I envision a future, in which every second of my time counts. As a traveller for business or pleasure, every matter of logistics and processes behind is not my pain, at most a choice.

Speaker Presentation

Urška Starc-Peceny, PhD
Tomi Ilijaš

Short description

From measuring the impact of tourism, boosting of data-driven strategic thinking to digitalisation of cultural and natural heritage, the Slovene Tourism 4.0 initiative has grown into a partnership of 150+ partners from all over the world. The partnership is paving the way toward tourism of tomorrow: a tourism respecting the quality of life of local residents and natural environment. And a tourism taking advantage of technologies from Industry 4.0 in order to create a future we want for us and future generations.

Within this frame has been developed a system with crypto tokens, secure digital IDs and other disruptive tools, in which at least part of the data and profit is shared with the local communities.

One of the Tourism 4.0 tools is Tourism Impact Model, an international award-winning tool that is using real data to create an objective picture of the impact of tourism in a certain micro-location. By modelling the impact with the use of different scenarios, TIM acts also as a digital twin of tourist destination and allows data-driven strategic planning aligned with Sustainable development Goals.
Appearances

Tourism 4.0 has been presented on more occasions. Here is a shortlist of main events where Urška Starc-Peceny, PhD and Tomi Ilijaš were presenting:

• 13th session of the Slovenian-Chinese Commission for the Economic Cooperation, Peking, China, April 10, 2018; presenters.
• Tianguis Turistico, Mazatlan, Mexico. April 16, 2018; presenters.
• International 31. eConference, Bled, Slovenia. June 19, 2018; panel moderator and keynote speaker.
• International Strategic Forum Bled, Bled, Slovenia, September 11, 2018; keynote speakers.
• World Tourism Day, main event organised by UNWTO in Budapest, September 27, 2018; panelist.
• Mediterranean Brainstorming Meeting on Tourism, Barcelona, November 30, 2018; speaker.
• ENTER 2019, 26th eTourism conference by The International Federation for IT and Travel & Tourism (IFITT), Nicosia, Cyprus, February 1, 2019; keynote speakers.
• Adriatic Ionian round tabele on Tourism and Culture (EUSAIR), Podgorica, April 4, 2019; panelist.
• See Portugal 2019 - 6th Internal Tourism Forum, Castelo Branco, Portugal. May 21, 2019; keynote speakers.
• Living Bits & Things, Bled, Slovenia. June 18, 2019; speaker.
• Tourism and Hospitality Summer School & Conference, Trento, Italy. July 5, 2019; speakers.
• 15th TOURMIS, Vienna, Slovenia. September 13, 2019; keynote speakers.
• Society 5.0, Ljubljana, Slovenia. September 25, 2019, speaker.
• Evaluation and Preservation of Environment for Tourism (EUSAIR), Izola, Slovenia. September 27, 2019; keynote speakers.
• Smart City Expo World Congress, Barcelona, Spain. November 21, 2019, speakers.
• Workshops for Digitalisation of Cultural Heritage (Ministry of Economic Development and Technology), Slovenia. 2020; workshop chair.
• International Conference in the Black Sea region on Blue Development, Constanta, Romania. March 9 & 10, 2020; speakers.
• THE Slovenia Webinar, hosted by The Slovenia, Slovenia. April 16, 2020; keynote speakers.
• Hack Hospitality at Home: Hospitality, Tech, & COVID-19, hosted by University of Surrey, United Kingdom. April 28, 2020; speaker.
• Open data - Digital economy accelerator, webinar hosted by Ministry for Public Administration RS, Slovenia. May 7, 2020; speaker.
• Implications of Sustainable Development in Spatial Management and E-Economy, conference hosted by University of Szczecin, Poland. May 13, 2020; keynote speaker.
• European Tourism Convention, hosted by European Commission, Belgium. October 12, 2020; expert panelist.
• Blockchain Evolution, hosted by Blockchain Alliance Europe, Slovenia. October 22, 2020; speaker.
• Tourism Innovation Summit, Sevilla, Spain. November 25, 2020; speakers and panelists.

Presenters short BIO

Urška Starc-Peceny, PhD and Tomi Ilijaš

The super-computer guy and the butterfly. He with 25+ year of experience of disruption in hi-tech as CEO and owner of Arctur, the leading provider of High Performance Computing (HPC) services for Small and Medium Enterprises (SMEs), she in creation from small to the world largest collaboration ecosystems such as NASA Space Apps. HPC, Big Data, Blockchain: People, Trust, Collaboration. Together they are bringing, at first sight, different worlds together within the Tourism 4.0 initiative and partnership, marrying hi-tech with tourism.

Short description of the company

Arctur has been pioneering the field of research, science and the business world for over 25 years. As the leading provider of High Performance Computing (HPC) services for Small and Medium Enterprises (SMEs) has joined forces with three Slovenian universities to power the largest R&D project in the field of tourism in the history of Slovenia. In the meantime, the initiative has grown to several new projects on the national and international level (Alpine Space, Danube, Mediterranean, etc.) within the Tourism 4.0 Partnership. At the crossroad of science, art and business the partnership lives the interdisciplinary spirit and is adopting novel models of art & design thinking in developing business solutions in the tourism sector.