



POLO LOOSER,
A CORPORATE VIEW

TRANSFERRABLE SKILLS



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

Lucerne | November 10, 2016



Asteroidea
We Transform Businesses

4 POINTS OF VIEW



Academia
• Kuhn Cycle



Corporate Needs

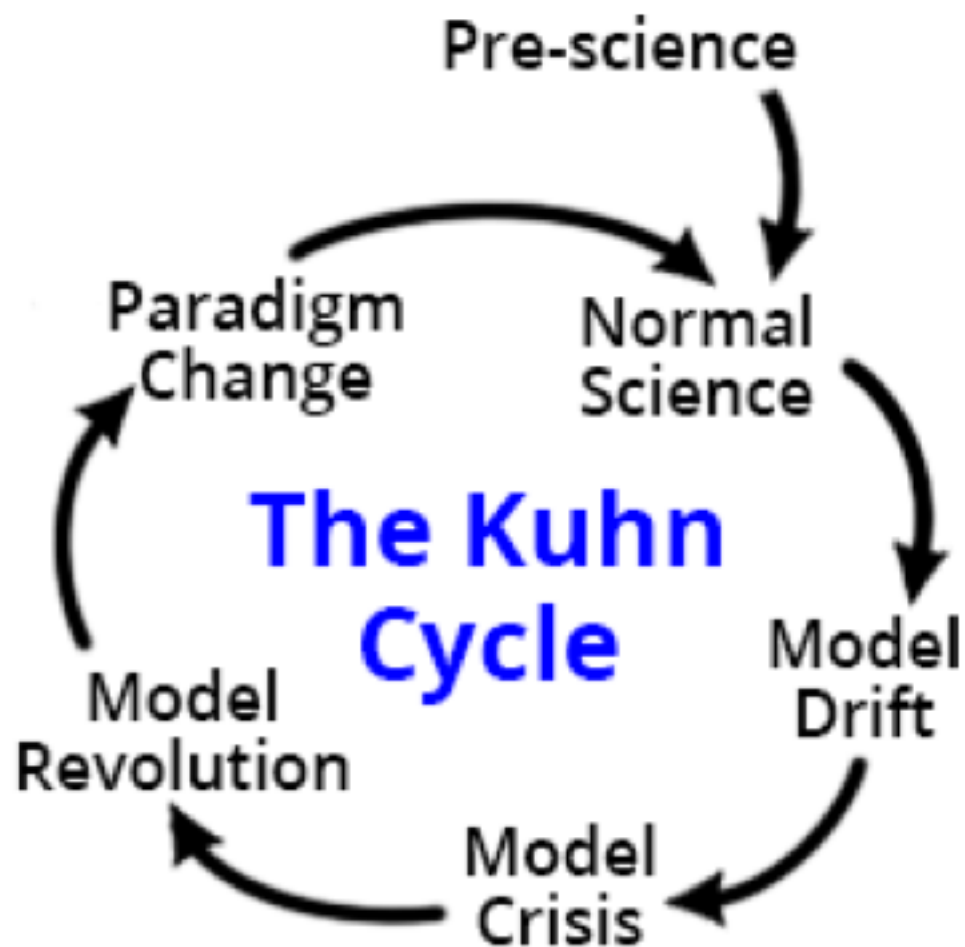


Examples
• Travel industry
• Event industry



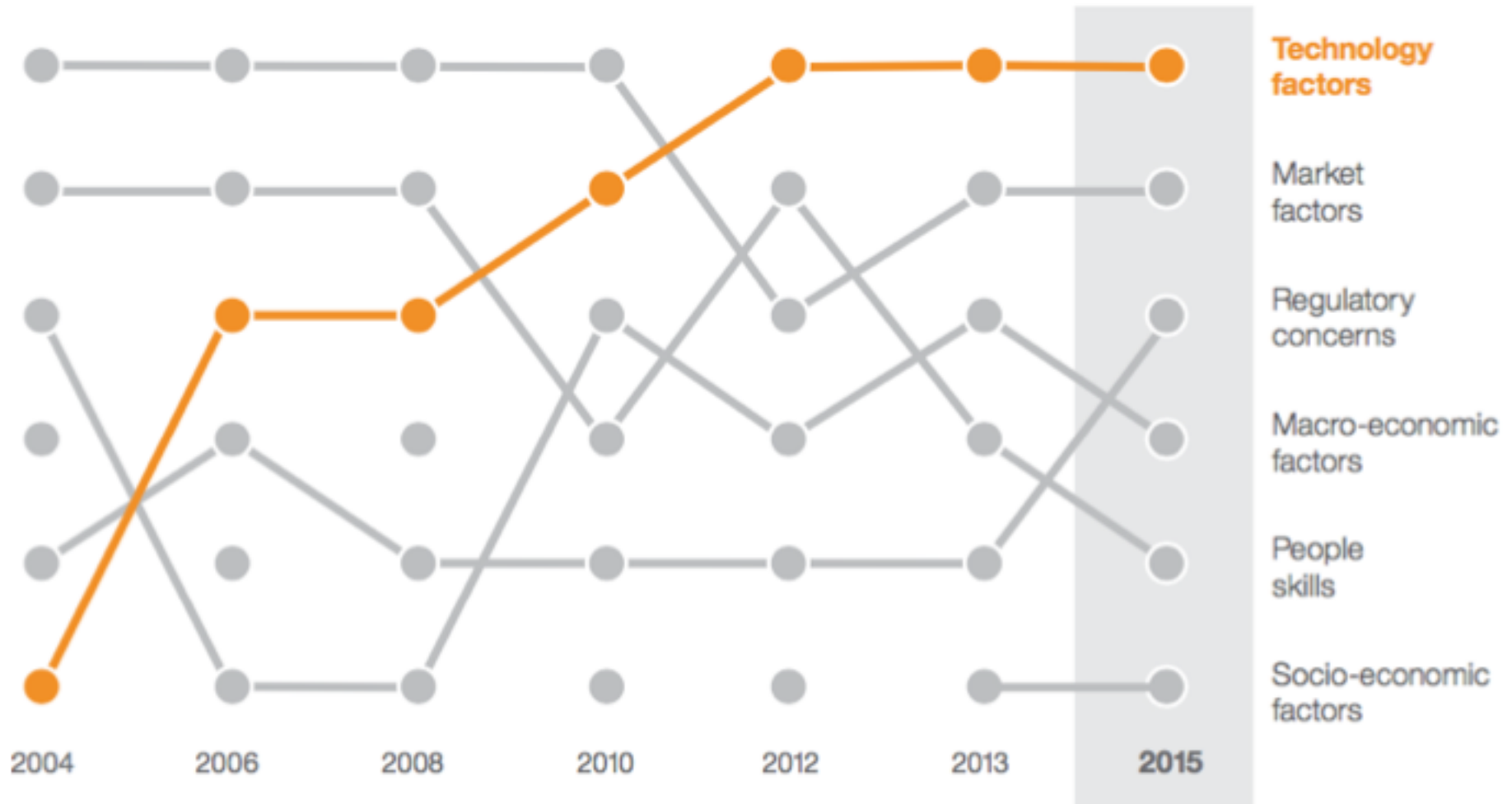
Skills
• Transformation
• T-shaped

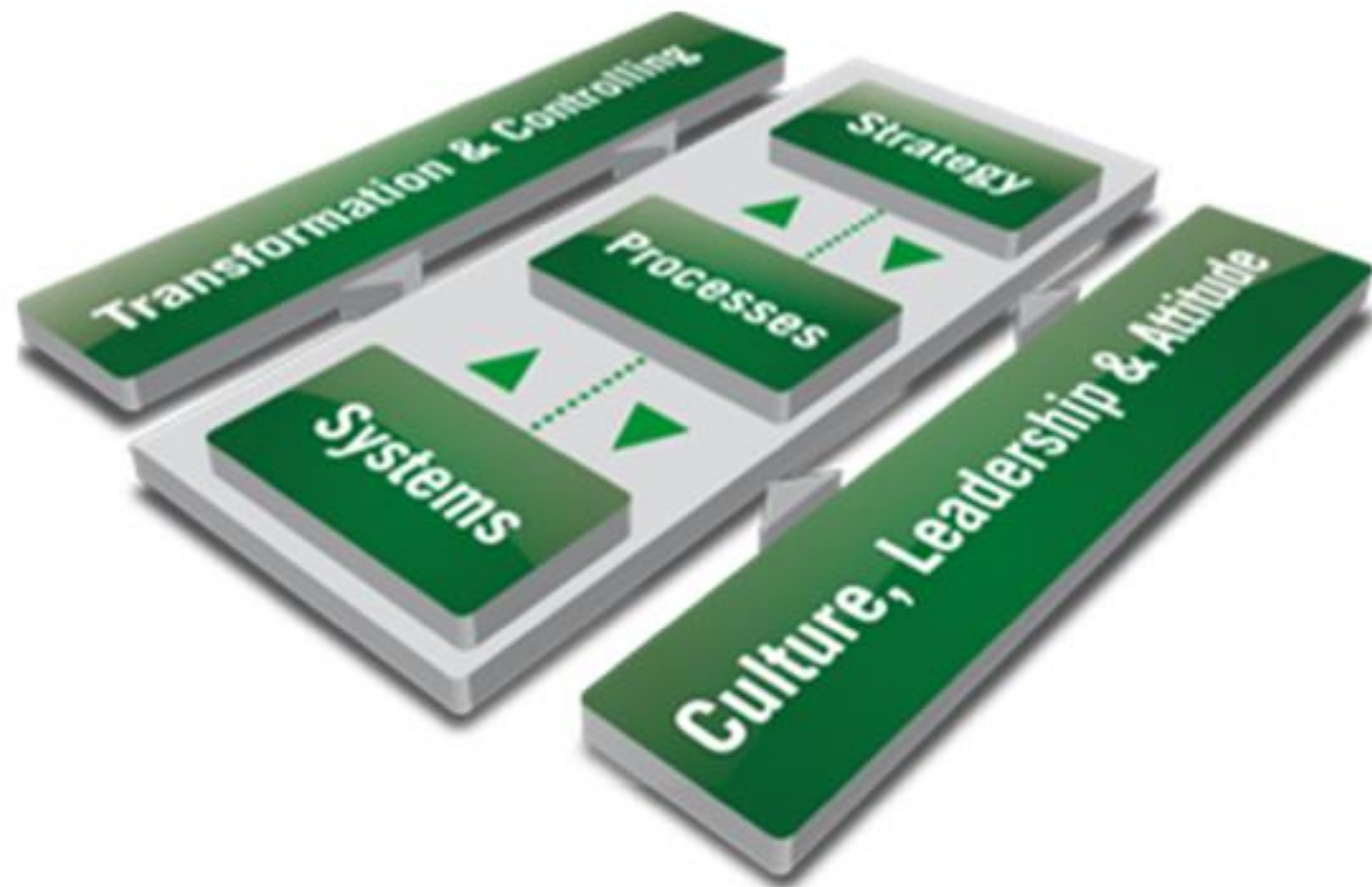
WHERE IS YOUR INDUSTRY TODAY ?



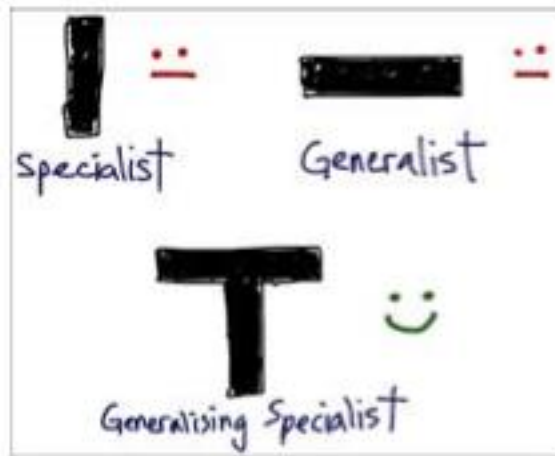
CORPORATES: DISRUPTION, CONVERGENCE AND EMERGENCE

Top factor: CEOs say technology is the chief external influence on their enterprises

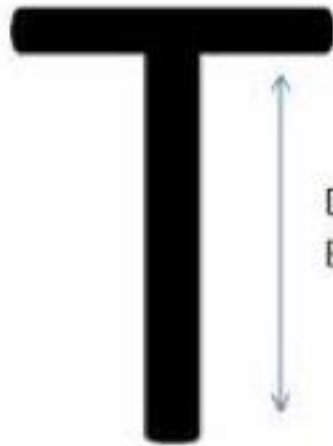




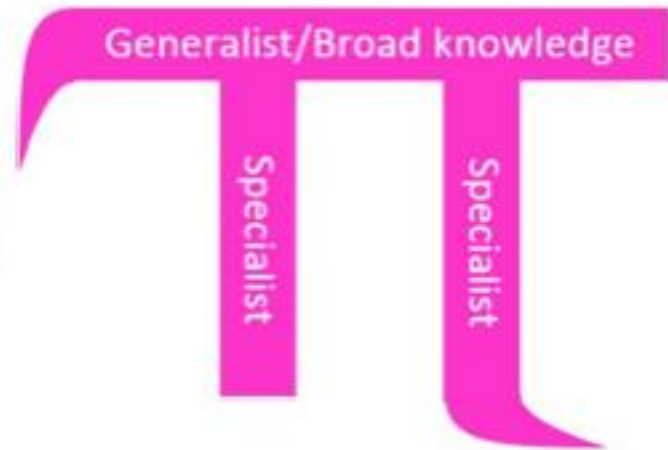
SKILLS



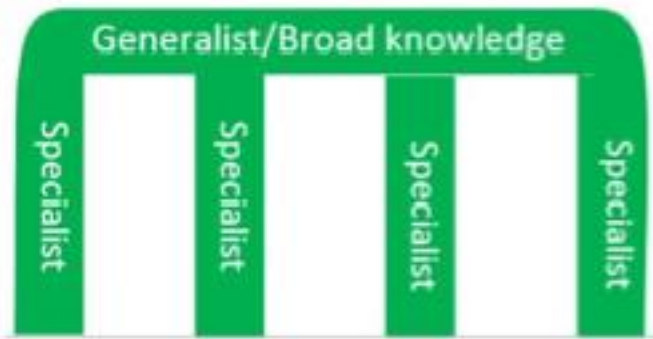
Breadth of Knowledge



Depth of Expertise



WHICH TYPE ARE YOU ?





4 POINTS OF VIEW



Academia

- Kuhn Cycle



Examples

- Travel industry
- Event industry



Corporate Needs



Skills

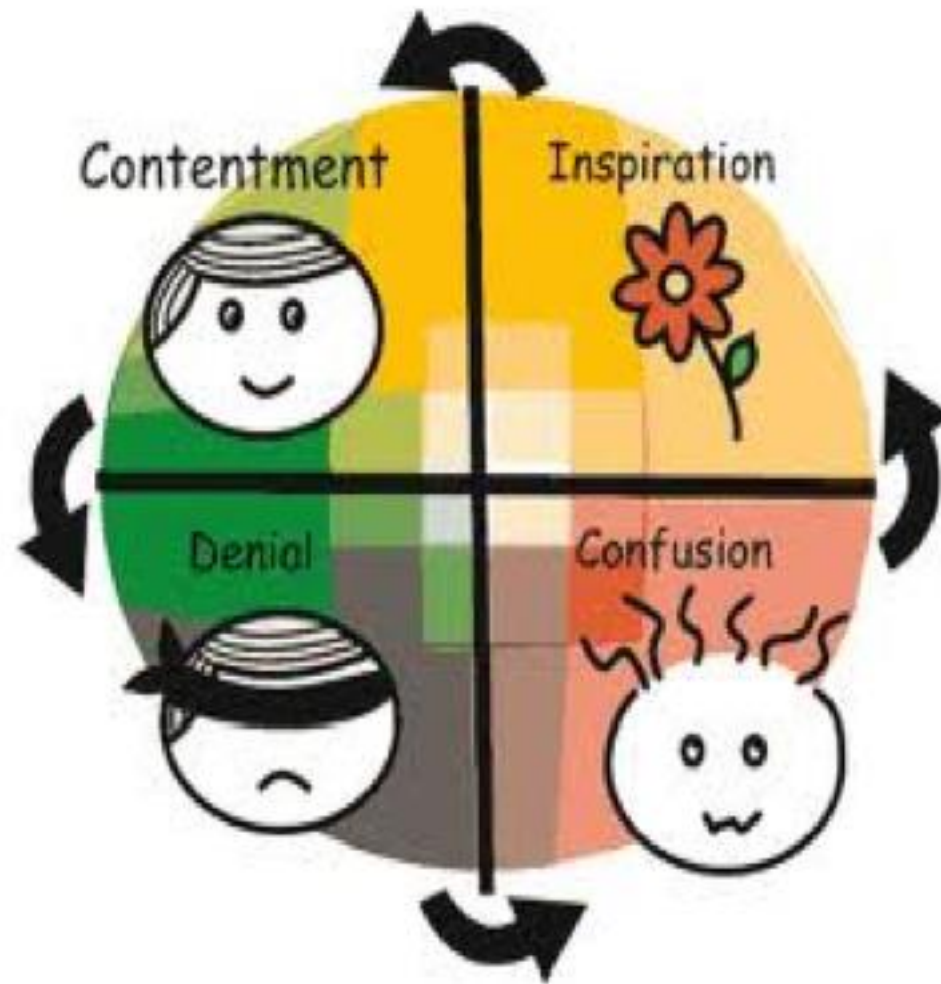
- Transformation
- T-shaped

APPENDIX

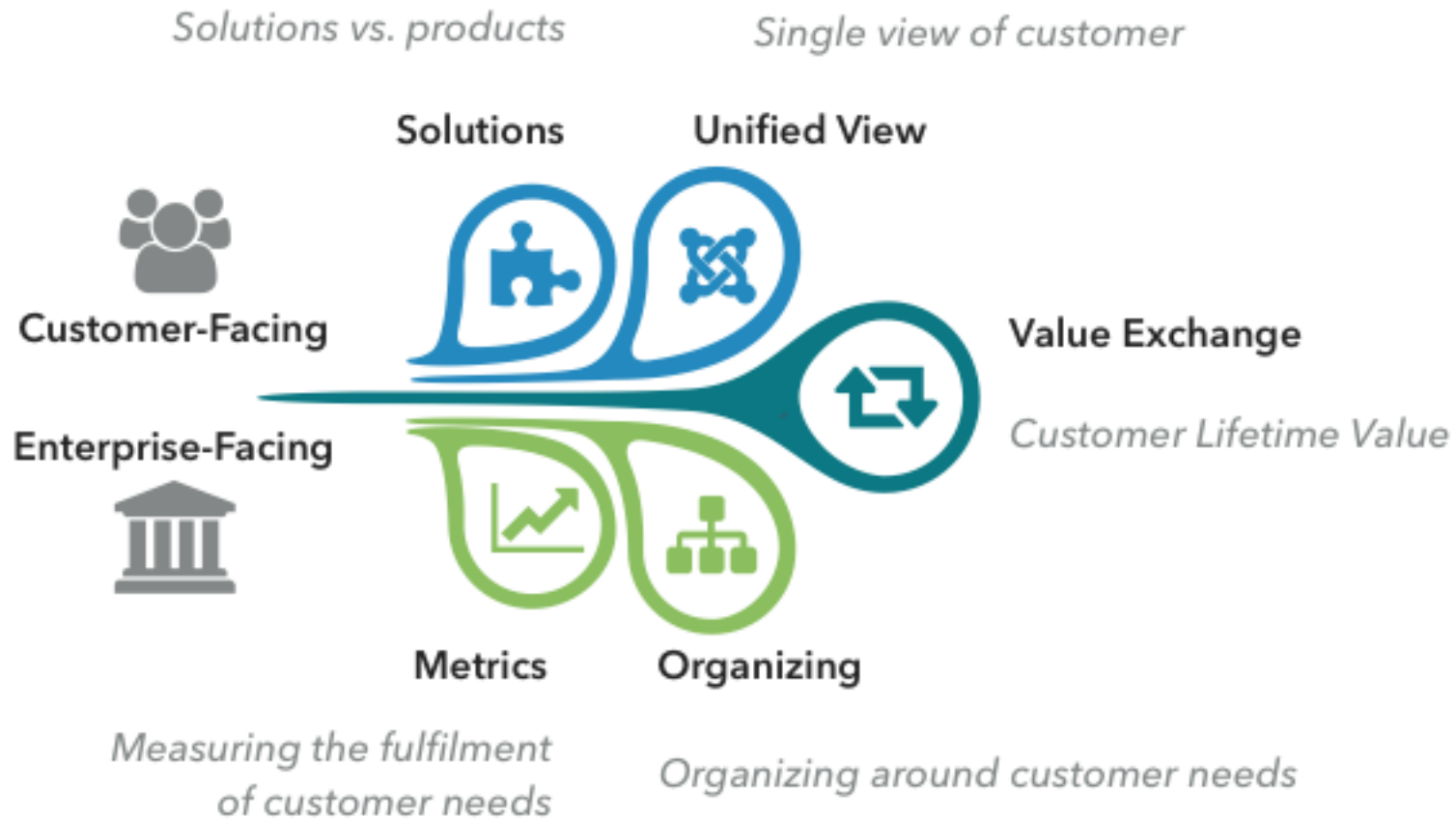
FUTURE



TEXT



HOW WILL YOU GET THERE?



Asteroidea AG, Dr. Deep Parekh, Polo Looser

EXAMPLES: 1906 ALFRED KUONI FOUNDED A SWISS TRAVEL AGENCY

HOW OTHER'S DID IT

- ▶ 1981 Growth path, 1990 2,2 billion
- ▶ 2006 KUONI Switzerland and GB alone are valued > 1 bn \$
- ▶ 2016 KUONI (CH, Scand, Benelux, GB) sold for 0.1 bn \$
- ▶ Failure to transform / account for different business model
 - no more products
 - but solutions:
travel advisors, family holidays, specialised round trips