

turizem 4.0

preusmerjanje
turističnih tokov

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Arctur**

Webinar Priprave občin na
turistično sezono v luči
COVID-19, 15.5. 2020

OBOGATENA
TURISTIČNA
IZKUŠNJA

personalizirana
izkušnja

spodbujanje pozitivnega učinka turizma

Tourism 4.0

National flagship research project

Creating collaboration ecosystem

Duration: 2018 - 2021

Budget: 2,3 M EUR

TRL: 3-6

Co-financed by



REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION,
SCIENCE AND SPORT



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND
INVESTING IN YOUR FUTURE

Consortium:

- ARCTUR d.o.o.
- University of Ljubljana, Faculty of Computer and Information Science
- University of Maribor, Faculty of Tourism
- University of Primorska, Faculty of Tourism Studies - Turistica

Associate partner: Association of Municipalities and Towns of Slovenia



Tourism 4.0

National flagship demo project

Creating collaboration ecosystem

Duration: 2019 - 2022

Budget: 10,9 M EUR

TRL: 7-9

Co-financed by  REPUBLIC OF SLOVENIA
MINISTRY OF ECONOMIC DEVELOPMENT
AND TECHNOLOGY



Consortium:



Tourism 4.0

For the Black Sea

Co-creating tourism for the future with data analytics

Duration: 2019 - 2021

Budget: 720 K EUR

Co-financed by



European Maritime and Fisheries Fund
of the European Union

Consortium:

AROTUR

Однієвропейський інститут
TOURISM INSTITUTE

MARKETING
DEVELOPMENT





“ With innovative co-creation and technology we are **changing the perception of tourism** and business sector around it.



▶ TOURISM IMPACT MODEL

▶ MANAGING TOURIST FLOWS

▶ COLLABORATION IMPACT TOKEN

▶ PERSONAL DIGITAL PASSPORT

▶ LIVING LAB

applications
& solutions
from 3rd parties



your playground for testing, validation & demonstration

Assessment of the impact of tourism on different societal aspects (environment, economy, culture, health, education etc.) in order to reach the sustainable development in a specific geographical area.



Tourism Impact Model

Measuring tourism impact



TIM is a comprehensive tool for modelling and optimisation of the impact of tourism on a local ecosystem through fostering collaboration between different stakeholders.

True impact of Tourism



TIM brings **real data in the perception of the impact of tourism** to sharpen the real picture for everyone and allow **data driven strategic decisions/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



Definition of the most appropriate geographical micro-areas within the destination.



Mapping the data sources



Completing the questionnaire and launching the AAT



Validation of the results and detailed recommendations by experts (optional)



Tourism Impact Model

Measuring tourism impact



Tourism Impact Model

Measuring tourism impact



Tourism Impact Model

Measuring tourism impact





Quality of life

Space and land management

Tourism income

Inclusion of vulnerable groups

Electricity consumption

Waste management

Collaboration with local suppliers

CO₂ emissions

Jobs in tourism

Collaboration of local community with tourism providers

Supply of drinking water

Preservation of natural and cultural heritage

Price of basket of goods

Health and safety

Real estate values

Availability of parking spots

Number of visitors per capita

Involvement of tourism NGOs in the tourist offer

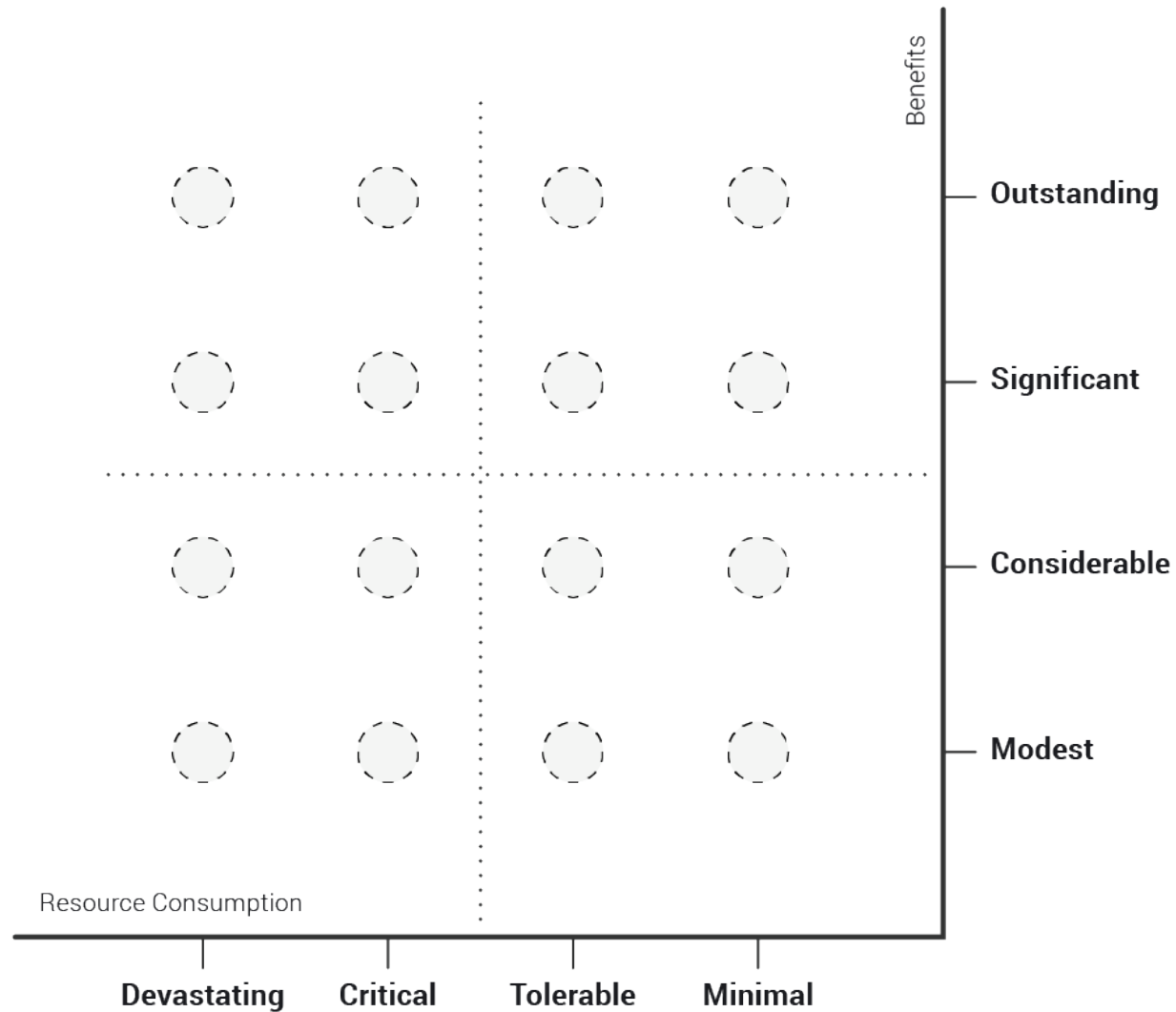
How it works

200+ indicators used
 (Impact and Collaboration)

5 groups
 23 categories
 60 questions sets
 60 SDAQ question sets

BASIC QUESTIONS ENVIRONMENT ECONOMY SOCIETY & CULTURE COLLABORATION OVERVIEW (27%)				
BASIC QUESTIONS	ENVIRONMENT	ECONOMY	SOCIETY & CULTURE	COLLABORATION
A1 Basic Questions	B1 Air Quality	C1 Tourism Income	D1 Quality of Life	E1 Local Residents
	B2 Water Sanitation	C2 Accommodation Capacity	D2 Health and Safety	E2 State and State Institutions
	B3 Energy Management	C3 Jobs in Tourism	D3 Inclusion of Vulnerable Groups	E3 NGO
	B4 Waste Management	C4 Local Economy	D4 Preservation of Heritage	E4 Tourism Providers
	B5 Sustainable Transportation	C5 Real Estate		E5 Vulnerable and Other Groups
	B6 Tourism Infrastructure	C6 Indices of Consumer Prices		
	B7 Space & Land Management			

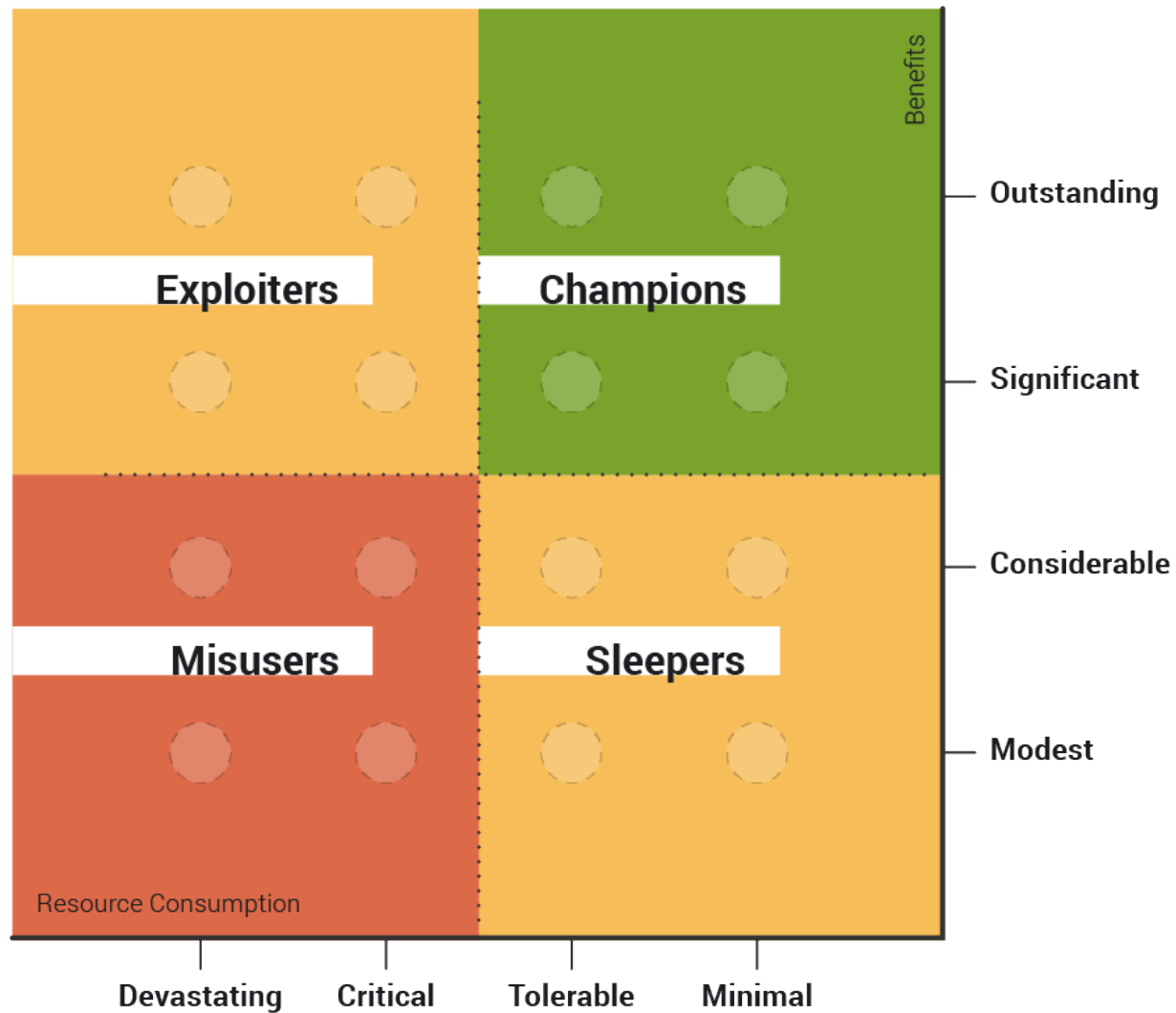
Destination Character Chart™



Tourism Impact Model

Measuring tourism impact

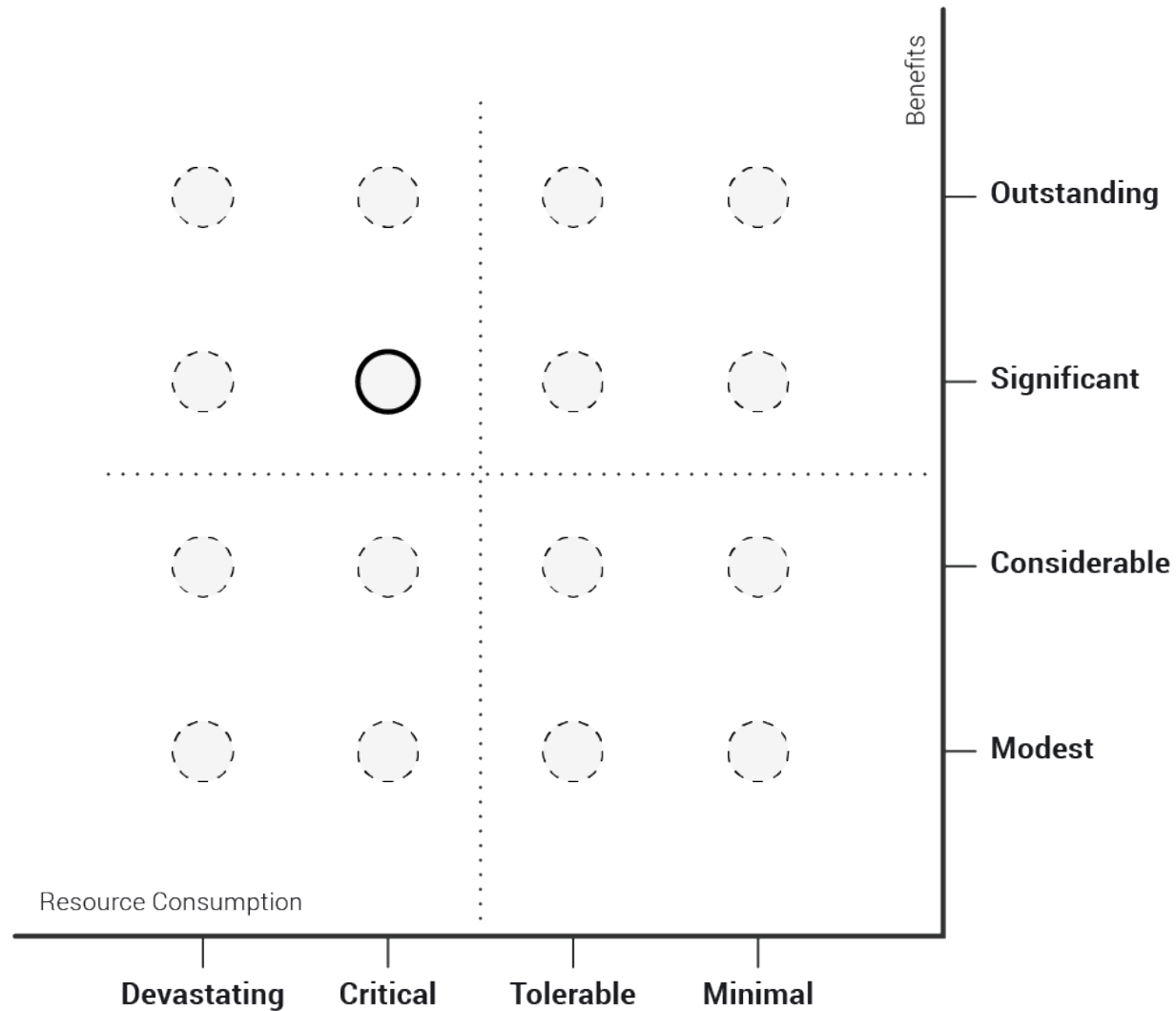
Destination Character Chart™



Tourism Impact Model

Measuring tourism impact

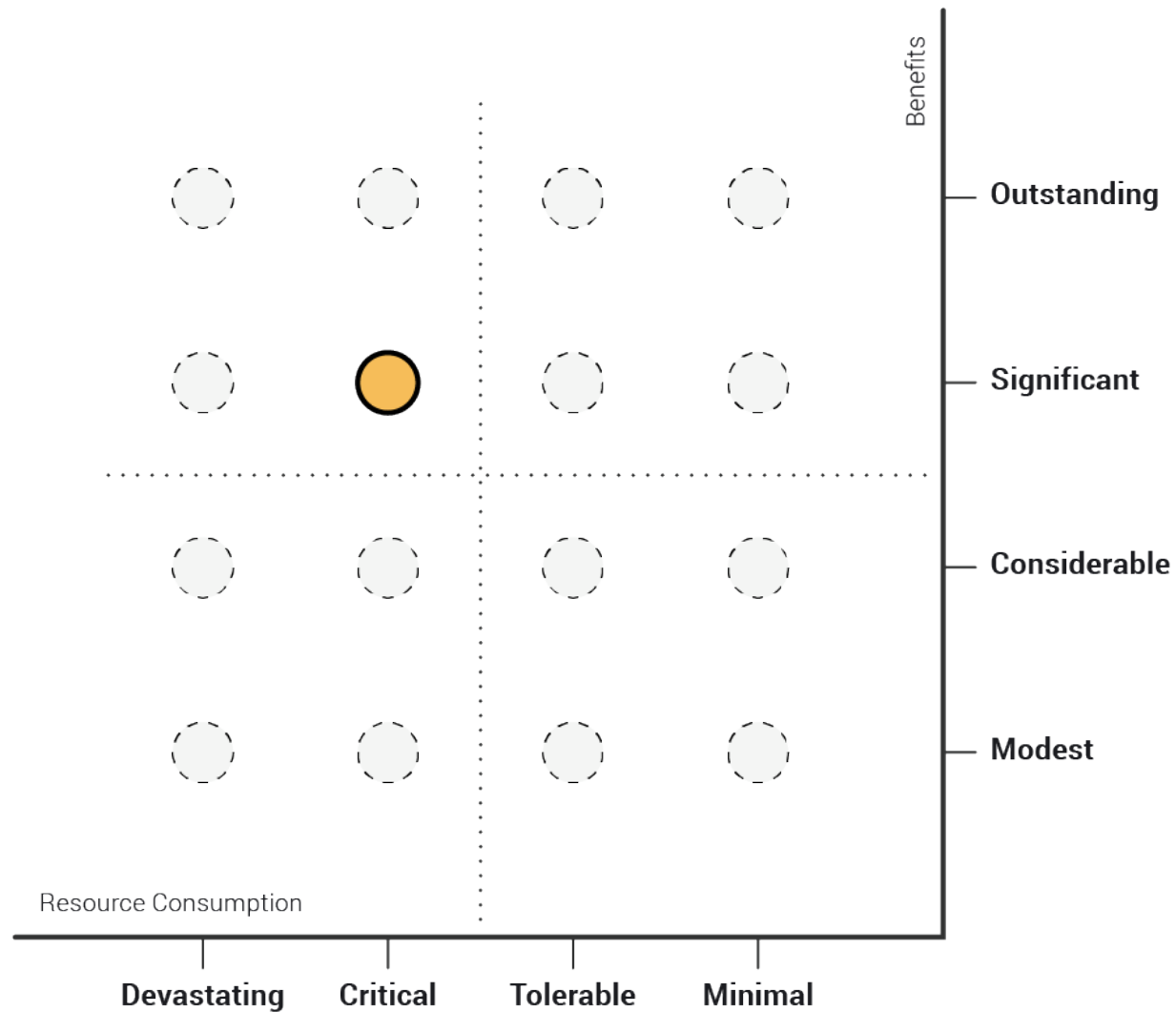
Destination Character Chart™



Tourism Impact Model

Measuring tourism impact

Destination Character Chart™

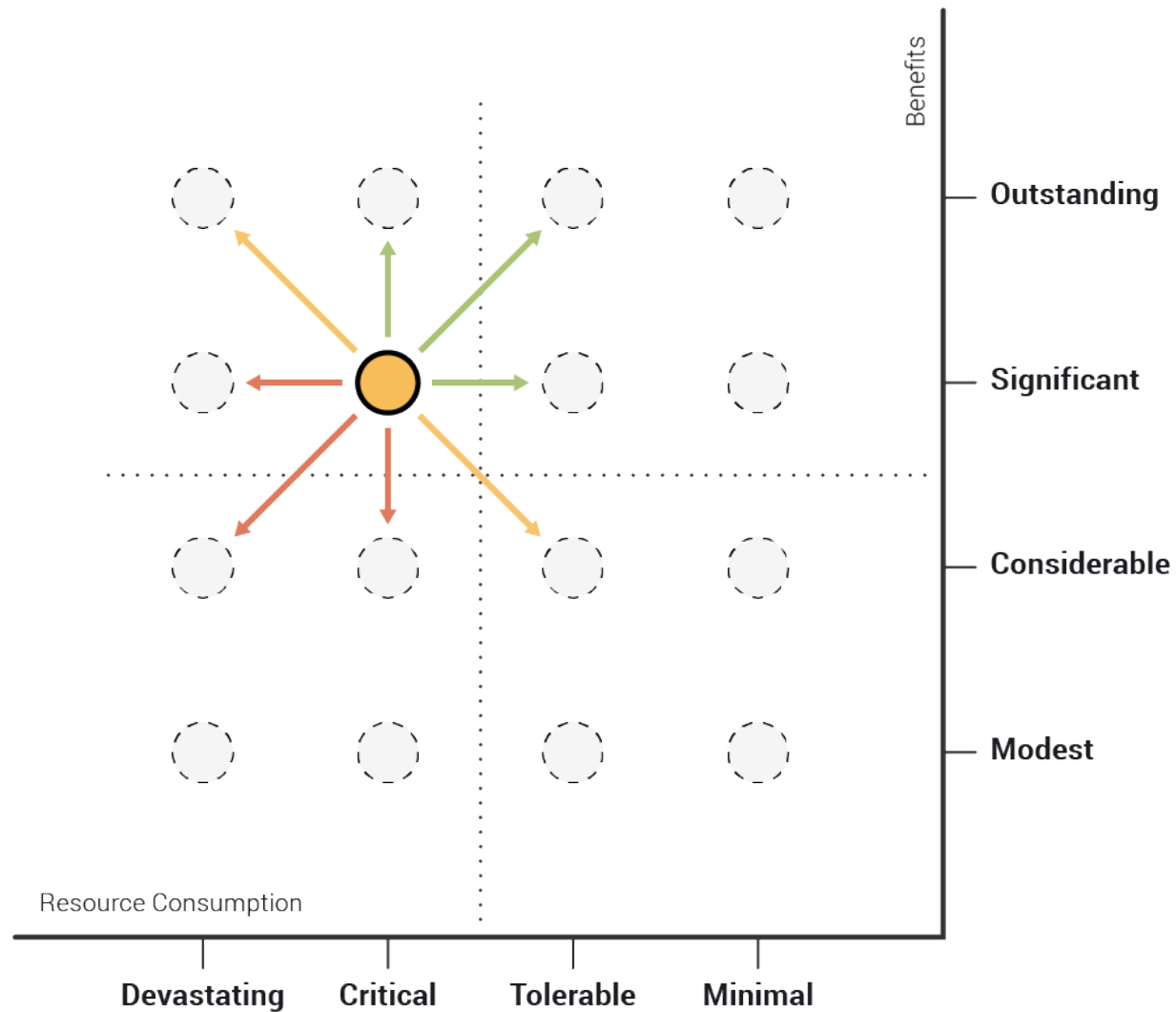


Tourism Impact Model

Colour of the circle presents the general condition of the location:

red - poor,
yellow - mediocre,
green - great.

Destination Character Chart™

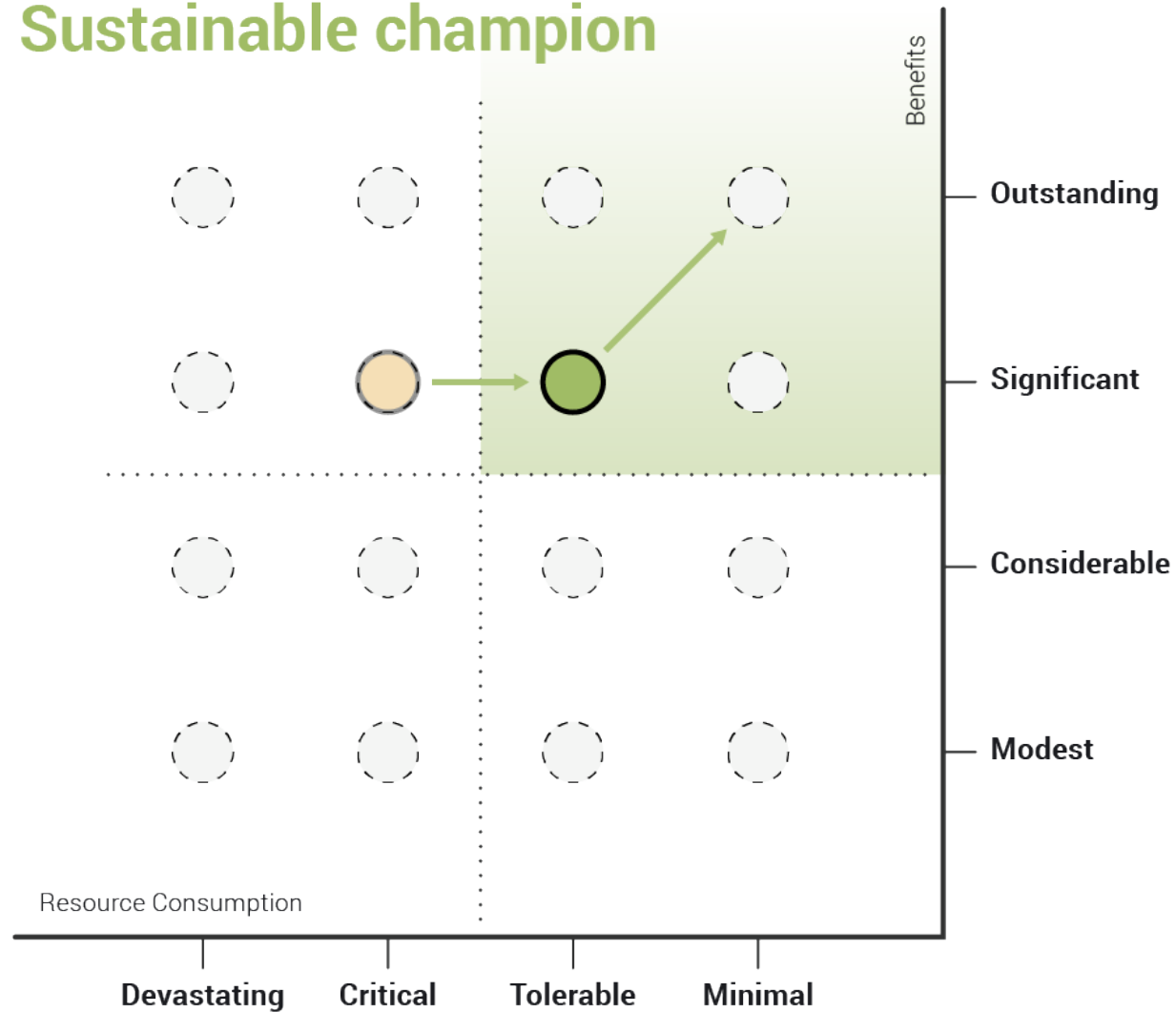


Tourism Impact Model

Possible directions of sustainability vector

Destination Character Chart™

Sustainable champion



Tourism Impact Model
Final result – Destination character

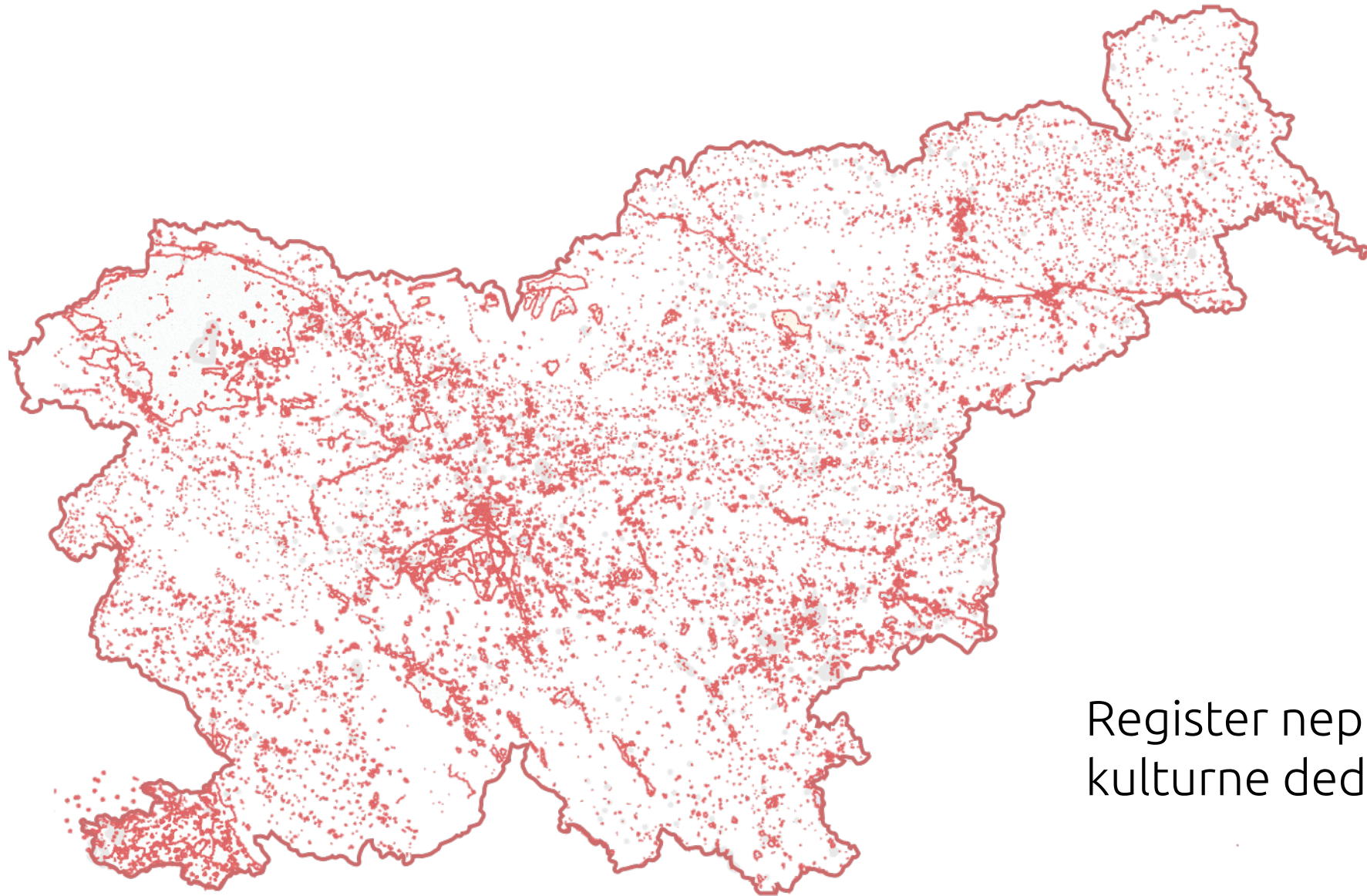


DIGITALNO INOVIRANJE KULTURNE DEDIŠČINE

Priročnik za turistične destinacije

Vabljeni k pregledu!





Register nepremične
kulturne dediščine



Kot del 5- zvezdičnega doživetja

t.j. 5-zvezdičnega turističnega produkta

3D film



Interaktivna miza s 3D objekti



3D tisk spominkov



Virtualni suvenirji



VR 360° Film s 3D objekti



Virtualni sprehod s 3D objekti



Aplikacija obogatene resničnosti



Hologram



»Immersion room«



VR igre



Imagine the tourism of the future
which changes

analysing, sharing

Challenges & Concerns
Ideas & Solutions

TOURISM 
FROM ZERO 

#TourismFromZero

 tourismfromzero.org

 now@tourismfromzero.org

   [@Tourismfromzero](https://www.instagram.com/@Tourismfromzero)

 [Tourism from Zero](https://www.linkedin.com/company/Tourism from Zero)

AROTUR

UNIVERSITY OF ICELAND

HERENBOER
UNIVERSITA
TURISTICA

GLAMPPro
Glamping and resort design specialists

STO
SLOVENIAN
TOURISM
BOARD
I FEEL
SLOVENIA

ÍSLENSKI
FERÐAKLASINN
Iceland Tourism Center

ATLAS
ASSOCIATION FOR TOURISM
AND VISITOR EDUCATION AND RESEARCH

VT VIRGINIA
TECH.

RANNSÓKNAMÍÐSTÖÐ
FERÐAMÁLA
ICELANDIC TOURISM
RESEARCH CENTRE

VISIT SURREY
OFFICIAL TOURIST BOARD

INTERNATIONAL SCHOOL

UNIVERSITY
MUNICH

UNIVERSITY OF
SURREY

WILD
LAPLAND

京都大学
KYOTO UNIVERSITY

HÓLASKÓLINN
HÓLAVELLIR

universität
innsbruck

JAIST
JAPAN
ADVANCED INSTITUTE OF
SCIENCE AND TECHNOLOGY
1990

SAN DIEGO STATE
UNIVERSITY
L. Robert Payne School of
Hospitality & Tourism Management

mpact
TOURISM

R

AALBORG UNIVERSITY
DENMARK

netnografica

VSGT
VOCATIONAL COLLEGE
OF HOSPITALITY AND
TOURISM MARIBOR

momentum
[educate + innovate]

SAF

SMARTDEST

GREEN
DESTINATIONS

SOKLIČ APARTMENTS

rinka
BARANPOREL.COM/EN

Avista Hotels
managed by

WORLD OF
GLAMPING

EX
PA
NO
EXPERIENCE
POMURJE

ROUNDABOUT
#TravelYourWay

UNIVERSIDADE DE MACAU

SLOVENIA
GREEN
ASSOCIATION

GOOD
TRAVELGUIDE

Ljubljana
Ljubljana Tourism

THE
SLOVENIA
international publishing house

inyour
pocket
ESSENTIAL
CITY GUIDES

BLED
BIED
Largo powder

SloActive
SLOVENIA & REGIONAL

make
yourself
a home

PRI CEPČOVH

speaktourism

#TourismFromZero



With the contribution of the
European Maritime and Fisheries
Fund of the European Union

TOURISM0

FROM ZERO

with locals

The graphic features the word 'TOURISM0' in a large, black, sans-serif font. The final '0' is a light green color and contains a diagonal slash. A thick green horizontal bar is positioned below the letters 'TOURISM', ending in a small arrowhead pointing towards the green '0'. To the right of the green '0', a pink arrow points to the right. Below the word 'TOURISM0' is the phrase 'FROM ZERO' in a smaller, black, sans-serif font. Below 'FROM ZERO' is a pink rectangular box with rounded corners containing the text 'with locals' in white, lowercase, sans-serif font.

Stopite v stik z nami!

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www.facebook.com/tourism4.0



twitter.com/Tourism4_0



www.linkedin.com/company/tourism4-0