

# Declaration to support Tourism 4.0 Partnership

I, [Name Last name], the undersigned representative of [Organization] am declaring that we are joining the Tourism 4.0 Partnership that has been initiated by Arctur Ltd.

Tourism 4.0 is the name of a new paradigm, which is transferring the concepts of already established Industry 4.0 to tourism by introducing the new technology and business models using internet of things, big data analysis, artificial intelligence, blockchain, augmented and virtual reality. This new approach balances the local and global attempts, solutions and initiatives at all levels of tourist destinations. A new format of a dynamic collaboration system, an innovative ecosystem, is enabling the formation of tourist applications that are based on real needs of tourists and ensure a maximum security of their data.

**The quest of the Tourism 4.0 Partnership is to unlock the innovation potential in the whole tourism sector and to create enriched tourist experiences with the help of new technologies. Together we strive to take the lead in the development of tourism 4.0.**

[Organization]

Arctur Ltd

[Name Last name]

Tomi Ilijaš

In Nova Gorica, [dd.mm.yyyy]

