

31. October, 2024



Azores Tourism
Summit'24

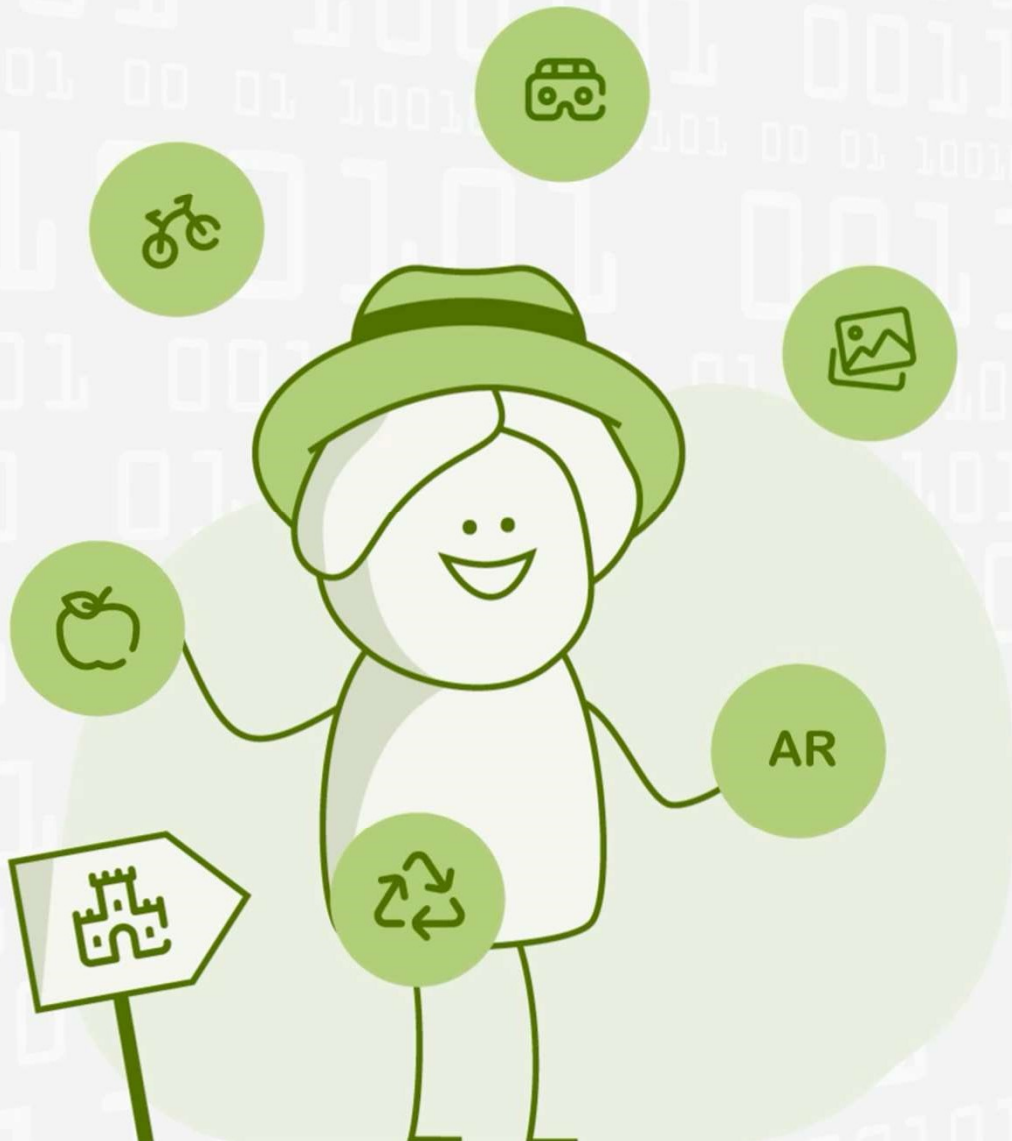
ARCTUR

The Tourism 4.0 experience

Sustainable tourism planning to ensure the quality of life of local residents

Dr. Urška Starc Peceny, Chief Innovation Officer and Lead of Tourism 4.0 Department





Enriched Tourist Experience

Tourism 4.0 Ecosystem



“

Tourism can only be sustainable, when it improves quality of life of the local community.

changing the perception of tourism

Projects

| | | | | | |
|--|--|--|---------------------------------------|--|--|
| Tourism 4.0 TRL3-6 (2018 - 2021) | Demo Pilot Tourism 4.0 (2019 - 2022) | Tourism 4.0 for the Black Sea (2019 - 2021) | Amazing AoE (2020 - 2022) | DICH projects (2020 - 2022) | |
| Insites (2021 - 2022) | Weave (2021 - 2022) | SD4TIM (2022 - 2023) | Dates (2022 - 2023) | T4.0 Alpine Flows (2022 - 2023) | Web3 Accelerator (2022 - 2023) |
| Tourbit (2022 - 2024) | 5Dculture (2023 - 2024) | Blockchain for agri-food educators (2022 - 2024) | DIGI-SI (DIH) (2022 - 2026) | BeyondSnow (2022 - 2025) | |
| CulturalDeTour (2023 - 2024) | Cross Retour (2023 - 2026) | Tems (2023 - 2026) | Meds (2023 - 2024) | Enact (2024 - 2026) | SecreTour (2024 - 2026) |
| D3Hub (2023 - 2026) | Web3Tour (2024 - 2026) | CRP – FOV (2023 - 2025) | CRP – FU (2023 - 2025) | Inclusive Border Cycling (2024 - 2027) | Seismec (2024 - 2027) |
| PHOENIX 4.0 (2024 -) | XRCulture (2024 -) | DEPLOYTOUR (2024 -) | THRIVE (2024 -) | TREADS (2024 -) | 3D-4CH (2025 -) |

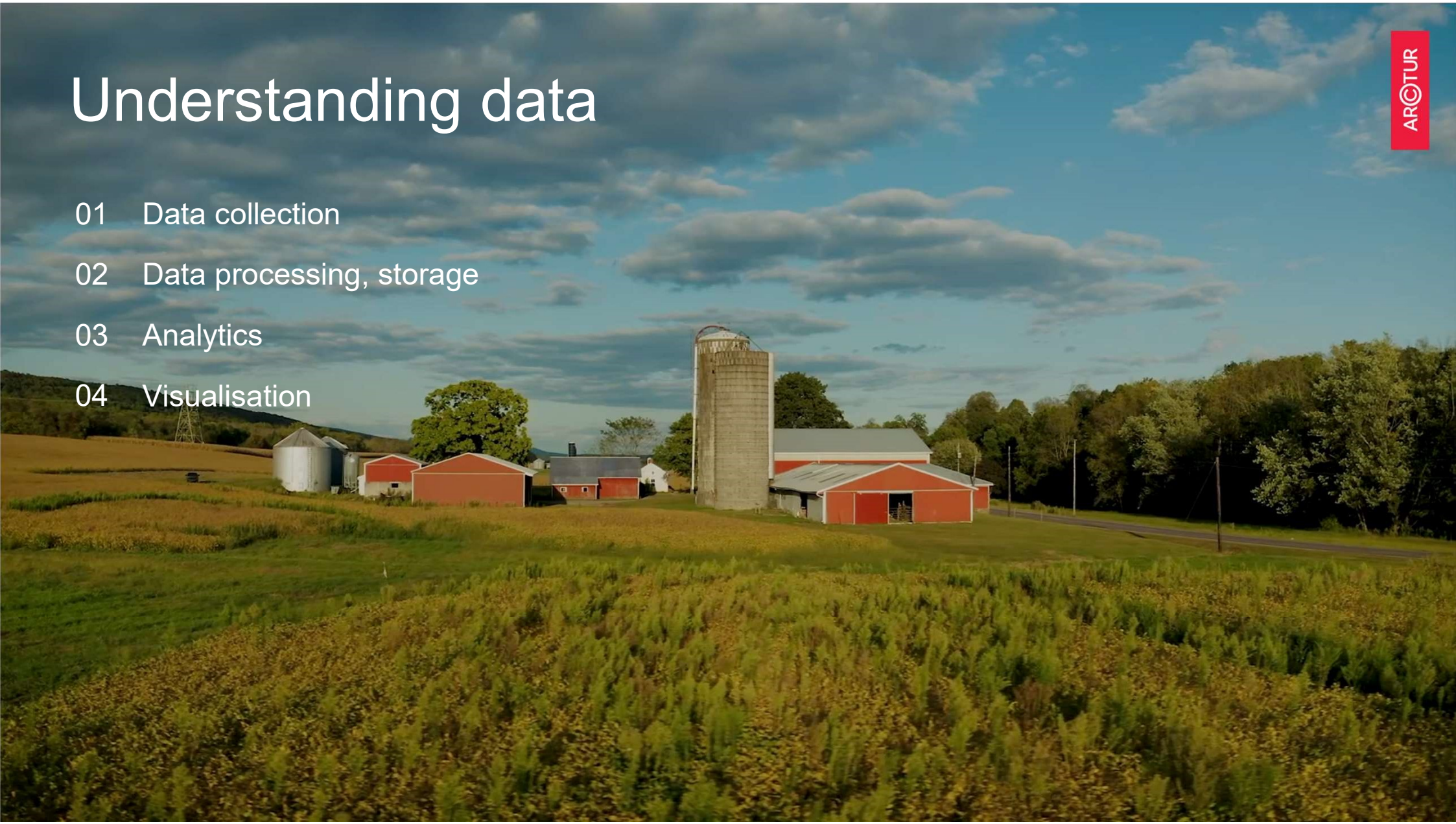




Big Data Analytics,
Deep Learning,
Artificial
Intelligence, HPC,
...

Understanding data

- 01 Data collection
- 02 Data processing, storage
- 03 Analytics
- 04 Visualisation





01 Data collection

02 Data processing, storage

03 Analytics

04 Visualisation

01 Data collection

02 Data processing, storage

03 Analytics

04 Visualisation



01 Data collection

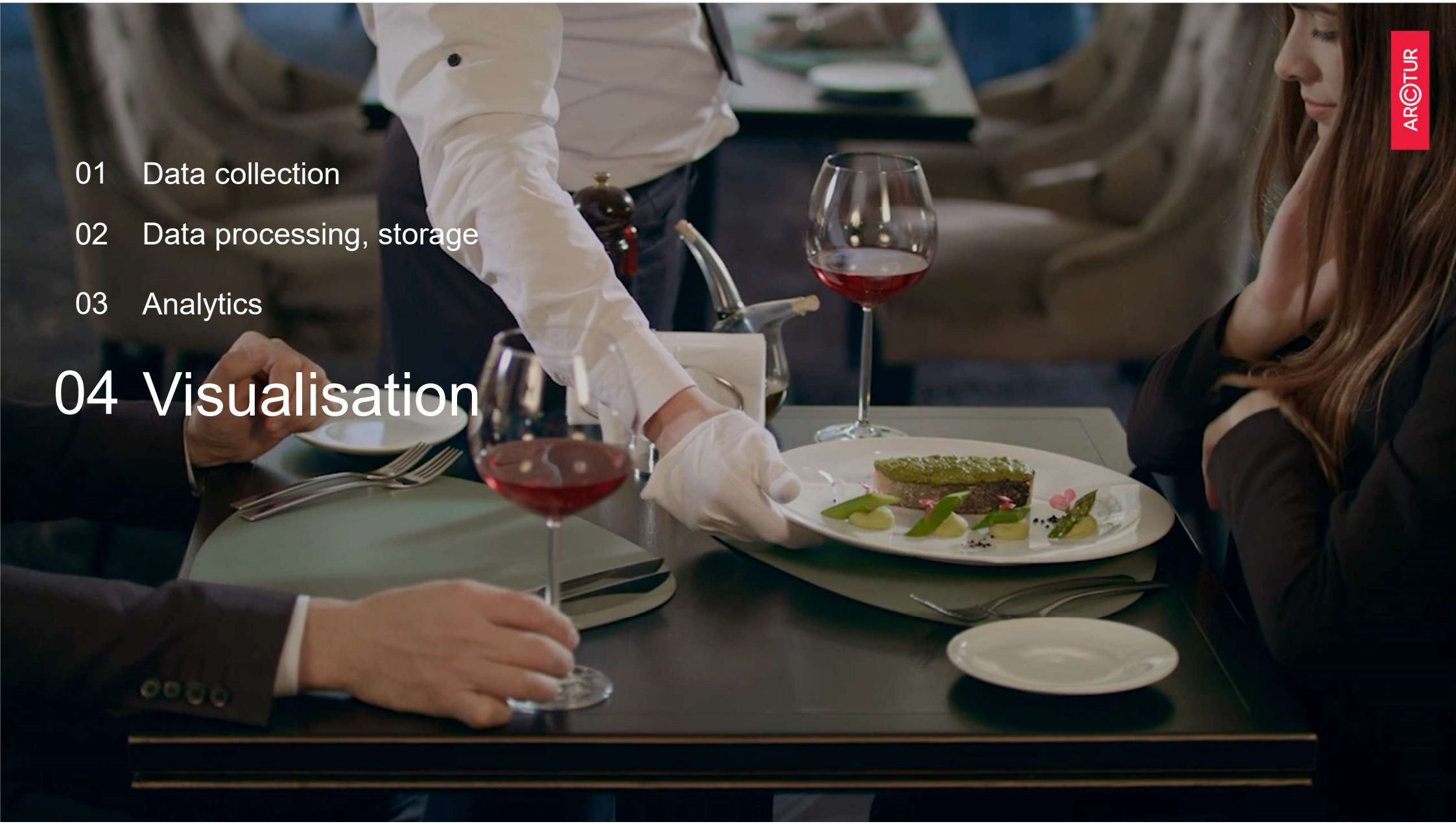
02 Data processing, storage

03 Analytics

04 Visualisation

- 01 Data collection
- 02 Data processing, storage
- 03 Analytics

04 Visualisation





Sources in tourism

- Earth observation data
- Global data (big platforms)
- Local data



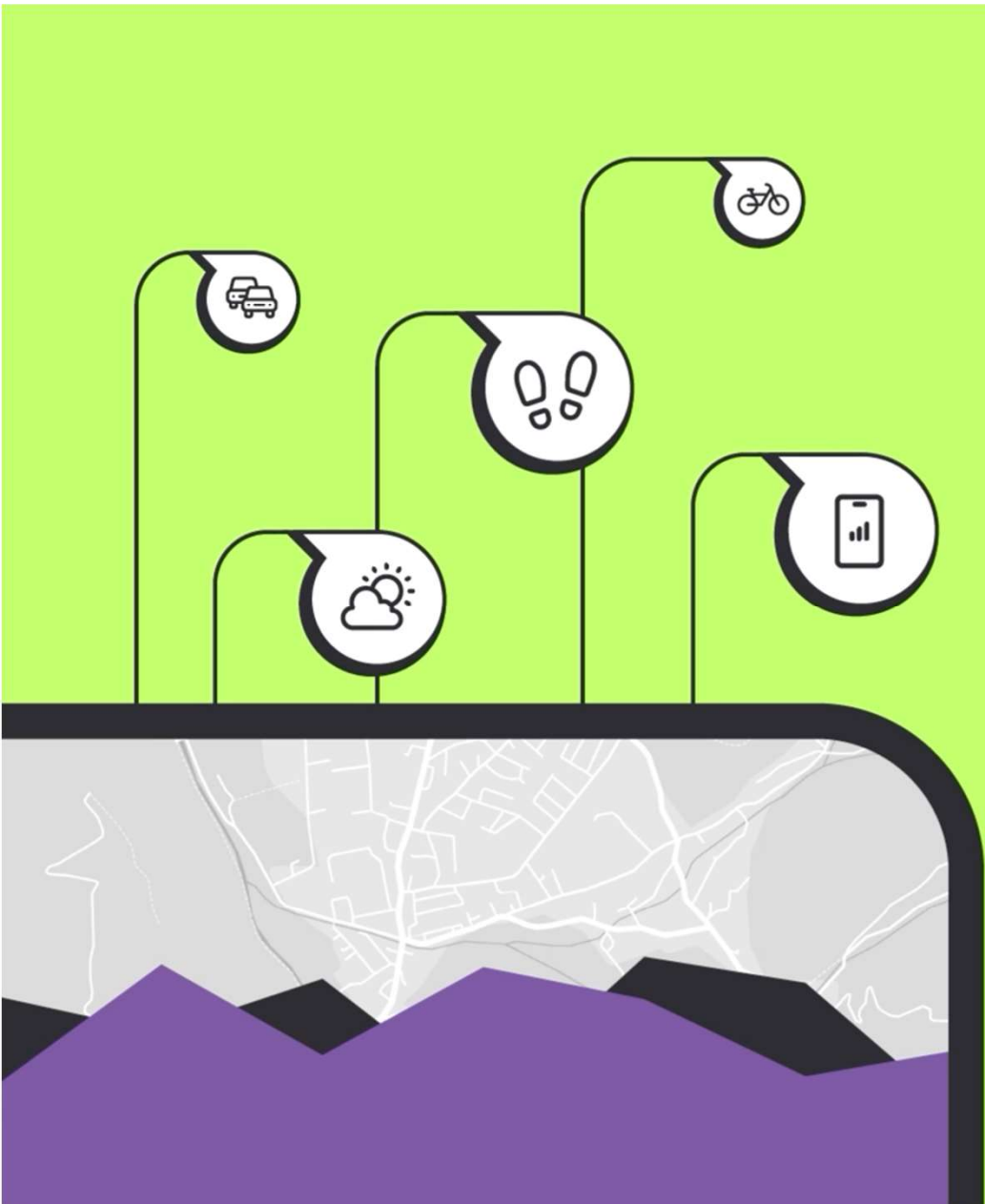
Sources in tourism

- Earth observation data
- Global data (big platforms)
- Local data
 - e-tourist (tourist tax)
 - border control
 - traffic counters
 - harbour
 - wifi
 - ...



Sources in tourism

- Earth observation data
- Global data (big platforms)
- Local data
 - **e-tourist (tourist tax)**
#transparency
#4LocalCommunity



FLOWS

by AR©TUR

Measuring & Analysing the heartbeat



Digital Innovation of Cultural Heritage

A blueprint for the transformation



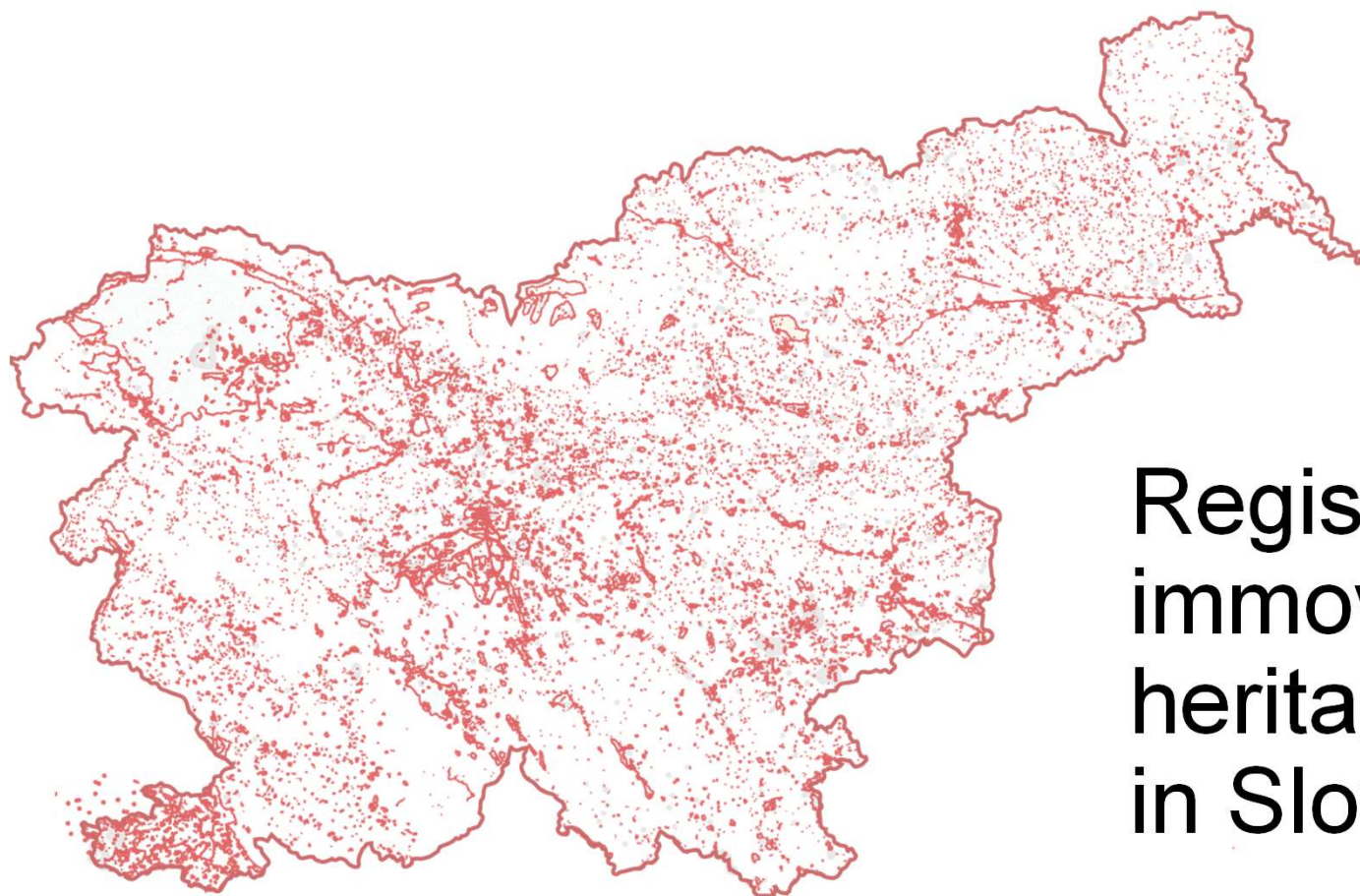
Digitally Enriched Experiences of Cultural Heritage

Enriching cultural heritage with engaging, interactive and educational digital layer (AR/VR/xR, 3D models and visualisations, mobile and web apps...)



Slovenia

In 2019, Slovenia set a **mission** to become one of the leading countries with the **most digitally enriched tourist experiences** of cultural heritage.



Registered
immovable cultural
heritage
in Slovenia

PHOTOS & LASER SCANS

An aerial photograph of a traditional thatched-roof chapel situated on a grassy hill. The image is overlaid with a dense point cloud in shades of green and yellow, representing a laser scan of the scene. Numerous small, light blue squares are scattered across the image, likely representing specific data points or markers from the scan. The background is a dark, starry sky.

Velika Planina
Chapel of Snow Mary



Enriched Neuroinclusive & Sensory Comfortable Experience

We want you!

Become a member of **Tourism 4.0 Partnership**

Sign up:

joinus.tourism4-0.org

