tourism 4.0

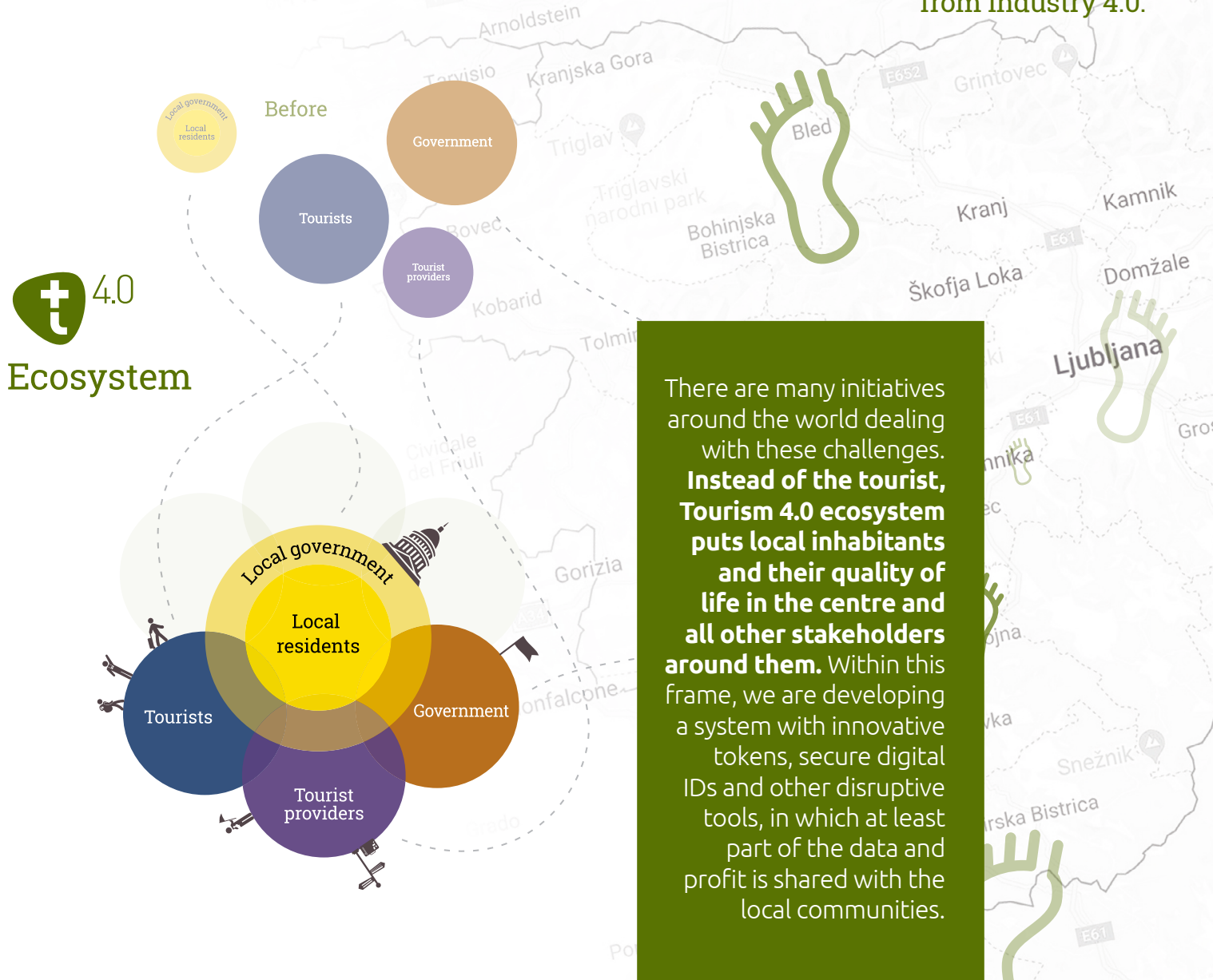**Boosting positive tourism impact**

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.

t 4.0

Ecosystem

Before

Local government
Local residents
Government
Tourists
Tourist providers

Local government
Local residents
Tourists
Government
Tourist providers

There are many initiatives around the world dealing with these challenges. **Instead of the tourist, Tourism 4.0 ecosystem puts local inhabitants and their quality of life in the centre and all other stakeholders around them.** Within this frame, we are developing a system with innovative tokens, secure digital IDs and other disruptive tools, in which at least part of the data and profit is shared with the local communities.

tourism 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-depending** 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

SUSTAINABLE DEVELOPMENT GOALS

I FEEL SLOVENIA

100+ members of tourism 4.0 PARTNERSHIP
Research, business and public sector

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