

EU Smart Specialization Platform

Thematic Area Industry 4.0

# Platform on Digitalisation and Safety for Tourism

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representative of Tourism and Hospitality Chamber of Slovenia, on behalf of Platform Consortium



Network of European Regions for  
a Sustainable and Competitive Tourism  
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# Industrial modernization - Tourism 4.0



Big Data, Artificial Intelligence with smart systems, AR & VR, mobile systems, Blockchain, Crypto Currencies, Internet of Things...



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## Why we've set up the partnership?

- **Vision:** Tourism is leading innovative service industry in EU
- **To increase the investments in the area of tourism industry through interregional and cross-sectoral collaboration**
  - Digitalisation and safety - global megatrends
  - Boost innovations, productivity and product quality



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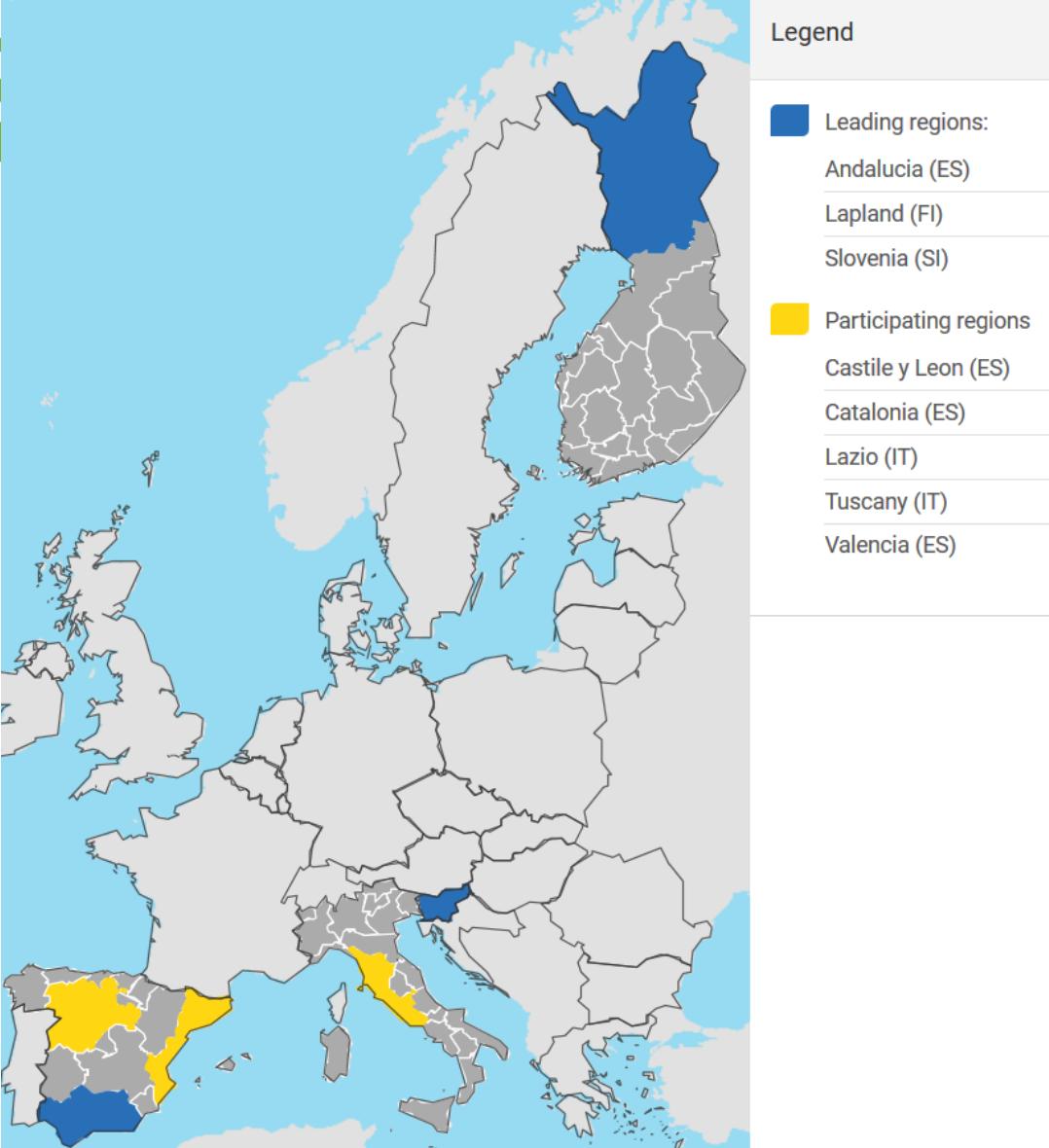
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# Who are we?

- Consortium supported by NECSToUR,  
Network of European Regions for a  
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## State of play

- **Three thematic areas for investment projects**
  - Data Management / Access to data
  - Green Mobility, Accessibility and Connectivity
  - Resilience, new phenomena/climate change, risk and crisis management (safety)
- **Scoping note finalized and now reaching out the industry + investment project ideas**



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# Lessons learnt

- Digitalization and safety are key issues in Tourism 4.0 of Tomorrow
- Big investments in Europe's tourism are hard to achieve, but not impossible
- SMEs in our regions are hesitant to go international
  - Language barriers
  - Low research base & orientation
  - Financial support barriers
  - Intellectual property rights (IPR) issues



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