Systemic Touristic Destination Management

Presentation Skeleton

- Systemic Approaches for Destination/s Management
- Destimation Management for Local Health Tourism
- Recent innovations
  - Business Plan – Systemic Business Model Canvas
  - DCSYM Systemic Methodology
  - Digital Watch and its New Uses
  - The use of iBeacons for Consumer Behavior
- Structured Human Dialogues of Collective Unanimous Decisions
- Concluding Ideas

Destination Management

Professor Nikitas Assimakopoulos, University of Piraeus, Greece

CSAP Professional Program

Post-Graduate Level

HELLENIC SOCIETY for SYSTEMIC STUDIES 2003

RESEARCH CENTER
UNIVERSITY OF PIRAEUS

We welcome you to Certified Professionals

Question: Do they make the Difference?

Professional
Experience
Tools

Destinations' Management Systemic

Destination Management Approaches

ISO 9001/2015

Destination Management for Local Health Tourism

Eight (8) Forms of Local Health Tourism:

1. **Medical Tourism**
2. **Dental Tourism**
3. **Spa Tourism**
4. **Wellness Tourism**
5. **Local Cuisine Tourism** (Nutritionally Balanced Local Cuisine Tourism)
6. **Sports Tourism**
7. **Accessible Tourism**
8. **Assisted Tourism Residence**

What kind of science do we need?

How do you manage this new and dynamic environment?

Our successful and targeted proposal in the Labyrinth of the Labor Market is:

Our 3E Human-Centered Approach:

Education

Empowerment

Experience

Our innovations

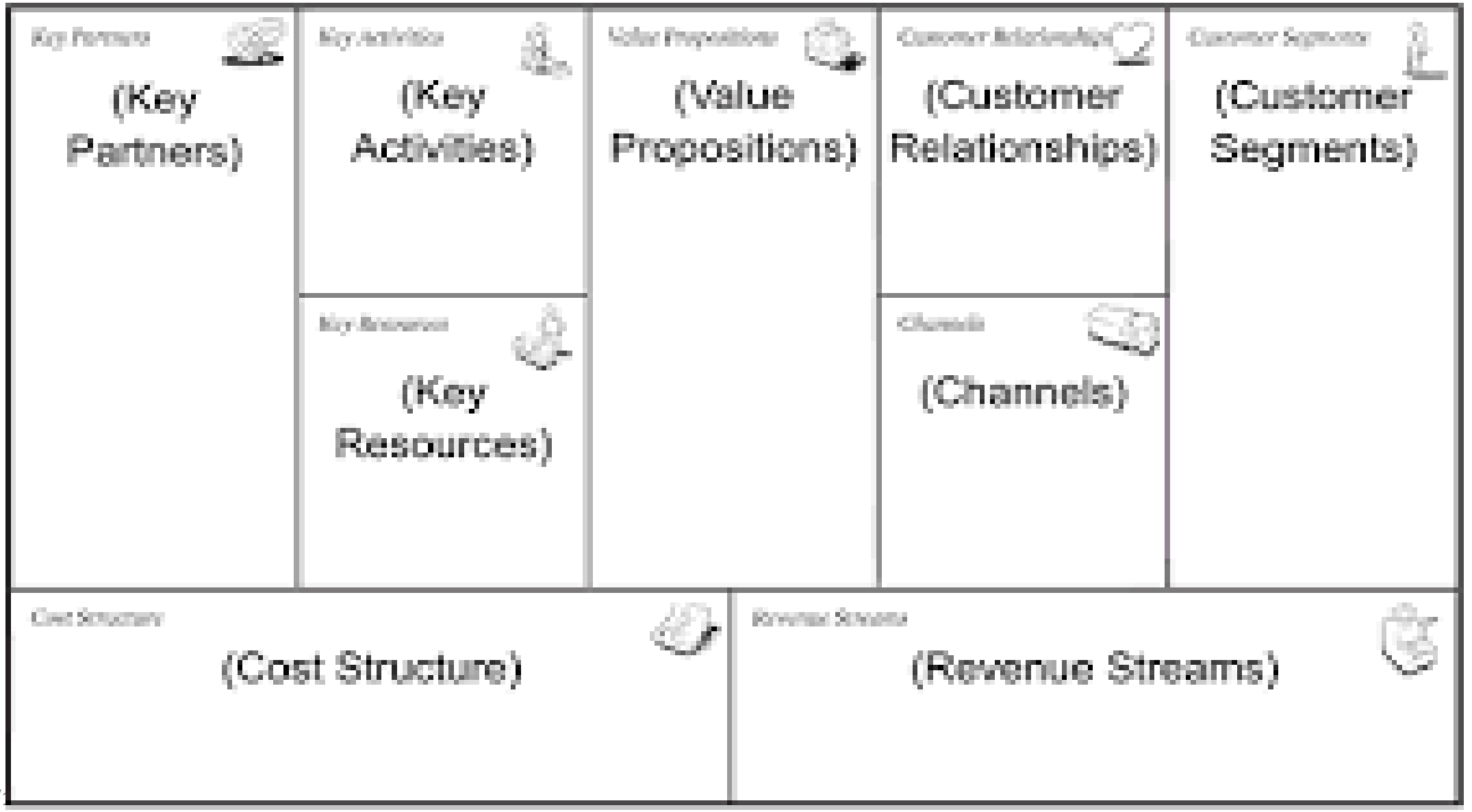
Systemic Business Model Canvas

The Tool for attending Real Time the performance of

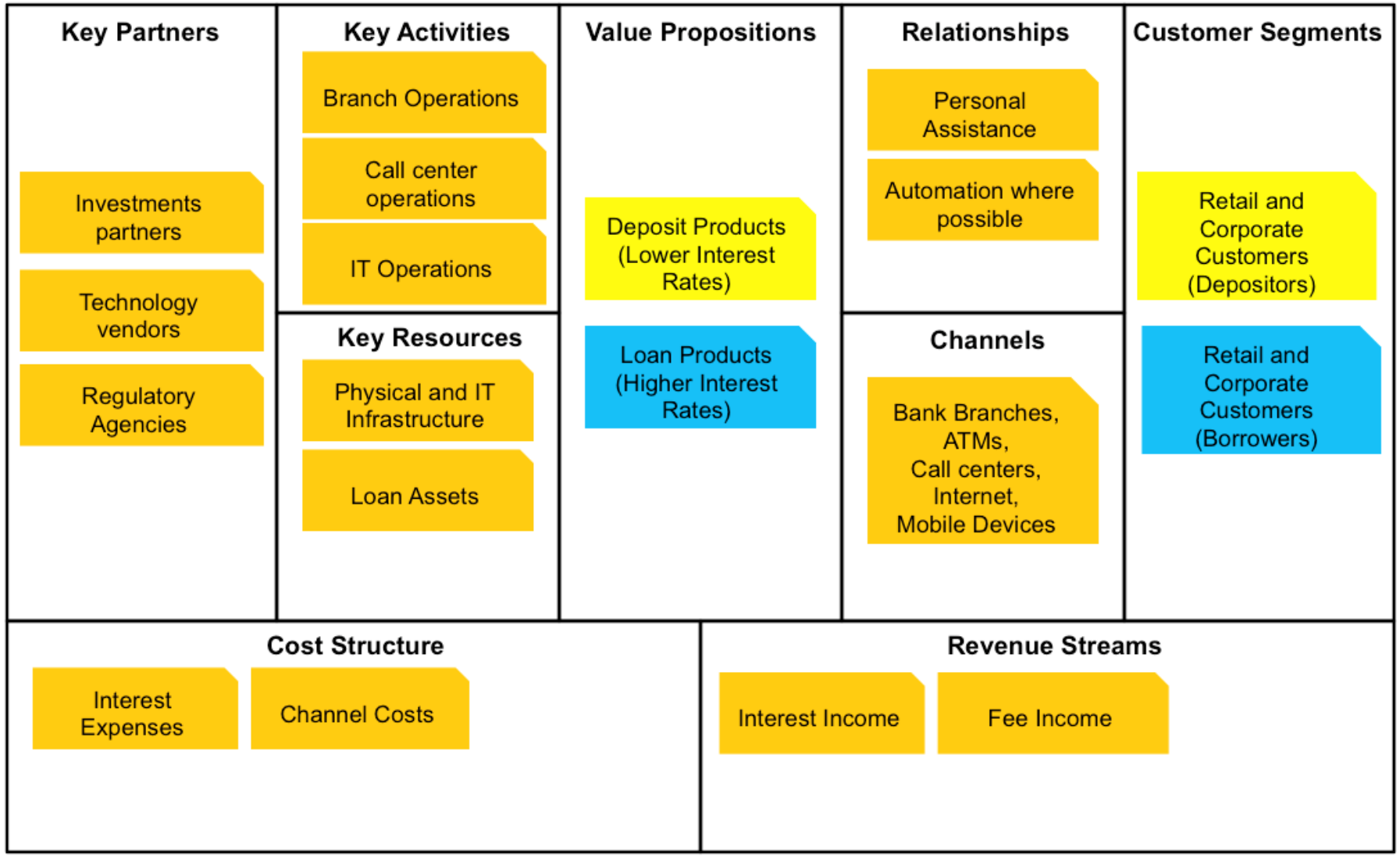
Business Plan

Innovation # 01

Business Model Canvas

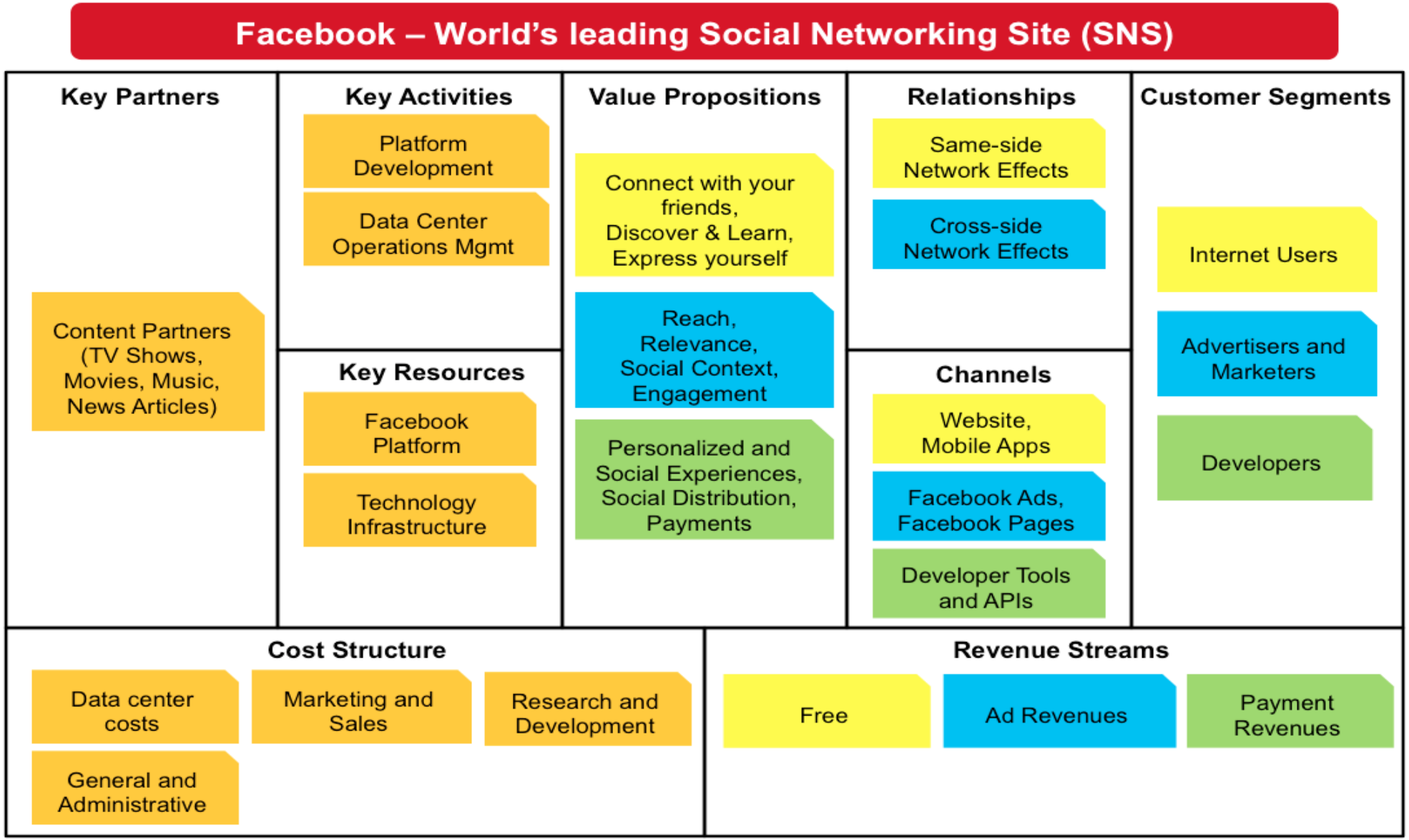


Business Model Canvas for Banking Companies

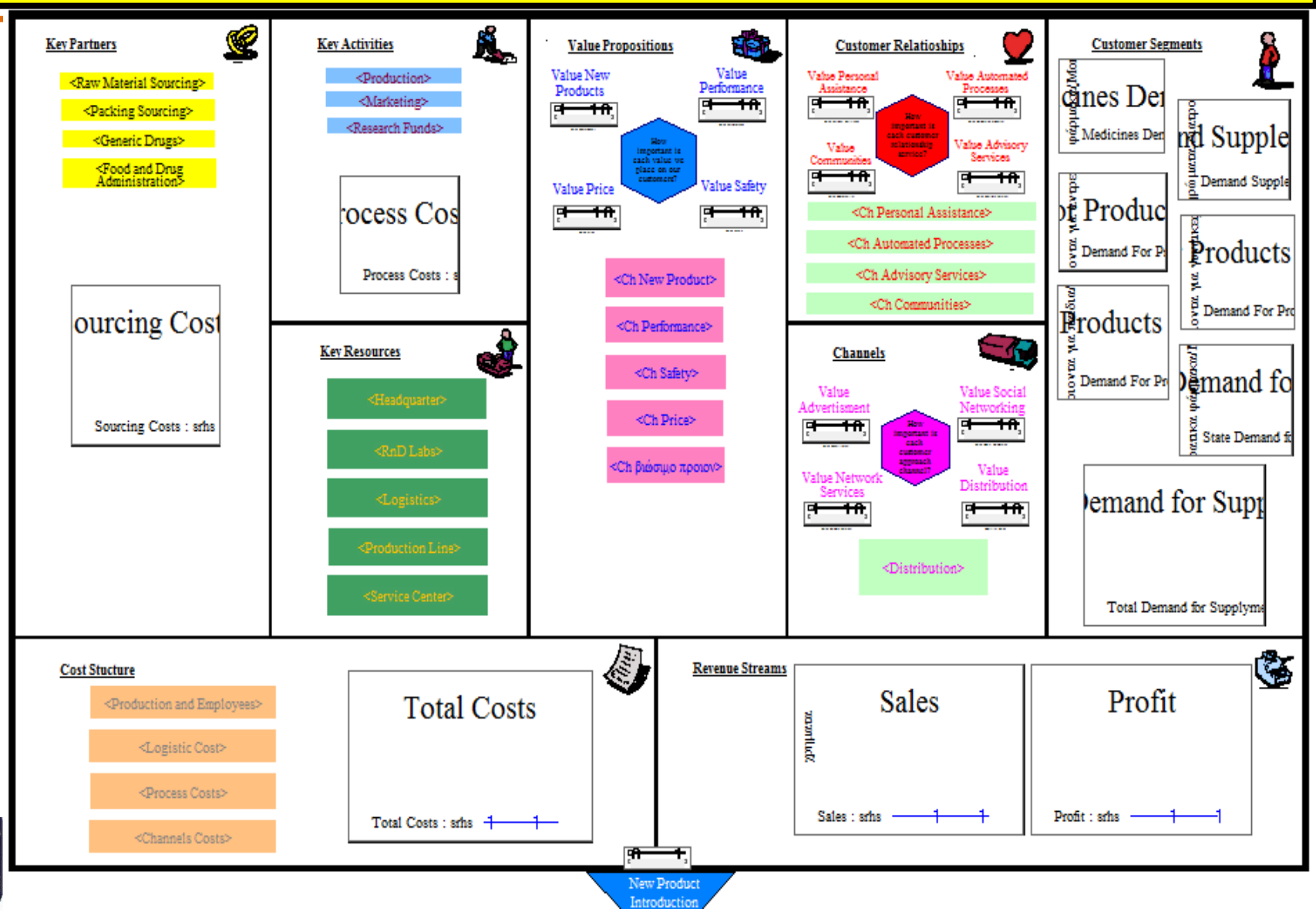


www.businessmodelgeneration.com

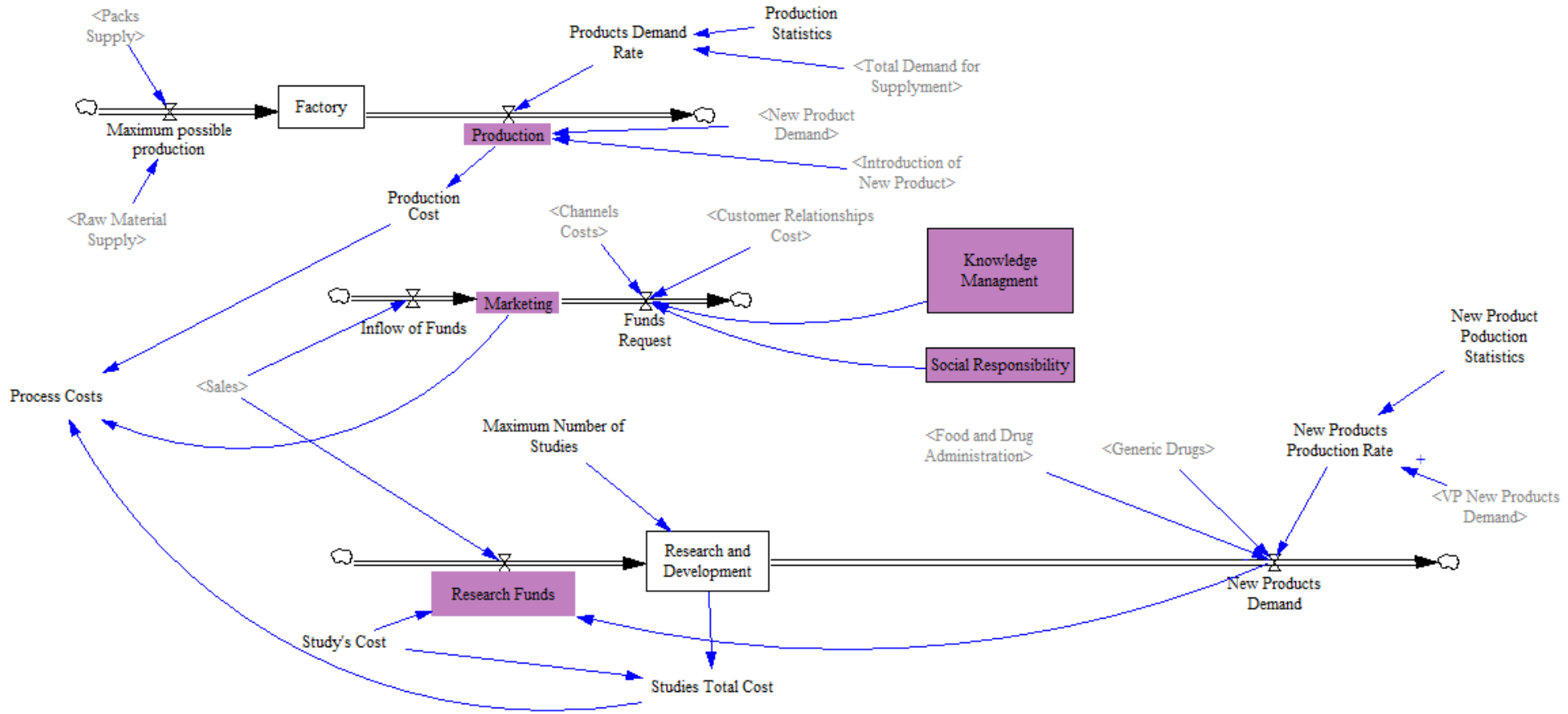
Facebook - Business Model Canvas



Systemic Business Model Canvas for The "Power Health" Pharmaceutical Com.



Key Activities



Forio for Systemic BMC

DCSYM

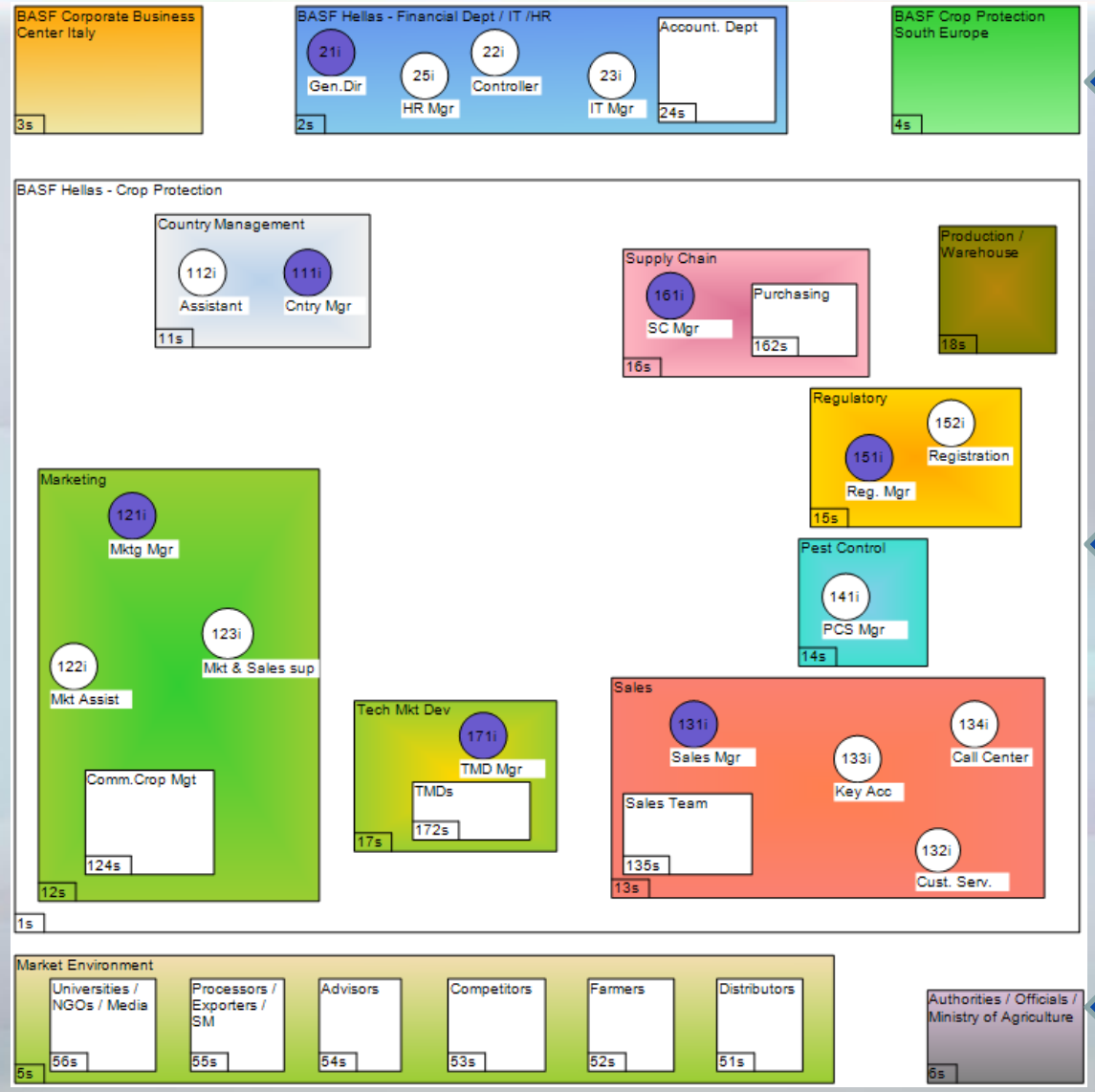
Design and Control SYstemic Methdology

01. At the Executive Level
02. At the Middle Management Level
    (Central Devisions of an Organization)
03. At any lower Organizational Level (Loans' Design)
04. Its Designs is a Language for Communications
05. Our DCSYM Case Tool Software does its Job

Innovation # 02

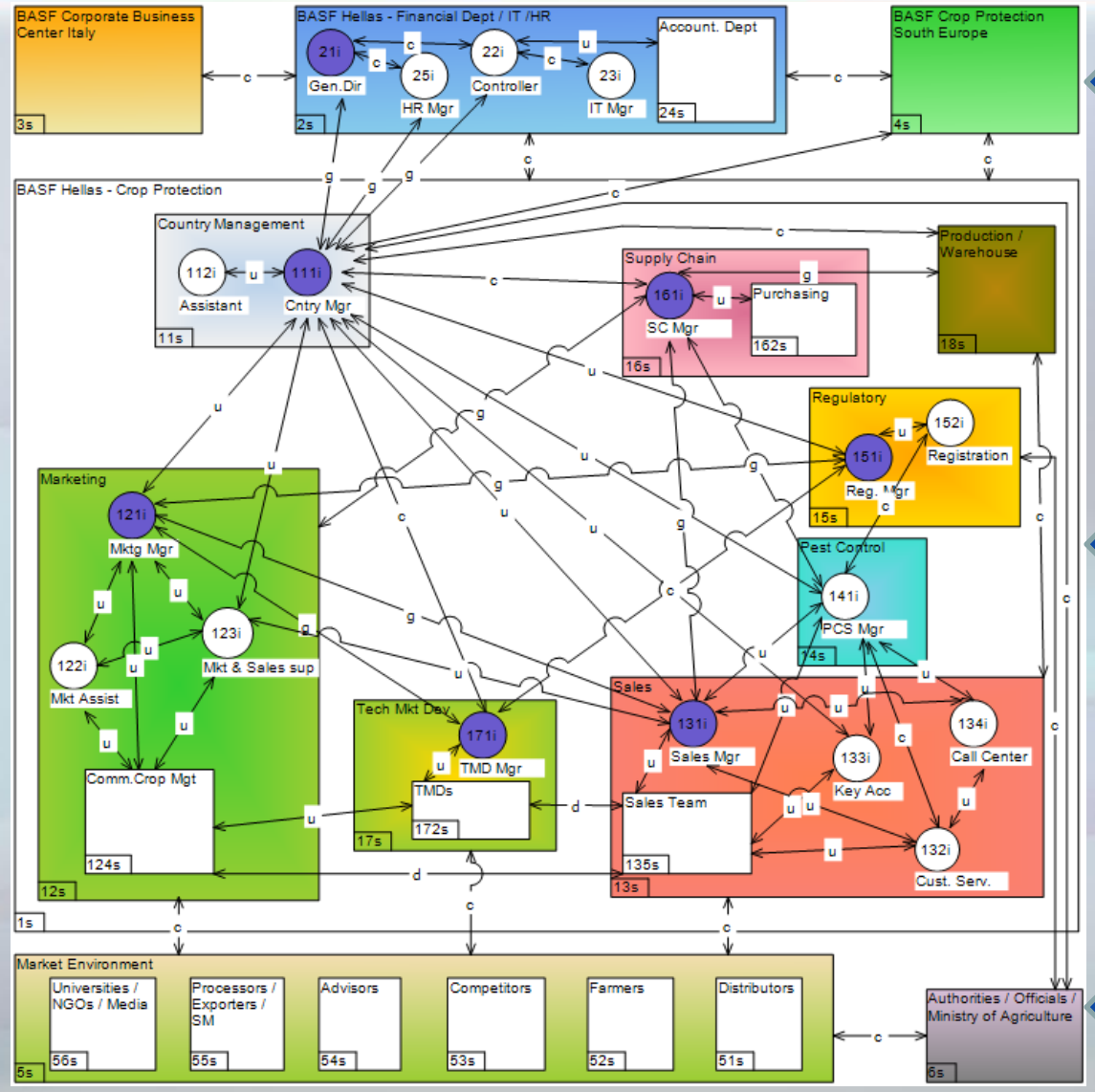
BASF Phar. Com. DCSYM Design - Existing Situation

System Structure



BASF Phar. Com. DCSYM Design - Existing Situation

Communications



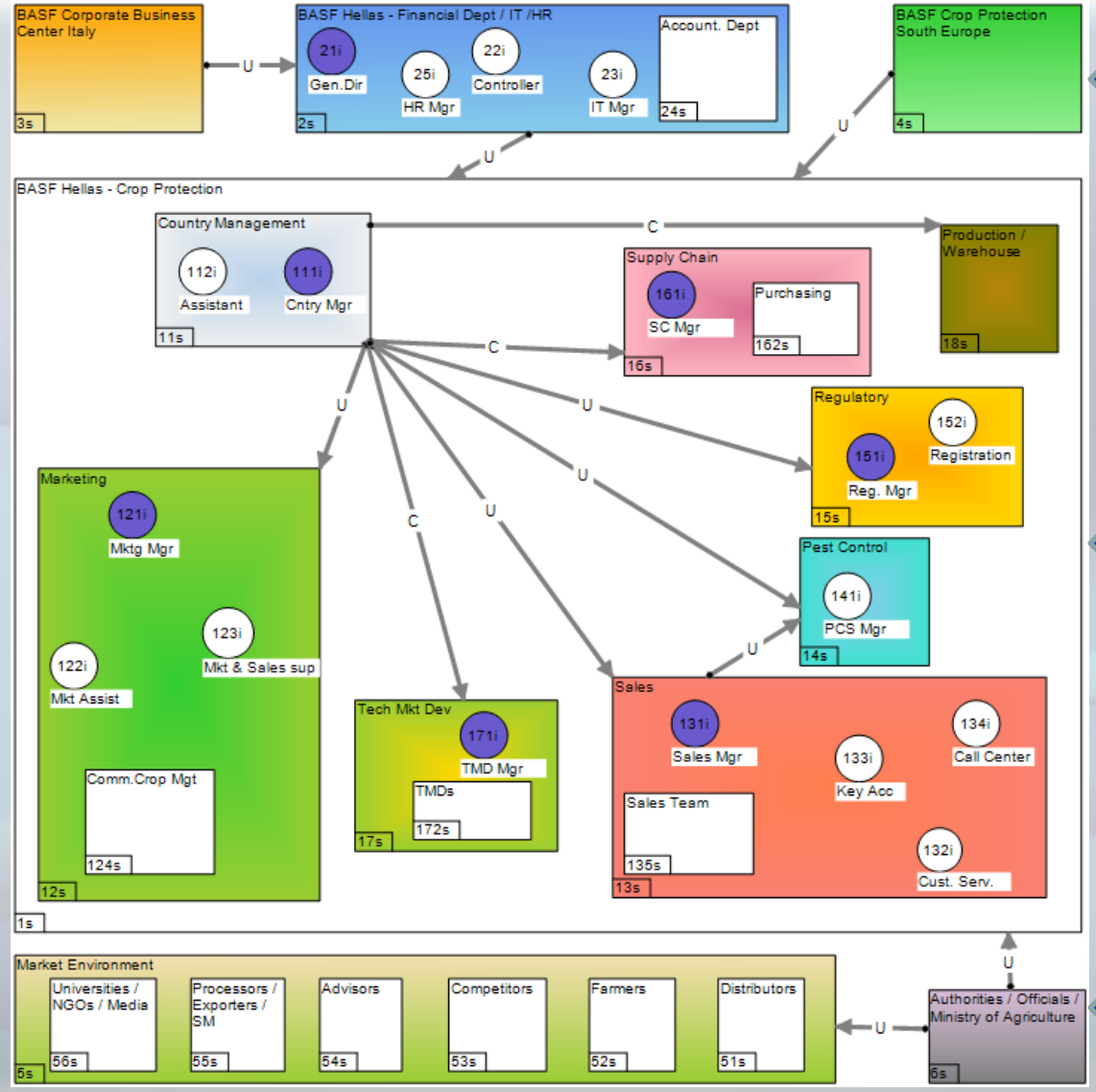
Internal Environment

The under consideration System

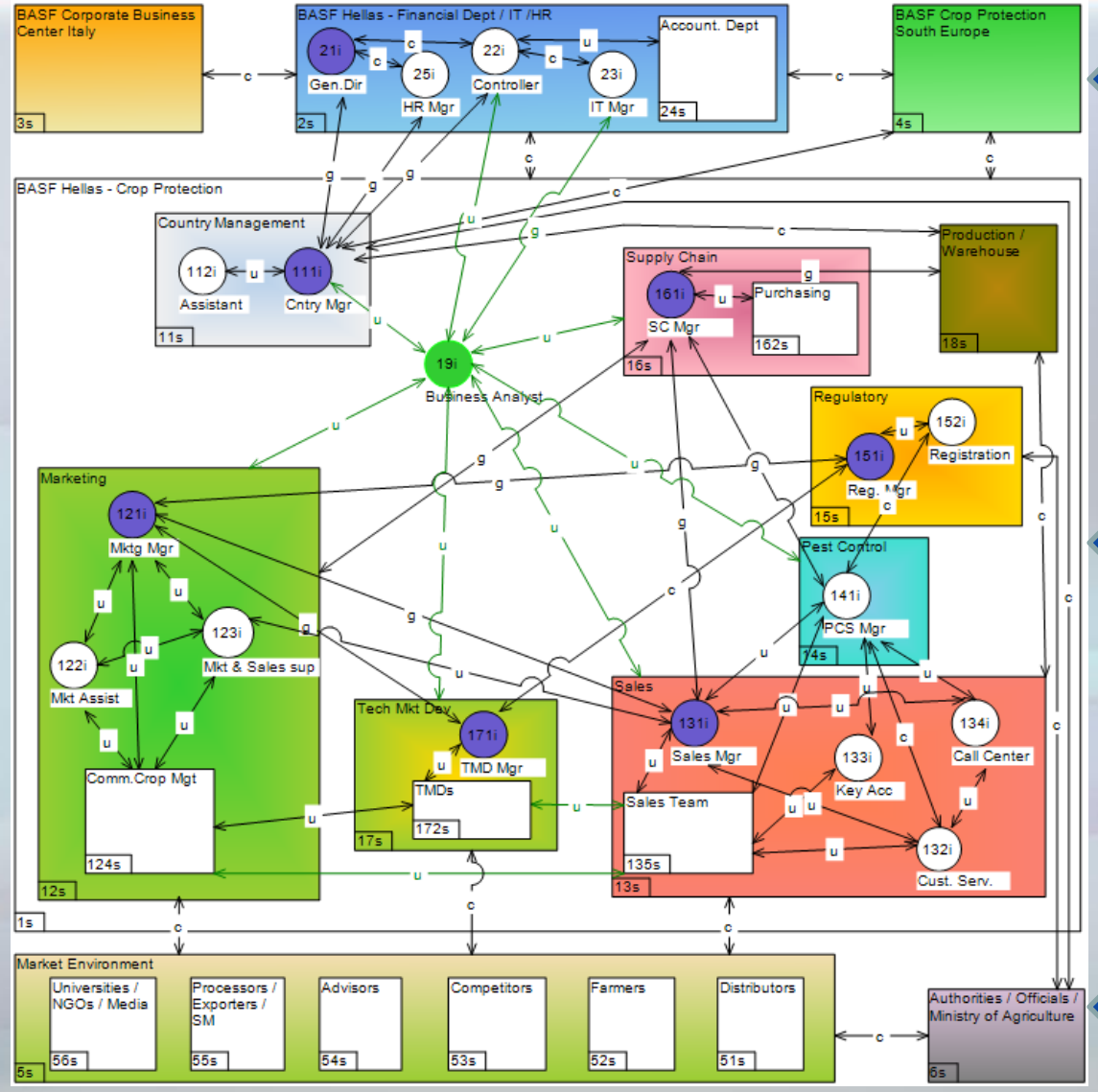
External Environment

BASF Phar. Com. DCSYM Design - Existing Situation

Control



BASF Phar. Com. DCSYM Design – Ideas for Improvements

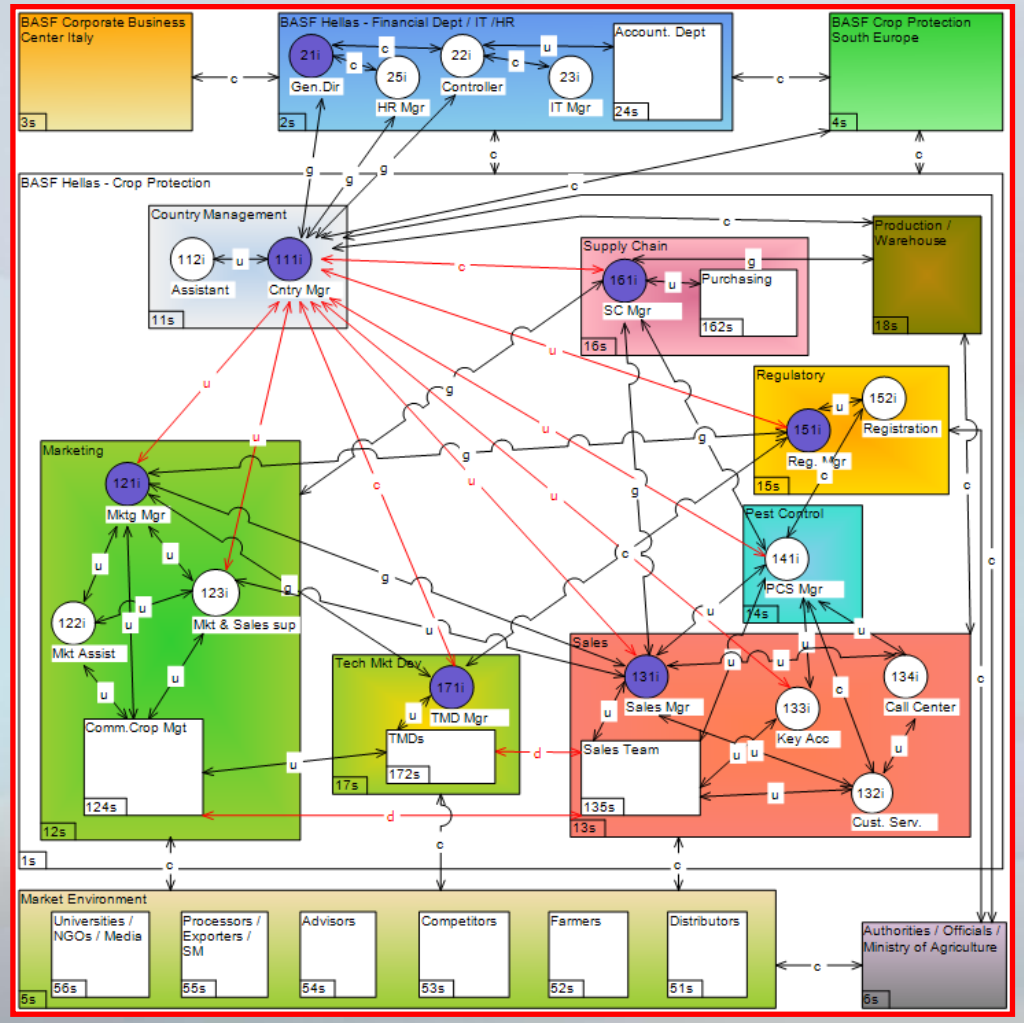


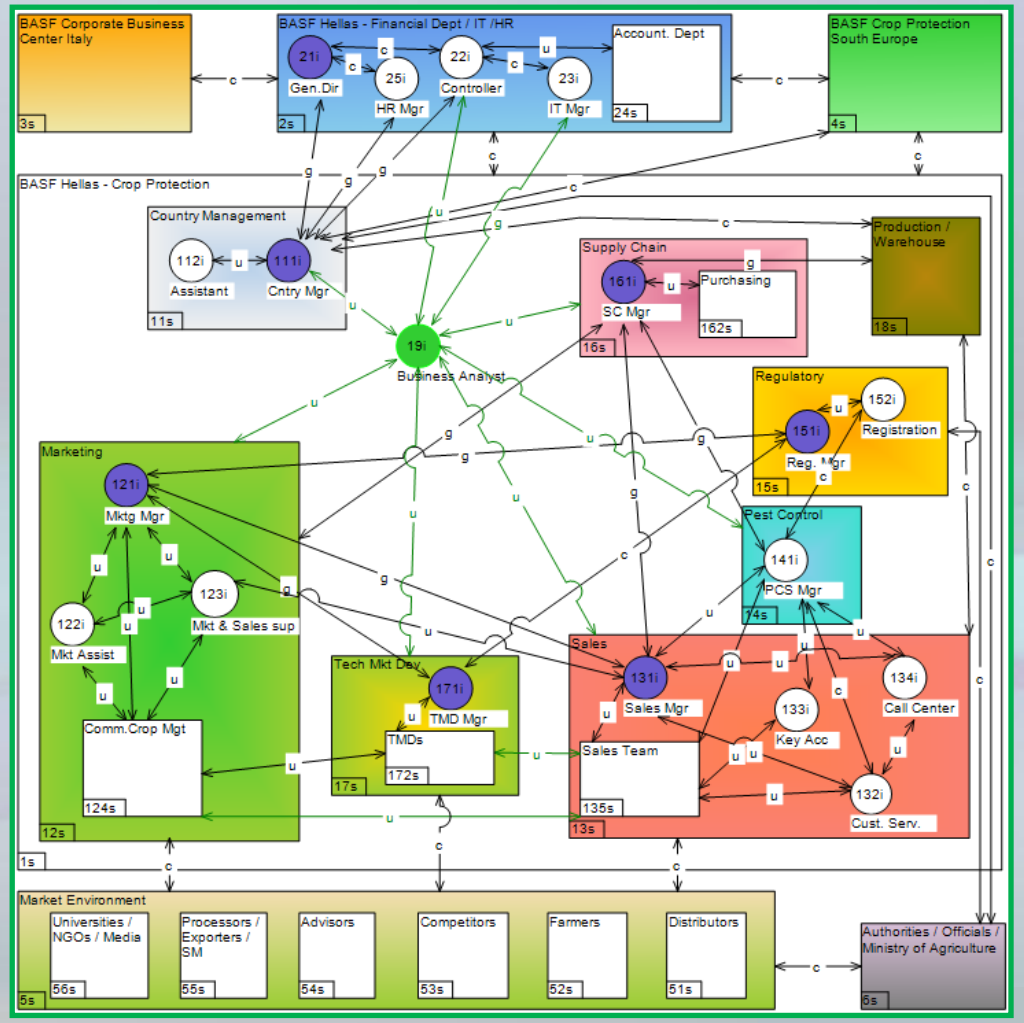
Internal Environment

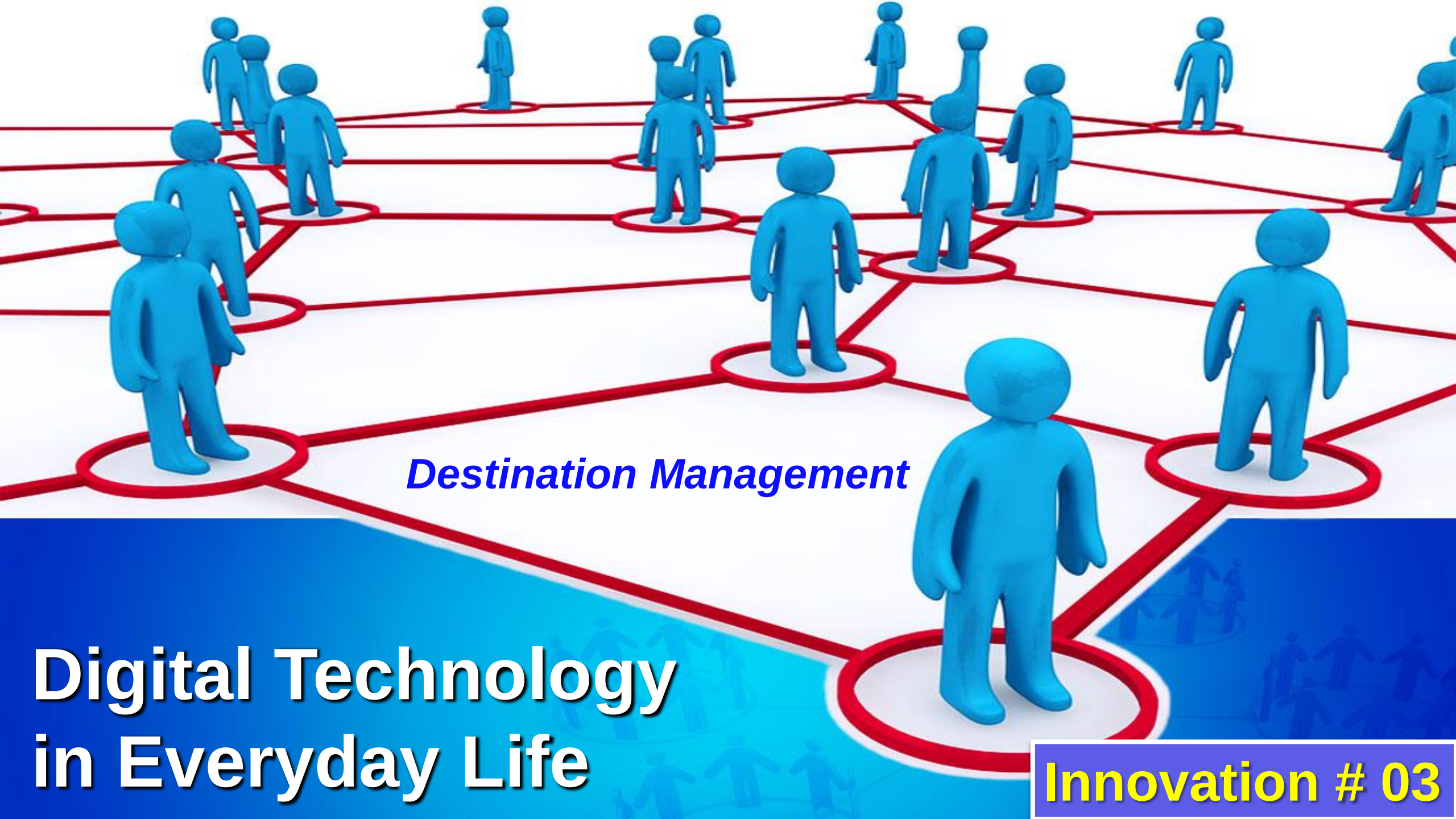
The under consideration System

External Environment

BASF Phar. Com. DCSYM Design – Comparisons between the Existing Sit. and the Ideas for Improvements







Destination Management

Digital Technology in Everyday Life

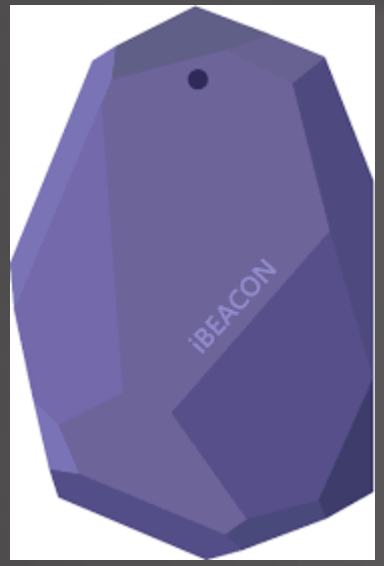
Innovation # 03

Apple Digital Watch

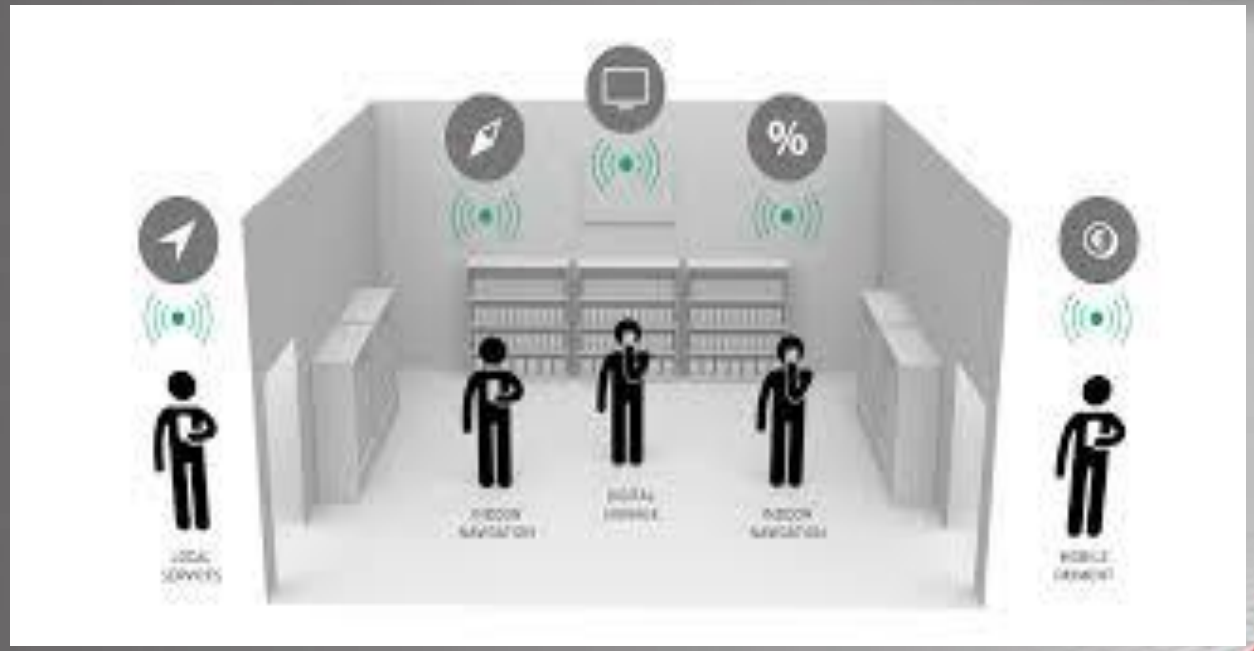
Apple Digital Watch + iphone

Innovation # 04
“ibeacons”
for the behavior of the consumer

ibeacons

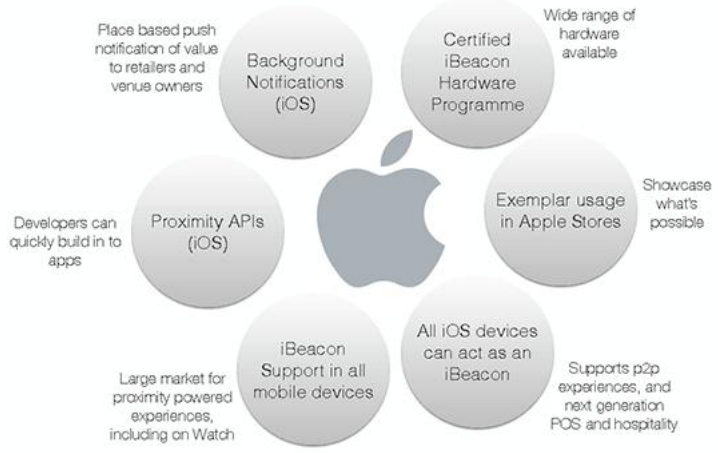


iBeacon

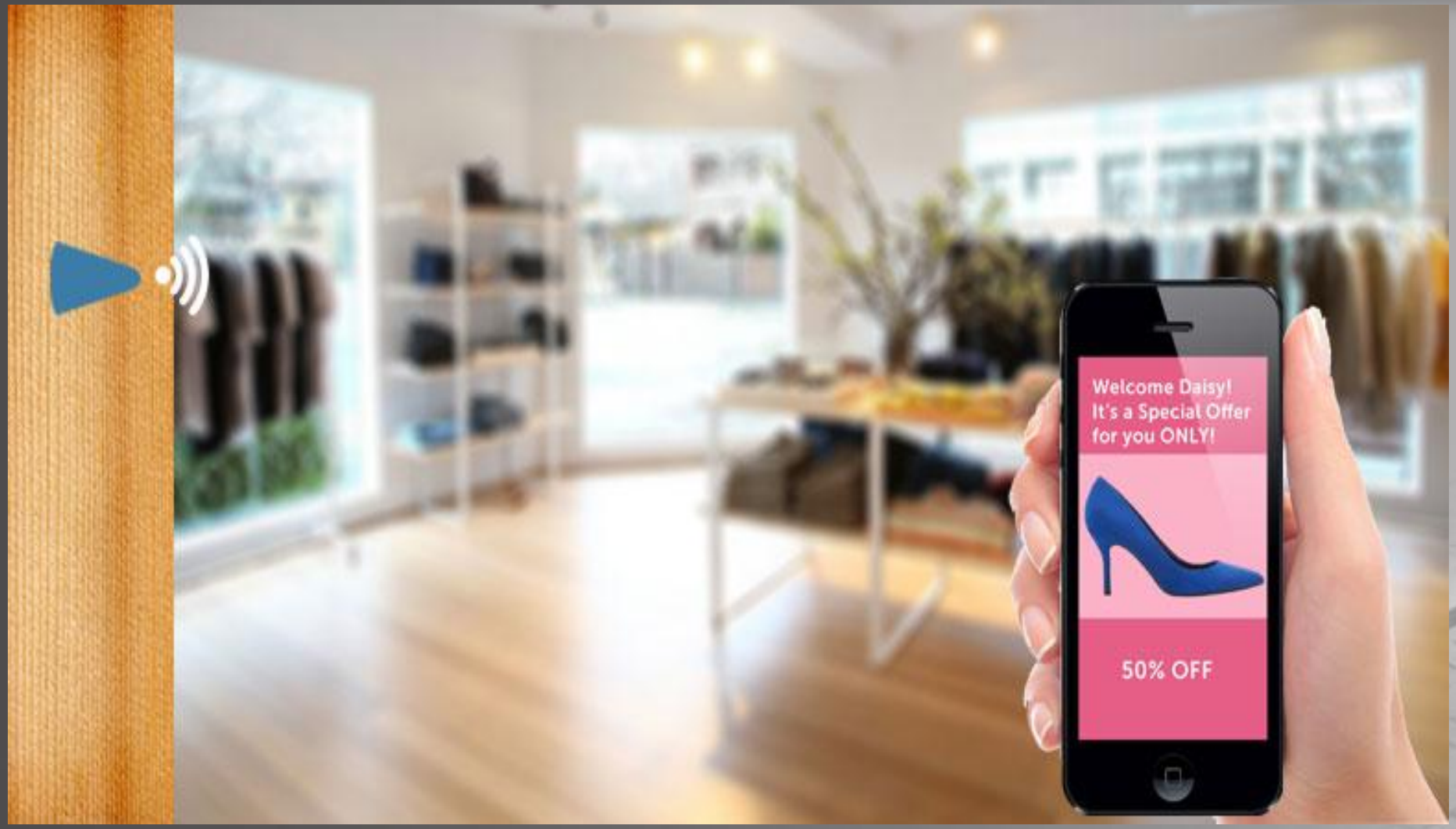


iBeacon ecosystem

Apple knows how to build a value network



ibeacons


Welcome Daisy!
It's a Special Offer
for you ONLY!
50% OFF

iOS 7
iBeacons

How can we grow and be successful in modern projects, i.e.: Destination Mngt?

One way to have development and successful projects is through :
Collective Unanimous; Human Decisions

Collective Unanimous; Human Decisions

Collective Dialogues for Unanimous Decisions

Structured Human Dialogues
Collective Unanimous Decisions

Types of Structured Human Dialogues

VISION STRATEGIES OBSTACLES
FOR ACTION PATHS

Collective Unanimous; Human Decisions

Systemic Methodologies for Human Decisions

Delphi Method

SAST
(Strategic Assumption Surfacing and Testing)

Structured Dialogic Design (SDD)
Structured Democratic Dialog (SDD)

Our 3E Human-Centered Approach

is facing successfully

the evolutionary dynamic path of

“Destination/s” for Health Tourism

of the modern world

Systemics is a base to “Be a Leader”

Concluding Ideas - 1

01. With the Certified Professionals we give them opportunities to undertake successful projects. CSAP Program is one case.

02. We presented Systemic Approaches for Destination/s Management

03. Cases covered in Local Health Tourism Destination

Concluding Ideas - 2

04. Recent innovations on:

- **Systemic Business Model Canvas with System Dynamics**
- **DCSYM Systemic Methodology and its Case Tool**
- **Digital Watch and iBeacons for Consumer Behavior**

05. Structured Human Dialogues of Collective Unanimous Decisions at any organizational level of Destination Management

We're here and we're ready for any Dynamic Destination/s scenarios for Local Health Tourism

Thank you for your attention

Systemic Touristic Destination Management