

## Tourism Impact Model

Tourism Impact Model (TIM) 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: from environment, economy and culture to collaboration. By modelling the impact using different scenarios, it also acts as a digital twin of a tourist destination and allows data-driven strategic planning aligned with the [UN Sustainable Development Goals](#).

### Search for the true impact of Tourism

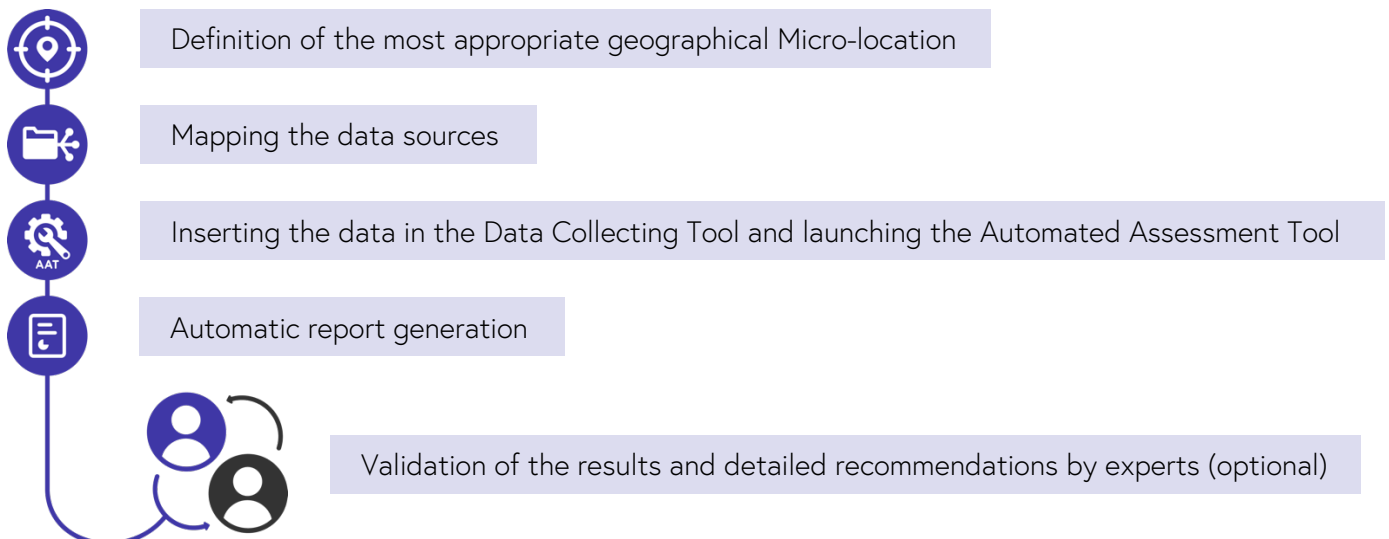
Local inhabitants, tourist service providers, authorities ... every stakeholder has its own subjective perception of the reality. TIM brings **real data in the perception of the impact of tourism** to sharpen the real picture for everyone and allow data driven strategic planning.

### The benefits for a destination

- Built-in transparency and inclusion of local inhabitants in strategic planning.
- Supervised collecting of data from various sources and their transformation into valuable information.
- Real picture of the whole spectrum of positive and negative impacts of tourism based on real data.
- Complex concepts made simple and understandable through visualisation of results and sets of recommendations for improvements.
- Dynamic real data simulations of possible scenarios for quick and competent response in all situations.

### How it works

The process is supervised by certified TIM experts and includes the following steps:

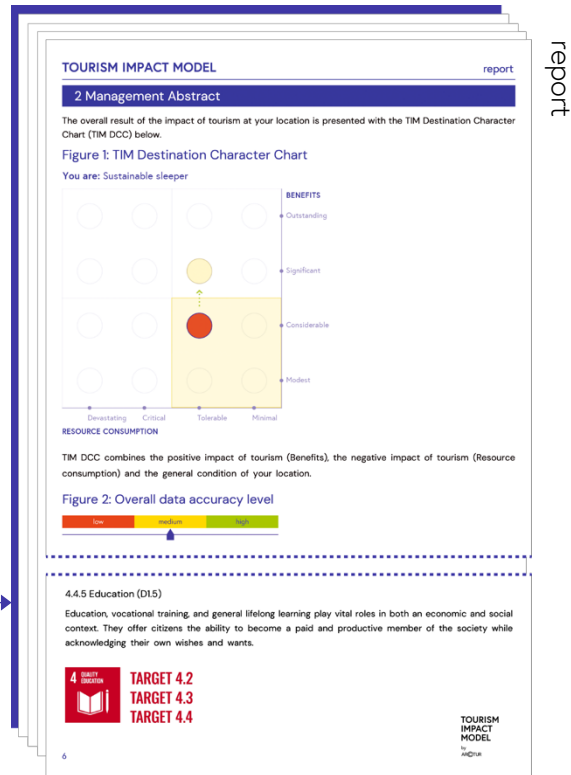
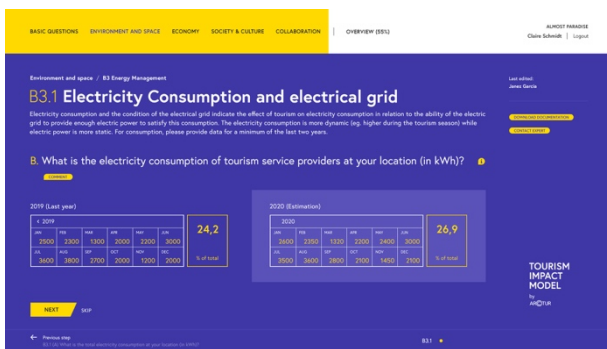


# TOURISM IMPACT MODEL

## 300+ indicators

- 5 groups
- 23 categories
- 67 question sets
- 138 SDAQ question sets
- Min 2000 up to 100.000 data inputs

## data collecting tool

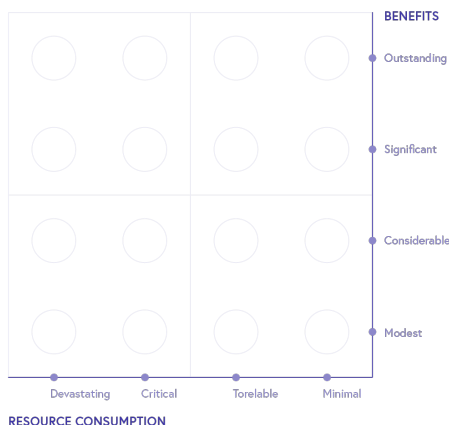


## Easy to understand results

Results are presented in a detailed report spanning over 100 pages. It is comprised of multiple indicators and graphs including the Destination Character Chart which enables easily comparable overall results.

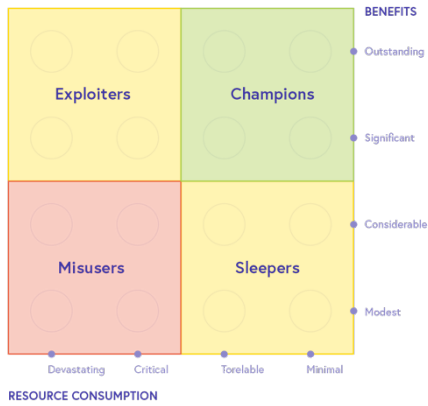
## Destination Character Chart™

Destination Character Chart (DCC) is a tool for visualisation of the destination character, summarising values of hundreds of indicators grouped into a 3-dimensional matrix combining: Positive impact of tourism (**Benefits**), negative impact of tourism (**Resource consumption**) and **General conditions** of the destination. The main DCC is complemented by so called *mini DCCs* which visualise the results for individual sections. Each DCC (main and mini) is also accompanied by its data accuracy level presented by a graphic.



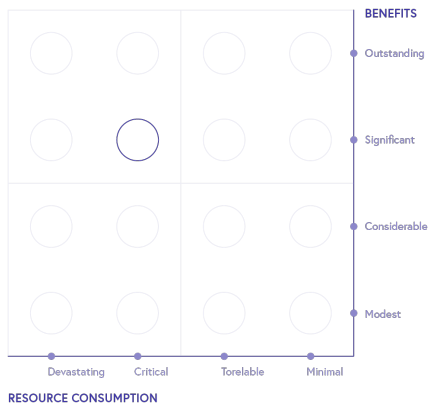
**Benefits** are represented on Y axis (from 1 to 4), **Resource consumption** on X axis (from -1 to -4), all together we have 16 (4x4) possible positions.

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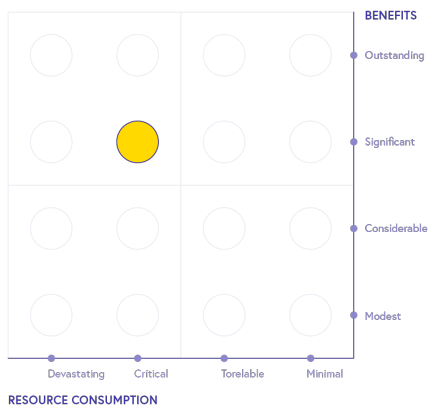


There are 4 different groups of primary characters, each containing 4 positions:

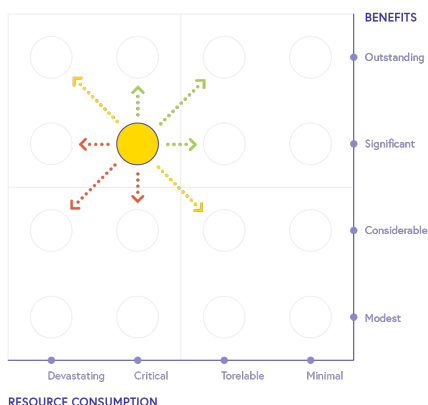
- **Champions** (high benefits, low resource consumption)
- **Sleepers** (low benefits, low resource consumption)
- **Exploiters** (high benefits, high resource consumption)
- **Misusers** (low benefits, high resource consumption)



Each destination is placed in **one of 16 positions** according to the given answers.

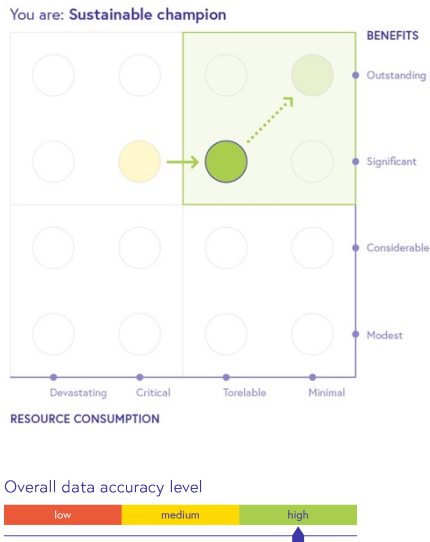


The third dimension, representing the **General condition of the destination**, is the colour of the position: it can be green (excellent), yellow (middle) or red (bad).



As many questions contain an additional answer where values for the near future are estimated, a trend where the specific destination is heading is presented in a form of a trend vector: the **green arrows are good**, heading towards the better positions (sustainable directions), **yellow are neutral** while **red ones are heading towards the bad impact** and should be avoided.

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The **final result** is a combination of the DDC graph alongside the overall data accuracy level.

DCC graph is presented by the 3-dimensional matrix (X, Y and colour) and the trend vectors, showing past position (if available from previous assessment) and the current trend of development (estimations for the future). The **final name of the destination character** is a combination of past and present positions, as well as trends.

**For example:** Sustainable champion (low resource consumption and high benefits of tourism) with excellent general condition of the location. Trend: sustainable advancement from the past and also towards the future.

**Data accuracy level** is displayed next to DCC graphs. It consists of a three tiered scale which indicates the trust in the accuracy of the given data: low, medium or high. It is calculated based on the **source, frequency of measurement and accuracy of the data.**

## Sustainable Development Goals

The 17 Sustainable Development Goals (SDGs) were adopted by all United Nations Member States in 2015 in order to **move the world forward in a more sustainable manner**. Each SDG is composed of numerous targets that more specifically define the goal.

Individual SDG targets are displayed next to conceptual segments and correspond to a certain idea presented in that section of the report. Read more about [UN's SDGs](#).



**TARGET 4.2**  
**TARGET 4.3**  
**TARGET 4.4**

## We are searching for

- Tourist destinations, regions and countries worldwide to become TIM beta users,
- Tourism industry professionals to become certified TIM experts,
- Researchers to join our R&D team in the future development of TIM.

## Contact us:

[tourism4-0.org/tim](http://tourism4-0.org/tim)  
[info@tourism4-0.org](mailto:info@tourism4-0.org)

## Awards:



**TIS** TOURISM  
INNOVATION  
SUMMIT

The best innovation in  
AI and Data Analytics  
Award 2020

Gospodarska  
zbornica  
Slovenije

Chamber of Commerce  
and Industry of Slovenia

Golden plaque for  
best innovation of  
North Primorska 2020

**TOURISM  
IMPACT  
MODEL**  
by  
AROTUR