

What is Tourism 4.0

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.

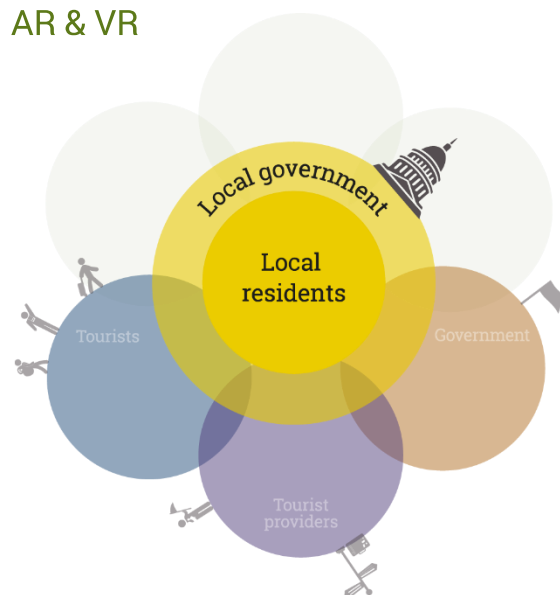
Industry 4.0

Key enabling technologies



T4.0 Ecosystem

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.



T4.0 Collaboration platform

Collaboration Platform T4.0 Core

With the help of emerging technologies, the Collaboration Platform T4.0 Core enables efficient, secure and transparent access as well as data exchange among key stakeholders of tourism ecosystem (tourist providers, travel agents, technology providers, local communities, government, tourists). It represents the core of Tourism 4.0 solution and supports an easy integration and cooperation among different services in terms of communication and upgrade of data into enriched solutions.

TIM

Tourism Impact Model is a comprehensive tool for modelling and optimisation of the tourism impact on a local ecosystem through fostering collaboration between different stakeholders. It enables assessment of the impact of tourism on different societal aspects following the UN SDGs.

FLAWS

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 changes value in time and place and is a modern e-voucher for awarding individuals and organisations for their positive impact behaviour.

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.

T4.0 LIVING LAB

T4.0 Living Lab is the playground for testing, validation & demonstration of enriched tourism experiences.



your playground for testing, validation & demonstration

Current projects:

Tourism 4.0 TRL 3-6 Research Project is the **biggest R&D public funded project** in the field of tourism in Slovenia. It aims to unlock the innovation potential in tourism by enabling collaboration between all stakeholders of the smart tourism ecosystem. Its goal is to build a collaborative tourism eco system centred around the local community enabling data driven strategic planning and boosting positive impact of tourism.

Demo Pilot Tourism 4.0 Project is building on findings of Tourism 4.0 TRL 3-6 Research Project by upgrading the T4.0 Collaboration Platform to an innovative business environment that enables **advanced interactions between all tourism stakeholders.** The Collaborative platform and integral pillars of Tourism 4.0 ecosystem (TIM, Flows, DOTI, CIT) will establish interoperability between these and third-party applications. Tourism 4.0 Living Lab, Slovenia will serve as demonstration and validation environment for new generation of applications, services and processes. The Demo Pilot Tourism 4.0 Project brings together the Slovene tourist corporations and technology providers to co-create and connect within the Tourism 4.0 ecosystem.

Tourism 4.0 for the Black Sea Project will boost sectoral cooperation and allow greater usage of the Industry 4.0 technologies in tourism. Data driven tourism will enable **more sustainable development of tourism in the future.** The aim of the project is to **demonstrate the potential of Data Analytics** for tourism development in the area of Black Sea. To achieve this, pilot services will be tested and the dialogue with regional stakeholders encouraged.



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PARTNERSHIP
Research, business and public sector

 www.tourism4-0.org

 info@tourism4-0.org

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