

# Digital Innovations and the RISE Horizons Programme

## Tourism and Hospitality

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29<sup>th</sup> March 2022



Research and Innovation



HM Government



University of Brighton



# Research, Innovation in Sussex Excellence (RISE)

The RISE programme is receiving up to £603,514 of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020 in England.

Grant Reference: 04R20P04430



# RISE Objectives

**Created/designed for SMEs in three areas of West Sussex  
(Rural, Coastal and Gatwick) who want to utilise innovation to:**

- Increase revenue
- Reduce costs
- Introduce new or improved processes, products and services
- Generate new customers
- Explore new markets
- PIVOT (for SMEs changing some aspect of their core products or services)

# Tourism and Hospitality sectors – a strategic priority for West Sussex

- RISE is offering a minimum of 12 hours of masterclasses, workshops and 1:1 support for businesses keen to ‘innovate’ and grow
- Potential to access additional £5,000 of expertise from Brighton and Sussex universities
- Businesses need to be a member of RISE to take part
- Eligibility:

Small or medium sized business or organisations (SMEs) with 1- 249 employees

Profit of less than £43 million

Under State Aid receipt limit of £200,000

# Your examples of digital innovation?

# Process innovation

## TYPES of innovation



# How can universities support business innovation?

**RISE offer = Up to £7,500**

**Free Innovation support**



## Explore ideas

- + Innovation audit to identify your innovation challenges and opportunities
- + Innovation Advisors to support from idea to commercialisation



## Develop knowledge

- + Direct access to specialist knowledge through the RISE portal
- + Peer support through the RISE network



## Build capability

- + Enhance innovation management capability - new skills, knowledge and insights through workshops and master classes
- + Improve potential through collaboration



## Unlock expertise

- + Easy access to leading academics to work directly on your R&D and innovation
- + Use RISE as your Research, Knowledge and Technology partner



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# How Universities have supported Innovation in Sussex?



Explore ideas



Build capability



Develop knowledge



Unlock expertise



ceres



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Judge  
Sampson  
Limited



# ACCESS TO UNIVERSITY EXPERTISE



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# Digital transformation.....



the fourth industrial revolution.....

## Augmented reality



## Immersive experiences



Gamification

Augmented reality

Via Apps

Pokomon Go

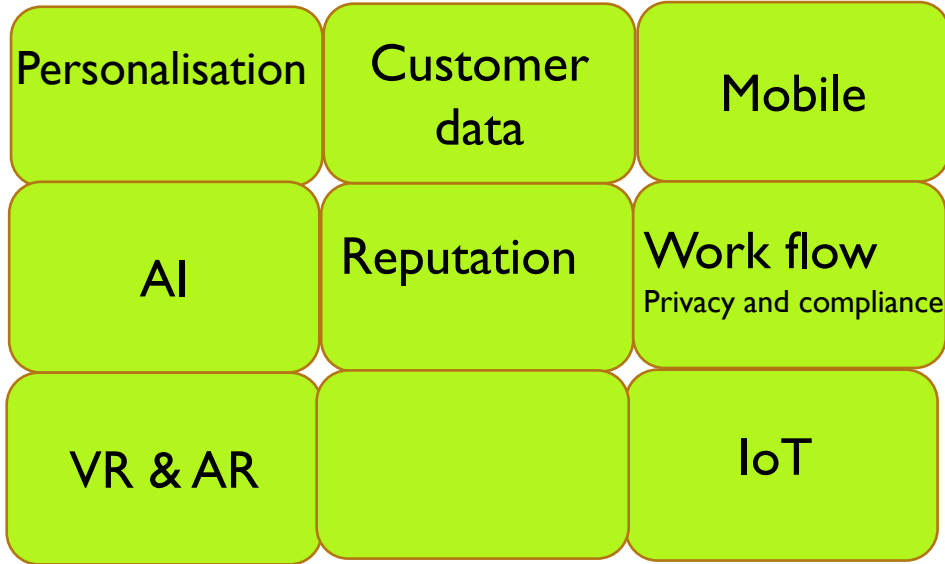


Information on nature and history

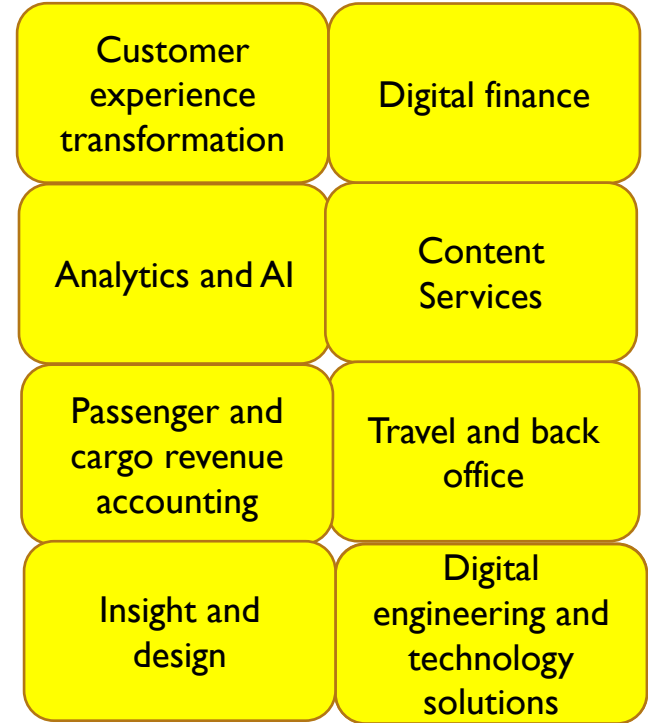
Enhanced engagement with children and families

The Giant appears at Pulborough Art Trail

# Main areas of digital transformation



# Technology involved in visitor experience



# Areas for implementation of new Technologies

**Insight & Design**

**Customer Experience Transformation**

**Digital Finance**

**Passenger & Cargo Revenue Accounting**

**Analytics and AI**

**Travel Back Office**

**Digital Engineering and Technology Solutions**

**Content Services**



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**INSIGHT AND DESIGN**

Helping companies analyse customer journey, innovate and simplify interactions such as social media and website.

**CUSTOMER EXPERIENCE  
TRANSFORMATION**

Digitally transform customer experience across customer touch points and manage end-to-end customer lifecycle for sales, service, fulfilment and loyalty management, care experience to passengers and guests, enhancing resources and design capabilities.

**DIGITAL FINANCES**

Where solutions are customized for the Travel and Hospitality industry specific needs and optimize Credit Management, while mitigating fraud / risks and generating business insights using data-mining and analytics.

**PASSENGER AND CARGO  
REVENUE ACCOUNTING**

Provides accurate and timely accounting and the most diverse amount of data intelligence for airline decision makers.

**ANALYTICS AND AI**

Leverage the power of Analytics and data-mining using advanced AI and ML capabilities for superior business outcomes.



**TRAVEL AND BACKOFFICE**

Whether you are looking to maximize revenues by reducing duplication, and making processes leaner . Reducing unproductive bookings or warehouse reconciliations, document verification etc.

**DIGITAL ENGINEERING AND TECHNOLOGY SOLUTIONS**

These help companies manage their IT infrastructure and resources, digitalize and automate processes, as well as provide helpdesk support.

**CONTENT SERVICES**

Content strategy encompasses managing their social strategy and content moderation as well as content creation .



## Horizons: Innovation in the Tourism and Hospitality sectors programme

A series of inspiring, thematic and sector specific workshops, created to share cutting edge research and insights to help develop innovative approaches that will enable you to build resilience to national and global challenges within your business.



### *What is an Innovation Call?*

An opportunity to present a proposal of an R&D idea that addresses challenges for up to £5,000 R&D expertise

# Horizons –Tourism and Hospitality

# Next Steps

**Programme launch:**

**Webinar Thursday 31<sup>st</sup> March**

**Webinar Tuesday 5<sup>th</sup> April**

**12 – 1.15pm**

**Register online:**

**[www.rise-innovation.uk](http://www.rise-innovation.uk) or via sign up sheet**



# Any questions?

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[www.rise-innovation.uk](http://www.rise-innovation.uk)



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