

10 Key points of Tourism development by T 4.0

1. COOPERATION

Encourage only activities and projects that include at the forefront and among performance indicators cooperation between stakeholders in the broadest sense (cross-sectoral, in the economy, etc.) - focused on respecting the quality of life of the local community.

2. R&D ACCELERATOR AND DATA STEWARDSHIP

Establishment of a body/ point for the strategic promotion of the R&D spirit and the activities for the efficient collaboration of the various R&D projects and initiatives in tourism. Through that body/ point introducing a system of stewards for the digital processes and data – experts with the knowledge and the capability of connecting and supporting cross-sectoral projects dedicated to digitalization. exchange and transformation of data into enriched information.

Continuous monitoring of “digital readiness level” of the tourism ecosystem stakeholders in the tourism over a long period of time.

Supporting all existing governmental bodies (Tourist Boards, Business Development Agencies, ministries, local administrations and decision-makers, etc.) in understanding the development and in active use of domestic knowledge and solutions (also Tourism 4.0) for the concrete cases such as European Capital of Culture, the European Region of Gastronomy, tourist vouchers, etc.

Establishment of the national model of data collecting for various needs: mobile operators for managing tourist flows through awarding/redirecting visits in time and space, tracking the food chain from origin to data on food waste per unit, etc.

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3. REAL DATA STRATEGIC PLANNING

Use of advanced technologies and tools for the needs of holistic management of tourism using "digital twins" for modelling tourist ecosystem (at the level of the town or a region), which would monitor and optimize developments in tourism-related activities in real-time.

4. CHANNELS FOR THE DATA EXCHANGE AND THE OPEN DATA

Establishing permanent mechanisms for the systematic collecting of data at national and public institutions and converting this data into accessible and useful information for tourist destinations, local communities and local providers.

5. EFFICIENT ENNOBLING/MULTIPLE USE OF DATA

Development of prototypes of integrated management systems for destinations based on open data and promoting bottom-up development.

6. NEW KNOWLEDGE & SKILLS

Planned development of interdisciplinary and cross-sectoral knowledge, skills and collaboration (tourism, technology, cultural heritage protection, storytelling, architecture, social innovation, etc.) for the development of holistic solutions. E.g. T4.0 national qualification/training in ICT analytics and basics, qualification for project management in the field of digitization of natural and cultural heritage, etc.

7. EU.PRIVACY

Promote activities and legislation advocating a "European way" in the collecting, processing and protection of personal data, and use such a tourist ecosystem as a model of good practice for other areas such as smart cities, epidemiological surveillance and other cases.

8. ADVANCED STORAGE AND USE OF DIGITAL CONTENT

Uniform storage and display of final and intermediate digital content (3D, 360, 2D, etc.) of natural and cultural heritage and others co-financed from public funds. Systematic opening of this data access to interested communities (tourism, creative industries, educational institutions, research institutions, ...). To become a role model at the EU level in this area.

9. SUPPORT FOR ALL

Support for local communities, companies and all stakeholders within the EU frame and the national open calls for digitalization in tourism regardless of the size.

10. PIONEERING SPIRIT

Not to follow changes, but to co-create them!