Phoenix 4.0

PHOENIX 4.0

Resilient Ecosystem for Empowering Tourism SMEs

Katarina Ceglar,
Tourism 4.0 by Arctur

katarina.ceglar@arctur.si

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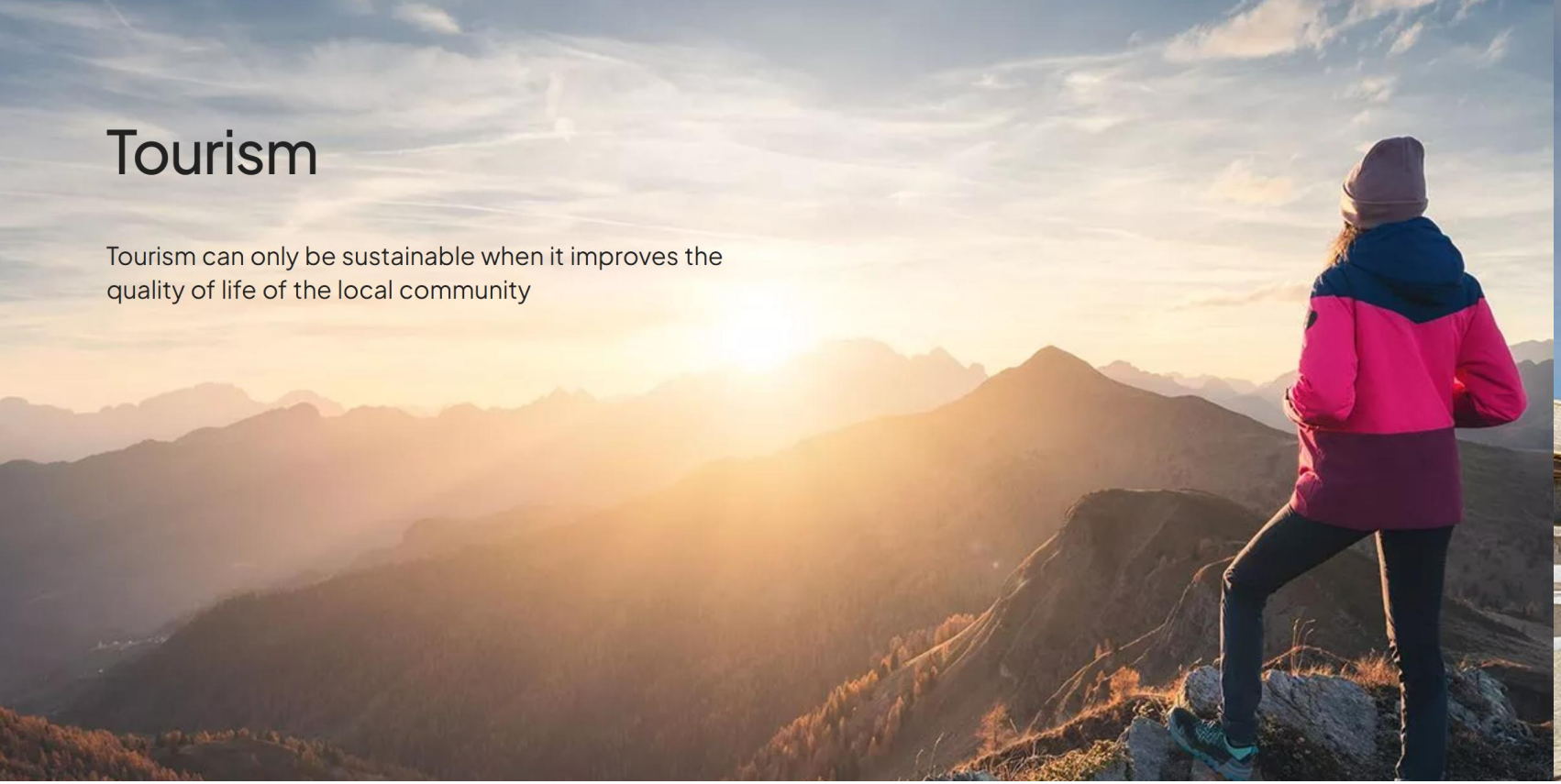
We don‘t follow the changes we co-create them!

- Over 30 years of proven experience
- A team of 60+ highly skilled professionals
- Cutting-edge expertise in advanced technologies (HPC, AI, ML, HPDA, 3D)
- Specialists in innovative information systems and next-generation IT solutions
- The leading private provider of HPC services in Central Europe
- Ranked among the Top 20 research institutions in Slovenia
- Proudly holding ISO 9001, ISO 27001, ISO 14001, and ISO 13485 certifications, we ensure the highest standards of quality, security, sustainability, and reliability



For more than 30 years Arctur has been pioneering by merging of research, science, art and business. The interdisciplinary spirit is the cradle of innovation in which concepts, solutions and products come to life.

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Tourism 4.0 Ecosystem

“

Tourism can only be sustainable, when it

improves quality of life of the local community.

changing the perception of tourism

PHOENIX 4.0 INTRO

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PHOENIX 4.0 PARTNERS

ANYSOLUTION

ARCTUR

Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board

DURA
Dubrovačka razvojna agencija
Dubrovnik Development Agency

ÍSLENSKI FERÐAKLASINN
Iceland Tourism Cluster

OTL Open Tourisme Lab

REA Prishtina REA

University of Ljubljana
SEB SCHOOL OF ECONOMICS AND BUSINESS
CENTRE OF BUSINESS EXCELLENCE

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SMP-COSME-2023-TOURSME

Project number: 101181258

Project starting date: 1 November 2024

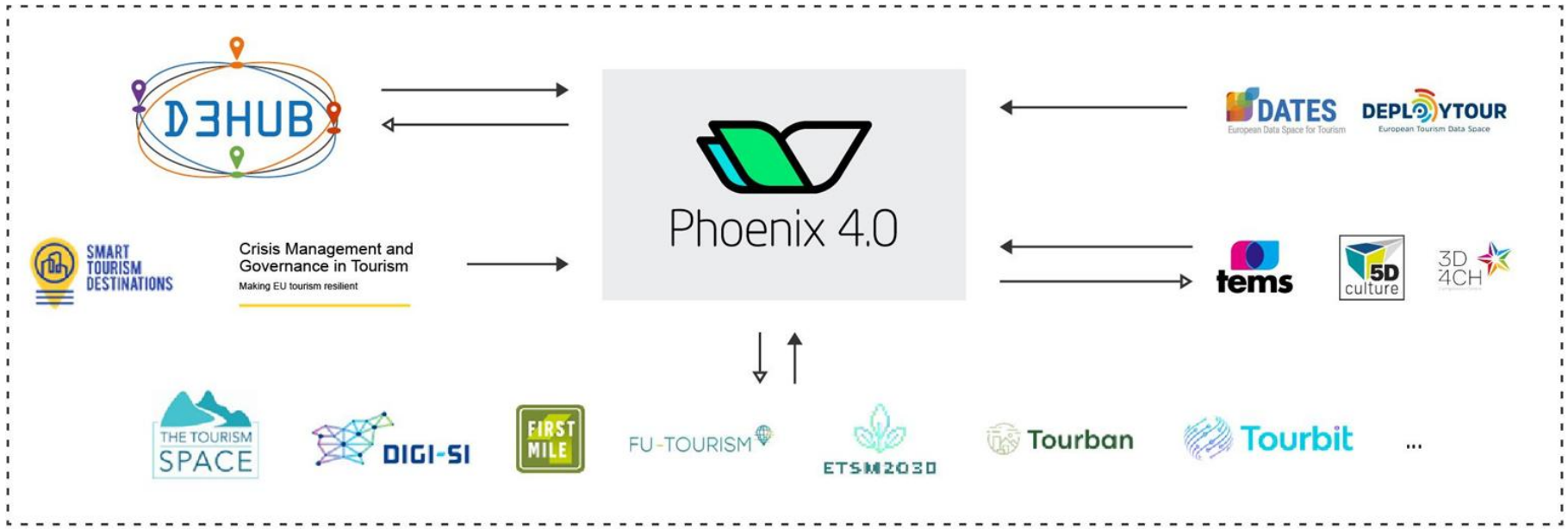
Project end date: 31 August 2027

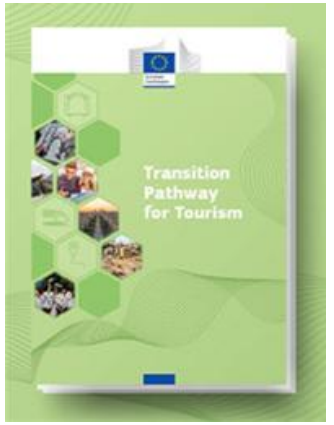
Duration: **34 months**

Max grant amount:
2.110.134 EUR

Tourism SME support:
1.065.000 EUR

PHOENIX 4.0 Collaborative ecosystem





Together for EU Tourism

Collaboration Platform

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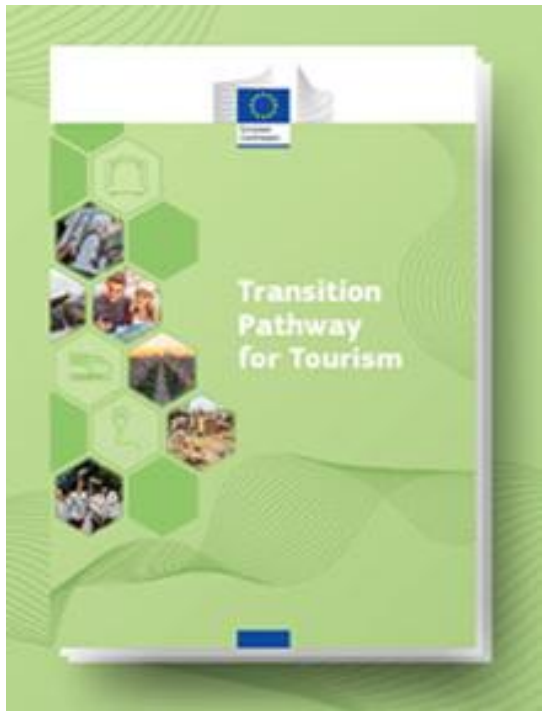
Innovation

Digitalization

Core of Resilience

Collaboration

Sustainability



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Empowering SMEs: addressing key needs

- I have a problem that I can't solve.
- I need to be shown a successful example to be convinced.
- At star destinations we are saturated and facing big problems due to climate change.
- What's the roadmap for SMEs like us to create a sustainable, decarbonized model?
- Who will show us how to effectively label and transform into an eco-friendly business?
- I want to create a network of partners in Europe to expand my business.
- I no longer have a choice; I must diversify or hybridize my business.
- How can we collaborate to solve our problems without losing our independence?
- I need to be different and more innovative.
- I want to be a committed SME with ESG criteria.
- I need to improve my skills.
- ...

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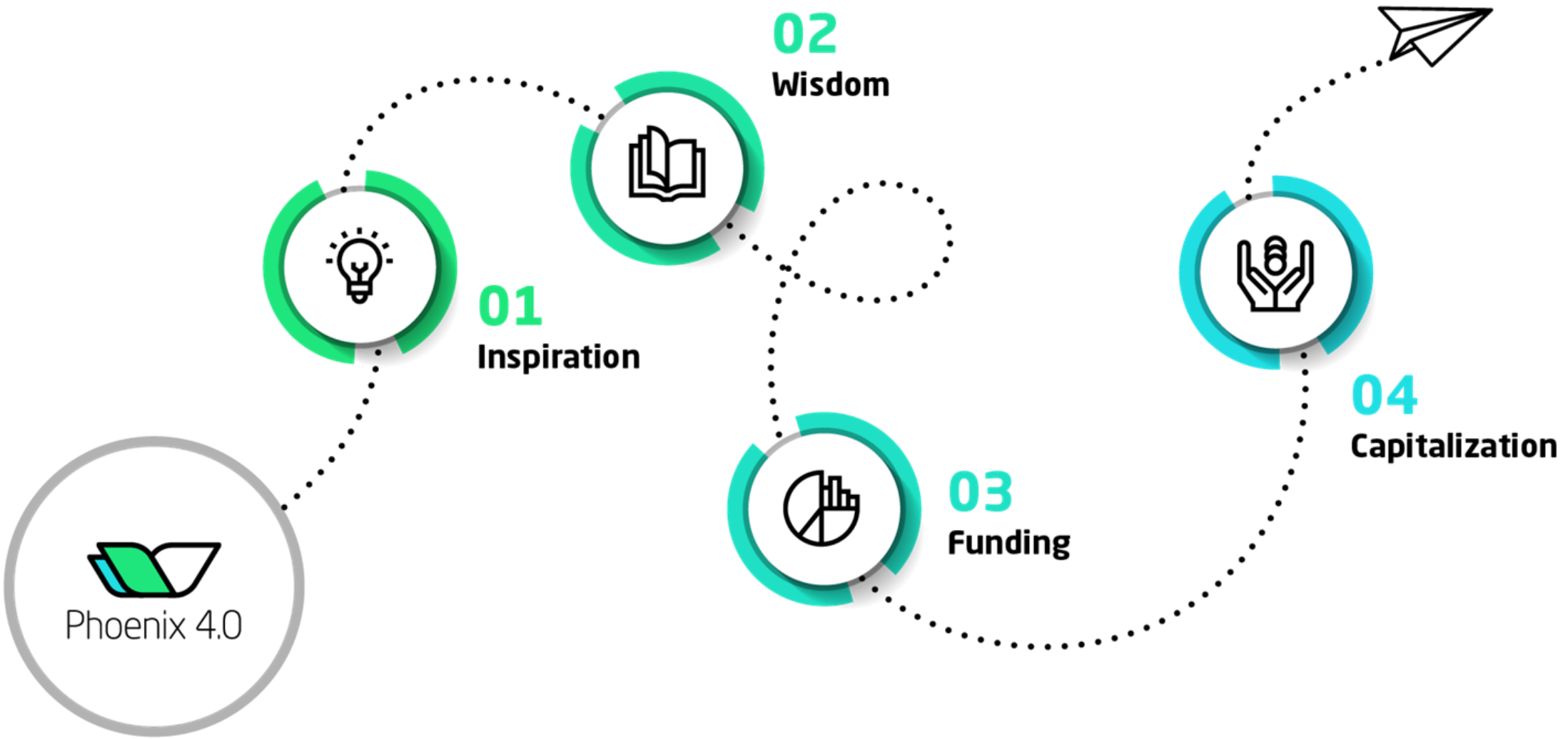
Tourism SMEs



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01
Inspiration

- Pathway Pioneers
  Compendium of Tourism best practices
- Blueprint for Resilient Tourism

02
Wisdom

- SMEs Trainings
  Resilience - Risk management
  Responsible and diversified tourism offer, challenges seasonality, social impact
  Management of tourism offerings and visitor flows
  Resilience and sustainability training
  Awareness raising campaigns
  Accessible tourism services
- PHOENIX 4.0 Academy & Lab
- Risk and Management Education and Planning Guide

03
Funding

Collaborative projects
15-25.000 EUR/project

04
Capitalization

Knowledge & results sharing

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PHOENIX 4.0 FOCUS AREAS

Regulation and public governance

1 Fair measures for short-term rentals

3 Improving statistics and indicators for tourism

Green and digital transition

7 Circularity of tourism services

8 Green transition of tourism companies

9 and SMEs

12 Data-driven tourism services

R&I projects and pilots on circular &

15 climate friendly tourism

16 R&I for digital tools and services in tourism

Support for digitalisation of tourism SMEs & destinations

Resilience

19 Awareness raising on skills needs for twin transition in tourism

21 Educational organisations to engage in developing and renewing tourism education

23 One-stop- shop for learning opportunities for tourism SMEs

22 Pact for skills in tourism

25 Enhancing accessible tourism services

26 Tourism services for visitors and residents alike

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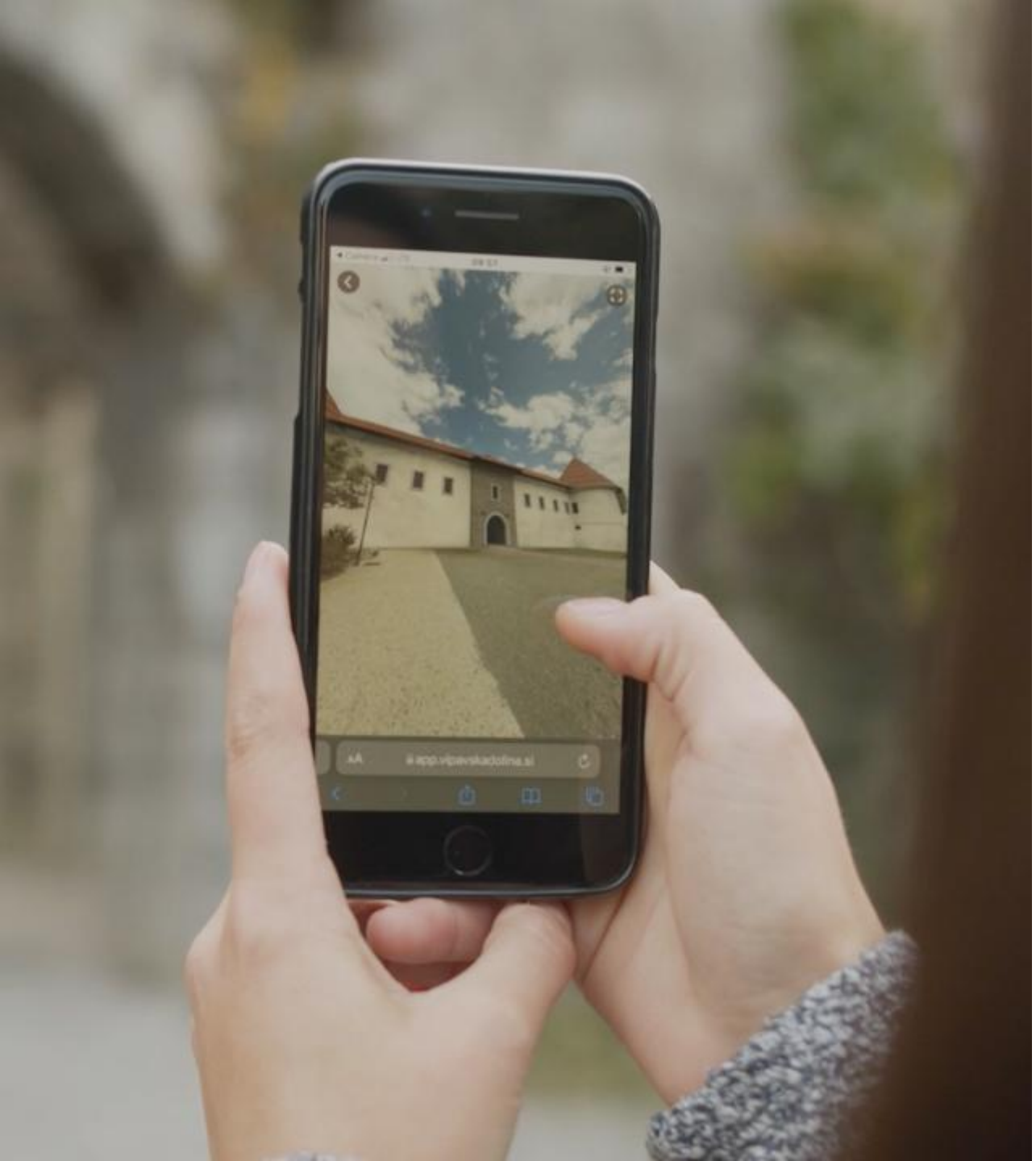
FLOWS
by ARCTUR

Measuring & Analysing the heartbeat

Digital Innovation of Cultural Heritage

A blueprint for the transformation

3D MODELS WITH
HIGH QUALITY
TEXTURE
Velika Planina
Chapel of Snow Mary



Digitally Enriched Experiences of Cultural Heritage

Enriching cultural heritage with engaging, interactive and educational digital layer (AR/VR/xR, 3D models and visualisations, mobile and web apps…)

5 good reasons for the digitisation of cultural heritage

1. Attracting new audiences

2. Preserving cultural heritage in the digital world

3. Greater interactivity and involvement

4. Creating opportunities for creative industries

5. Redirecting visitors to new destinations

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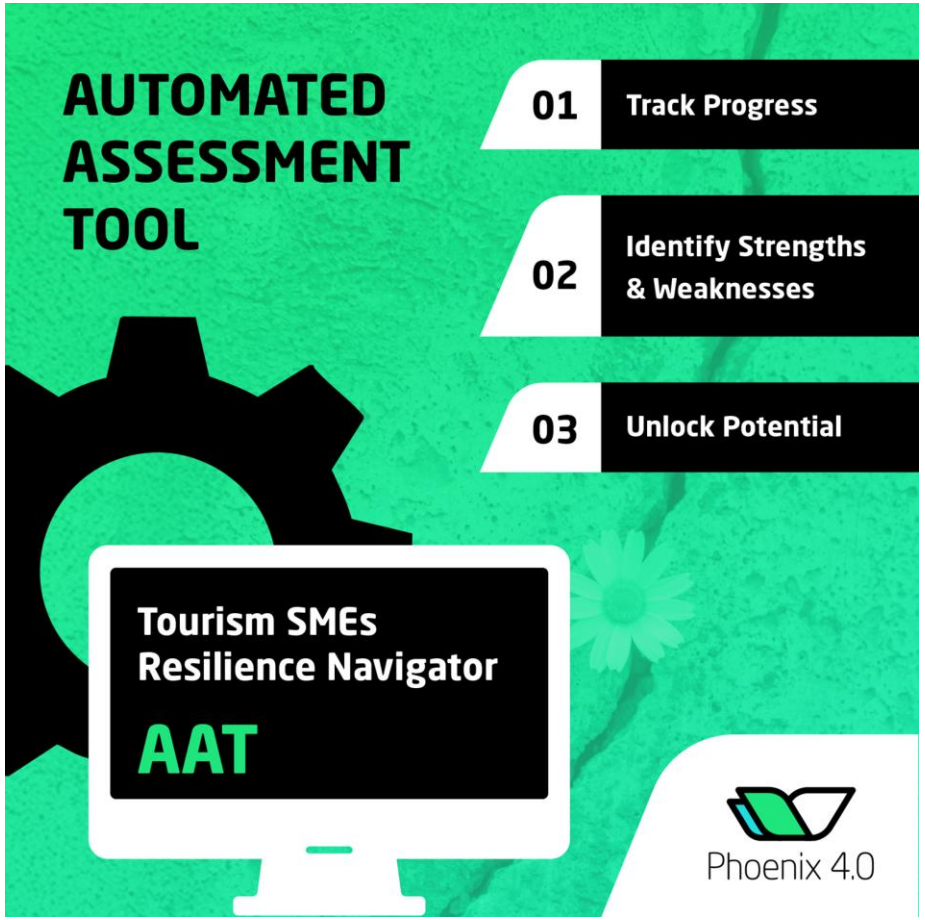
Phoenix AAT



- Advanced data collecting tool - quantitative and qualitative data.
- Automatic report with personalised recommendations for individual SME.
- Real-time crisis management and long-term planning, a better preparedness for future challenges.

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ACTIVE TRAININGS - USE CASES

Managing Tourism Offer and Visitor Flows
6.10.2025 , 1:00 – 2:30 PM CET

Creating Accessible Tourism Services
7.10.2025, 1:00 – 2:30 PM CET

Building Resilience in Tourism SMEs
8.10.2025, 1:00 - 2:30 PM CET **Building Resilience in Tourism SMEs**

Mid- and Top-Level Management Training in Resilience & Sustainability
9.10.2025, 1:00 – 2:30 PM CET

Responsible and Diversified Tourism Offer
15.10.2025, 1:00 – 2:30 PM CET

Awareness Campaigns for Heritage and Climate
16.10.2025, 3:00 – 4:30 PM CET

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Managing Tourism Offer and Visitor Flows 6.10.2025

How SMEs can leverage hashtag#AI to create and refine products and services, adapt them to customer needs, and benchmark against competitors.

Municipality of Peja's tourism strategy: managing visitor flows, product development, cross-sector cooperation, and promotion, based on the St. Gallen model.

How travelers use AI travel apps when planning trips: strengths, weaknesses, and how providers can complement digital tools with authentic, human-centered experiences.

Digital Knowledge & Use for SMEs: four free tools to understand demand, answer visitor questions, and choose the right channels – a simple, repeatable loop to improve offer management and visitor flows.

Katja Skok
Programme Manager
Institute for Tourism and Quality

Siniša Begovic
CEO / Lead consultant,
Empiria Magna d.o.o.

Vyrtyt Morina
Chief of Tourism Sector
Municipality of Peja

Daniel Iglesias
Research Director - Lead Data Scientist, NECSTour

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PHOENIX 4.0 COLLABORATIVE PROJECTS

Slovenia
Spain
Croatia
Iceland
Kosovo
France

Phoenix 4.0 Alliance Initiatives

Peer Accelerators

Tourism SMEs **pursuing the same objective**

use case n°1
use case n°2
use case n°3
(...)

Tourism SMEs **with another tourism business/entity**

use case n°1
use case n°2
use case n°3
(...)

Example

New Role for DMOs in Promoting Entrepreneurship & SMEs on destinations

Tourism SMEs **and a business/entity from other ecosystems**

use case n°1
use case n°2
use case n°3
(...)

Example

Design & produce Sustainable derivative/souvenir products.

Be creative with artistic management and circularity (bio-based & sustainable materials) and go beyond simple personalized souvenir products.

Design "use case"
Define & build project groups
Define methods of coopetition

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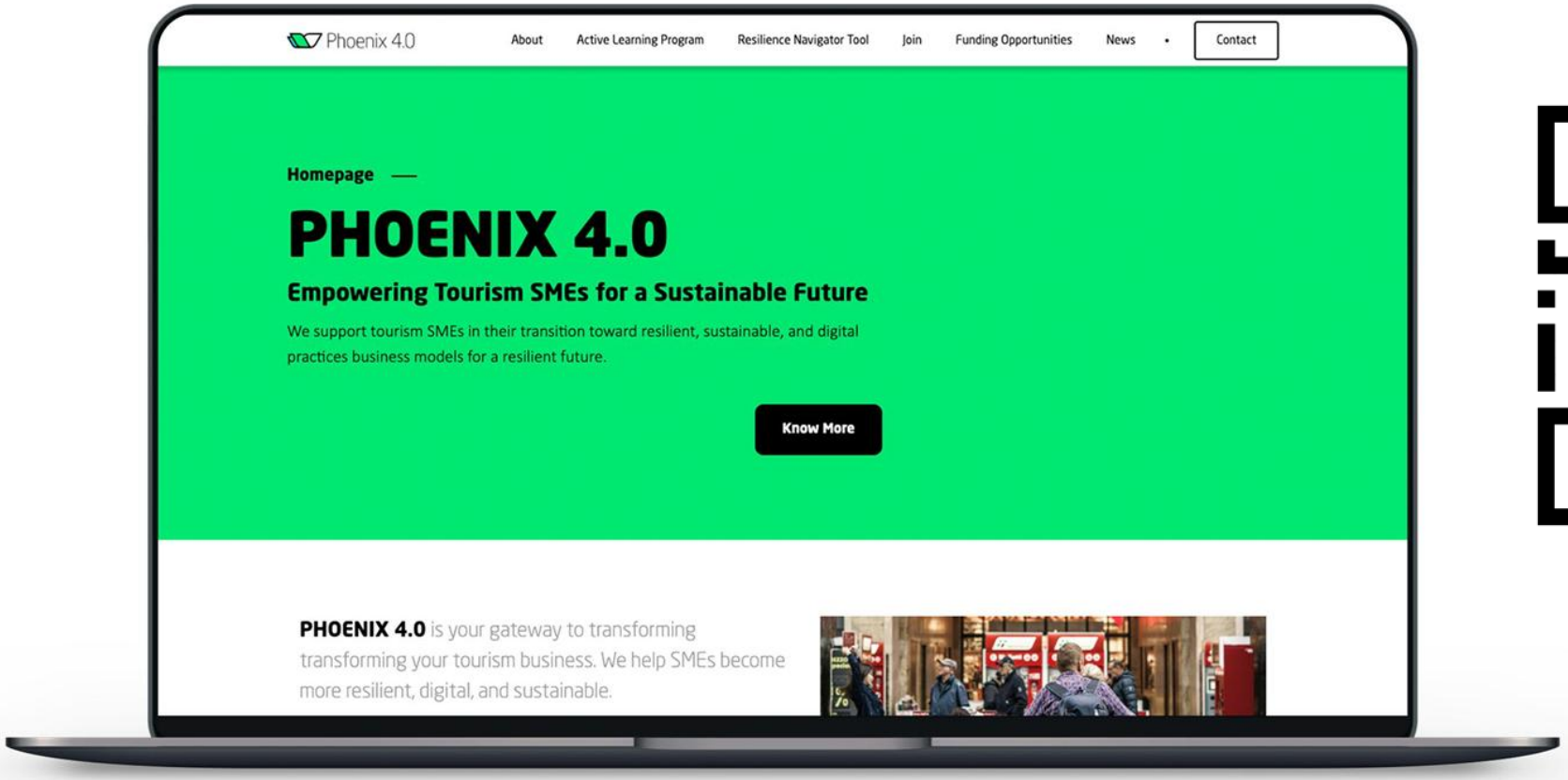
PHOENIX 4.0 Connect Learning Platform



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We want you!

Become a member of **Tourism 4.0 Partnership**

Sign up:

joinus.tourism4-0.org

phoenix4_0@arctur.si

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Thank you!

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