tourism 4.0

Boosting positive tourism impact

Managing tourist flows
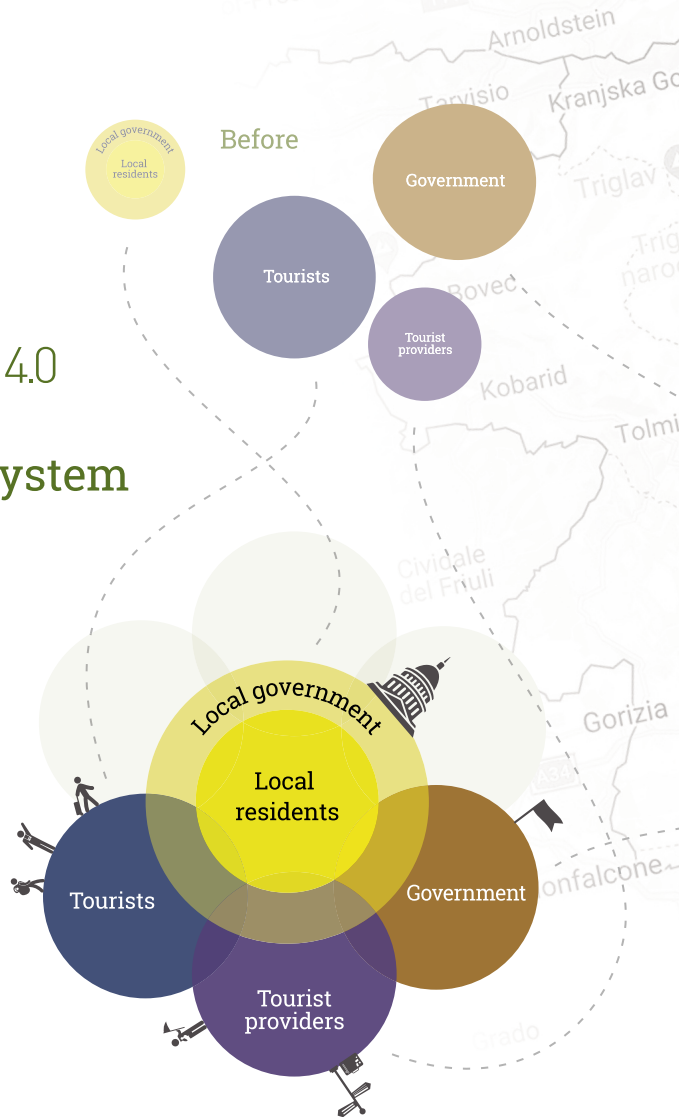
Anonymised tourist profile exchange

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.

Before

Local government
Local residents
Government
Tourists
Tourist providers

t 4.0

Ecosystem

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 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 and acts as a digital twin of a tourist destination allowing data-driven strategic planning aligned with 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.
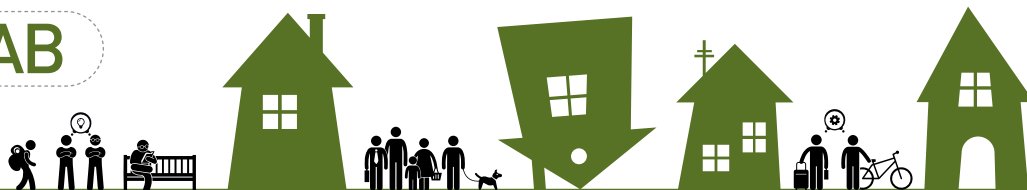
🍎 CIT

Collaboration Impact Token is a crypto voucher based on blockchain technology which changes value in time and place with the aim to award positive behaviour and support the redirection of tourist flows.

🌀 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

Gospodarska zbornica Slovenije
Chamber of Commerce and Industry of Slovenia
Golden plaquette for best innovation of North Primorska 2020

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

applications & solutions from 3rd parties

HERITAGE+
Digital Innovation of Cultural Heritage

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

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

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