

tourism 4.0

Boosting positive
tourism impact

Managing tourist
flows

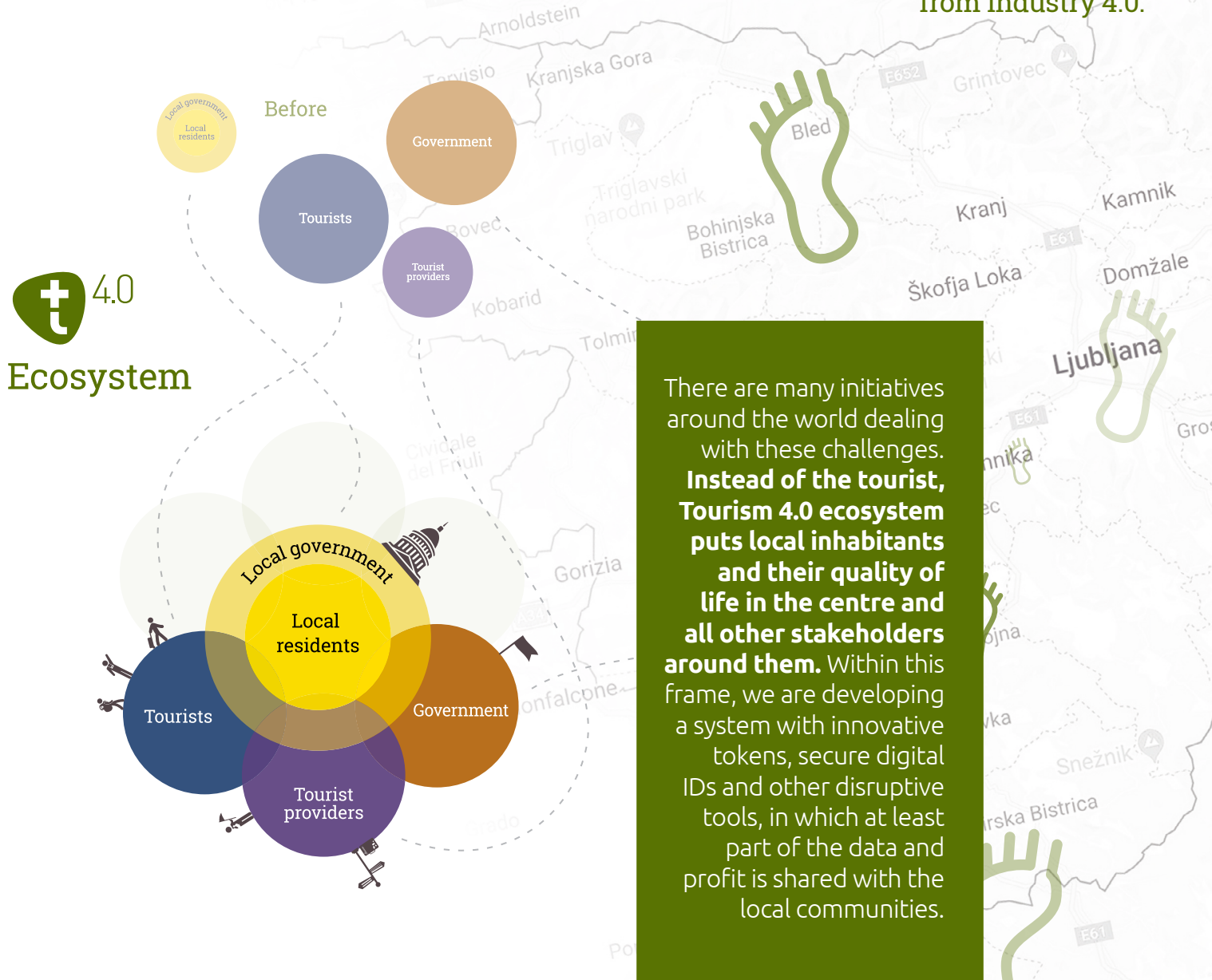
Anonymised tourist
profile exchange



Unlocking the potential

Since the early beginnings people have been travelling. **Tourism industry has always been adapting** to social and technological development. Nowadays, in the era of digitalisation it is facing a new challenge!

The quest of the Tourism 4.0 initiative is to unlock the innovation potential by enabling collaboration between all stakeholders of the smart tourism ecosystem to co-create enriched experiences with the help of the key enabling technologies from Industry 4.0.



TIM

Tourism Impact Model is a comprehensive tool for modelling and optimisation of the tourism impact on a local ecosystem through fostering **collaboration** between different stakeholders. It enables **assessment** of the impact of tourism on different societal aspects following the **UN SDGs**.

FLOWS

Measurement, analysis and predictions of Tourist Flows combining multiple source data - from mobile network operators, border controls and traffic counters to tourist tax payments and social media. It is a complex **AI algorithm** with easy to understand **graphical interface** as a **powerful tool** for decision makers.

CIT

Collaboration Impact Token changes value in time and place and is a modern e-voucher for **awarding** individuals and organisations for their **positive impact behaviour**.

DOTI

A GDPR compliant **personal digital passport** enabling: personal profile building tool, encrypted cold wallet for personal data and profile, safe and secure relevance of selected personal data with **time-dependent** erasure.

LIVING LAB



your playground for testing, validation & demonstration

applications
& solutions
from 3rd parties

tourism 4.0

PARTNERSHIP

We don't follow the changes, we co-create them. 

Join us!

Flapping of butterfly wings in one part of the world can cause or prevent a hurricane in another part of the world. With the belief that **everyone can contribute and every little act counts**, the Tourism 4.0 Partnership was established in 2018. It was initiated by Arctur, a hi-tech company, which joined forces with three universities **to bring the R&D spirit into tourism** and is spreading now with many new members around Europe and beyond.

Everyone is welcome to join without any obligations. We wish to connect you with similar thinkers to join us in generating the paradigm shift by implementing ideas of tourism 4.0 in your own activities. Whether for research, business or public sector, the Tourism 4.0 network is the perfect mixture of diversity to:

- | connect
- | get inspired how to use hi-tech to build a future in which we all would like to live in
- | learn, learn to share and share
- | co-create new areas of tourism development, such as Heritage+
- | test, validate and demonstrate your solutions in the Tourism 4.0 Living Lab

#collaboration



I FEEL
SLOVENIA

100+

members of
tourism 4.0
PARTNERSHIP

Research, business and public sector

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