

# Ireland Case Study

## Knowledge transfer across the tourism supply chain

From Data to Action, Modul University

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# Overview

- ▶ Unusual destination promotion structures
- ▶ A very fragmented tourism sector
- ▶ Emerging knowledge transfer principles
- ▶ Aligned knowledge transfer mechanisms
- ▶ Successes and learnings



# Unusual destination promotion structures





# A very fragmented tourism sector



Tourism education and training traditionally

**Service-oriented**

**NOT**

**Business-oriented**


**16,000**

micro enterprises,  
with majority  
employing less  
than 2 people

Primary competition  
seen as the  
neighbouring business



Primary household  
income often  
farming or Irish pub



Tourism enterprises  
are usually Family run  
and often second  
seasonal income



# Emerging knowledge transfer principles



Knowledge management should be consumer-centric



Pro-actively communicated and understood



Knowledge

**Every tourism business is unique!**

... world view'

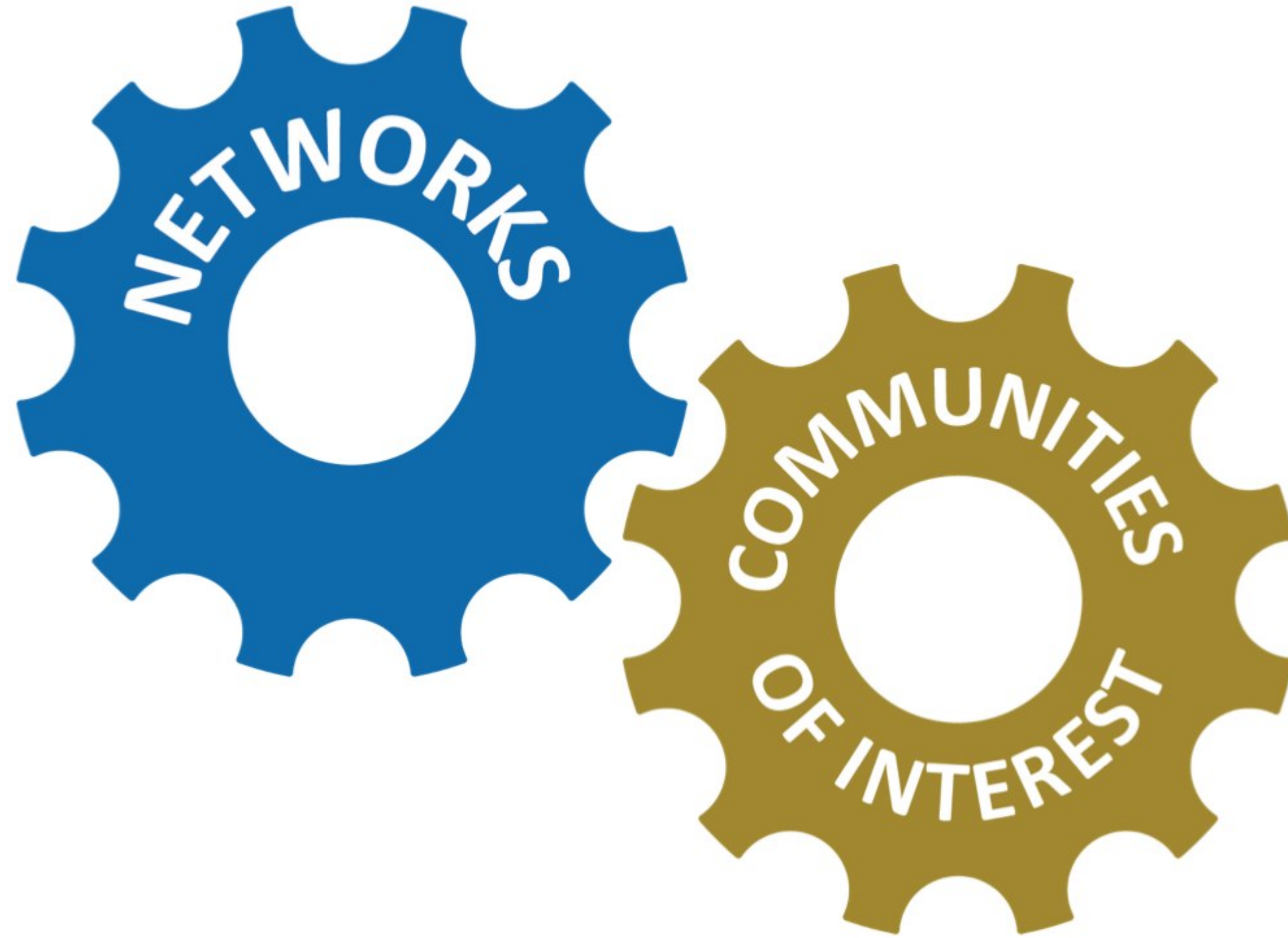


Agreed brand architecture and global segments





# Aligned knowledge transfer mechanisms



# Aligned knowledge transfer mechanisms



**Tourism Ireland**

*Marketing the island of Ireland overseas*

**COUNTRY CLUBS**

## Market focus

Emerging markets,  
low volume, niche



## Mechanic



ENTRY  
LEVEL



ADVANCED  
LEVEL

Market knowledge and  
market exposure

## Objective




Awareness building  
& mutual  
understanding





# Aligned knowledge transfer mechanisms



Market focus	Mechanic	Objective
<p data-bbox="992 872 1416 1003"><b>High volume, rich segments</b></p> 	<p data-bbox="1715 872 2349 1078"><b>Immersive encounters with peers and consumers</b></p> 	<p data-bbox="2432 872 3065 1078"><b>Accelerate growth through reframing customers as tourists</b></p> 



# Aligned knowledge transfer mechanisms



**'Burning Platform'  
report**



**Immersive workshops**



**Online  
'toolkit'**



**Sales Connect suite of  
knowledge materials**



**CRM approach**



# Successes and learnings

Build network models to map and unlock potential of all stakeholders





# Successes and learnings



Global findings placed in local context



# Successes and learnings

Using immersive knowledge sharing events as our destination majors on immersive experiences





# Successes and learnings





# Thank You

