# Introduce StarDetect to the Smart Tourism Market

This thesis explores the possibility of small satellite applications in smart tourism within the context of small satellite technology startup StarDetect. The result of this research was a roadmap for introducing StarDetect's satellite service into the new market.

# Finding New Market for StarDetect

At present, China's commercial market for small satellites is still immature, the main users of satellite technology are government and research institutions, the application areas and business opportunities are limited. Under this low commercialisation market environment, as a start-up company, StarDetect is facing the challenge of finding new business. Therefore, the goal of this thesis is to design a roadmap for StarDetect to enter new business markets and build a strategic advantage for future growth.

#### **Smart Tourism Market**

Inspired by the two emerging trends from the Strategic Trends Scanning, "Smart applications" and "Green consumption", the Smart Tourism market was selected as a new market for StarDetect to enter. Smart tourism aims to use destination data to improve the tourist experience, enhance tourism business efficiency and maintain destination sustainability.

## Insights for Entry Strategy

By literature review, SWOT analysis, Brainstrom session and Interview, insights for StarDetect to enter the Smart Tourism market was found as follow.



Applied in natural and remote destinations

**Provide destination** 

information



Provide cheaper and easier-to-use services





*Improve tourist experience* and ensure safety

### Monitoring the environmental condition

## **Final Roadmap**

## **HORIZON 1**

**ENTER THE MARKET** 

2022

**Destination manage**ment organization

Natural destinations

**Destination Environmental Monitoring Service** 

**HORIZON 2** 

**ENLARGE THE SALES** 

Responsible traveller

B2C Natural destinations

Sustainable Tourism

**Information Website** 

2025

**Destination manage**ment organization Destinations frequently

affected by extreme weather

**HORIZON 3** 

**EXPAND THE MARKET** 

eller

Outdoor trav-

2028-2031

B2C Remote destinations



StarDetect supports sustainable and safe travel with reliable and affordable satellite

services.

**FUTURE** 

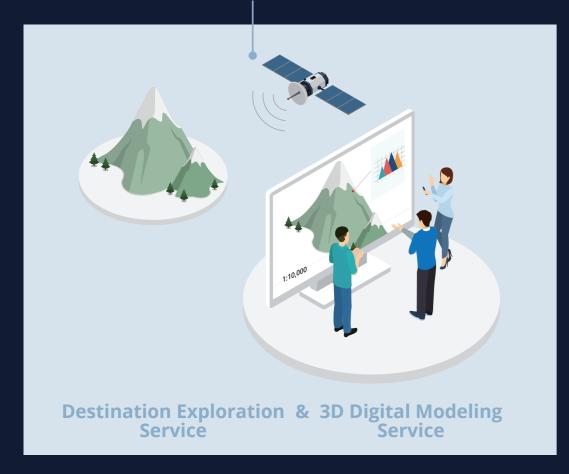
**VISION** 

2031



Tourism project developer

Vast, complex and unfamiliar destinations



Horizon 1 will focus on using existing mature technologies to open new businesses in the field of smart tourism at a relatively low cost and risk.

For tourism project developers, StarDetect offers Destination Exploration Service that is affordable, reliable and fast, to meet the user's need for quick access to precise destination information. And 3D Digital Model services to present the destination information in a more visual way.

By bring the services to the market, the capability and value of StarDetect can be introduced to the market, as well as acquire initial business customers. Meanwhile, build a foundation for the next horizons product portfolio expansion.

The Horizon 2 will focus on expanding product portfolio and increase market sales.

The Destination Environment Observation service will be launched to create new user value segmentation, to support sustainable tourism by providing key environmental indicators to meet the needs of destination management organizations for regular environmental stress assessment.

Besides, a website will be created to provide sustainable tourism information for the responsible travellers who like visiting natural destinations, so as to form a platform to directly communicate with the end consumer and prepare for the B2C business in the next horizon.

The Horizon 3 will focus on continuous introduce product portfolio to expand the market segments, and start business directly to consumers.

For B2B business, StarDetect will continue to bring new value propositions, that is, providing Disaster warning and Safety monitoring services to meet the needs of destination management organizations to ensure the safety of tourists, local residents, property and the environment.

For the B2C business, StarDetect will provide a one-stop service platform to support outdoor travellers' adventures in unfamiliar and remote areas by providing professional-grade destination information and real-time data services. The website formed in Horizon 2 can be used as a starting point for launching a new platform, as it already establishes a connection with consumers and introduces brand values.

Qian He

Introduce StarDetect to market: A roadmap towards small satellite application in Smart Tourism 20 Aug 2021 Strategic Product Design

Committee

Prof. dr. Schoormans, J.P.L. Dr. Cankurtaran, P. Founder/CEO. Cao, D.Z. StarDetect

Company

