

EXPO 2020 »A Tourism 4.0 – Success story«

Dubai, EXPO 2020, 14. December 2021

Tourism 4.0 with outstanding results, presenting Slovenia as one of the lead countries in the field of digital innovation of cultural heritage. At the same time, it raises awareness about using data as the strategic good in the strategic planning of sustainable tourism. On EXPO 2020 in Dubai, a premiere of the video about innovative, heritage projects of Slovenian lead tourist destinations, was held.

On Tuesday, 14. December 2021, in the Slovenian pavilion on Expo 2020 in Dubai, under the Digitalisation and artificial intelligence thematic event, a presentation "Tourism 4.0 – A success story". The experts from the company Arctur, which is the initiator of Tourism 4.0, have presented a Slovenian success story of using high technologies in the development of sustainable tourism.

"Tourism that puts the quality of life of the local residents in the centre and builds the whole ecosystem around it", as told **dr. Urška Starc Peceny**, the Chief Innovation and the Tourism 4.0 Dept. Lead, to the participants from all around the world.

Digital innovation of Cultural Heritage

Slovenia is one of the leading countries in the field of digitization of cultural heritage and its transfer to new tourist products. In the last two years, **more than 100 cultural heritage units in Slovenia have been digitized and more than 30 new five-star experiences have been created**, for example, digital room e-castles of Posavje, where the rich heritage is promoted in an innovative and visually appealing manner with the use of the holograms and VR glasses.

Digital products can never replace a direct experience, but they are a modern and welcome addition to the creation of the tourist offer. A short film, which presents the process of implementing some projects and their results, was premiered at the Slovenian pavilion at EXPO 2020 in Dubai in December 2021. **"Many times, Slovenians after we successfully finish the project, forget on its purpose, that is to proudly present our work and knowledge to others,"** said **Tomi Ilijaš**, the CEO of Arctur, the Hi-Tech company from Nova Gorica, Slovenia.

The short movie with the presentation of the digital innovation of cultural heritage is available: https://www.youtube.com/watch?v=_hPFhKiyYMU

Measuring the impact of tourism with the award-winning innovation – Tourism Impact Model

Tourism 4.0 has changed the perception of data, which is finally recognized as the strategic good and an important building block of modern and sustainable Europe. One of their pillars is **Tourism Impact Model – TIM** (<https://tourism4-0.org/tim/>), which received national and international awards, especially prestigious is the award for Innovation of the year for **Artificial intelligence and Big Data**, received in the Tourism Summit in Sevilla, Spain in 2020. TIM is an advanced tool that gives an objective, holistic picture of the impact of tourism on different societal aspects (environment, economy, culture, collaboration, quality of life, etc.), which can be used for strategic planning of sustainable tourism on a certain destination.

By using TIM and the big data analytics, gathered also on a local level, we are creating sustainable and responsible tourism for the future.

TIM can importantly contribute to the realisation of the national and EU plans in digital and green development, which was also recognised by the Public agency SPIRIT, that runs the international campaign **I feel Slovenia. Green. Creative. Smart**, which includes companies that have global potential and manage their business in a sustainable way. Among these ambassadors is also Arctur, because of its high level of innovativeness in Tourism 4.0, the only company from the tourism sector. These days the first promotional video of the campaign was published: <https://www.facebook.com/watch/?v=652862329235600>.


Every swing counts – swimming with the ultramarathoner Martin Strel

Tourism 4.0 team lives by the sustainable tourism standards in everyday life. Coincidentally, they arrived in Dubai when Slovenian ultramarathoner Martin Strel organized an event "50X50 kilometres in 24 hours for the 50. anniversary of United Emirates. With his swimming, he wanted to put a focus on the importance of a sustainable attitude towards clean water, which the Arctur team joined.

This weekend, the team will be active in organizing and participating in the Goricathlon, charity running and cycling, that Arctur organizes for the 9th time.

About Tourism 4.0

The initiative Tourism 4.0 was established in the Tourism 4.0 TRL 3-6 project, **the largest R&D project in Slovenian history, dedicated to tourism**. The strengths were combined with all three largest Slovenian Universities, Association of the Slovenian Municipalities as the associated partner. From the beginning of 2018, numerous projects on a national and international level and many innovative innovations were developed to support and enable the digital transformation of tourism. The partnership of Tourism 4.0 nowadays includes 200+ members worldwide.



Tourism 4.0 **puts the local community and their quality of life in the centre by building the whole eco-system around them.** The prime goal is to build and develop tourism with cooperation with strategic planning, based on the real data, collected on the local level.

More about Tourism 4.0:

<http://www.tourism4-0.org/>.

Join the (free) partnership and support Tourism 4.0:

<http://www.tourism4-0.org/t4-0-partnership>.

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