


EVENT CONCEPT

by  Partnership

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tourism 4.0



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA IZOBRAŽEVANJE,
ZNANOST, KULTURO IN ŠPORT



EVROPSKA UNIJA
EVROPSKI SKLAD ZA
REGIONALNI RAZVOJ
NALOŽBA V VAŠO PRIHODNOST



TURISTIČNO
GOSTINSKA
ZBORNICA
SLOVENIJE



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA GOSPODARSKI
RAZVOJ IN TEHNOLOGIJO

WHY?

**We don't want to follow the changes,
we co-create them.**

HOW?

By empowering collaboration between different worlds.

Business, academia and public sector

Public, private, people partnerships

Tourism and technology

...

WHAT?

An event that positions and celebrates the pioneering of Slovenia in **advanced tourism reserach & development.**

1 CONCEPT

**We have brainstormed
what tourism is about.**

TOURISM

PROGRESS

HUMAN
BEINGS

EXPERIENCE

EDUCATION

PEACE

TRAVELLING

EMPOWERING

RESPONSIBILITY

CHANGE

FUTURE

MOBILITY

HEALTH

NATURE

CULTURE

LIVABILITY

ECONOMY

WELLBEING

TECHNOLOGY

ENTERTAINMENT

SOCIETY

HAPPINESS

SHARING

TOURISM

PROGRESS

**HUMAN
BEINGS**

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SOCIETY

HAPPINESS

SHARING

TOURISM

**HUMAN
BEINGS**

We have identified the main

elements to become the

FUTURE

NATURE

ingredients of the new event.

TECHNOLOGY

tourism | HUTURE SUMMIT

HUMAN
NATURE
TECHNOLOGY
FUTURE

powered by top experts
gathered within
Tourism 4.0 Partnership



HUTURE SUMMIT

collaboration

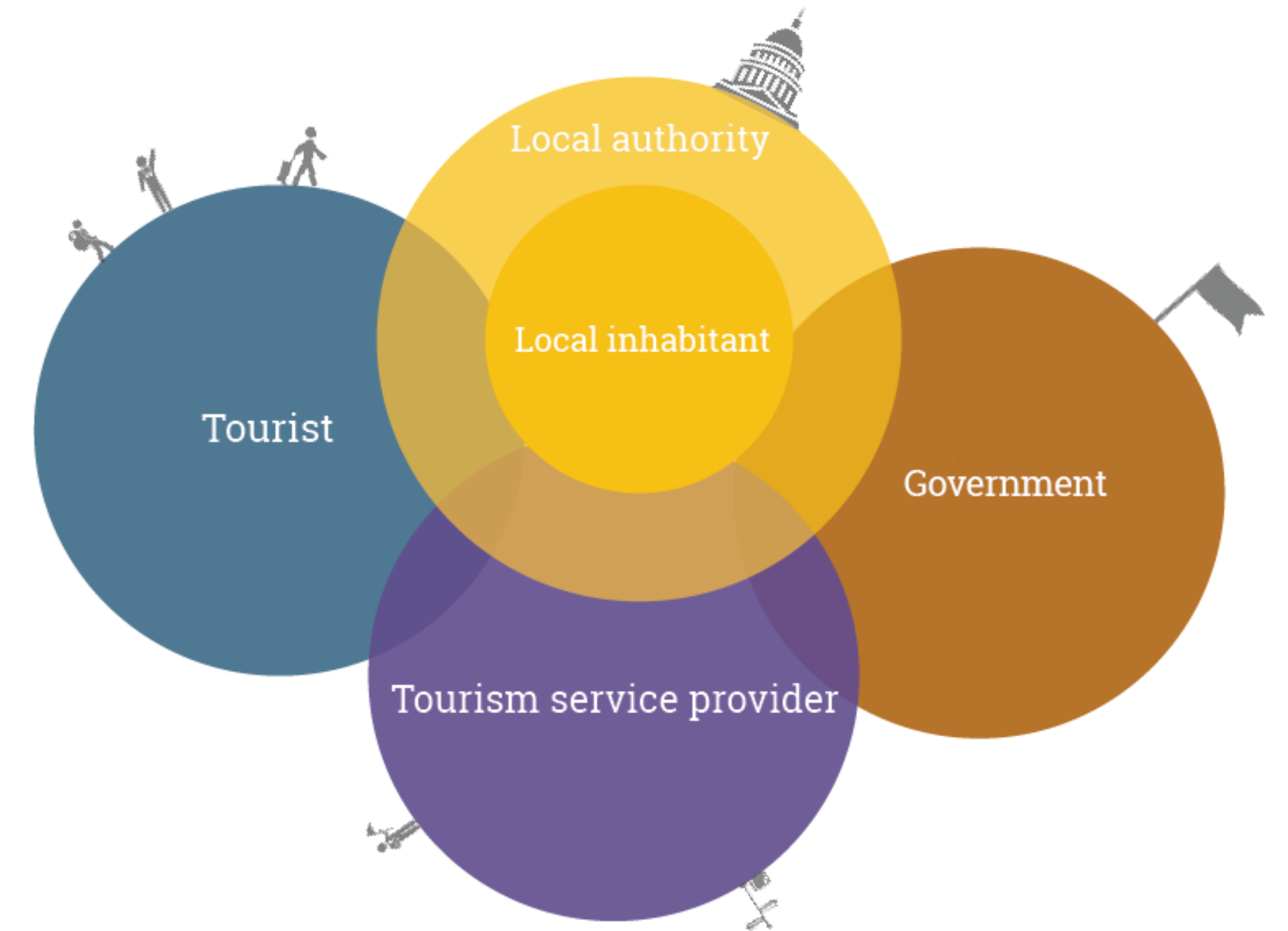
merging the 4
elements into 1 name

HUMAN
NATURE
TECHNOLOGY
FUTURE

Writing the story of tourism huture.

LEADING IDEA

Business, academia and public sector meet to experience the “Living Lab Tourism 4.0”, observe and write the story of tourism huture from 4 perspectives: locals, tourists, business and government.



2 FORMAT

FORMAT DESIGN DATA

- International event in English language.
- Connection to academic networks.
- Knowledge transfer and matchmaking.
- Experiencing “Living Lab Tourism 4.0” - simulation of the future reality and social change

FORMAT DESIGN DATA

Duration: 2 days

Day 1

3 sections: Human, nature, technology

Parallel Start of the hackathon

Evening event with award ceremony

Day 2 (till 2 pm)

Future (merging Human, nature, technology)

End of the hackathon, pitches & award ceremony

key notes and round tables
collaborative succes stories
matching sessions

international hackathon with
virtual and present participants,
challenges co-defined by host

Tourism Huture Summit Award
categories TBD

visual facilitators, illustrations
of the huture trends

DATE PROPOSED

May 2019

3 ORGANISATION

LEAD

PARTNERSHIP TOURISM 4.0
cooperation Arctur and SRIPT

content, speakers, promotion

accreditation, sponsorships

HOST

HIT

venue, catering, promotion
co-defining challenges of the
hackathon

hotel & other facility revenues