

Tourism 4.0 and the path of achievement

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A cross-border region where rivers connect, not divide

Agenda

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Introduction

02

Industry 4.0 maturity

03

Stages

04

Opportunities

05

Summary





Hungary-Croatia
Cross-border Co-operation Programme



Quality

Guest satisfaction

Industry 4.0 trend

Development of services
Marketing – Remarketing
Digitalization – Obligation of National Data Collection

◆ Tourism 4.0

◆ Smart Tourism



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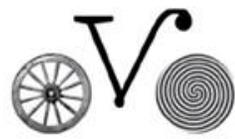
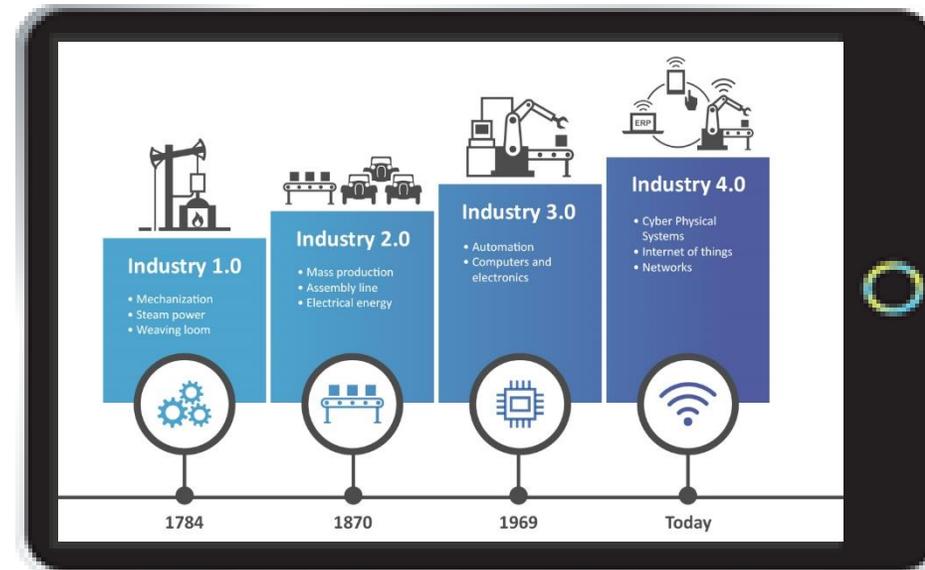
Industry 4.0 maturity

“Industry 4.0 describes the organization of production processes in which devices communicate independently with each other along the value chain: creating a “smart” factory of the future in which computer-controlled systems track physical processes, create a virtual copy of physical reality and decentralized decisions are taken on the basis of self-organizing mechanisms.”

Industry 4.0 Policy Department Economic and Scientific Policy, 2016, p 22-23.

Maturity = “state of being complete, perfect, or ready”

Maturing systems increase their capabilities over time regarding the achievement of some desirable future state



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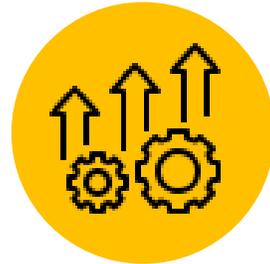
4.0 maturity measurement

Tourism 4.0:

Transposition of industry 4.0 elements into tourism

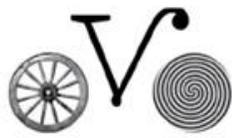
Industry 4.0

Tourism 4.0

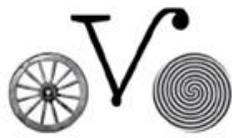
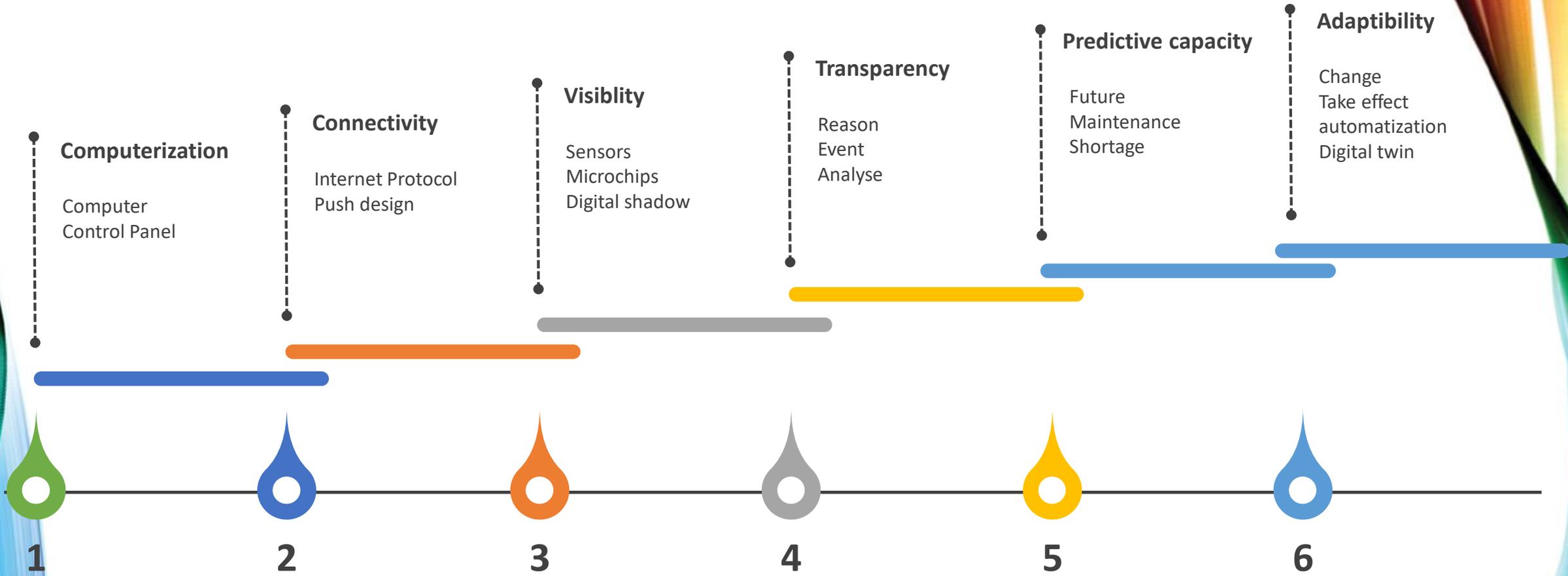


Tourism sector according to Mihalkó:
Static tourism infrastructure and primary suprastructure

- Not dynamic infrastructure (transportation)
- Not secondary suprastructure (retails)



ACATECH Stages



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Stages



Computerization

Plug into computer

Analog to digital
Manual to mechanized

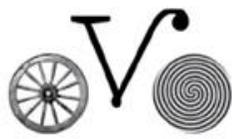
Billing program (hotel, restaurant)
Booking system (spa, hotel)
Wearable tools (watch)
Access Control System
Guest data



Connectivity

One network

Every digitalized tools, devices,
entities must be connected to each
other



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Stages



Visibility

Digital shadow

- Monitor equipment usage
- Attendance number
- Duration of stay
- Automatic start/stop by sensors



Transparency

Analysis

- Seasonal and constant demand
- Interest in attractions
- Correlation of internal and external factors



Predictive Capacity

Organization management

- Workforce allocation
- Material procurement
- Planning of investment and renovation
- Change of unpopular services, attractions
- Customized services, offers



Adaptability

Centralization

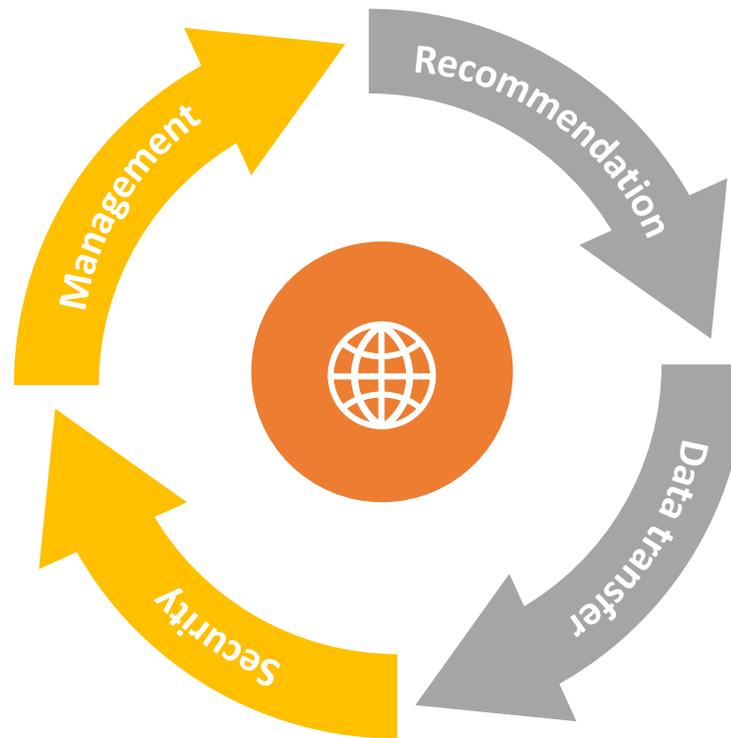
- Security case management
- Workforce reorganization
- Temperature control
- Override



Opportunities

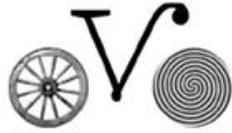
Common interest

Data transfer and share
between different actors
inside and outside of
destination



National level tourism

Guest data based strategy
development
Distributed service and
attraction allocation



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Summary

Industry 4.0 and Tourism 4.0

Transposition of elements
Increase quality of services

Maturity

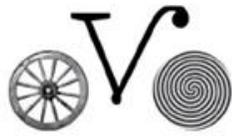
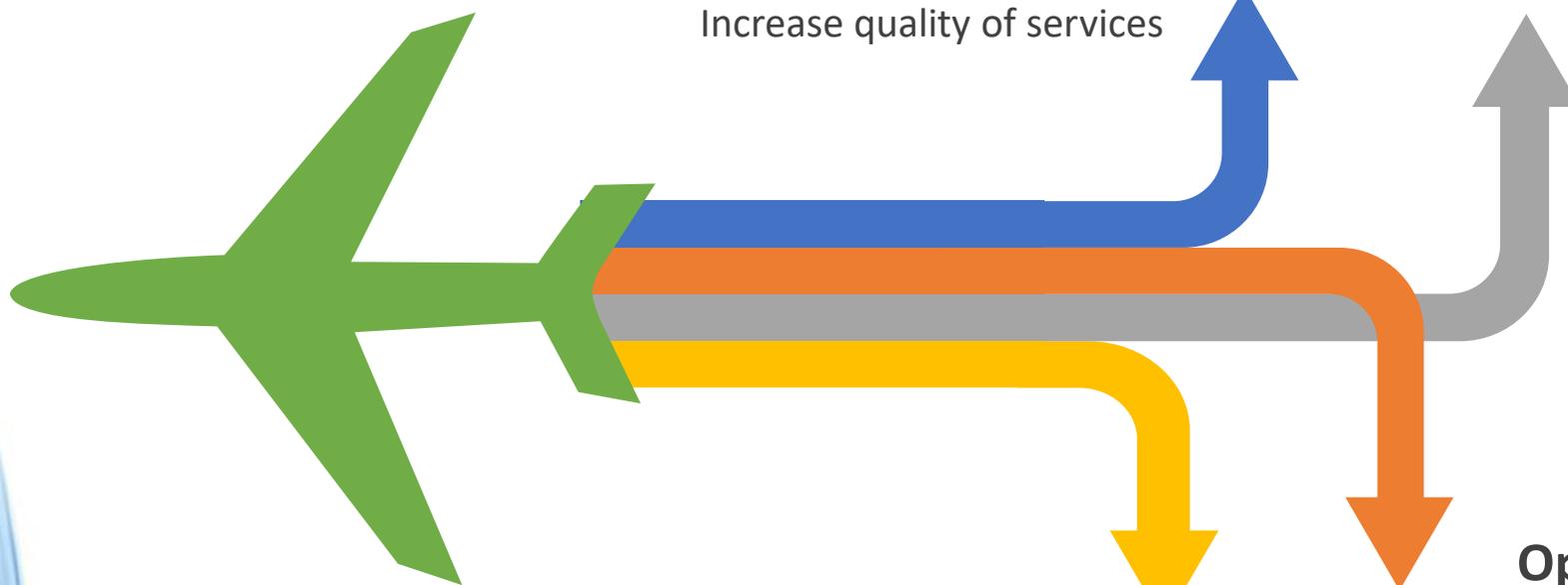
Requirements to be complete

Opportunities

Nation wide organization

Stages

Digitalization for wide transparency and adaptability



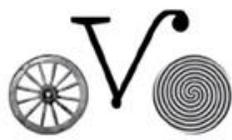
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UNIVERSITY
PANNONIA
NAGYKANIZSA

UNIVERSITY CENTER FOR
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Thank you

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