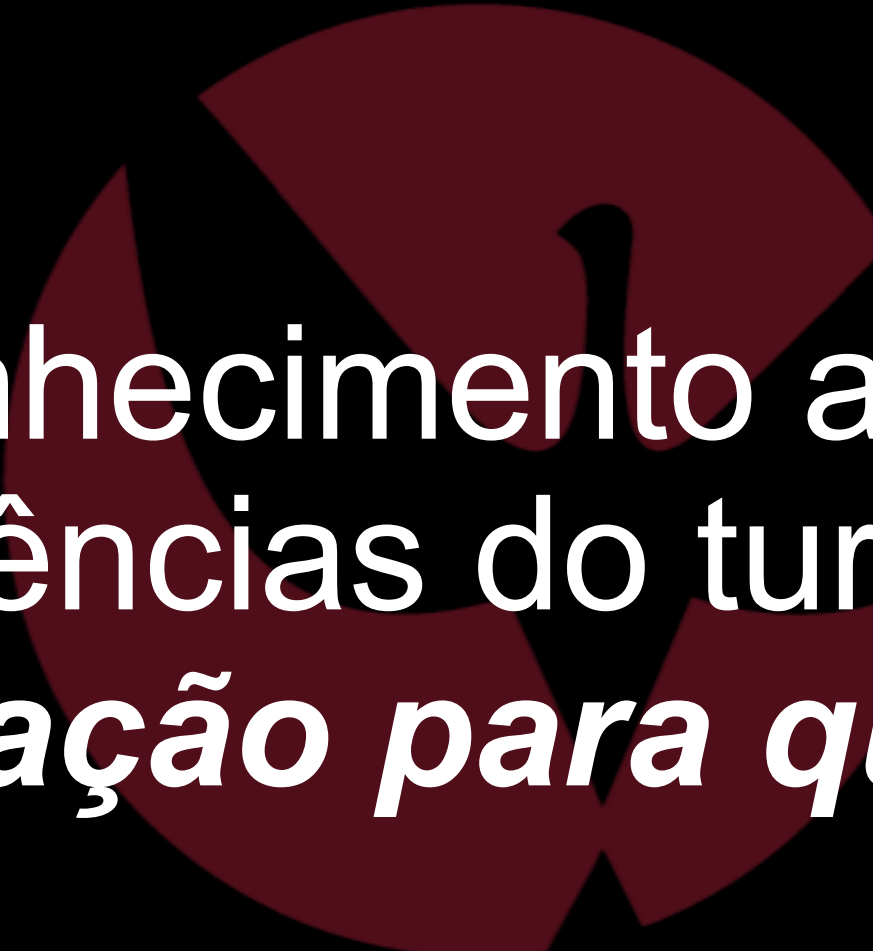




Do conhecimento atual às tendências do turismo *Inovação para quem?*

Networking Launch

Projeto Inovar e Empreender no Litoral Alentejano

Centro de Ciência Viva do Lousal - Mina de Ciência

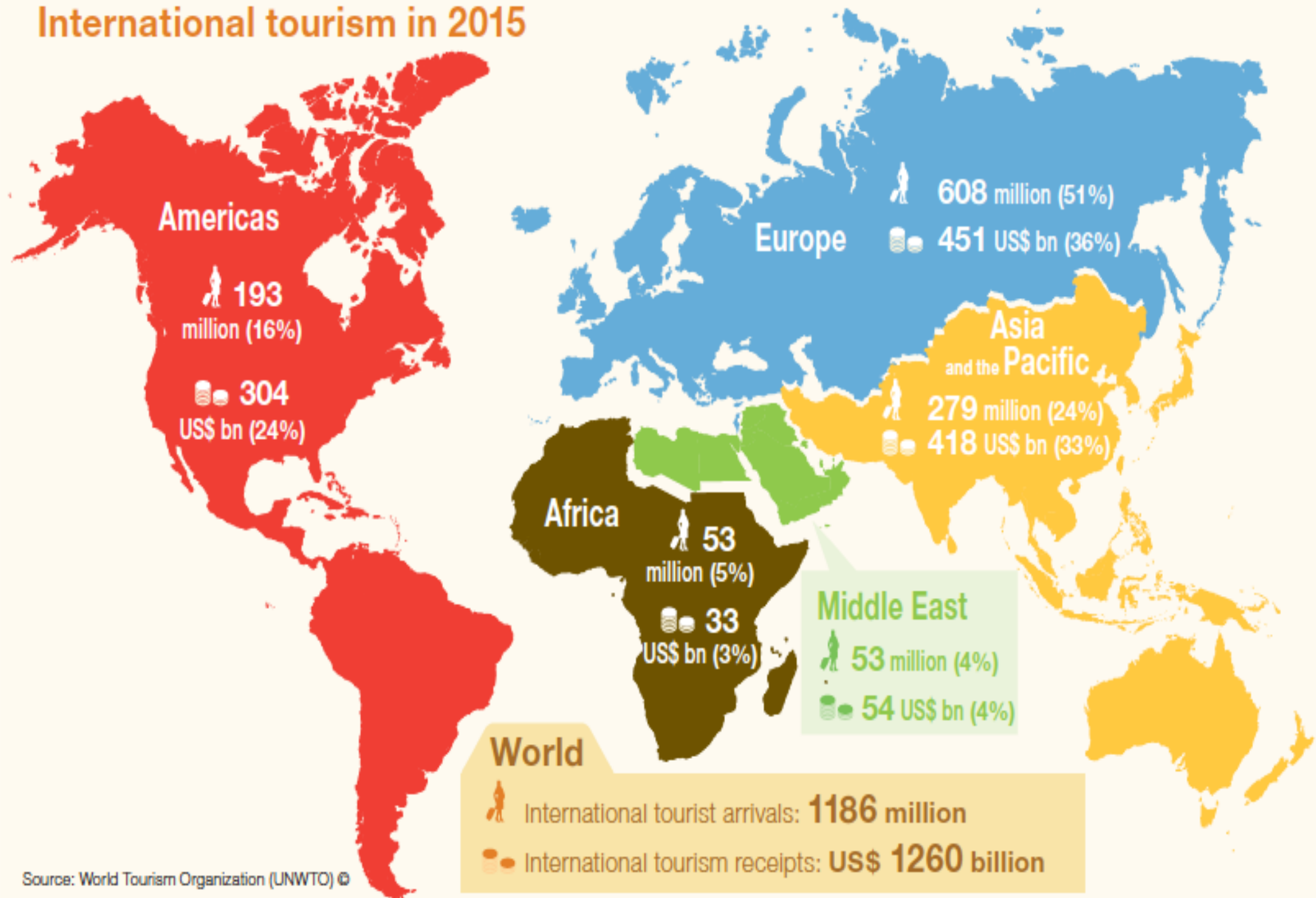
Grândola, 7 de Dezembro 2016

Jaime Serra
jserra@uevora.pt

Sumário

- Quanto vale o turismo?
- Quanto crescemos?
- Perfil do turista contemporâneo
- Desafios e tendências....

International tourism in 2015



Quanto vale o turismo? no mundo....



© World Tourism Organization (UNWTO) 2016

Quanto vale o turismo? Em Portugal....

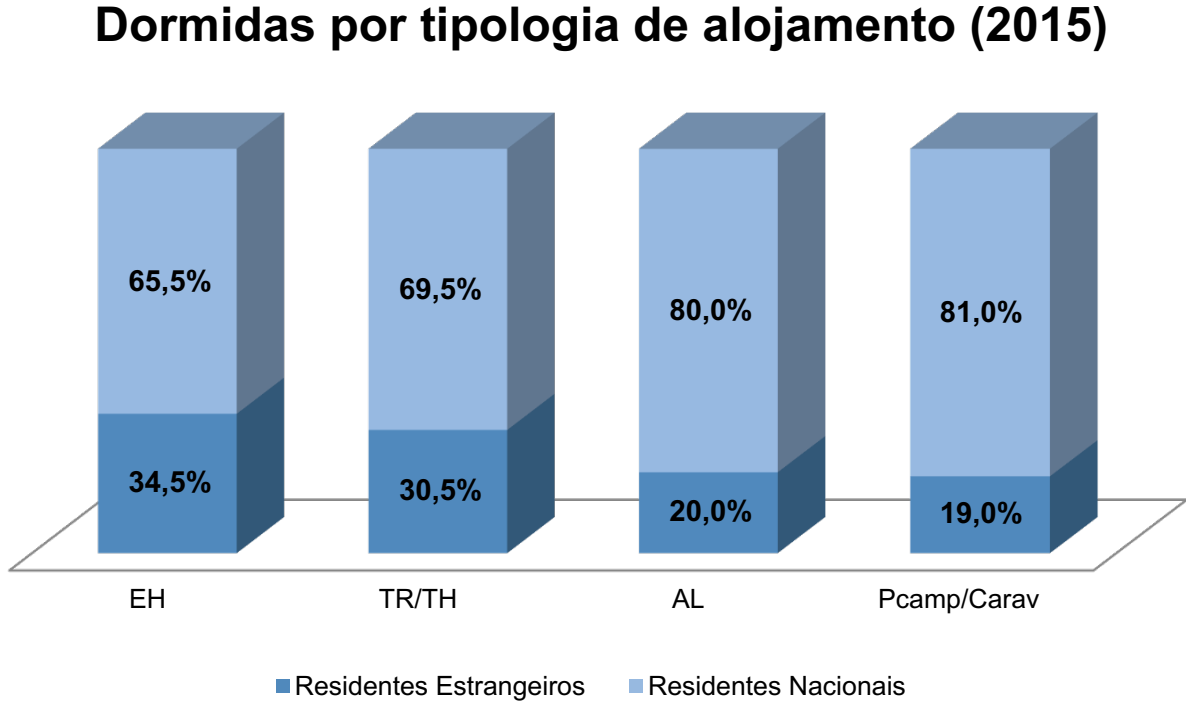
11,4 mil milhões € de
receitas turísticas
turísticas
6,3% do PIB

48,9 milhões de
dormidas
TCMA 3,2%

**50% do total de
exportações de serviços
em Portugal**

273,3 mil empregos
no turismo
2015

Quanto crescemos... no caso do Alentejo?

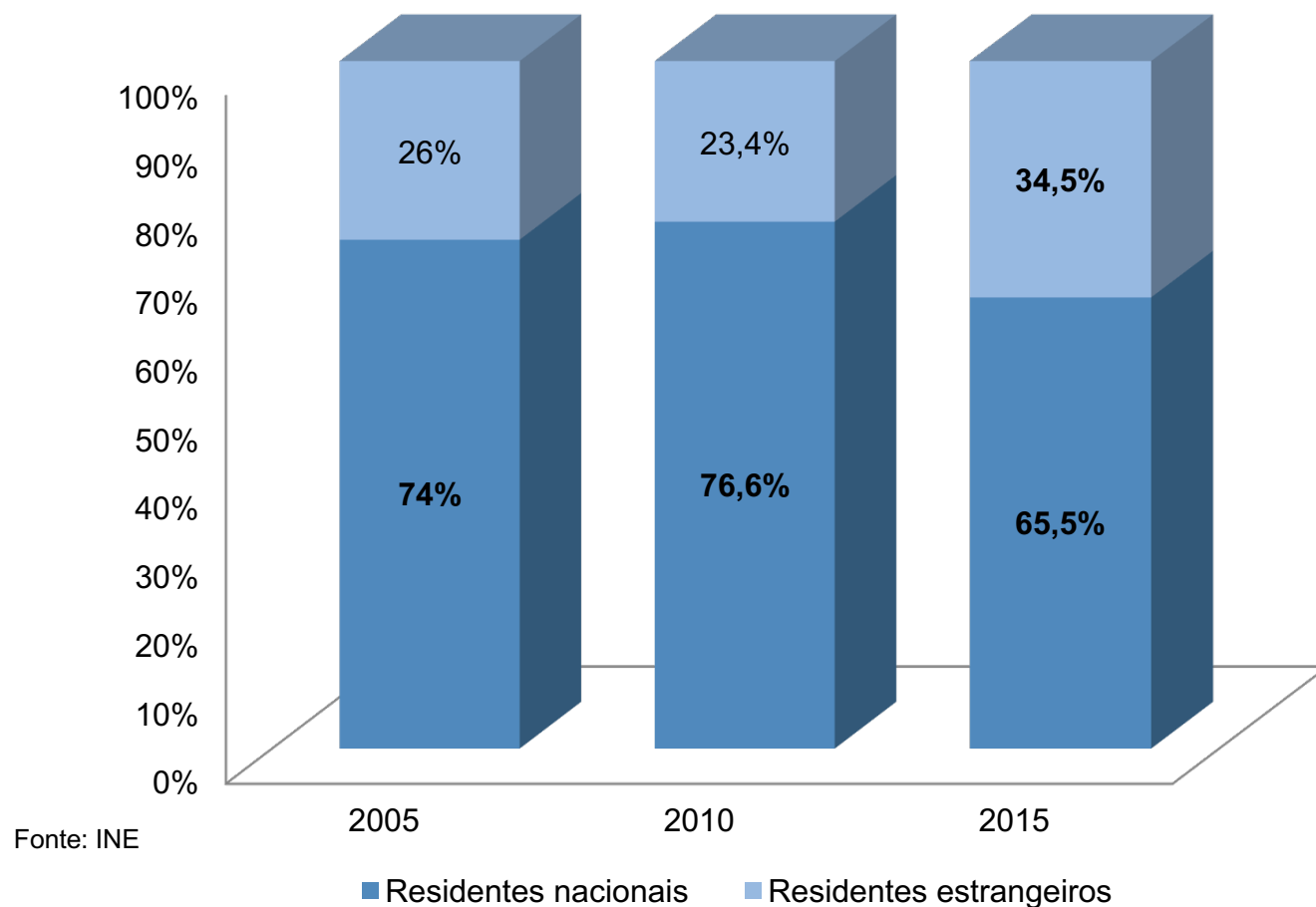


Fonte: INE

	EH	%	TR/TH	%	AL	%	Pcamp/Carav	%	Total
Residentes Estrangeiros	492 828	34,5%	100167	30,5%	47669	20,0%	180600	19,0%	821 264
Residentes Nacionais	937 376	65,5%	228608	69,5%	190675	80,0%	770138	81,0%	2 126 797
Total Global	1 430 204		328775		238375		950738		2 948 061

Fonte: INE

Quanto crescemos?... no Alentejo?

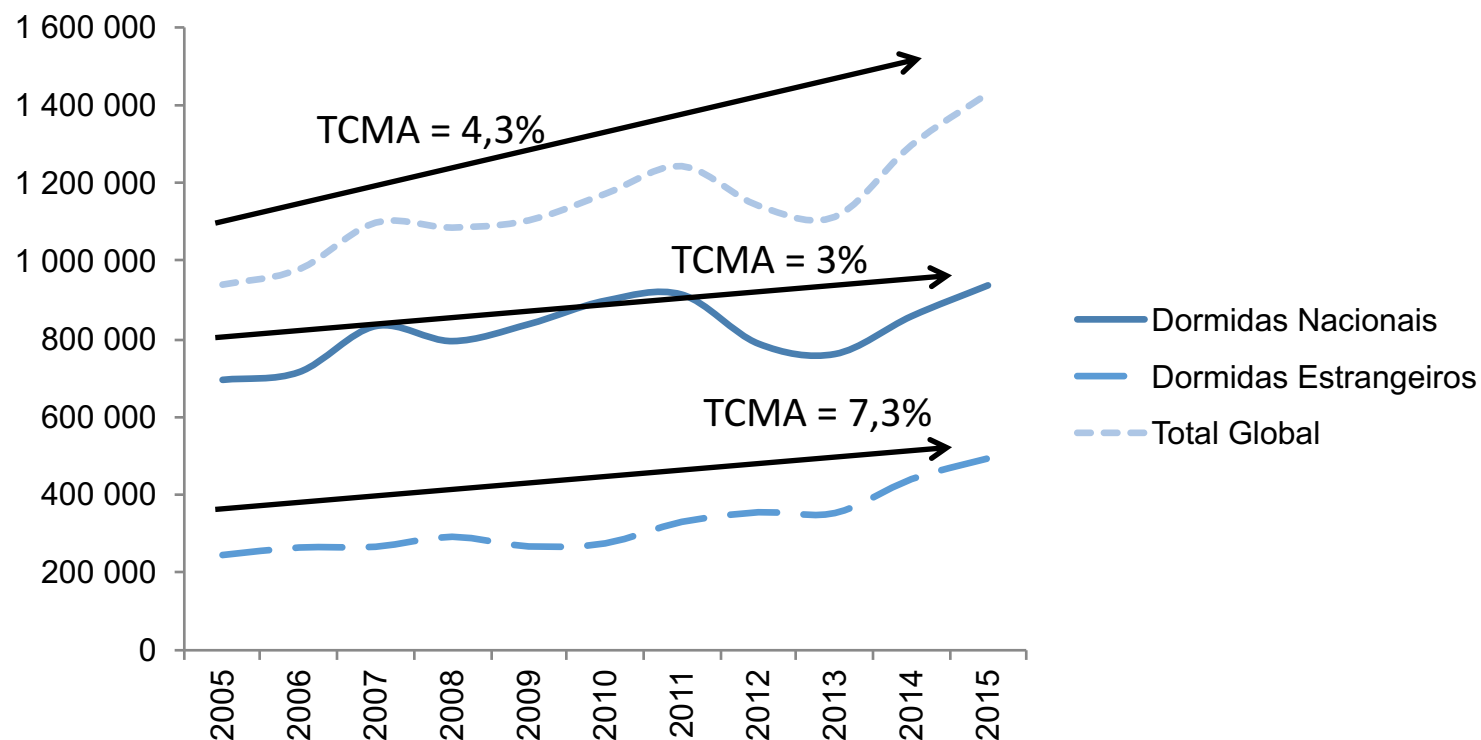


Crescimento da quota de mercado nas dormidas de residentes no estrangeiro

Quanto crescemos... no caso do Alentejo?

Dormidas em estabelecimentos hoteleiros, aldeamentos, apartamentos turísticos e outros alojamentos (%)

Taxa de crescimento média anual das dormidas
Nacionais – 3% | Estrangeiros – 7,3% | Total – 4,3%





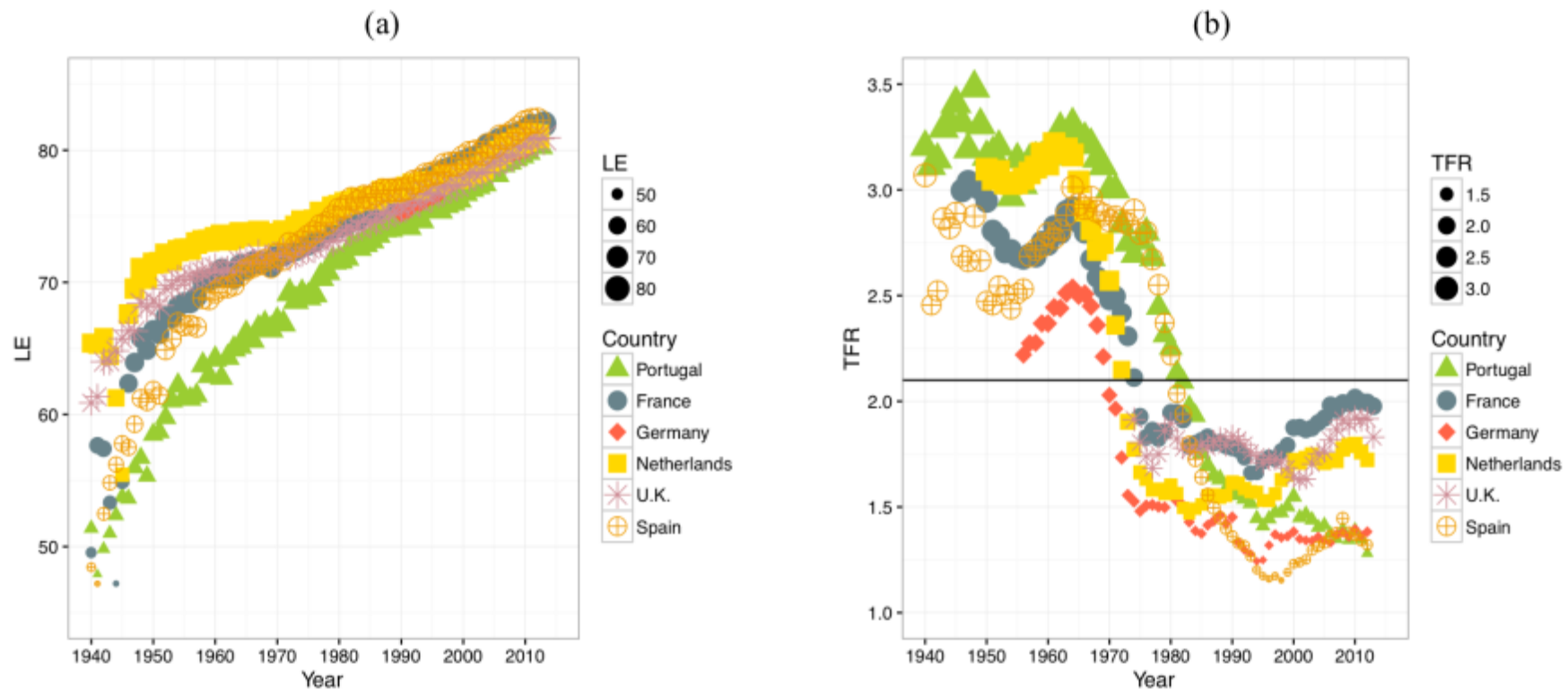
Original Artist
production rights obtainable from
www.CartoonStock.com

turista atual , quem é?

- pesquisa de informação
- motivações/preferências
- processo de decisão
- como efetuam as suas despesas
- comportamentos de recomendação e fidelização

Tendências globais na dimensão demográfica

Figure 5. Life Expectancy at Birth (a) and Total Fertility Rate (b) in Portugal, France, Germany, Netherlands, United Kingdom and Spain



Source: Human Fertility Database and Human Mortality Database. Author's computation.

Tendências globais na dimensão demográfica

Figure 6. Coherent population forecasts for 2031.

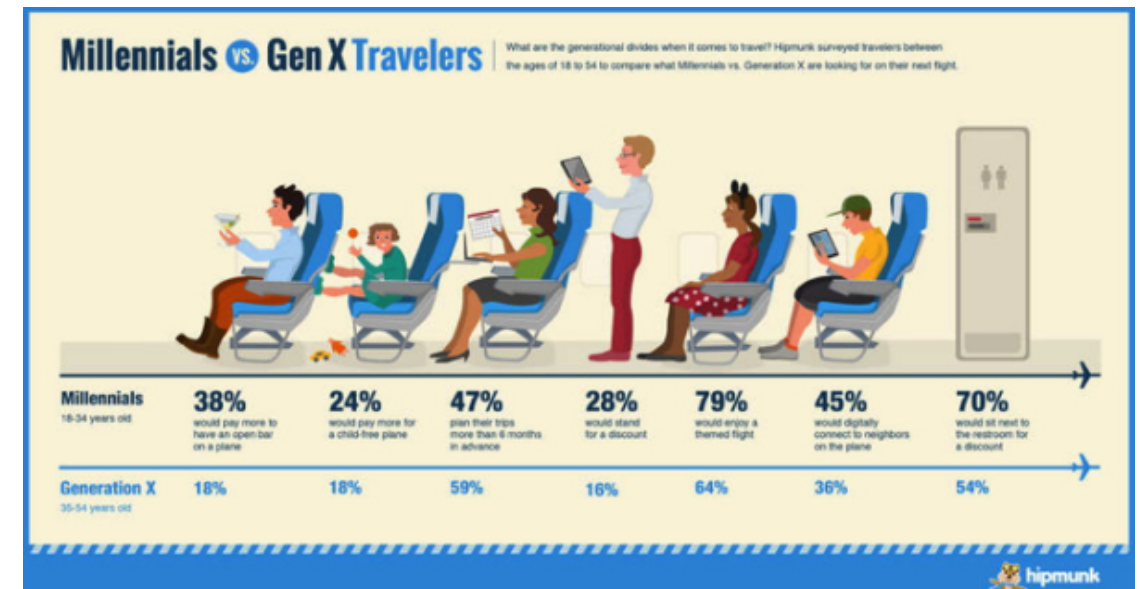


Source: Human Fertility Database and Human Mortality Database. Author's computation.

Turista atual: quem é?

Segmentação de base demográfica

Talking a different language					
Formative experiences	Maturists (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women	Baby boomers (1945-1960) Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated	Generation X (1961-1980) Fall of Berlin Wall Reagan/Gorbachev Thatcherism Live Aid Early mobile technology Divorce rate rises	Generation Y (1981-1995) 9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth	Generation Z (Born after 1995) Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks
Attitude toward career	Jobs for life	Organisational - careers are defined by employees	"Portfolio" careers - loyal to profession, not to employer	Digital entrepreneurs - work "with" organisations	Multitaskers - will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile	Television	Personal computer	Tablet/smartphone	Google glass, 3-D printing
Communication media	Formal letter	Telephone	E-mail and text message	Text or social media	Hand-held communication devices
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced



Fonte:

<https://ihumanmedia.com/2015/09/14/gen-x-millennials-vs-baby-boomer-real-estate-baby-work-travel-politics-shopping/>

TOP 10 WEEKLY SMARTPHONE ACTIVITIES

“How often do you do the following activities on your smartphone, either through a web browser or an app?”

% of smartphone owners who do these activities at least once a week, 2015

Global average	European average	Brazil	China	Canada	USA
Check news	Check news	Access a social networking site	Check news	Access a social networking site	Access a social networking site
Access a social networking site	Access a social networking site	Communicate using a social networking site	Access a social networking site	Communicate using a social networking site	Check news
Take photos	Take photos	Check news	Manage my personal life	Take photos	Communicate using a social networking site
Communicate using a social networking site	Communicate using a social networking site	Take photos	Manage my work/school life	Play games	Take photos
Manage my personal life	Manage my personal life	Watch video content	Watch video content	Check news	Play games
Manage my work/school life	Manage my work/school life	Manage my personal life	Browse products I am interested in buying	Manage my personal life	Manage my personal life
Watch video content	Play games	Browse products I am interested in buying	Take photos	Watch video content	Watch video content
Play games	Watch video content	Play games	Communicate using a social networking site	Manage my work/school life	Manage my work/school life
Browse products I am interested in buying	Browse products I am interested in buying	Post photos on a social networking site	Play games	Browse products I am interested in buying	Browse products I am interested in buying
Read product reviews/compare prices for a product	Read product reviews/compare prices for a product	Read product reviews/compare prices for a product	Read product reviews/compare prices for a product	Use maps	Use maps

Source: nVision Research | Base: All smartphone owners among 1000-5000 online respondents per country aged 16-64 (Indonesia & S. Africa 16-54), 2014 February

Brain Matters

The brains of Millennials and their Baby Boomer parents already differ as age leads to neurological changes.



Baby Boomers

Aging brains:

Like repetition and interpret familiar information as truth

Have a harder time suppressing distractions

Are open to more information and have longer attention spans

Source: Nielsen NeuroFocus research; brain icon by Anisha Varghese from the Noun Project



Millennials

Younger brains:

Engage and remember information presented with rich media or lighting

Have an easier time with multifaceted communication, like banner ads integrated with online stories

Seek multi-sensory communications such as interactive sites

Graphic by Alexandra Kanik / PublicSource

- O desenvolvimento de novos produtos turísticos deverá ter em conta **necessidades particulares de cada perfil de geração de turistas.**
- A mensagem relativa à disseminação de serviços/produtos turísticos enfrenta distintos filtros, **quer de natureza tecnológica que de natureza percetual e cognitiva.**
- A inovação no turismo não se esgota na **adoção de instrumentos tecnológicos.**

The background is a light blue grid with a wavy pattern representing water. In the top left, there are several overlapping circles in white, light blue, and purple. In the top right, there is a green landmass with a white 'X' on it and a small island with palm trees. In the center, a dark blue boat is moving towards the right, leaving a dotted pink trail. In the bottom right, there is a white whale with a blue eye and a blue spout of water. In the bottom left, there are green and purple landmasses.

Desafios e tendências



YOUNIVERSE

Where individuals' tastes,
needs & preferences reign.



UBITECH

The ever-greater pervasiveness
of technology.



HELPFULL

Make life more convenient.
Make it easy.
Make it seamless.



HUMAN BRANDS

HUMAN BRANDS are dead.
Long live HUMAN BRANDS!



PRICING PANDEMONIUM

Pricing is increasingly
dynamic, targeted and
personal.



POST-DEMOGRAPHIC CONSUMERISM

Time to throw out the
old demographic models.





*Obrigado pela vossa
atenção!*

*Votos de boas
festas!*

Arctic SnowHotel & Glass Igloos – Lapland - Finland
<http://arcticsnowhotel.fi>

a wish - nobody wishes for anything unless he thinks it good...
in Rhetoric (1969a) - Aristotle's (IV b.c.)