

Investing in the European Tourism of Tomorrow: Smart Specialisation Platform

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Tourism Regional Government of Andalusia

Leading Region of the Smart Specialisation Platform of
Digitalisation and Safety for Tourism

Smart Specialisation Platforms



Smart Specialisation Platforms

- Interregional cooperation
- 3 thematic Platforms

Agrifood

Energy

Industrial Modernisation

Smart Specialisation Platforms for Industrial Modernisation

- Activate investment for strategic sectors
- Cooperation between EU Regions with shared RIS3 priorities
- and private sector
- Bottom-up approach

Thematic Platforms Digitalisation and Safety for Tourism

Thematic Platforms

Thematic Platforms Map

Agri-Food

Energy

Industrial Modernisation

- How does it work

- Thematic Areas

- ADMA Energy
- Advanced materials for batteries
- Artificial Intelligence and Human Machine Interface
- Bio-economy
- Chemicals
- Cultural and Creative Regional Ecosystems
- Cybersecurity
- Digitalisation and Safety for Tourism**
- Efficient and Sustainable Manufacturing
- High Performance Production through 3D-Printing
- Hydrogen valleys
- Medical technology
- Mining industry
- New nano-enabled Products

Interregional partnership for Smart Specialisation on DIGITALISATION AND SAFETY FOR TOURISM

Leaders
Led by **Slovenia (SI)**, **Lapland (FI)** and **Andalusia (ES)**, the partnership engages the participation of

8 REGIONS AND MEMBER STATES

The consortium is supported by **NECSTour**, the Network of European Regions for a Sustainable and Competitive Tourism.

Vision: Tourism as a leading innovative industry in EU

Mission: to provide collaborative solutions to facilitate investments based on open innovation infrastructure of new technology by clusters in regional innovation ecosystems

Goal: to increase investments in the tourism industry through interregional and cross-sectoral actions



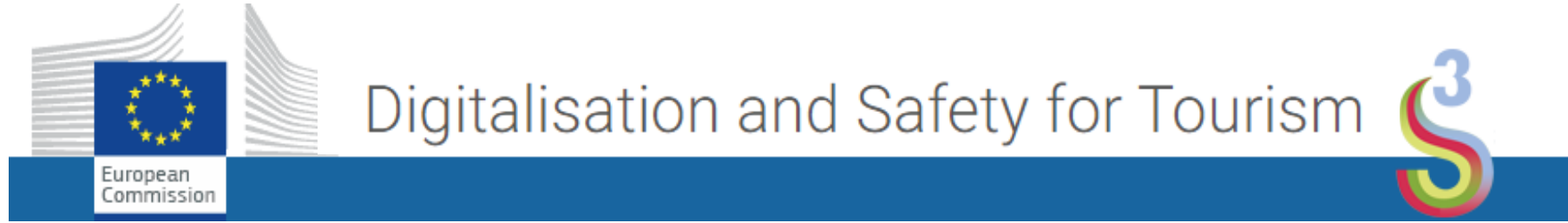
Access to data



Green mobility, accessibility and connectivity



Resilience, new phenomena, climate change, risk and crisis management

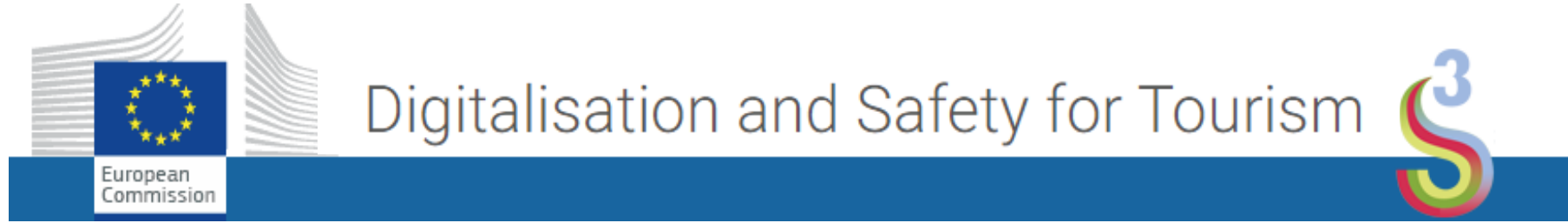


Access to data: Tourism of Tomorrow Lab proposed investment project

It must be bankable

It must have an interregional dimension

Public-private partnership (Amadeus supporting)



Access to data: Tourism of Tomorrow Lab proposed investment project

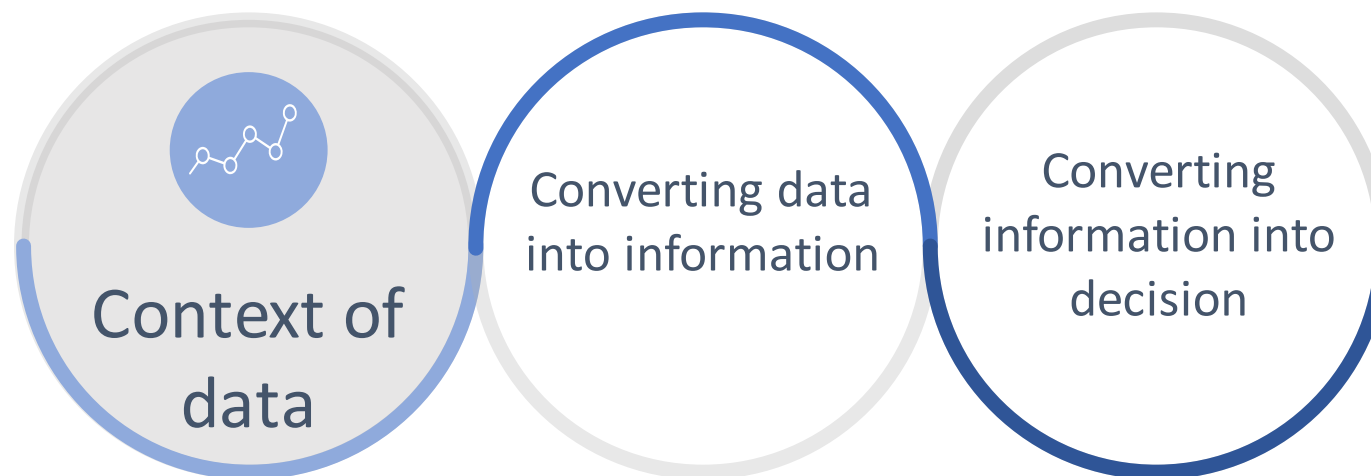
Management of sustainability

Integration big data sources

Coherence with official statistics.

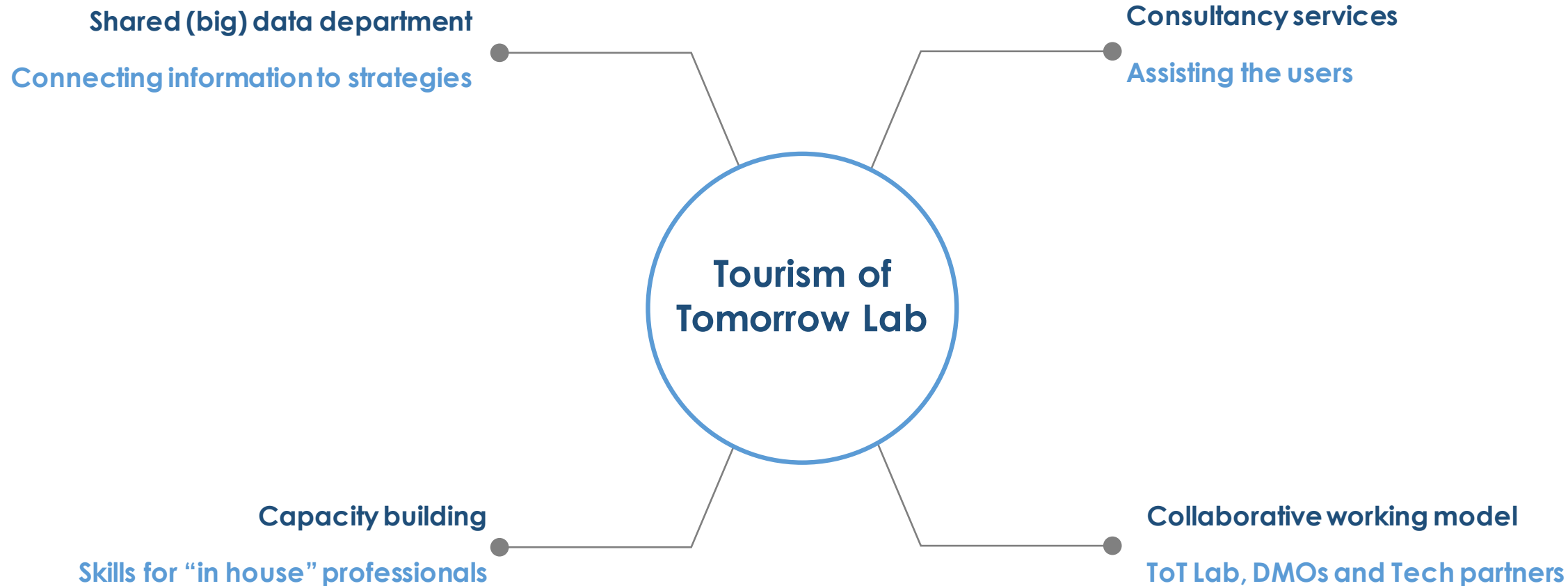


Digitalisation and Safety for Tourism



Tourism of Tomorrow Lab helping SMEs and destinations







Smart Specialisation Platform of Digitalisation and Safety for Tourism

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Thanks for your attention!