



Prof. Dr.-Ing. Vanessa Borkmann

Prof. Dr.-Ing. Vanessa Borkmann heads the research work in the hotel and tourism sector at the Fraunhofer Institute for Industrial Engineering IAO in Stuttgart. She is also Professor of Tourism and Hotel Management at the SRH Berlin University of Applied Sciences. She is the initiator and project manager of the joint research project FutureHotel with the showcase of the same name FutureHotel and the research networks Alpen FutureHotel Y and Future Museum. In 2011 she received the "Innovation Award for Technology Management" at Fraunhofer IAO, in 2017 the "Hospitality Innovation Award" in recognition of significant achievements that have had a lasting impact on the international hotel industry.

In many hotel development projects she is responsible for the conception and implementation of innovative solutions, e.g. for the digitalized, mobile customer journey (including room selection, check-in/out process) at the Hotel Schani in Vienna. She develops and researches concepts and solutions for innovative buildings, innovation- and performance-enhancing spatial environments and service innovations with a focus on the application fields of hotel and tourism. She is a globally recognized expert for innovation and digitalization in the tourism industry. Vanessa Borkmann is editor and author of numerous scientific studies, books and specialist publications, as well as keynote speaker at international trade events.

Contact data

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Fraunhofer-Institut für Arbeitswirtschaft und Organisation IAO



Event

[Hotels And Total Technology: Survival Of The Smartest?](#)

Thursday, March 5, 2020, 13.30 - 14.00

Hall 7.1b, eTravel Lab

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