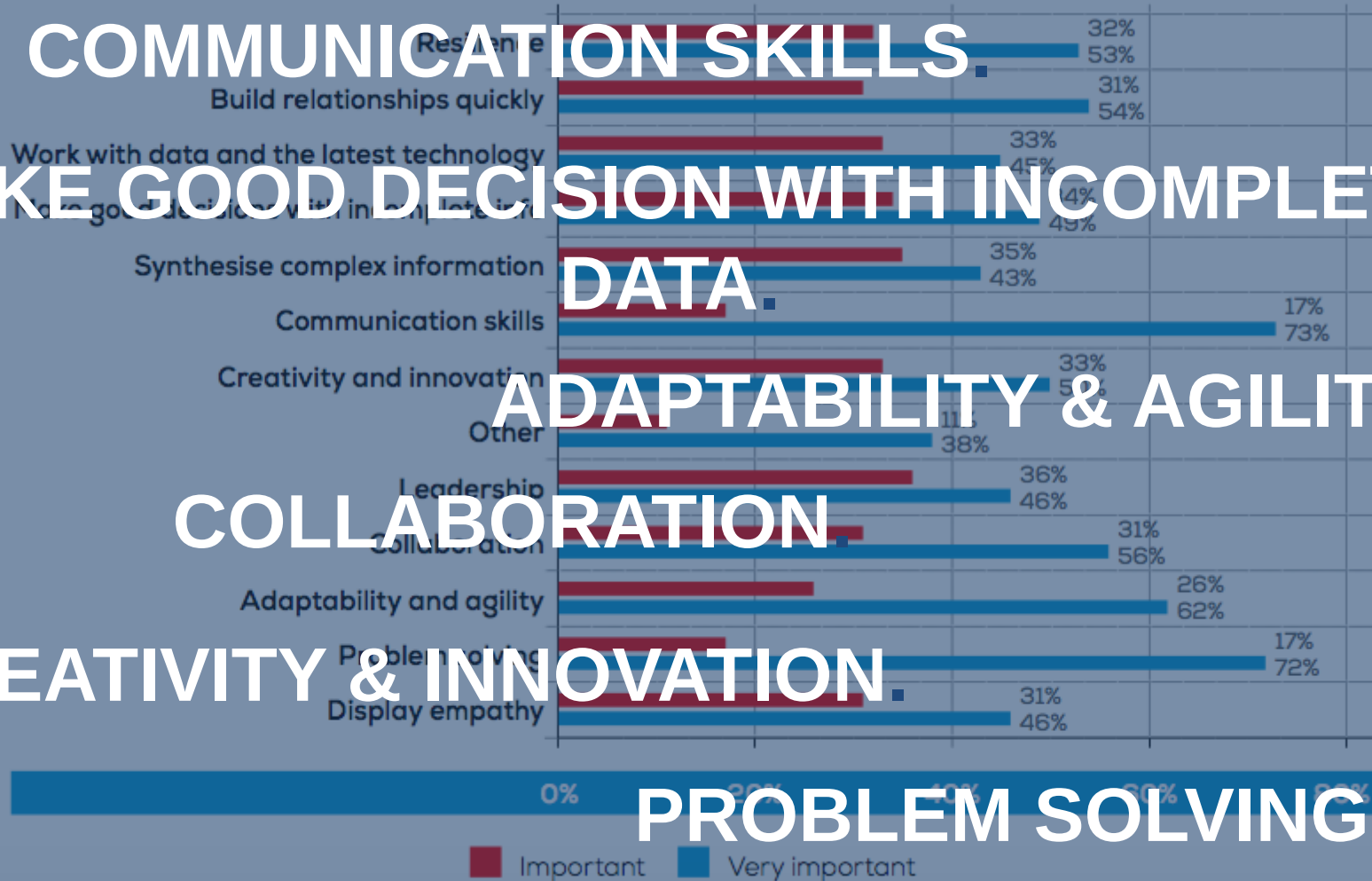
MAKE GOOD DECISION WITH INCOMPLETE DATA.

ADAPTABILITY & AGILITY.

COLLABORATION.

CREATIVITY & INNOVATION.

PROBLEM SOLVING.



fanpage 11



mmercio



GRAZIE

Roberta Milano

mail info@robertamilano.com
Twitter [@roberttamilano](https://twitter.com/roberttamilano)



Camera di Commercio
Taranto

pd punto
impresa
digitale



IC
InfoCamera