Tourism Impact Model - TIM

Tourism Impact Model (TIM) is an award-winning tool using real data to create an objective picture of the impact of tourism in a certain micro-location. It analyses different societal aspects: from environment, economy and culture to collaboration. By modelling the impact with the use of different scenarios, it acts also as a digital twin of a tourist destination and allows data-driven strategic planning aligned with the **UN Sustainable Development Goals.**

Search for the true impact of Tourism

Local inhabitants, tourist service providers, authorities … every stakeholder has its own subjective perception of the reality. TIM brings **real data in the perception of the impact of tourism** to sharpen the real picture for everyone and allow data driven strategic planning.

The benefits for a destination

- Built-in transparency and inclusion of local inhabitants in strategic planning.
- Supervised collecting of data from various sources and their transformation into valuable information.
- Real picture of the whole spectrum of positive and negative impacts of tourism based on real data.
- Complex concepts made simple and understandable through visualisation of results and sets of recommendations for improvements.
- Dynamic real data simulations of possible scenarios for quick and competent response in all situations.

How it works

The process is supervised by TIM Certified Consultants and includes the following steps:

TOURISM IMPACT MODEL
by tourism 4.0

Definition of the most appropriate geographical Micro-location

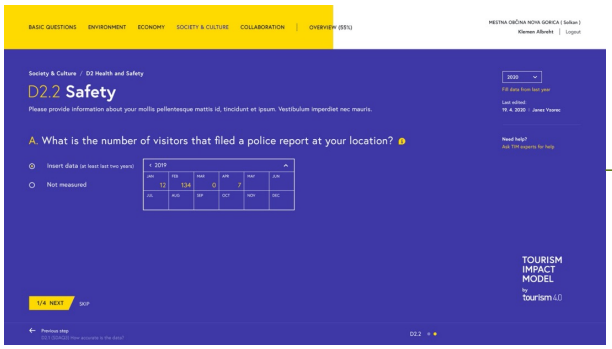
Mapping the data sources

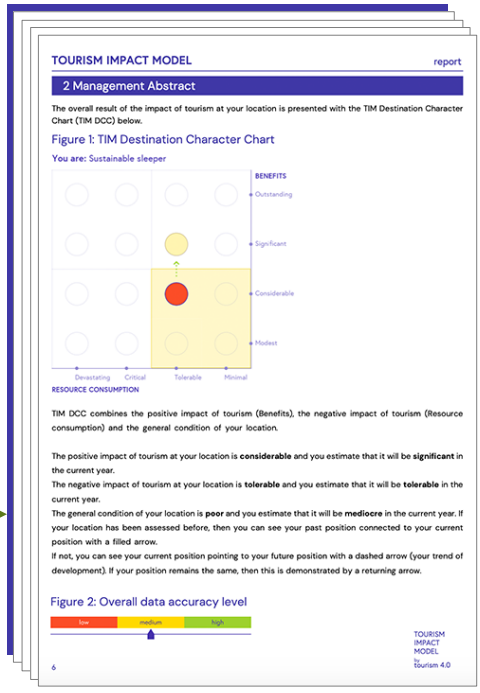
Completing the questionnaire and launching the Automated Assessment Tool

Validation of the results and detailed recommendations by experts (optional)

300+ indicators

5 groups
23 categories
67 question sets
138 SDAQ question sets
min. 2000 up to 100.000 data inputs

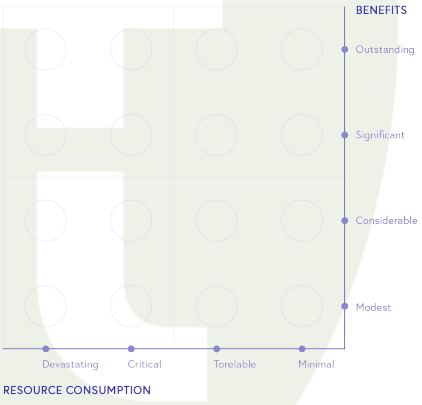




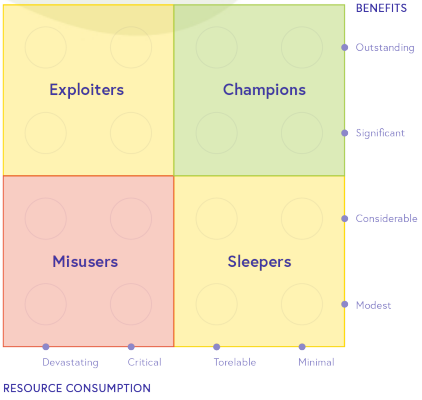
Easy to understand results with **Destination Character Chart™**

Destination Character Chart (DCC) is a tool for visualisation of the destination character, summarising values of hundreds of indicators grouped into a 3-dimensional matrix combining: Positive impact of tourism (**Benefits**), negative impact of tourism (**Resource consumption**) and **General conditions** of the destination.

TOURISM IMPACT MODEL
by tourism 4.0

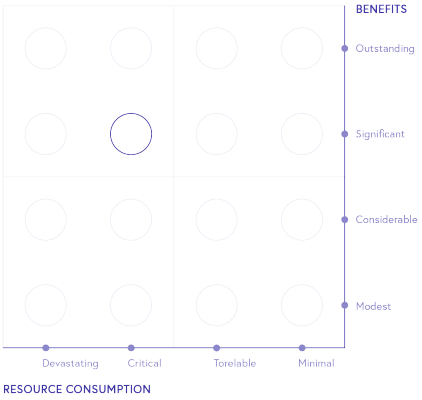


Benefits are represented on Y axis (from 1 to 4), **Resource consumption** on X axis (from -1 to -4), all together we have 16 (4x4) possible positions.

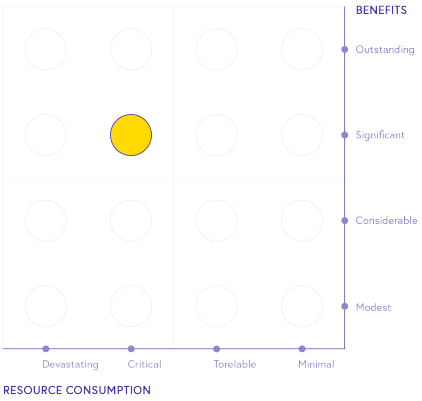


There are 4 different groups of primary characters, each containing 4 positions:

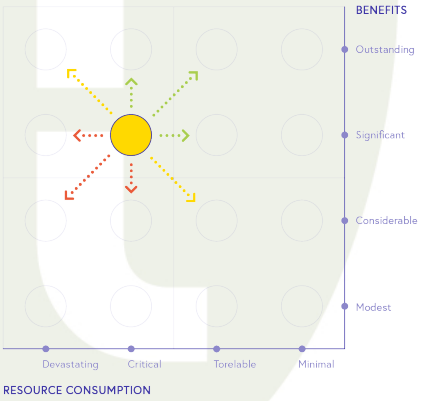
- **Champions** (high benefits, low resource consumption)
- **Sleepers** (low benefits, low resource consumption)
- **Exploiters** (high benefits, high resource consumption)
- **Misusers** (low benefits, high resource consumption)



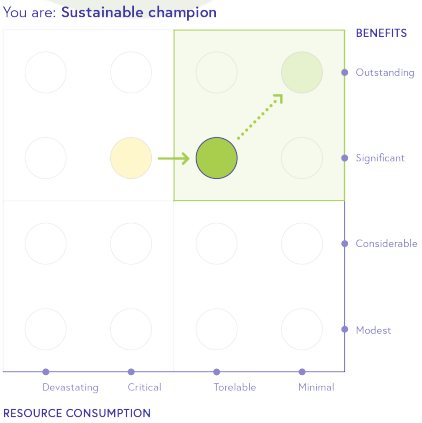
Each destination is placed in **one of 16 positions** according to the given answers.



The third dimension, representing the **General condition of the destination**, is the colour of the position: it can be green (excellent), yellow (middle) or red (bad).



As many questions contain an additional answer where values for the near future are estimated, a trend where the specific destination is heading is presented in a form of a vector: the **green arrows are good**, heading towards the better positions (sustainable directions), **yellow are neutral** while **red ones are heading towards the bad impact** and should be avoided.



The final result is a combination of a position in 3-dimensional matrix (X, Y and colour) and a trend vectors, showing past position (if available from previous assessment) and the current trend of development (estimations for the future). **The final name of the destination character** is a combination of past and present positions, as well as trends.
For example: Sustainable champion (positive trends in the past and in a future, Champion quadrant and excellent general condition).

Data accuracy level is displayed next to DCC graphs. It consists of a three tiered scale which indicates the trust in the accuracy of the given data: low, medium or high. It is calculated based on the **source, frequency of measurement and accuracy of the data.**

We are searching for

- Tourist destinations, regions and countries worldwide to become TIM beta users,
- Experts to become TIM Certified Consultants,
- Researchers to join our R&D team in the future development of TIM.

Contact us:

www.tourism4-0.org

info@tourism4-0.org

Awards:

TIS TOURISM INNOVATION SUMMIT
The best innovation in AI and Data Analytics Award 2020

Gospodarska zbornica Slovenije
Golden plaquette for best innovation of North Primorska 2020

TOURISM IMPACT MODEL
by tourism 4.0