

Conference »The Footsteps of the Tourism 4.0 Innovations«

24. 8. 2021, Digital Centre Slovenia

The Digital Centre of Slovenia hosted a Tourism week as one of the events under the Slovenian presidency to the European Council. Among others, on Tuesday, 24th of August, a conference »The Footsteps of the Tourism 4.0 Innovations« was organised by Arctur. The event included **20+ experts from digitalisation and sustainable tourism**. The conference was organised hybrid with over 50 participants present psychically and over 20 virtually.

The red line of the event was **to present the use of the Tourism 4.0 Innovative products in the real environment**.

Slovenia is among the leading countries in the field of digital innovation of cultural heritage. Slovenian lead tourist destinations digitised their cultural heritage and enriched their tourist offer. In addition, we invited representatives of the NGOs that have different obstacles - disabled people, blind and visually impaired persons, to present how to adjust the existing tourist offer to them (e.g. adjusted web pages).

Tomaž Curk, PhD, presented the implementation of the scientific research of managing tourist flows in the real environment. One of the possible areas of use is a hiking, which was presented by **Damjan Omerzu**, the general secretar of the Alpine Association of Slovenia. Tourism 4.0 products can contribute to solving the challenge of over visiting the mountains.

The last two parts were dedicated to the collective brands that are bringing technologies into their development and to the kick-off meeting of the consortium that will research the possibilities of digitising underground heritage.

The conference offered **space for exchanging ideas and opinions** about the development and use of the Tourism 4.0 Innovations. Tourist destinations expressed the need for extra knowledge and skills for marketing the new innovative products.

The representative of the Directorate for tourism, **Mrs Ksenija Flegar**, shared information that there will be financial support under the National Recovery and Resilience Plan for **the digitisation of the cultural heritage** with the holistic approach. This will be also included in the new strategy of Slovenian tourism, which will involve all key stakeholders. The Ministry aims to upgrade the existing projects and use the existing results. **Matevž Straus**, Heritage lead in Arctur, pointed out that in only 2 years Slovenia has managed to digitise 100 units of cultural heritage, which is unique on a European level.

Tourist destinations are aware that we are all contributing to the same goal – creating a Slovenian meta-story.

Cultural heritage is not an obstacle, but an opportunity, one of the possibilities how to take advantage of the potential product. We are developing a hybrid experience.

You can watch the conference (in Slovenian language) on Vimeo: <https://vimeo.com/591794668> or in the archive of the Digital Centre: <https://eu2021.dih Slovenia.si/knjiznica-znanja/>.

The photos of the event are available on: <https://galerija.matjazocko.com/dss-postopinjahinovacijturizma40/>.