



TAYLOR'S UNIVERSITY

Wisdom • Integrity • Excellence



International Centre
of Excellence in
Tourism and Hospitality
Education (THE-ICE)

***“Same, Same.....But Different” - Developing
Innovative Experiences***

Professor. J.S. Perry Hobson, PhD

ProVice-Chancellor - Global Engagement



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Perry Hobson

OXFORD
BROOKES
UNIVERSITY



UMASS
AMHERST

PATA®
Pacific Asia Travel Association

MCI®
MANAGEMENT CENTER
INNSBRUCK

Southern Cross
University

ASIA PACIFIC
CHRIE
The Hospitality &
Tourism Educators

tta
Travel & Tourism Research Association
Asia-Pacific Chapter

THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

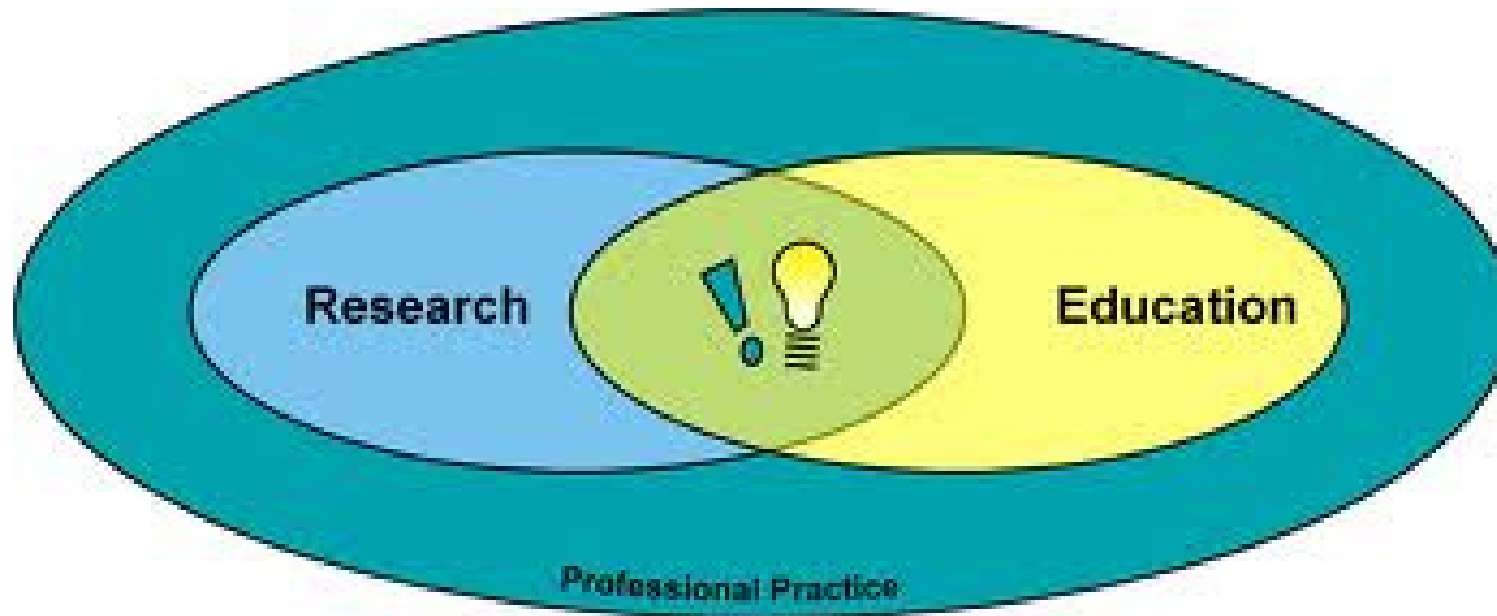
CAUTHE
Council for Australasian University Tourism
and Hospitality Education

SIU Southern Illinois
University
CARBONDALE

International Centre
of Excellence in
Tourism and
Hospitality Education



Research, education and innovation





Time for a Re-Think?

- Its time for the industry and education to have a re-think
- We need to re-think our 'service systems'
- We need to re-think our hotel designs
- We need to have a re-think about the experiences we are offering
- We need to innovate rather than keep on doing what we have always done





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Innovation



**Its about new ideas and making them financially
successful in the marketplace**





Innovation Requires Inspiration



How can we be inspired to innovate?

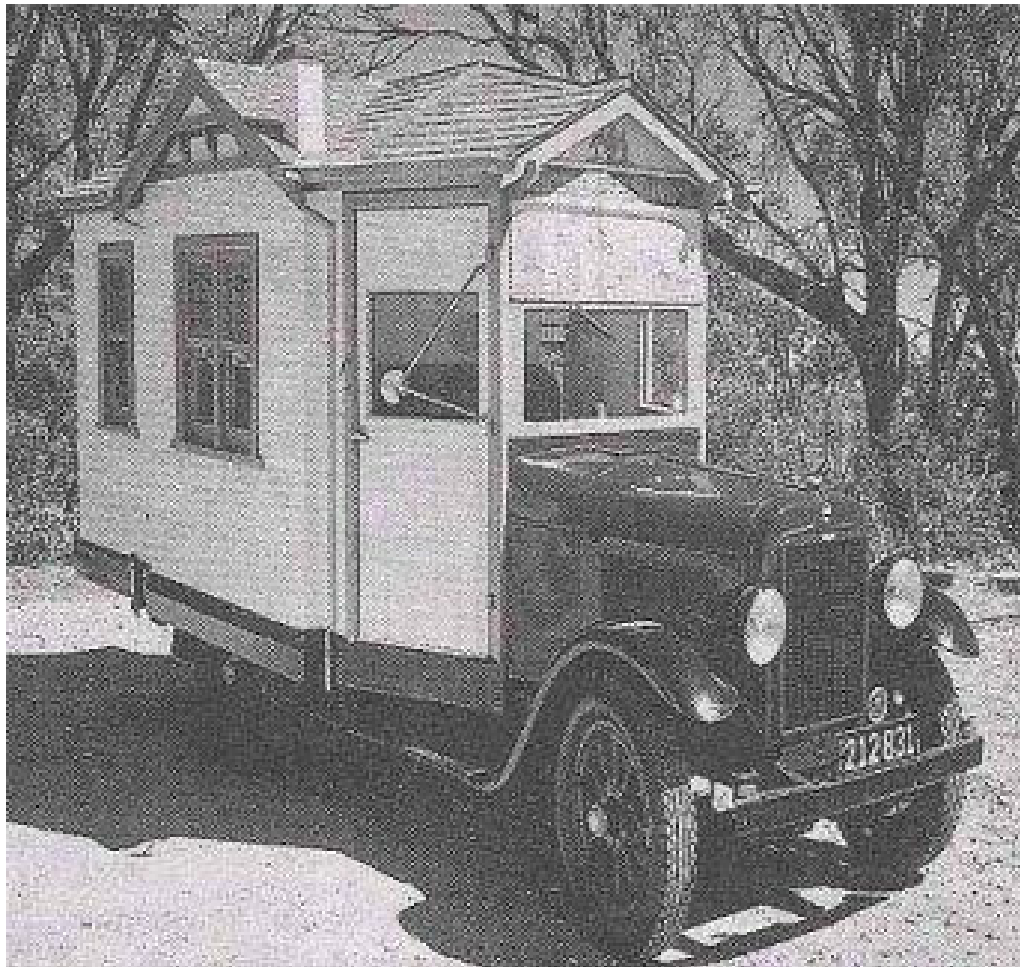




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Sometimes things evolve slowly 1929 - 2013



Ultimate Maui Escapes

Maui's reputation as the premium motorhome brand in Australia is built on 25 years of offering superior quality products and services and more new motorhomes than any other company.

Sometimes There is a Complete Technological Shift....or 'Game-Changer'





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The Mobile Phone Revolution



Making that first truly mobile phone call back in 1973.

The modern mobile phone is now some 40+ years old



Evolution of mobile phones





Google Glasses



Allow you to see a screen in the glasses – offering information about things around you and people

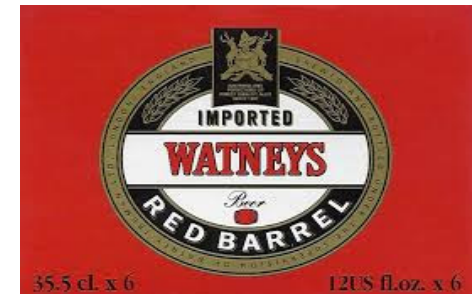




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What Happens If We Don't Innovate?



In their day, all these products/services were industry leaders - but no longer.





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The Road to.....?



Burger Pizza

?





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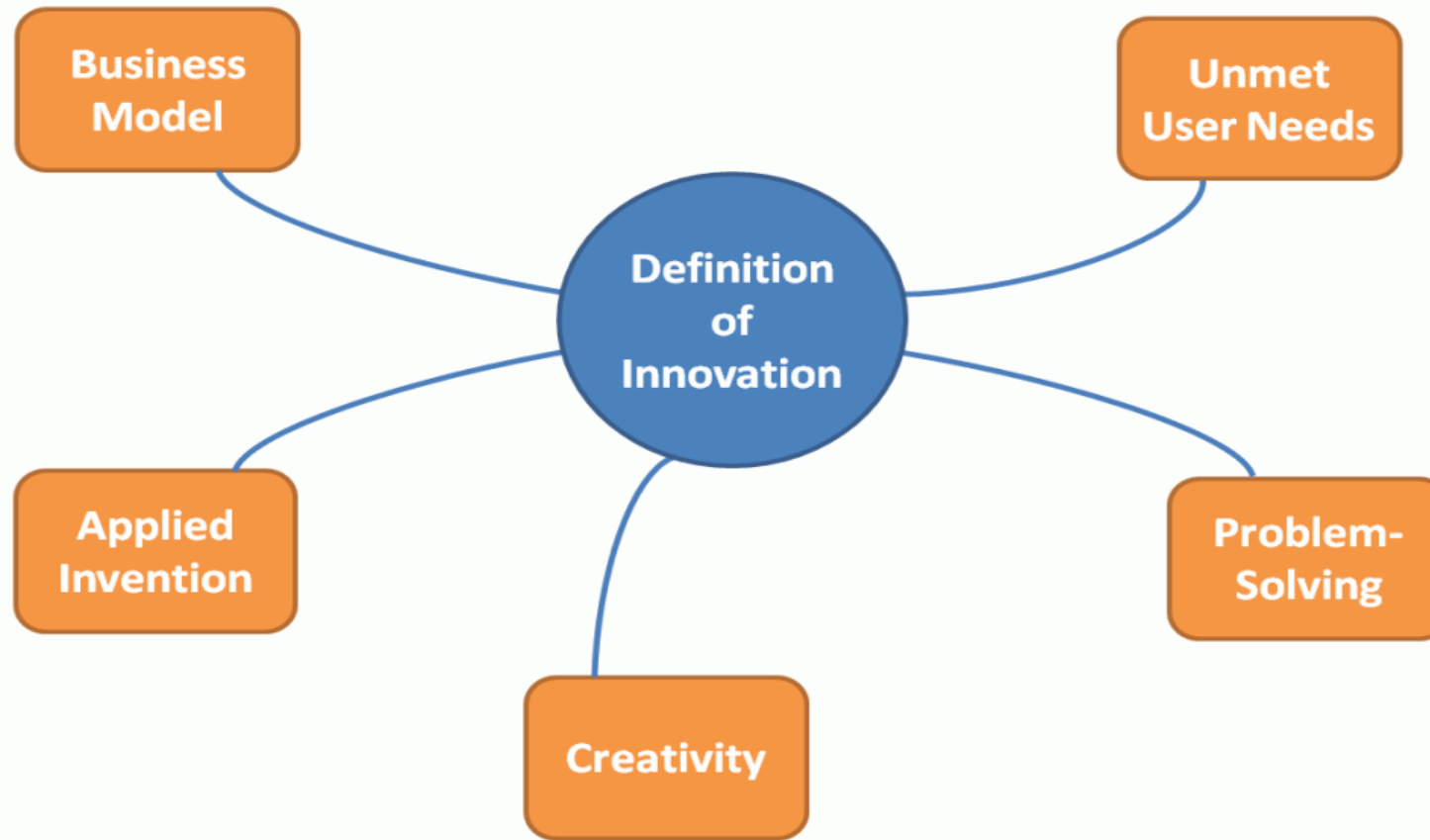
RDL

FAILED





Mapping the Definitions of Innovation





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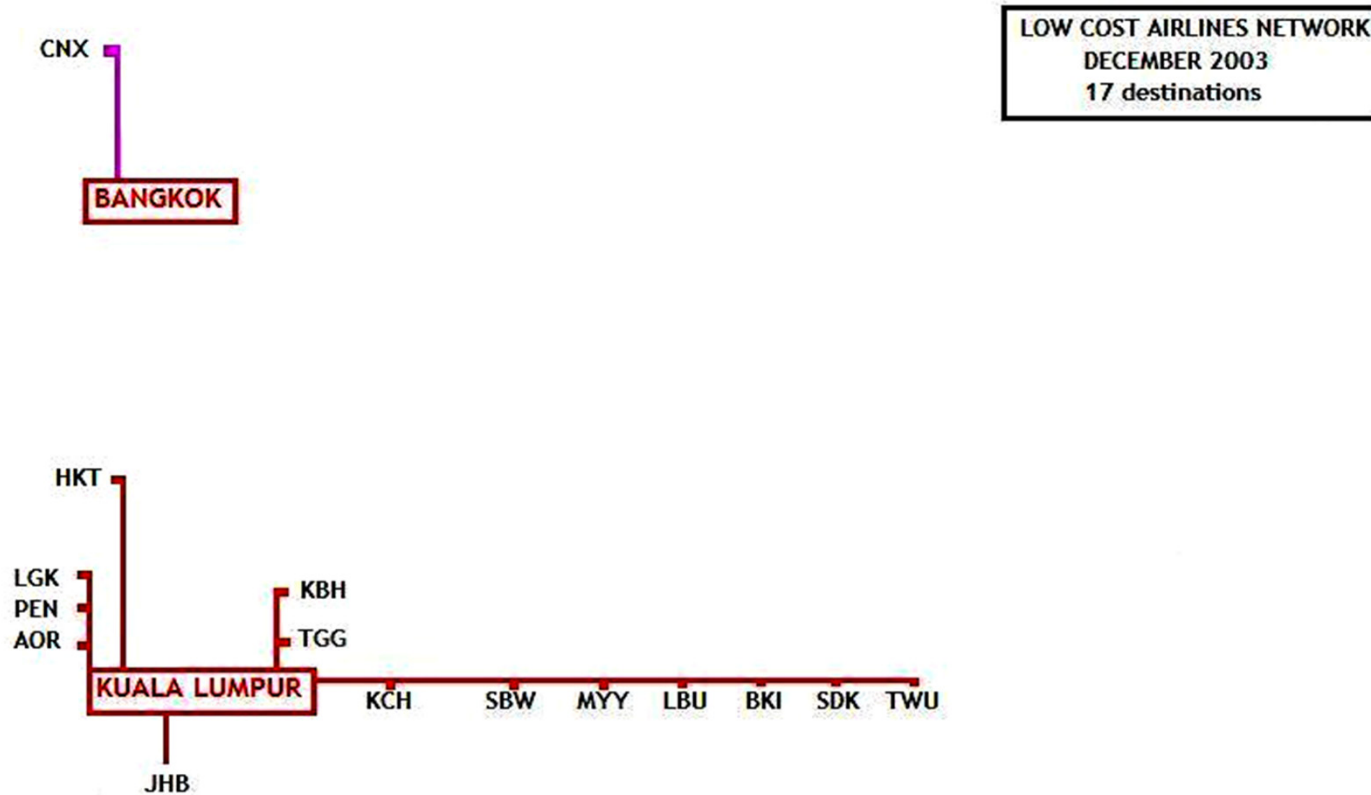
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Low Cost Carriers Provide Transport Solutions



See How Low Cost Carriers Have Offered Better Solutions in in Asia

2003

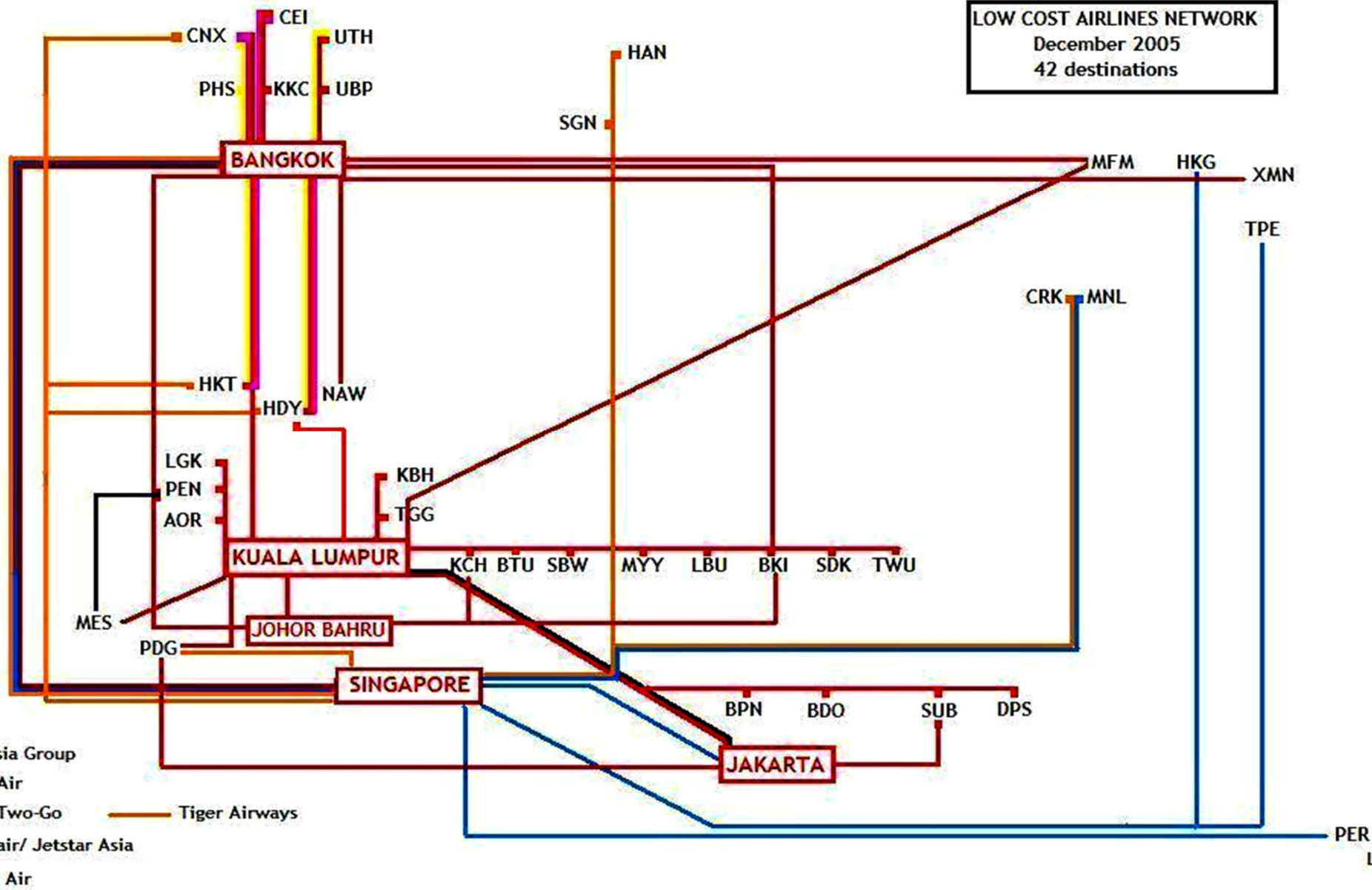


- AirAsia Group
- Nok Air
- One-Two-Go
- Valuair



2005

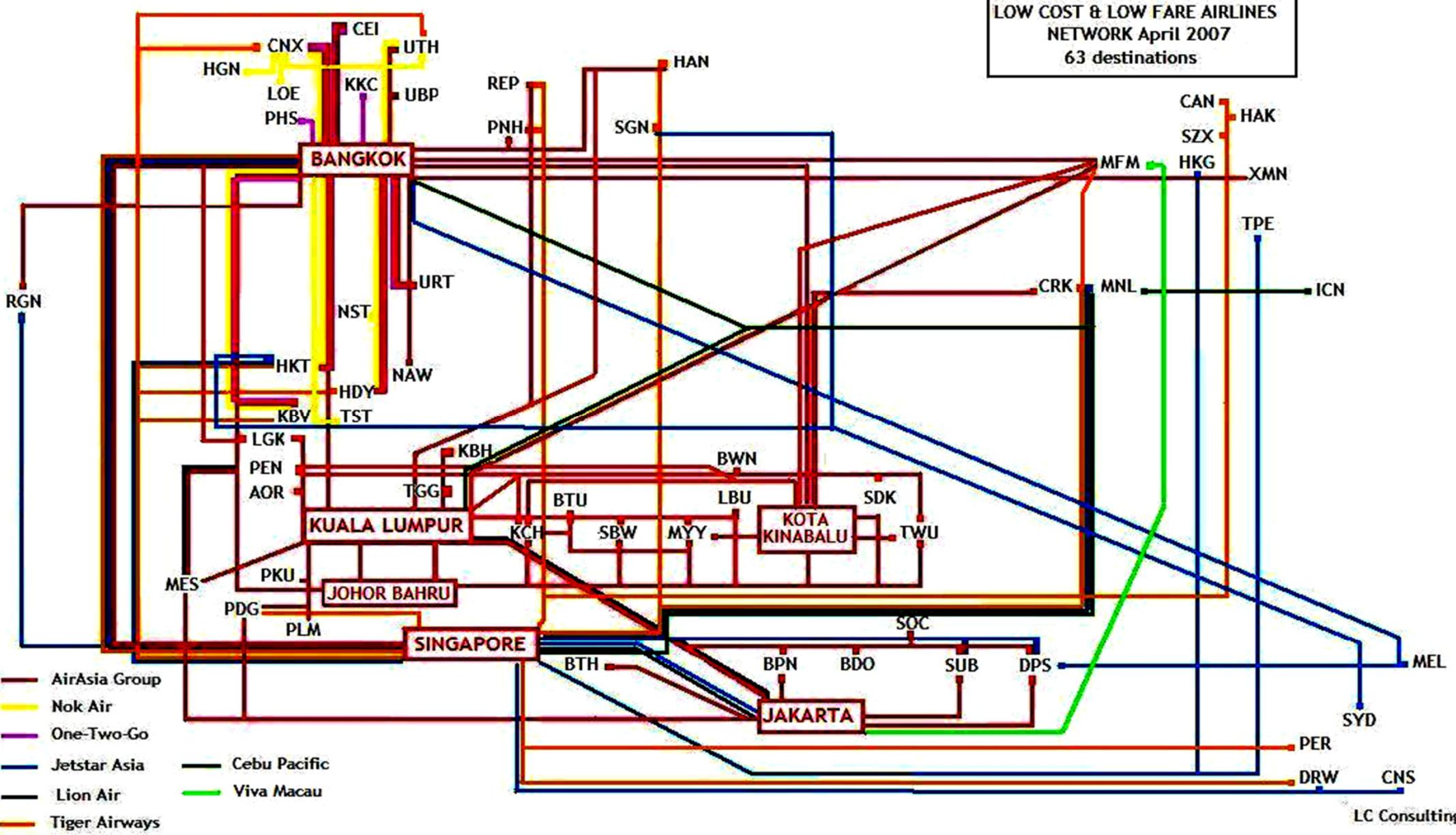
LOW COST AIRLINES NETWORK
December 2005
42 destinations





2007

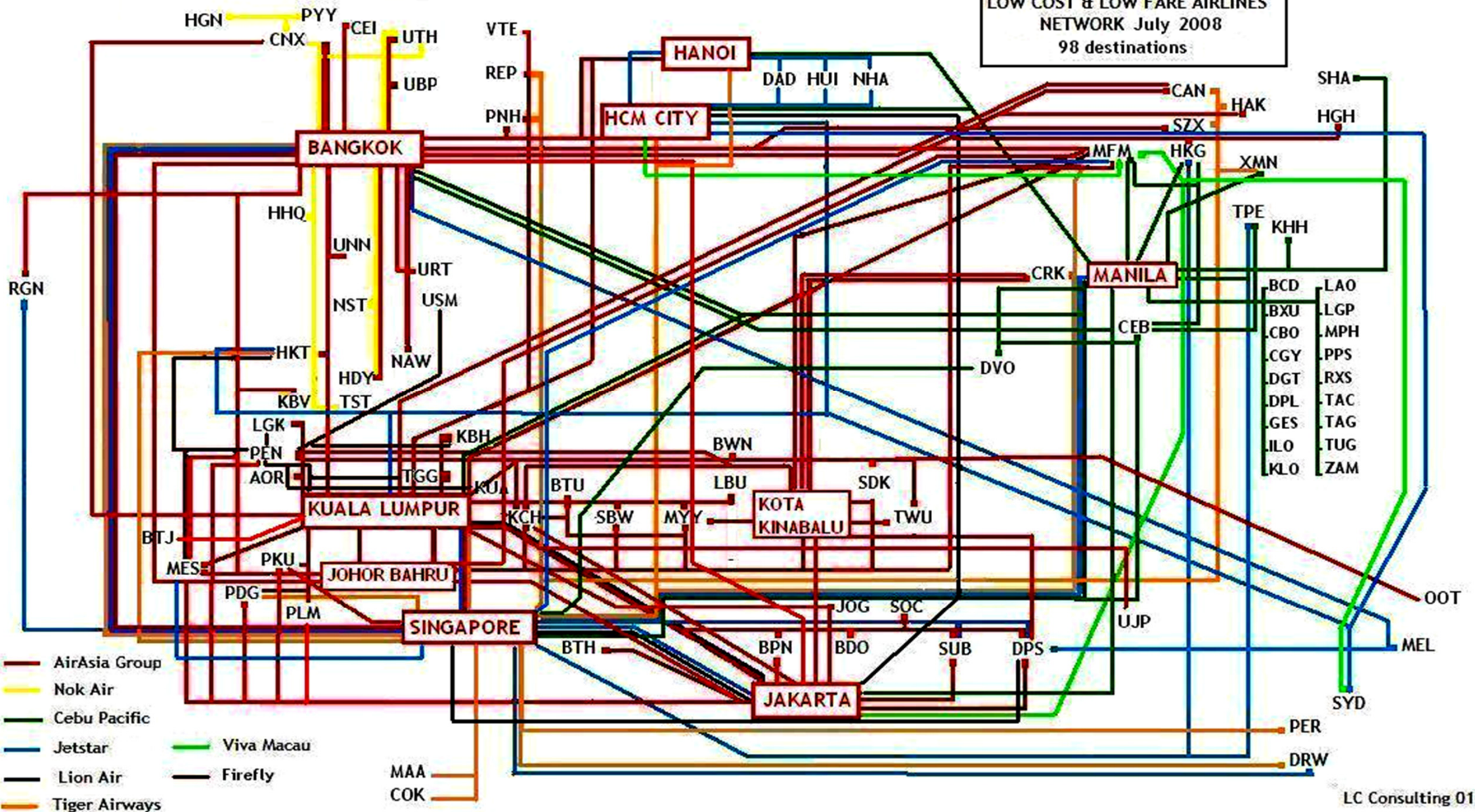
LOW COST & LOW FARE AIRLINES NETWORK April 2007
63 destinations





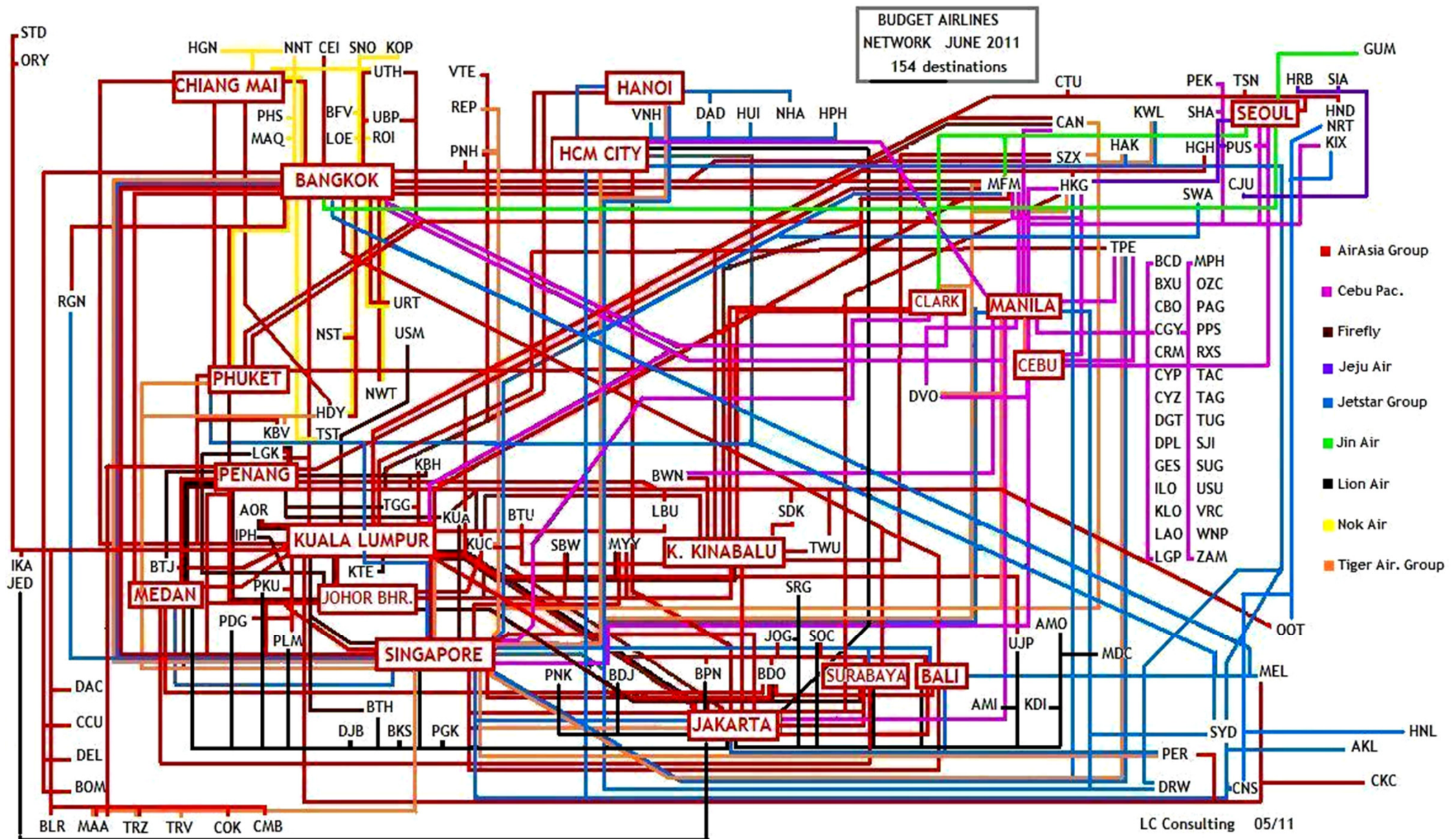
2008

LOW COST & LOW FARE AIRLINES NETWORK July 2008
98 destinations





2011





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Innovation – Is it part of our industry culture? Or are we just offering more of the same?



“Our brand is our promise to you – our promise that our fares remain great value for money, and that we will deliver a safe, reliable and innovative product”





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Their corporate philosophy is clear

Virgin





New Ideas vs Old Ways of Thinking

“The difficulty lies not in the new ideas, but in escaping from the old ones.”

- John Maynard Keynes



Re-thinking the Airline Seat – is there a better solution?



“Economy Class”

**Traditional -
linear thinking**

Re-thinking the Airline Seat – is there a better solution?



“Economy Class”

**Traditional -
linear thinking**



**“CozySuite” – off
centered thinking**





Things Innovators Think About

- **Offer new customer services** – as expectations, needs and technology are constantly changing
- **Service system** – how can you make/deliver or co-produce the product/service in a new way
- **Engineering and design** – can you use & adapt new technologies
- **Business model/systems** – can it be changed, re-organised cutting out steps, intermediaries or by outsourcing
- **Marketing** – find new ways to reach your customers
- **New markets** – anticipate what tomorrow's customers are going to need and want

