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ARCTUR

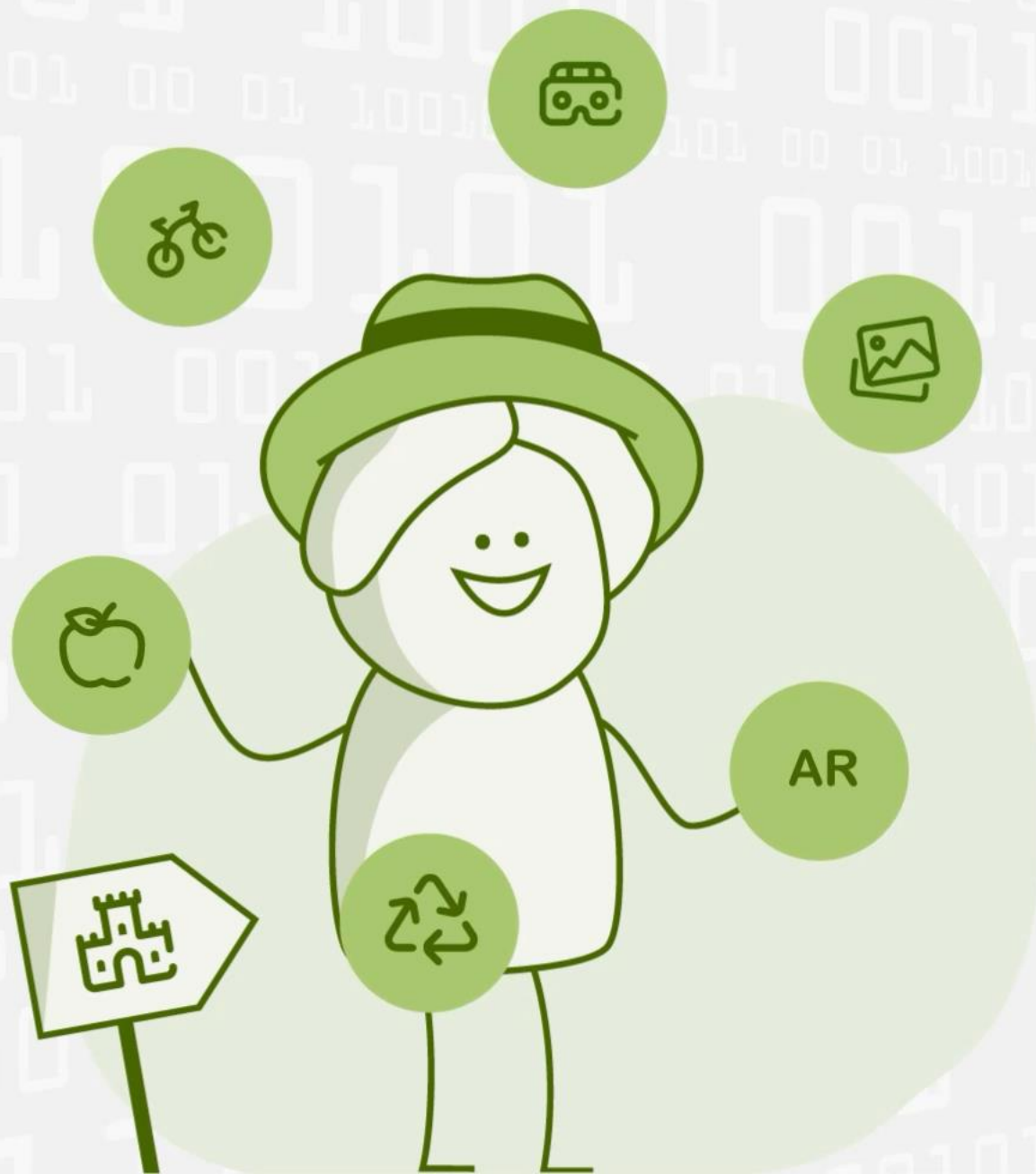
# TIM Explorer for HERCEG NOVI

As a part of ECO FORUM HERCEG NOVI 2025

Urška Starc Peceny, PhD, Lead of Tourism 4.0 at Arctur







# 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







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





# 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
  - ...





Tourism of Tomorrow  
Data-Driven Destination Hub

EU Competence centre to support data  
management in tourism destinations

# Tourism Impact Model

Measuring tourism impact

TIM is a tool using **real data** to create an **objective picture of the impact of tourism** in a certain micro-location.

300+ indicators

positive and negative effects of tourism

different societal aspects



By modelling the impact using different scenarios, TIM acts also as a **digital twin of tourist destination** and allows **data driven strategic planning**.



**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 plaque for best innovation of North Primorska 2020





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INNOVATION  
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The best innovation in  
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Award 2020

Queen Letizia of Spain

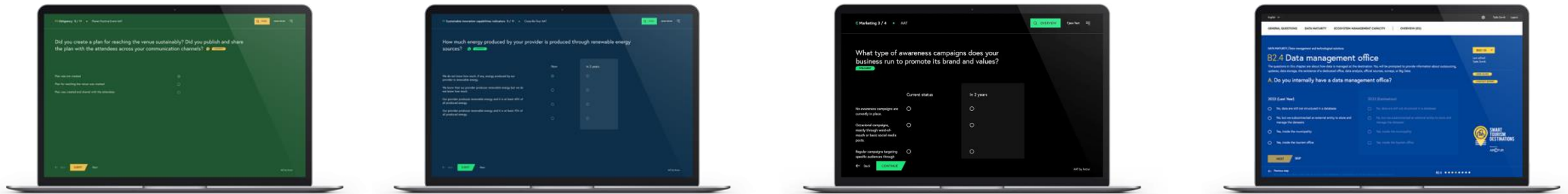


**Tomi Ilijaš**, CEO of Arctur,  
**Reyes Maroto**, Minister for  
Industry, Commerce and  
Tourism of Spain, **Juan  
Espadas**, the Mayor of  
Seville and **Urška Starc  
Peceny**, CIO and lead of  
Tourism 4.0 Department at  
Arctur.



# AAT tools

- Planet Positive Event
- Cross-Re-Tour AAT (COSME)
- Phoenix 4.0 Resilience Navigator Tool (COSME)
- Digital Readiness Index (COSME)
- Tourism Impact Model
- Environmental, Social and Governmental AAT
- Smart Destinations Index (EC tender)
- Climate Resilience Tool (BeyondSnow)
- SME's Digital Maturity (DIHS)
- HPC4SME Assessment Tool



aat4.eu





# Herceg Novi

- Currently 3S tourism (sea, sand, sun)
- And focusing on the development of:
  - Rural and mountain tourism,
  - Cultural tourism,
  - Event and festival tourism,
  - Health tourism





# Basic data about Herceg Novi

- Size: 235 km<sup>2</sup>
- Residents: 3500
- Overnight stays (whole region): 2852004
- Bed number (whole region): 20000
- Tourism related jobs: 60%



# Main markets

- Serbia.
- Bosnia and Herzegovina.
- Russia.
- Germany (developing).
- Great Britain (developing).



# Data accuracy level

- General tourism indicators (overnight stays...): **HIGH**
- Economic indicators: **LOW**
- Resources (water, electricity, traffic...): **LOW**
- Visitor satisfaction: **HIGH**
- Local collaborations: **MEDIUM**





# Tourism impact (self assessed)

- Tourism industry has a large impact.
- Destination is slightly impacted by seasonality.
- The destinations is taking steps and collaboratively developing a tourism strategy and a crisis plan.
- The biggest threat: too many tourists.
- Longevity: great.



# Resources (self assessment)

- Electricity supply: no issues.
- Water supply: no issues.
- Waste: possible issues only when demand is high.





# Transport and infrastructure (self assessment)

- Public transport: possible issues only when demand is high.
- Green transport options: none
- Tourism infrastructure: mostly in good condition



# Quality of life

- Visitors: mostly satisfied with destination.
- Local residents:
  - Mostly satisfied with life in destination.
  - Can easily afford rent and basic goods.
  - Can share suggestions and receive feedback based on them.
- Accessibility strategy criteria:
  - Physical accessibility.
  - Digital accessibility.
  - Accessibility to services.
  - Accessibility to information.





# Collaboration

- Government: Great.
- NGO: In an early stage.
- Tourism service providers: In an early stage.

# We want you!

Become a member of **Tourism 4.0 Partnership**

Sign up:

[joinus.tourism4-0.org](https://joinus.tourism4-0.org)

