

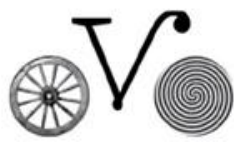
# Best practices: ICT for Tourist Visitor Centers

Neda Telišman-Košuta, STHS, Zagreb (Croatia)

International Conference

**Modern IT Technologies and Applications in Tourism**

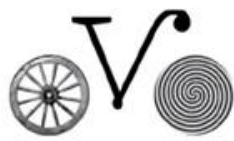
Varaždin, 15.9.2022.



*A cross-border region where rivers  
connect, not divide*

# DRIVERS OF CHANGE IN TOURISM

- **Demographics** – growth of ‘millenials’ and ‘generation Z’
- **Social values** – shift toward post-materialism
- **Technology** – shift to the online world



# CHANGING ROLE OF TOURISM VISITOR CENTERS

From:  
Information providers



To:  
Storytellers



# STORIES

## Possible VC themes:

- People stories
- Place stories
- Product stories

## VC examples:

- PP Kopački rit
- Međimurje malo, Čakovec
- Visit Dublin
- Rampion Wind Farm
- Farm Wisconsin Discovery Center
- The Arc
- Stonehenge

## Possible VC themes: Varaždin County

- Arboretum Opeka – Old seeds vault – Story of food
- Castles – lives of noble families
- A time machine trip through history
- ... ..

## Possible VC themes: Nagykanizsa and Csurgó Districts

- Arboretums and gardens
- Castles - lives of noble families
- Historical figures
- ... ..



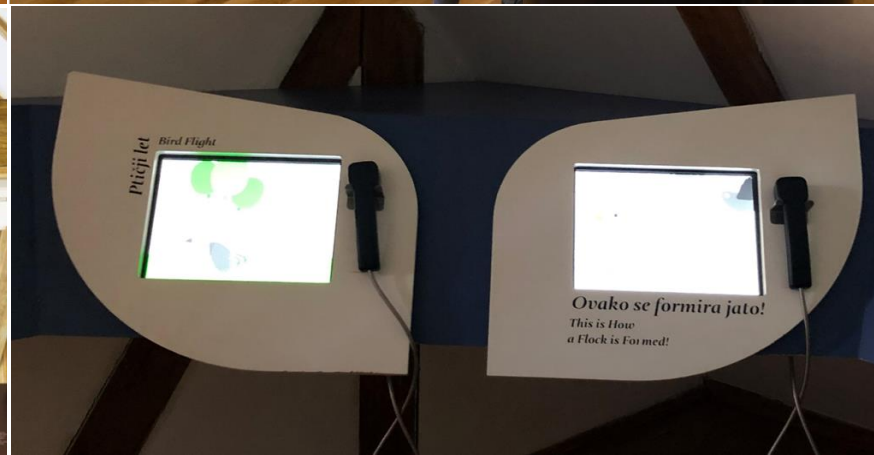


# TECHNOLOGIES

- **Virtual reality (VR)** – allows users to immerse themselves in a digital world
- **Artificial intelligence (AI)** – systems programmed to produce lifelike exchanges with people
- **Hologram technology** – 3-D projections of people or objects
- **Touchscreen, QR codes** – tapping or swiping at a screen or screening with camera to access information
- **Digital displays, video walls, projections, ... ....**



# Nature park Kopački rit, CRO



Source: [www.muze.hr](http://www.muze.hr)



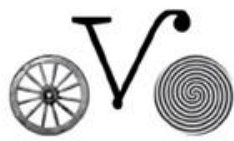
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# Međimurje malo, CRO



Source: [www.visitmedjimurje.com](http://www.visitmedjimurje.com); [www.studiom.hr](http://www.studiom.hr)



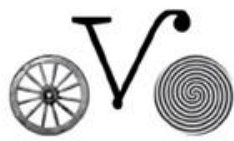
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# Stonehenge, Engleska



Source: [www.designweek.co.uk](http://www.designweek.co.uk); [www.gopplon.com](http://www.gopplon.com); [www.visitwiltshire.com](http://www.visitwiltshire.com)



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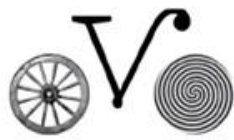
Hungary-Croatia  
Cross-border Co-operation Programme



# Dublin Visitor Centre, Irska



Source: [www.dublinvisitorcentre.ie](http://www.dublinvisitorcentre.ie); [www.pinterest.com](http://www.pinterest.com)



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connect, not divide*



# Wisconsin Farm Discovery, SAD



Source: [www.electrosonic.com](http://www.electrosonic.com); [www.farmwisconsin.org](http://www.farmwisconsin.org);



Nadam se da je bilo informativno i  
zabavno!

Hvala na pažnji

Neda Telišman-Košuta, STHS, Zagreb (Croatia)

