

Innovation Workshop

Workshop

Nav Qirti

Travel Agents and Tourist Guides Industry Forum

Navigating the future of tourism through Innovation

24 July, Singapore



Nav Qirti



LinkedIn



Dishi Gautam

For enquiries



www.idealactio.com

touch@idealactio.com



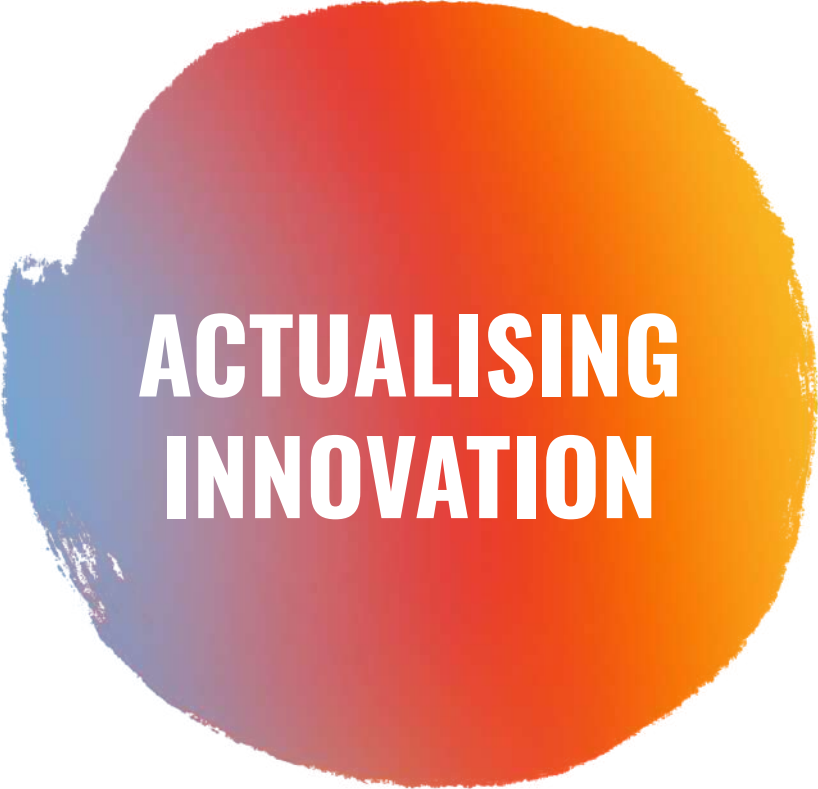
complex to clear, ideas to action

Founded in Singapore 2012

Singapore & Germany

meta skills

School of MetaSkills



ACTUALISING INNOVATION

Building Innovation Capability

We facilitate actualising innovation through spotting future **opportunities**, creating meaningful **services**, developing **people capabilities**.



Areas of Practice

Innovation



Spotting future Opportunities

We help you create clarity of innovation intent, and uncover and validate opportunities for innovation.

Service Design



Developing Products and Services

We make innovation real by converting validated opportunities into tangible products and services.

Culture



Building People Capabilities

We develop organisational culture, people capability and change management programmes that are conducive for innovation.

360° Branding



Building Int. and Ext. Story Narratives

We actualise innovation by creating stories that create customer buy-in and organisational buy-in.

Offerings

1. Future Visioning & Scenarios
2. Building Innovation Capability*
3. Business Strategy Design

1. Customer Insights
2. New Product / Service Dev
3. Service Delivery Design

1. Vision and Values Design
2. Collaboration Design
3. Embedding Innovation Culture
4. Change Management

1. Corporate Brand Storytelling
2. Employee Value Proposition



Our Clients

We have worked with different types of clients over the years in helping them **remain relevant with change.**

Our clients are from three broad types:

GOVT

Worked with public sector clients on driving change and innovation agenda.

SME

Helped SMEs from different industries to innovate their products, services and business models.

MNC

Served MNCs through research, customised workshops, market entry and service design.



Govt Grants & Appointments

Ideactio is one of the few consultancies in Singapore to be **appointed by multiple govt agencies** for innovation panels.

What this means for our clients:

TRUST

Our appointments are a validation and endorsement of quality work that Ideactio has been doing in the field of innovation design with Singapore SMEs and Public Sector Organisations

GRANT SUPPORT

Innovation projects of our clients can be supported by Government grants* and other kinds of support (*for Singapore registered companies)



Design Thinking Consulting
Digital Storytelling Consulting
UX Consulting

Overarching mandate:
Drive Digital Transformation



Innovation Sandboxing

Overarching mandate:
Drive Govt. Sector Innovation



Frame and Scope (Design Thinking)

Overarching mandate:
Drive SME Innovation



Sector Transformation Fund

Overarching mandate:
Drive Innovation in Arts Sector



Branding, Business Transformation

Overarching mandate:
Drive Innovation, Strategy, Service Excellence & People best practices in SMEs



metaskills

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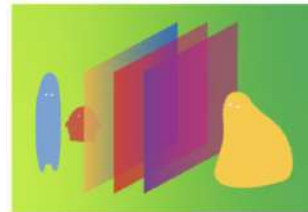
**MetaSkills To
Lead Future**



**Designing
Future Services**



**Superpower of
Collaboration**



**3 Mental Modes
of Startup CEO**



Empathy



**Body Language
& Communication**



**What Kills
Innovation**



**Solving The
Right Problems**



**Innovation
Sandboxing**





Empathy is at the core of
effective problem solving



Listen
with sincerity



Speak
with clarity





Empathy

Gain empathy with the user to generate insights
& reframe the problem.



Co-design

Co-create solutions with the user by rapid
prototyping & testing.



Workshop Plan

Activity 01

Future of Travel Industry

Future of Travel Industry		
Team Name: 1		
FUTURE CUSTOMERS Who will be your future customer? What will they look like? <div> <div> <p>Future Customer The phone-obsessed traveler</p> </div> <div> <p>Future Customer The lazy traveler</p> </div> </div>	EXPERIENCES THEY WILL VALUE What kind of experiences will the future customer value? What will they look for in their travel experiences? <div> <div> <p>Global Passport The convenience of a single passport for multiple destinations</p> </div> <div> <p>Photogenic Places Locations that are perfect for social media content</p> </div> <div> <p>Surprise The element of mystery in travel</p> </div> </div>	VALUE OF TRAVEL AGENT & TOUR GUIDE What value will the travel agent of the future bring to its customers? <div> <div> <p>Read The Mind The ability to understand customer needs without them saying it</p> </div> <div> <p>Enable Customisation To create the perfect travel package for every customer</p> </div> </div>
TECHNOLOGY & TRAVEL INDUSTRY How will technology impact the travel industry of the future? What value will technology add in creating and delivering travel experiences? <div> <div> <p>Flight Sharing The concept of sharing flights with others to save costs</p> </div> <div> <p>Virtual Experiences The ability to explore destinations from home</p> </div> </div>	SUPPLIERS OF THE FUTURE How will my suppliers' business models change? How will that impact my business? <div> <div> <p>Unique Experiences To offer customers experiences that are not available elsewhere</p> </div> </div>	TRAVEL AGENT OF THE FUTURE What will travel agents of the future look like? <div> <div> <p>Novel Ways to Serve The use of AI and automation to enhance customer service</p> </div> <div> <p>Work anywhere, anytime The ability to work remotely and flexibly</p> </div> </div>

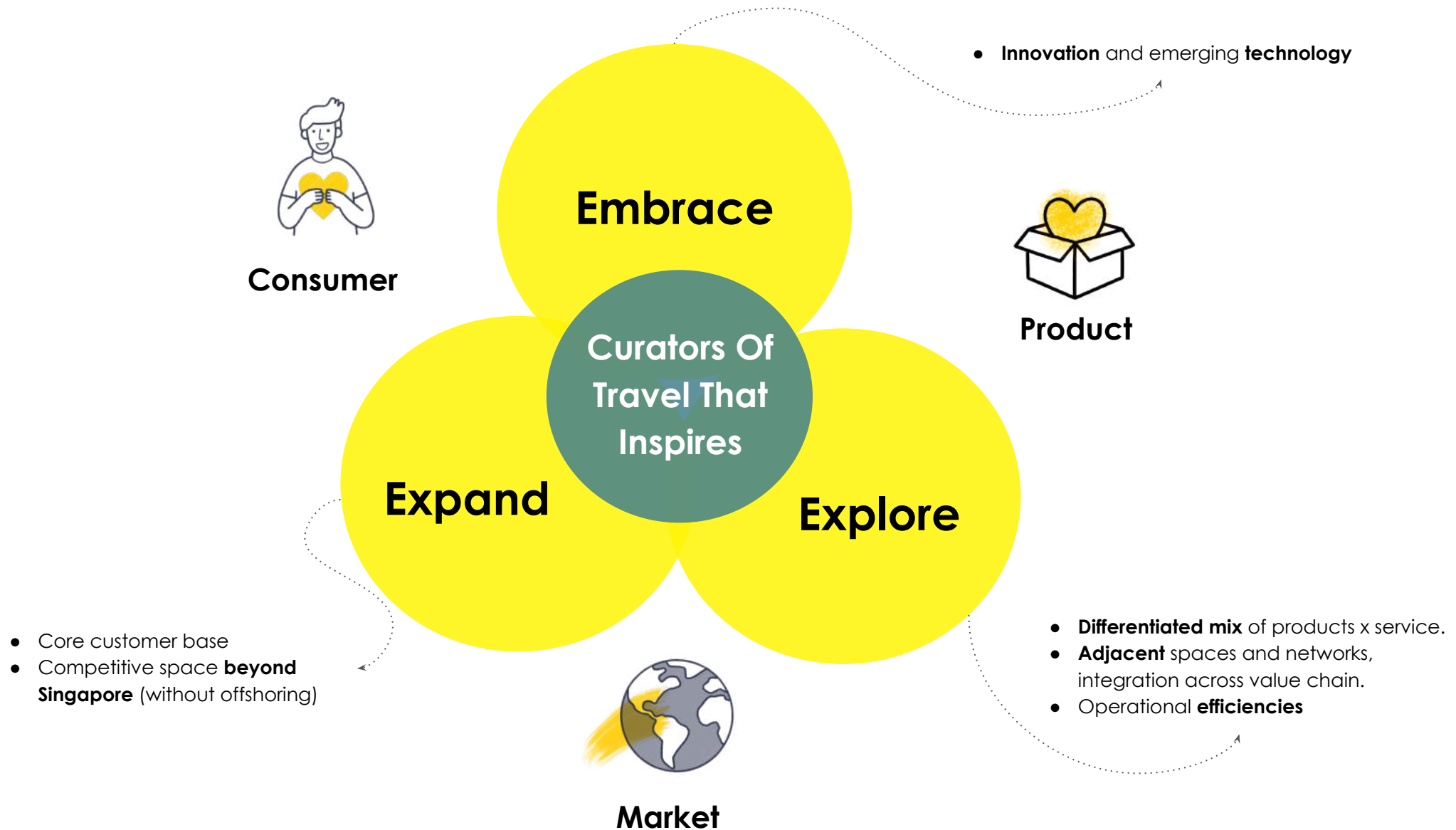
Activity 02

My Future Service

My Future Service	
My Name, Company Name: 2	
Idea What kind of future product or service you will launch? <i>Tip: Get inspiration from the Future Canvas that you have just completed</i>	
Customer Who is the customer this new product or service? What need does this product or service fulfill?	Value What value does this idea create for the customer? How will it delight my customer?
Money How will this product or service make money for me / my company?	



The Future TA & TG



Activity 01

Future of Travel Industry



Future of Travel Industry

Team Name

1

FUTURE CUSTOMERS

Who will be your future customer?
What will they look like?

EXPERIENCES THEY WILL VALUE

What kind of experiences will the future customer value? What will they look for in their travel experiences?

VALUE OF TRAVEL AGENT & TOUR GUIDE

What value will the travel agent of the future bring to its customers?



TECHNOLOGY & TRAVEL INDUSTRY

How will technology impact the travel industry of the future? What value will technology add in creating and delivering travel experiences?

SUPPLIERS OF THE FUTURE

How will my suppliers' business models change?
How will that impact my business?

TRAVEL AGENT OF THE FUTURE

What will travel agents of the future look like?



FUTURE CUSTOMERS

Who will be your future customer in 2035?

What will they look like?



Future Customer



The phone-obsessed traveler

Future Customer



The Lazy Traveller

The convenience of having a global passport –
or to be able to go anywhere they want

Future Customer



Climate-conscious GenZ



EXPERIENCES THEY WILL VALUE

What kind of experiences will the future customer value?

What will they look for in their travel experiences that they don't get today?

Experiences Customer Value



Photogenic Places

To be able to go to EVEN MORE photogenic places to capture #instaworthy pictures

Experiences Customer Value



Surprise

The Element of "surprise" in travel

Experiences Customer Value



Global Passport

The convenience of having a global passport – or to be able to go anywhere they want



VALUE OF TRAVEL AGENT & TOUR GUIDES

What value will the travel agent of the future bring to its customers?

What can TAs provide that technology cannot?

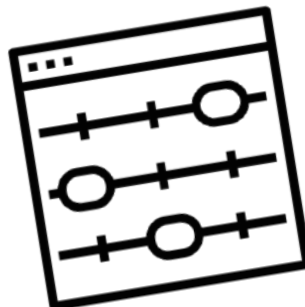
Value Of Travel Agent



Read The Mind

To be able to read the mind of the customer and know their preferences

Value Of Travel Agent



Enable Customisation

To enable the customer to easily customize their own travel

Value Of Travel Agent



Cultural Connector

A travel guide who connects tourists to vetted local artisans, ensuring cultural respect.



TECHNOLOGY & TRAVEL INDUSTRY

How will technology impact the travel industry of the future?

What value will technology add in creating and delivering travel experiences?

Technology and Travel Industry



Flight Sharing

The popularity of sharing apps will extend into flights

Technology and Travel Industry



Virtual Experiences

Usage of VR & AR will offer new experiences

Technology and Travel Industry



Dynamic Itinerary

Itinerary is auto-updated based on changes in weather and desires.



SUPPLIERS OF FUTURE

How will my suppliers' business models change?

How will that impact my business?

Suppliers Of Future



Unique Experiences

To offer unique experiences – such as zero-gravity flight experience

Suppliers Of Future



Subscription-Based Travel Services

Airlines and hotels offer flexible, mix-and-match travel bundles

Suppliers Of Future



Dynamic Pricing

Hotels and flights use AI to dynamically adjust prices and availability



TRAVEL AGENT OF THE FUTURE

What will travel agents of the future look like?

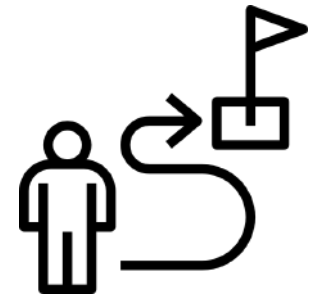
Travel Agent Of The Future



Travel Agent Of The Future



Travel Agent Of The Future



Novel Ways to Serve

To serve their customers
by simply communicating through a video call

Work anywhere, anytime

Have the freedom to work at the beach, or
anywhere, anytime, if they want to

Purpose based TA

Helps travellers create plans that address
desires like healing from burnout
or exploring food



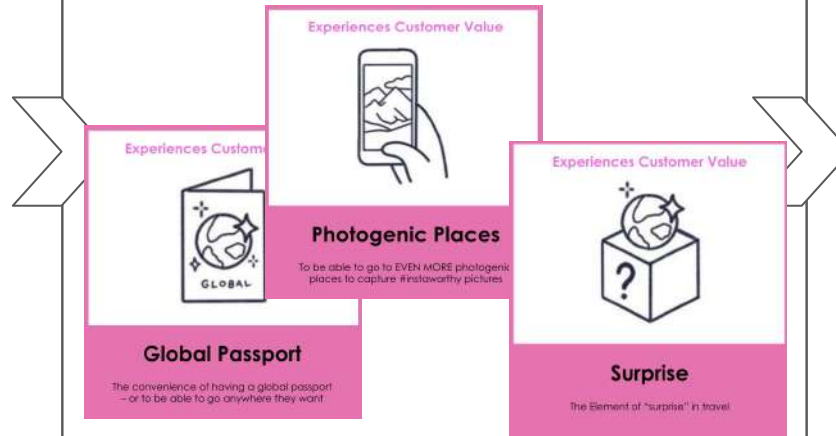
FUTURE CUSTOMERS

Who will be your future customer?
What will they look like?



EXPERIENCES THEY WILL VALUE

What kind of experiences will the future customer value? What will they look for in their travel experiences?



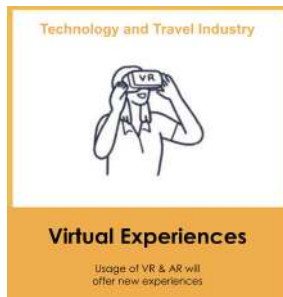
VALUE OF TRAVEL AGENT & TOUR GUIDE

What value will the travel agent of the future bring to its customers?



TECHNOLOGY & TRAVEL INDUSTRY

How will technology impact the travel industry of the future? What value will technology add in creating and delivering travel experiences?



SUPPLIERS OF THE FUTURE

How will my suppliers' business models change?
How will that impact my business?

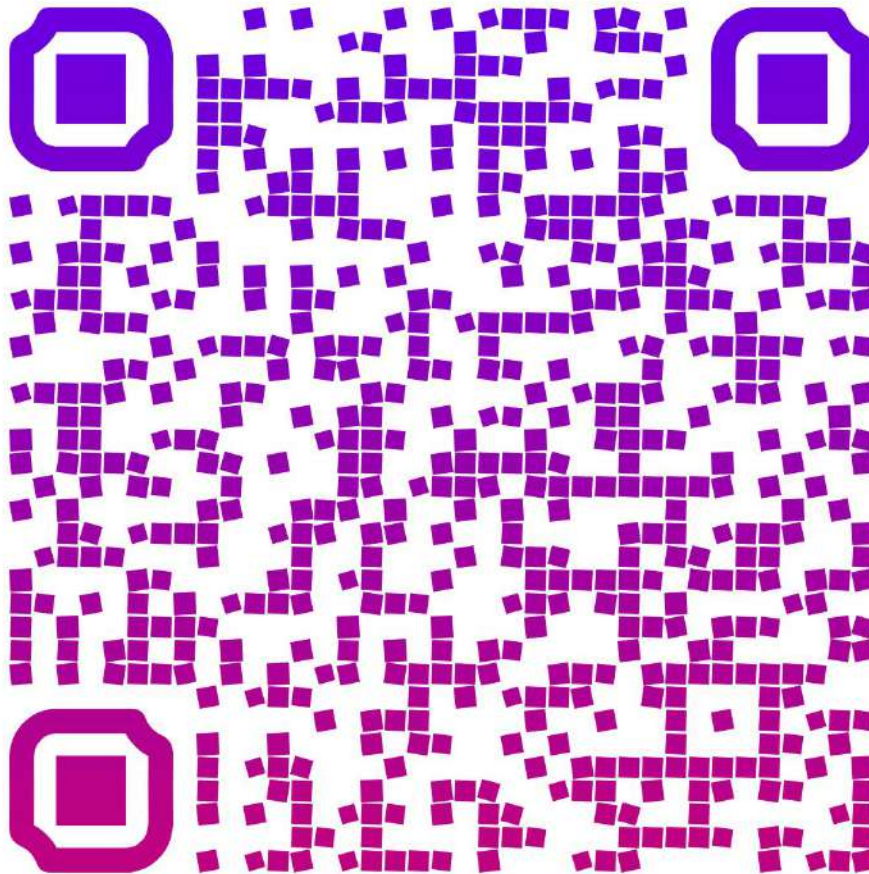


TRAVEL AGENT OF THE FUTURE

What will travel agents of the future look like?



Need a Boost? Ask ChatGPT.



tinyurl.com/travel2future



Use AI to spark new ideas.
Not to get the "right" answer.



No one can see your chat.
Explore freely.



You're in control.
Keep what's useful, skip what's not.



Don't like the answer?
Rephrase and try again!

Activity 02

My Future Service





Idea

What kind of future product or service you will launch?

Tip: Get inspiration from the Future Canvas that you have just completed

What if you could solve something that frustrates travellers?

What if you focused on delight, instead of convenience?



Customer

Who is the customer this new product or service?
What need does this product or service fulfill?



Value

What emotional or functional value does this idea create for the customer?
How will it delight or surprise my customer?



Money

How will this product or service make money for me / my company?
Can this lead to tiered pricing, partnerships, or recurring revenue?





Nav Qirti



LinkedIn



Dishi Gautam

For enquiries



www.ideactio.com

touch@ideactio.com



**Always keep listening,
listening is learning.**



562a Serangoon Road,
Singapore 218178



www.ideactio.com



Linkedin/Ideactio



touch@ideactio.com



+65 9455 3208



@ideactio

