tourism
impact model

Tourism Impact Model (TIM) is an award-winning tool using real data to create **an objective picture of the impact of tourism** in a certain micro-location. It analyses different societal aspects: from environment, economy and culture to collaboration. By modelling the impact using different scenarios, it also acts as a digital twin of a tourist destination and allows data-driven strategic planning aligned with the **UN Sustainable Development Goals.**

... data-driven strategic planning
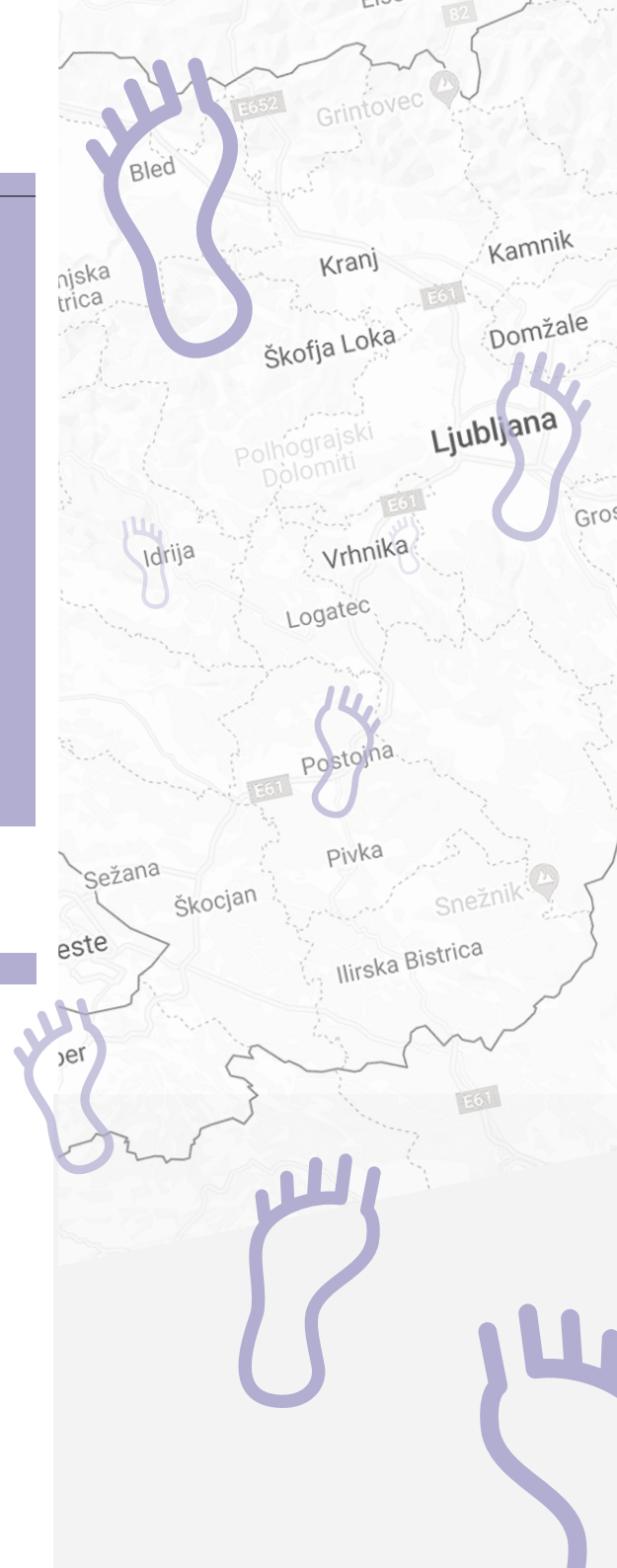in tourism

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** which can also be used for creation of a Digital Twin.
| **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**.
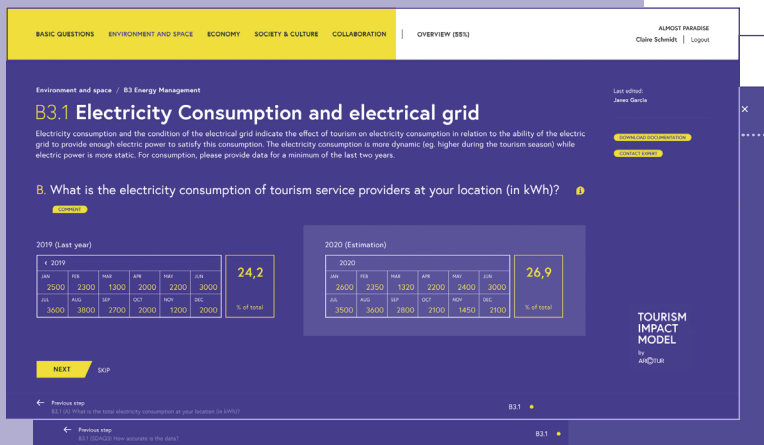
TIS TOURISM INNOVATION SUMMIT
The best innovation in AI and Data Analytics Award 2020

Gospodarska zbornica Slovenije
Chamber of Commerce and Industry of Slovenia
Golden plaquette for best innovation of North Primorska 2020

I FEEL SLOVENIA
Ambassador
GREEN. CREATIVE. SMART.

data collecting tool

TOURISM IMPACT MODEL
by ARCTUR

Figure 1: TIM Destination Character Chart

You are: Sustainable sleeper

BENEFITS
● Outstanding
● Significant
● Considerable
● Modest

Devastating   Critical   Tolerable   Minimal

RESOURCE CONSUMPTION

destination characters

Exploiters | Champions
Misusers | Sleepers

report

SDG indication

4 QUALITY EDUCATION
TARGET 4.2
TARGET 4.3
TARGET 4.4
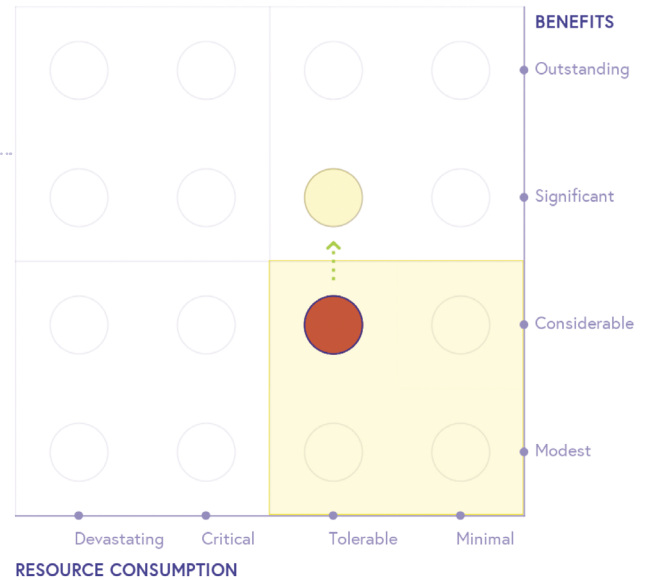
Figure 2: Overall data accuracy level

low   medium   high
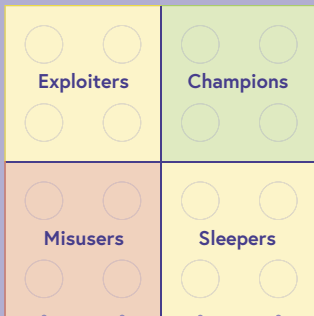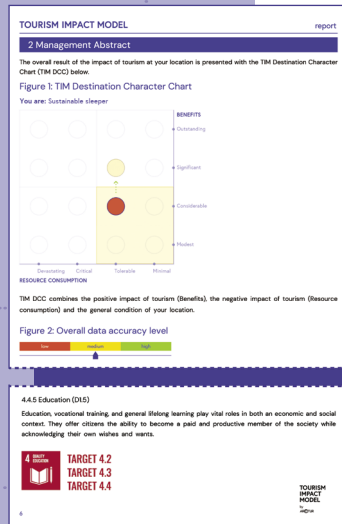
tourism 4.0

Tourism 4.0 is the initiative dedicated to transform tourism into the driver of the UN Sustainable Development Goals by use of the key enabling technologies from Industry 4.0.

Join the Tourism 4.0 Partnership
www.tourism4-0.org

Powered by ARCTUR

As a HiTech company, Arctur has participated in many international R&D projects, inventing new business models in HPCaaS and successfully breaking the barriers in bringing HPC to manufacturing SMEs. Recently, our focus is on transferring new technologies like HPDA, IoT and Blockchain from Industry 4.0 to tourism.

See more on **www.arctur.si**