

EUDII

Tourism Backstage



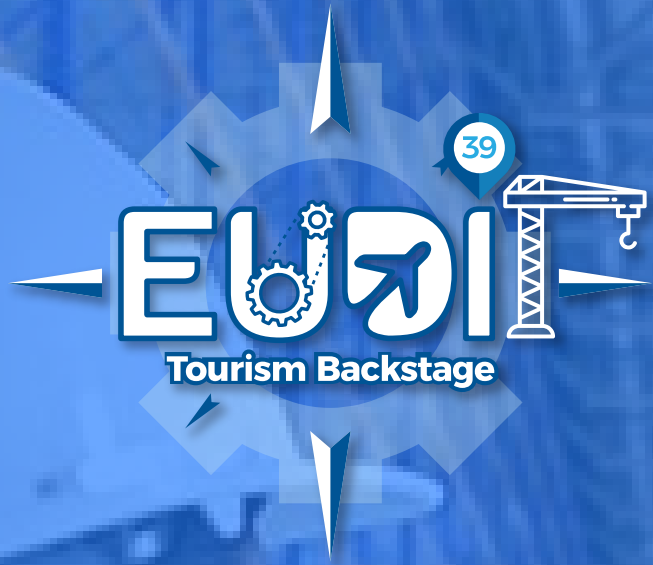
EVENT DESCRIPTION:

As it has been done for 38 consecutive versions, Industrial Engineering students from the Icesi University enrolled in the Engineering Project Management course, organize the ***“Encuentro Universitario de Ingenieros Industriales” (EUDII)***. This event will offer a space where important national and international speakers will come to share their knowledge and experiences to delve into key aspects in the academic and entrepreneurial community, as well as exposing attendees to global business realities.

On Tuesday, November 3rd, 2020, EUDII 39 Tourism Backstage will be held through several digital platforms, where our presenters will have the opportunity to share their experiences related to the behind the scenes that we do not notice as tourist, with a view of management, innovation and logistics of the industry of this service.

The students are challenged to organize the event and every detail that entails, including member relations, logistics, selecting the best national and international speakers, and sponsorship processes to ensure its success. This project allows students to show teamwork skills by planning the project and developing it, which will portray the processes needed to carry out a project on a greater scale.





WHAT DOES THE EUDII 39 OFFER?

We are always eager to travel, but as travelers, we only recognize the consumer perception and do not pay attention to all the management and administrative processes that are required to ensure the best service for the customer. From the logistics behind flight organization to innovative implementation of a satisfying hotel experience, thorough practices are key factors to provide unforgettable moments.

EUDII 39 gives us the possibility of expanding our borders, with the desire to learn about the improvement of tourism management and the possibility for hotel industries to innovate to significantly contribute to high-end customer experience. Traveling enables people to reach places that would be left unexplored otherwise, but behind this entertainment industry lies a deep world in charge of planning, innovation, and logistics. Therefore, this EUDII will develop a more humane look of the major changes in logistics

and innovation that have been implemented and that could be implemented in the future. Great international speakers will come to share their experiences and knowledge to show us how the development of the tourism industry and services has progressed.





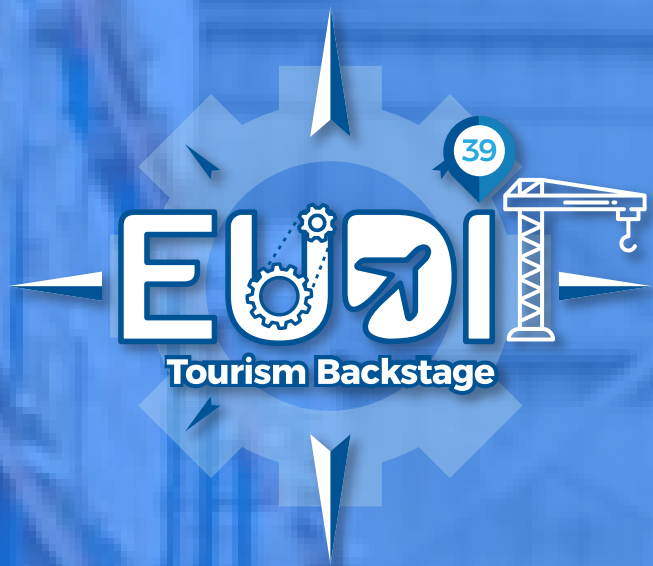
OBJECTIVE

As Industrial Engineering students, the main objective of EUDII 39 is to offer attendees an enriching space with testimonies of business experiences where international speakers will showcase their professional work in the tourism service industry, especially in topics such as logistics and innovation in the hotel, tourism, and transport sectors. All this for participants to have a broader view of aspects in this area that will enrich their professional and personal paths, by familiarizing them with all the world that lies behind well-structured innovative projects.

1 Innovation

Today there are a large number of hotels, tourist agencies, theme parks, among other tourism-related companies whose characteristics and mode of operation are very similar, thus creating a constant competition in which only a few are victorious. Some of these organizations focus their efforts on innovating, to obtain a differentiating value and stand out from the competition. The technological and digital wave has drastically changed how tourism companies provide their service to clients, creating much more meaningful relationships and adding value to the experiences they offer. However, there is still a universe of possibilities in which technology and innovation play a key role in the transformation of this industry.





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2 Logistics Management

Today the tourism industry is positioned as the main source of connections between different countries, becoming in one of the biggest industries worldwide and enhancing economic growth by connecting countries and cultures; by the other side, the transport of goods and merchandise, is important to satisfy in time the incoming demand from all the clients, because these are processes with a big logistics planning for being accomplished. Consequently, the main objective is to optimize their connection processes, which is achieved by connecting travelers and goods in their various destinations through different types of transport. The continuous innovation and optimization of processes in the system engineering related to transport is the main propelling force driving evolution and growth. Therefore, this approach

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seeks to learn more about the fundamental aspects of the logistics tailored towards the tourism and merchandise transport. Aspects of how to ease the connection between the consumer, goods and their final destination are essential to understanding different methods used by companies to reinvent themselves and innovate towards a more efficient service.





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