

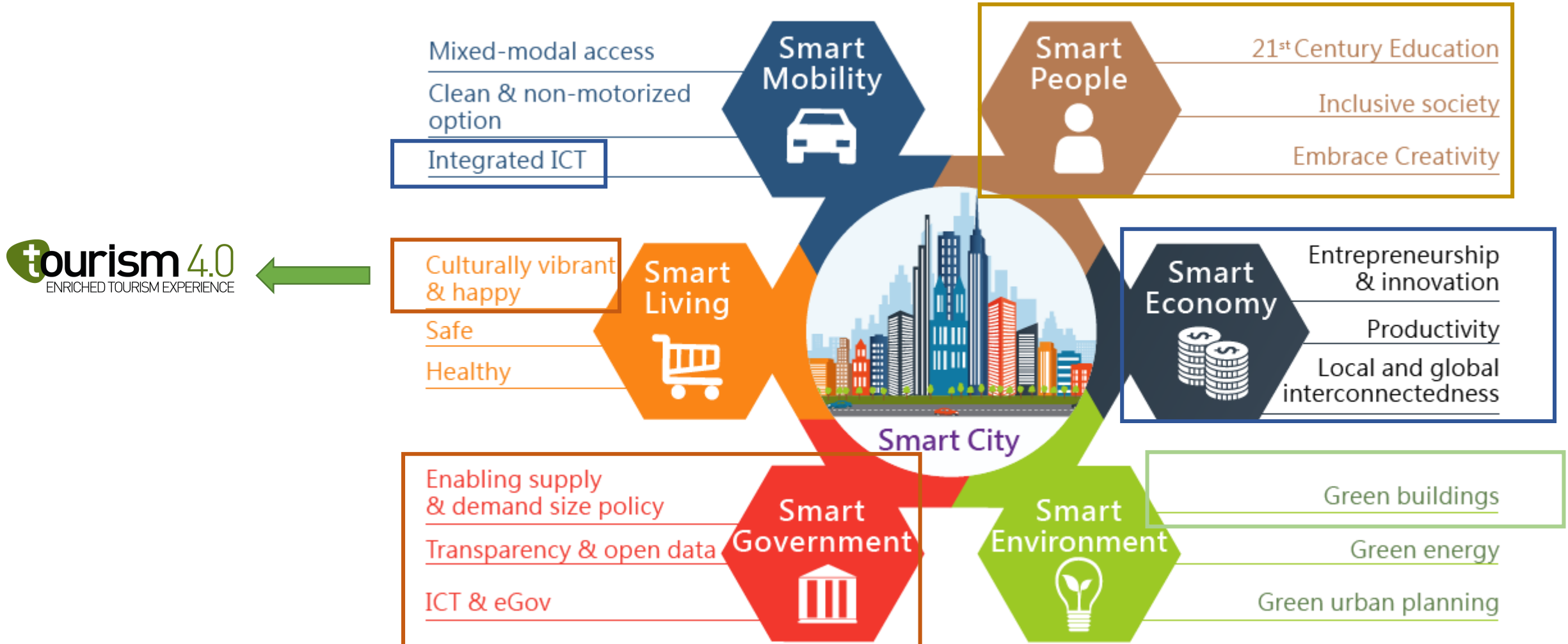
A low-angle, upward-looking photograph of several modern skyscrapers against a dramatic sky at sunset or sunrise. The buildings are silhouetted against the bright, colorful light on the horizon, which casts a warm glow on the lower parts of the structures. The sky is filled with soft, wispy clouds in shades of orange, pink, and blue. The perspective creates a sense of height and architectural grandeur.

# Tourism 4.0 Enriched Tourism Experience

Spiros Sirmakessis  
Professor  
University of Peloponnese

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# eBusiness and User Experience Lab @ University of Peloponnese (GR)



# Certificate

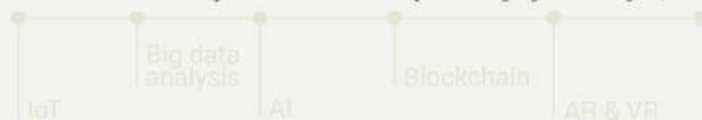
eBusiness and User Experience Lab

is a

**proud partner and co-creator**

of Tourism 4.0

who wants to unlock the innovation potential in the whole tourism sector and to co-create enriched tourist experiences with the help of emerging technologies,



who only fosters concepts and solutions, which ensure the local community a high quality of life and at the same time benefit tourists and other stakeholders in tourism,



who creates & shares ideas, publications and projects, which follow the Tourism 4.0 vision to build a network of knowledge,

who believes that tourism can be the driver of the Sustainable Development Goals,

who helps to build **tourism of the future**  
we all want to live in.

14<sup>th</sup> of July 2020



“who wants to unlock the innovation potential in the whole tourism sector and to co-create enriched tourist experience with the help of emerging technologies”



## Tourism 4.0 support is...

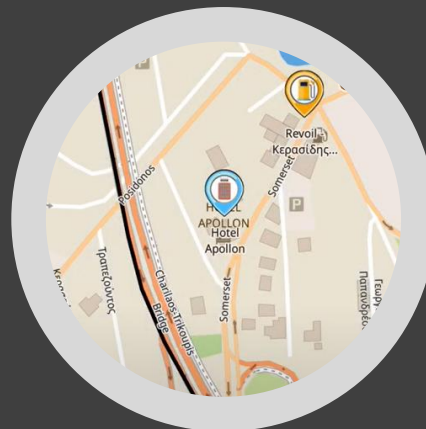
- ICT Solutions for Thematic Tourism
- Augmented Reality in Tourism
- Digitalisation of Cultural Heritage





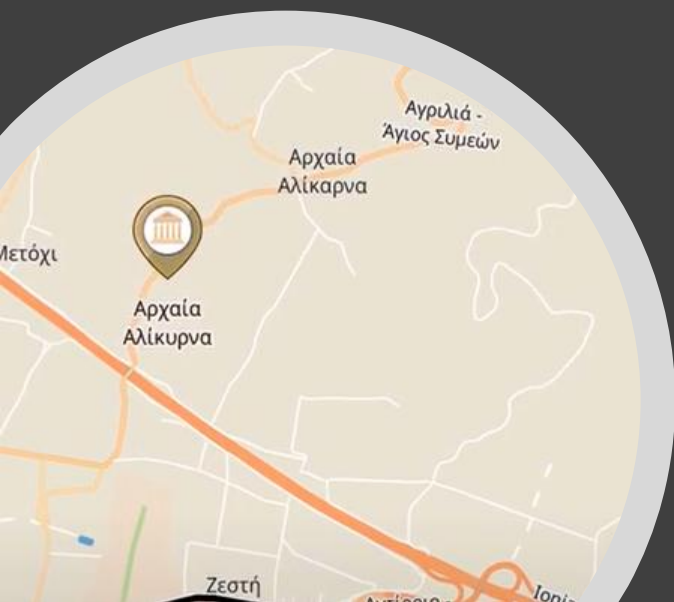
# ICT Solutions for Thematic Tourism

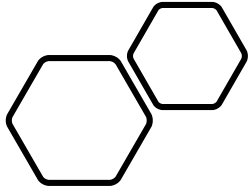




# #RestartCycleTourism

- Support Eurovelo 8 Cycling Route
- Dynamic Management of Points of Interest
- Connection with the local economy through the promotion of regional enterprises [\[link\]](#)

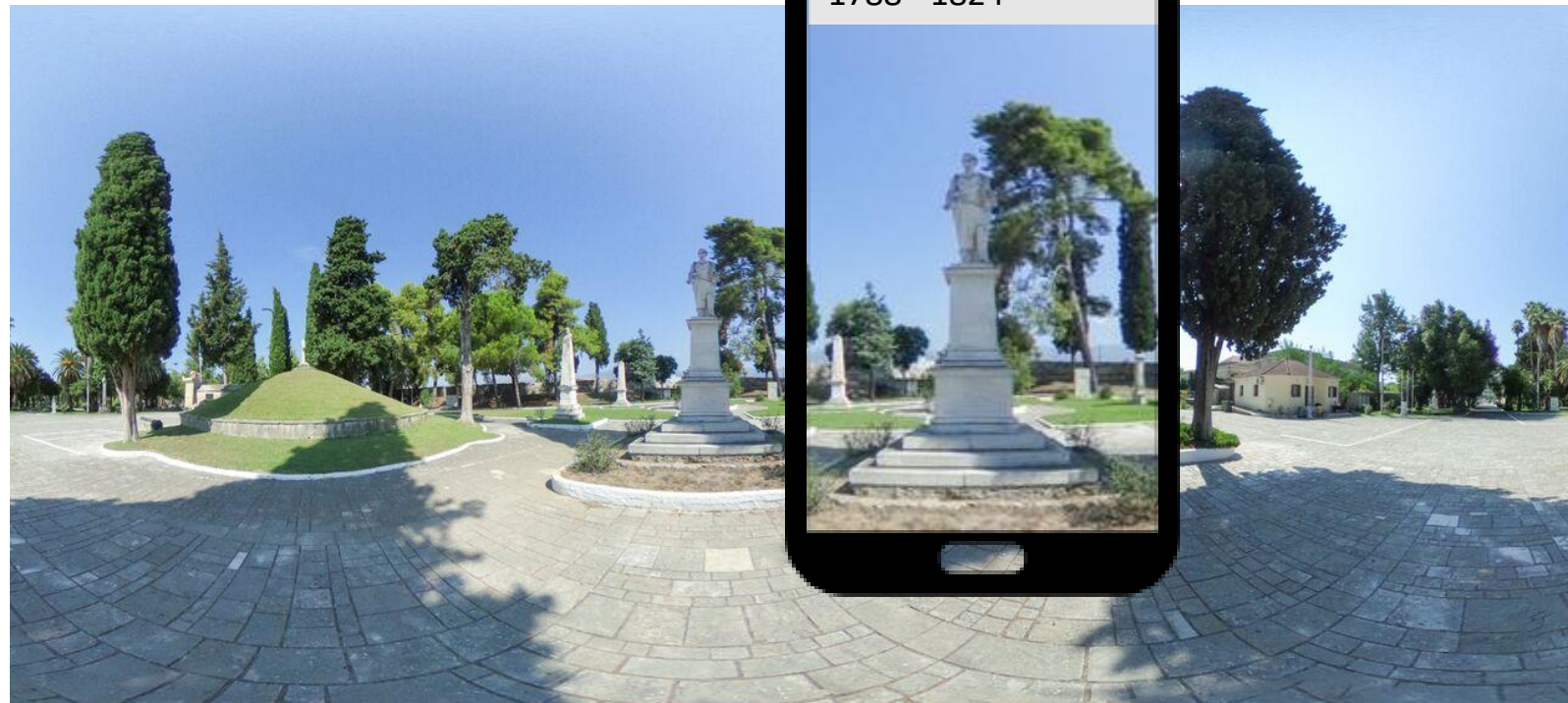




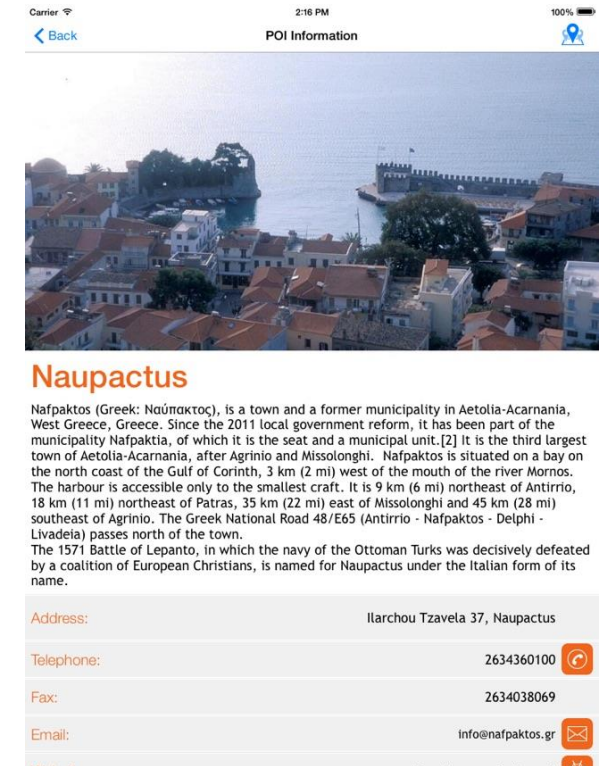
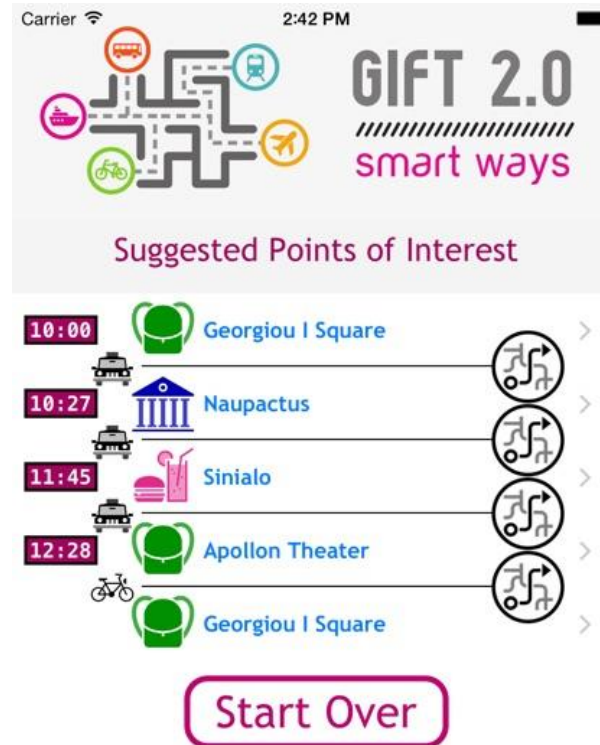
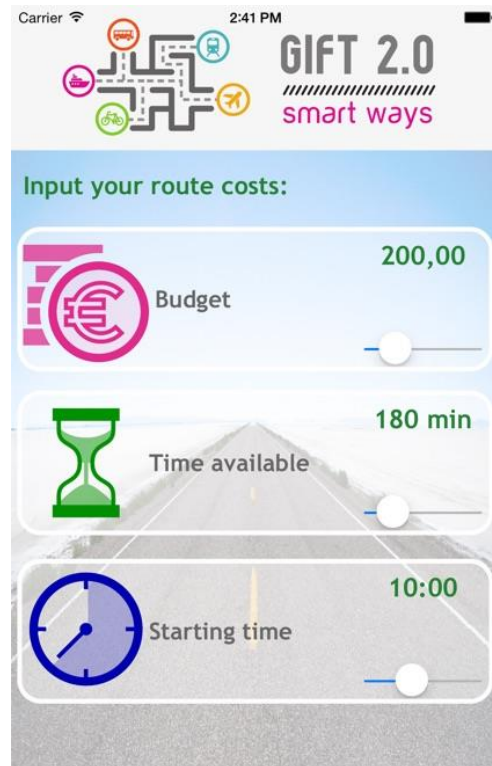
- interactive exploration in areas or routes (**360° Spherical**)
- digital representation of exhibits, with multiple representations (still images, animation, videos) and different perspectives
- predefined thematic paths (physical paths or groups of items)
- list of exhibits (and their description) and identification of their location in the physical space
- General information about the area enriched with multimedia content. [[Demo Link](#)]

**think**

**culture**



# Trip Planner in one Click





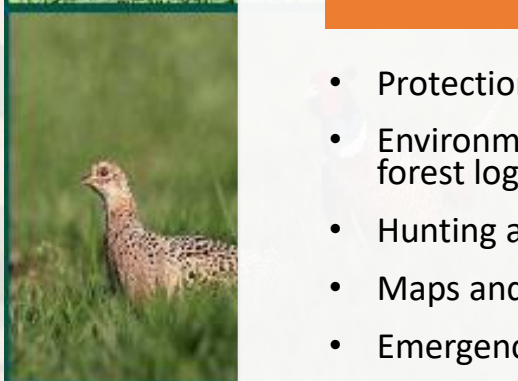
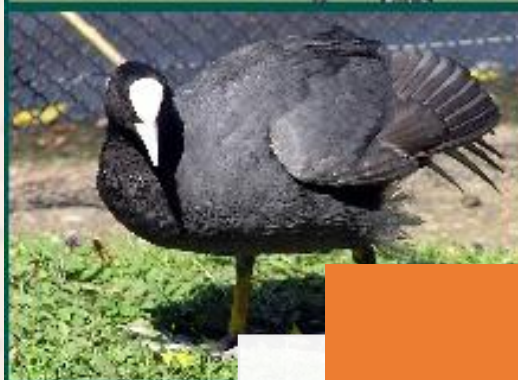
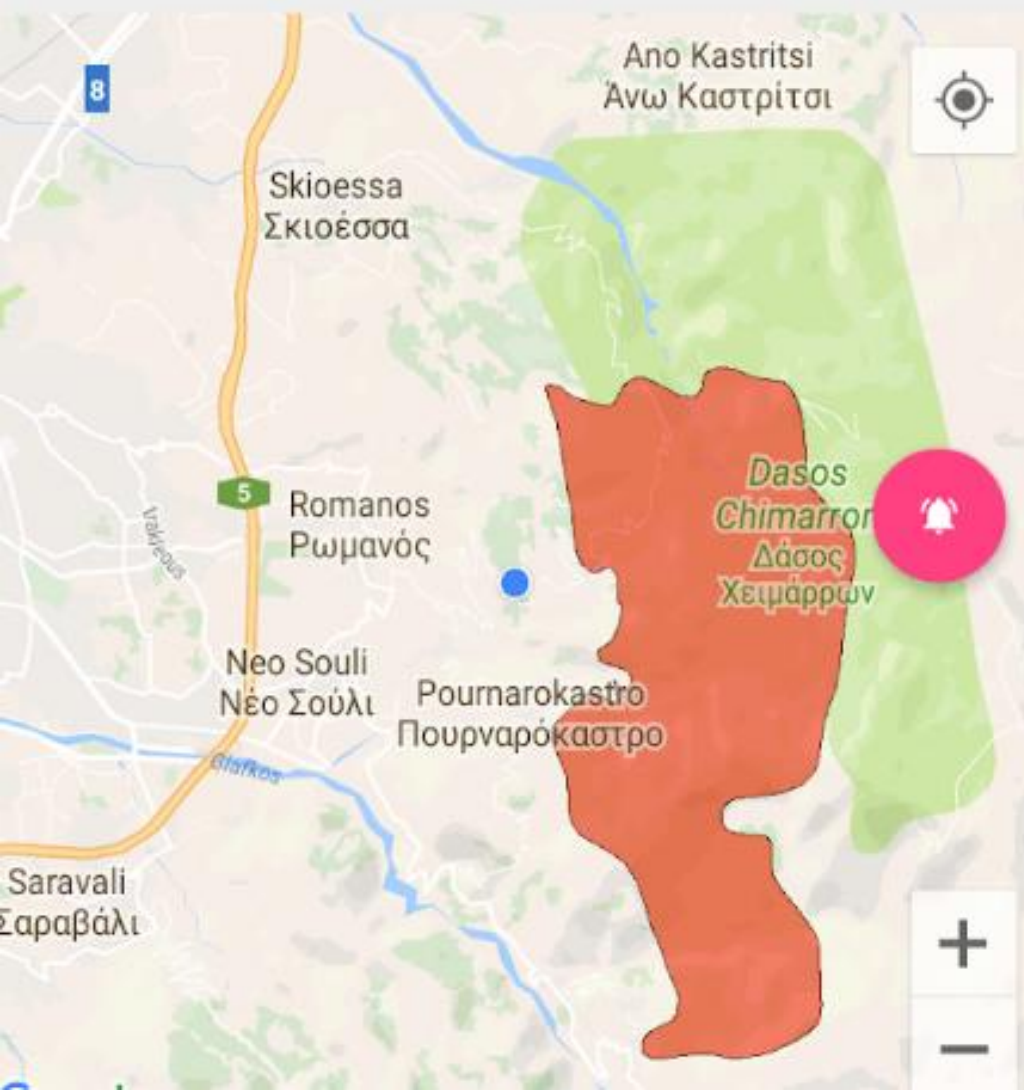
# Tourism 4.0: Smart Touristic Villages and Disabled

- Presentation of Accessible Infrastructures in Regional Level
- Dynamically Points of Interest
- Accessible touristic attractions
- Presentation of Accessible Enterprises at a Regional Level
  - Available in iOS and Android





## Καταφύγια άγριας ζωής



Φάσα

Φαλαρίδα

## Hunting Experiences

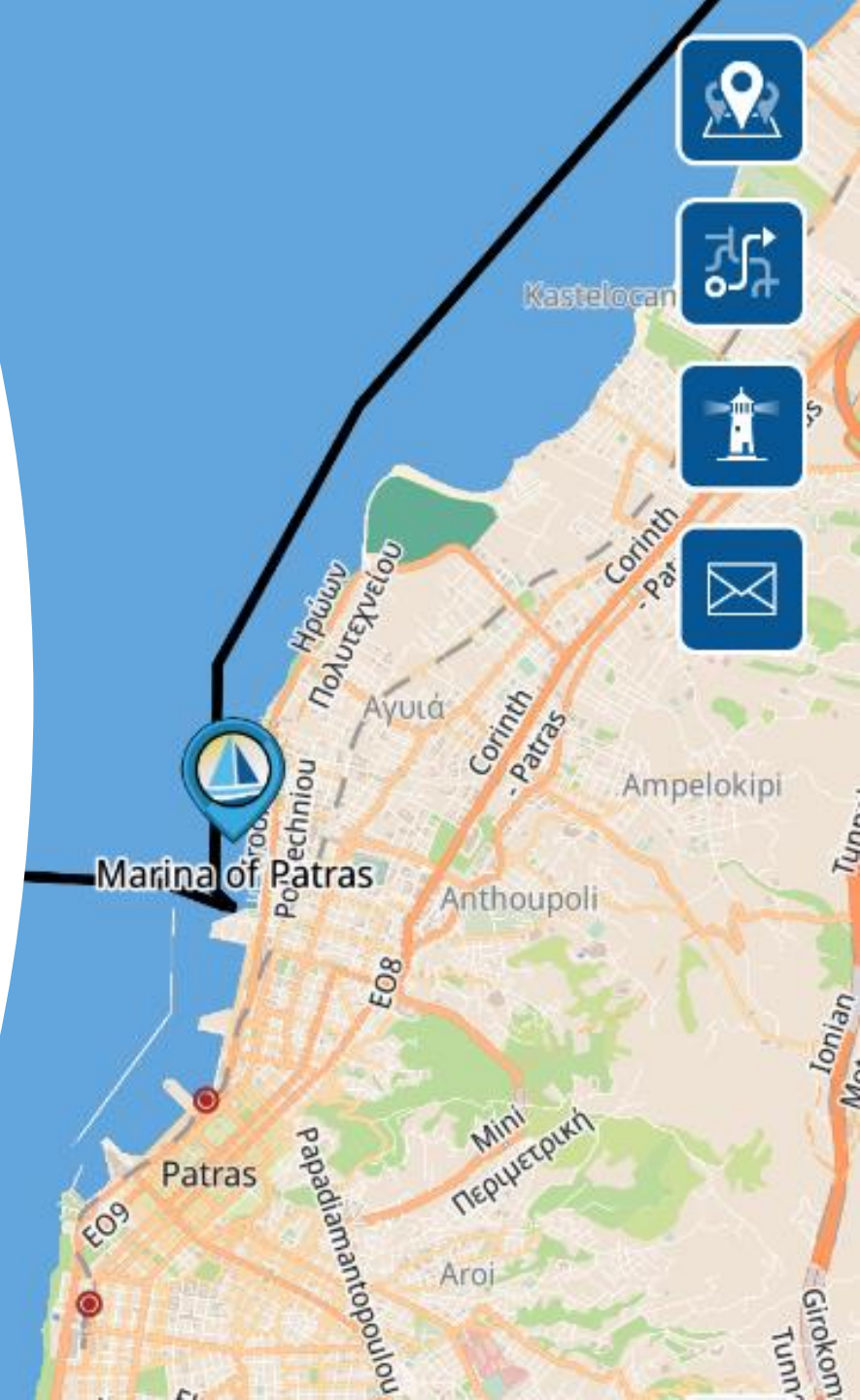
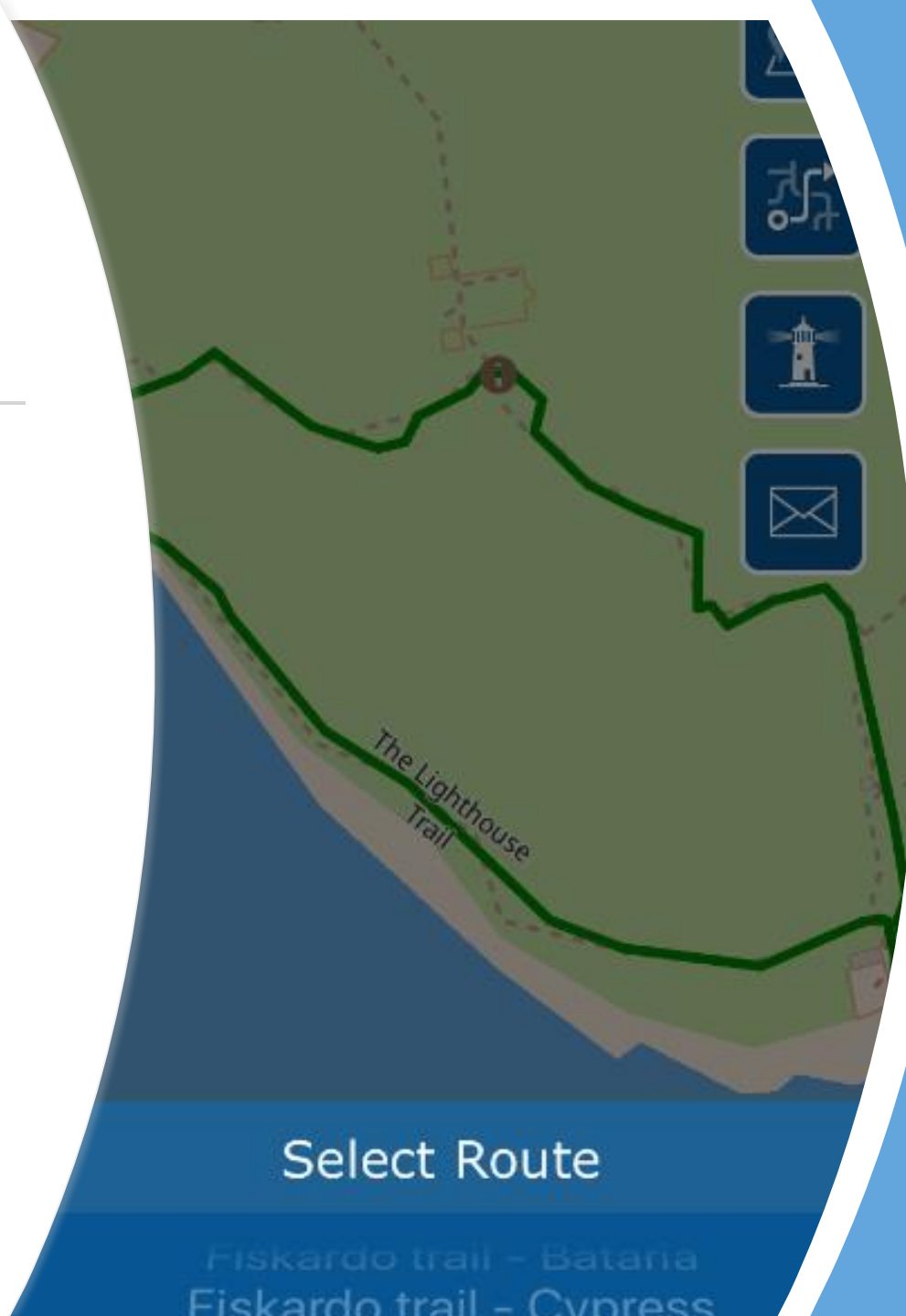
- Protection against illegal hunting
- Environmental Alarm (reporting of fire, illegal hunting, illegal forest logging)
- Hunting and related information
- Maps and Legal issues
- Emergency Button SOS

Φασιανός



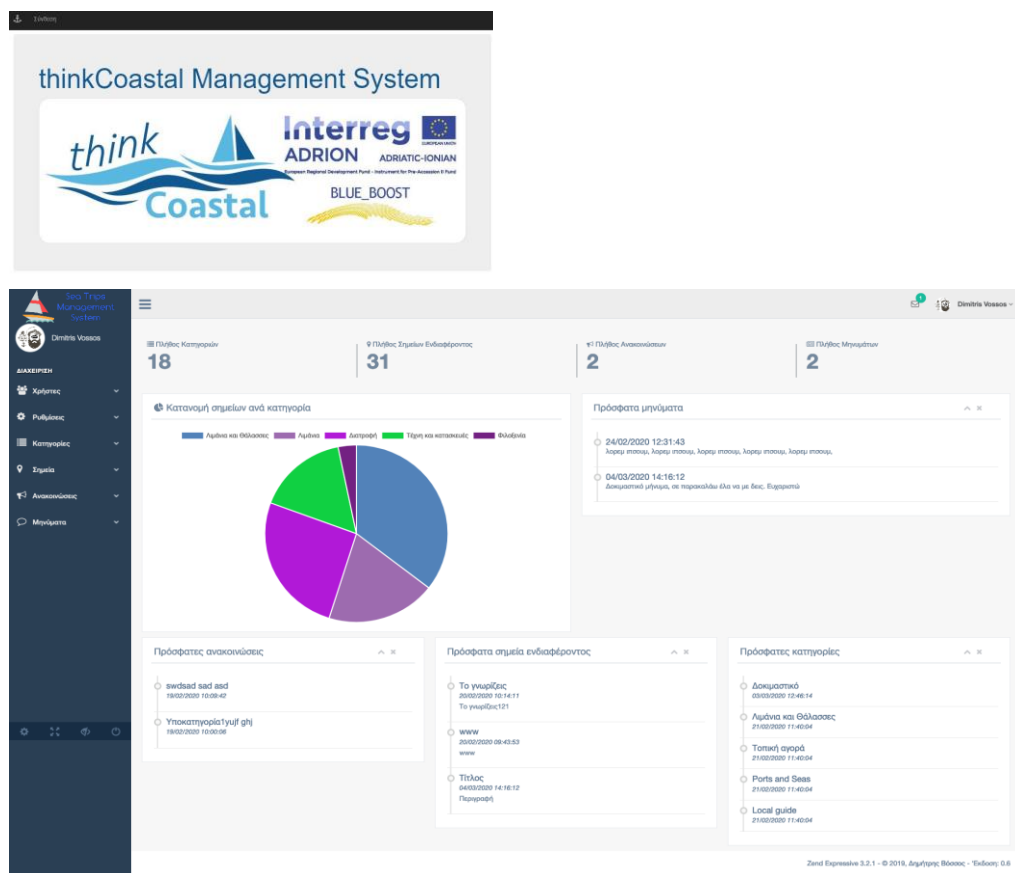
# Integrated platform for Accessing "Blue" Experiences

- Dynamically create yachting pathways
- web platform responsible for the centralized content management (photos, videos, texts), route planning, recording stops and exhibits, user management, statistics [\[link\]](#)
- mobile app offers visitor's experience with 360° Spherical; Gamification; Story Telling etc [\[link\]](#)



ThinkCoastal solution is mainly oriented, toward technological diversification, in the development and promotion of touristic sea routes due to the fact of the lack of documented and evidence-based content.

It consists of (a) web platform responsible for the centralized content management (photos, videos, texts), route planning, recording stops and exhibits, user management, statistics



The form for adding a point of interest includes the following fields:

- Πλάτος:** Αργολά
- Κατηγορία:** - Art
- Τίτλος:**
- Γεωγραφικό πλάτος:** 38.242494568003
- Γεωγραφικό μήκος:** 21.764033004598
- Χάρτης:** A map showing the location of the point of interest.
- Περιγραφή:** A text area for describing the point of interest.
- Φωτογραφία:** A field for uploading a photo, with a button for "Αναζήτηση..." (Search...).
- Κατάσταση:** A dropdown menu with "Ενεργή" (Active) selected.
- Προβλεπόμενο:** A dropdown menu with "Οχι" (No) selected.
- Λεύκωμα:** A field for uploading a photo, with a button for "Αναζήτηση..." (Search...).
- Διεύθυνση:**
- Ηλ. Διεύθυνση:** για έρευνα ή, διεύθυνση
- Τηλέφωνο:** +30 2610 4445555
- Ιστοσελίδα:** http://www.example.com

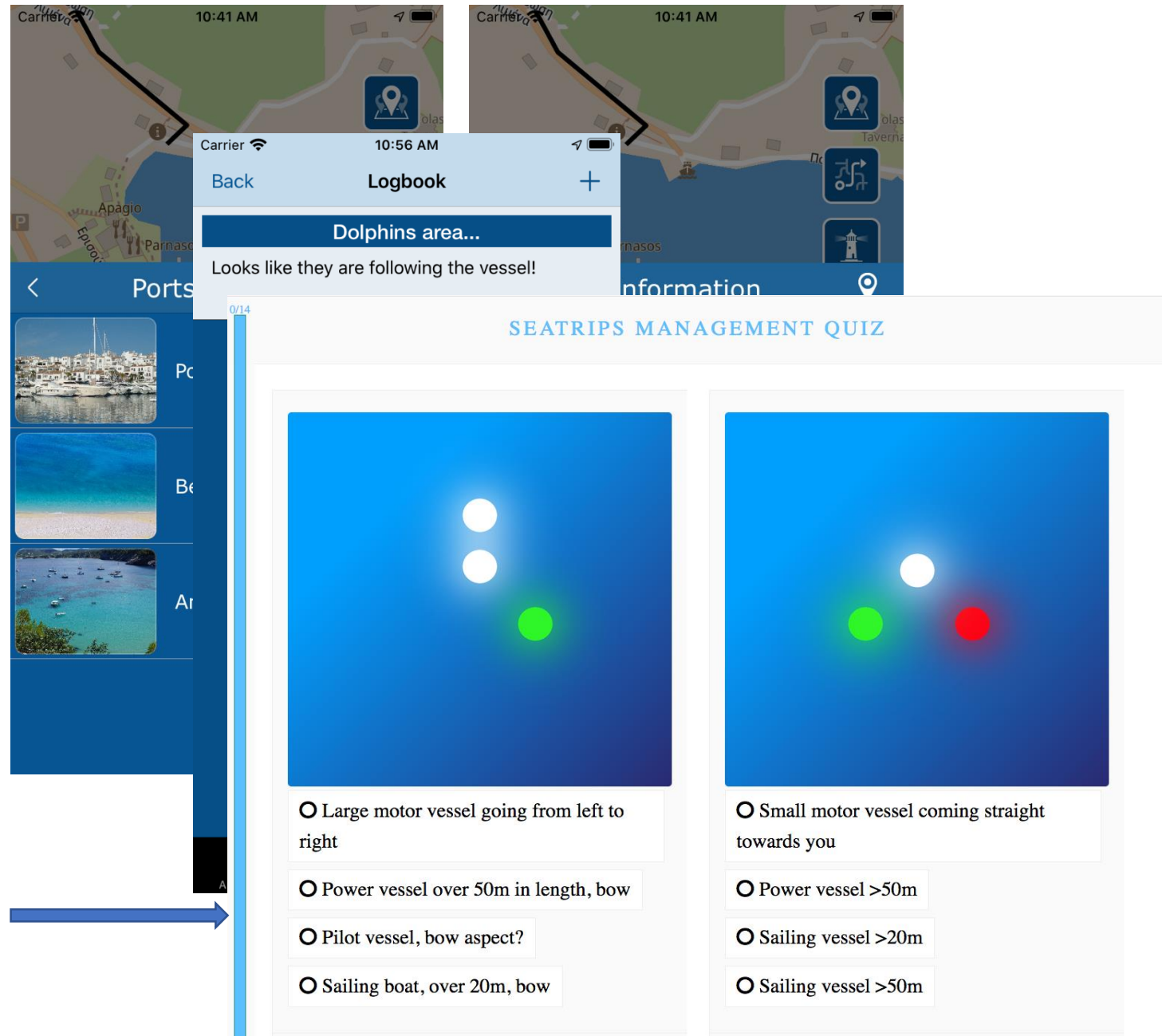
Buttons: **Αποθήκευση** (Save), **Αποθίκευση** (Save)

Zend Expressive 3.2.1 - © 2019, Δημήτρης Βόσσιος - Έκδοση: 0.6



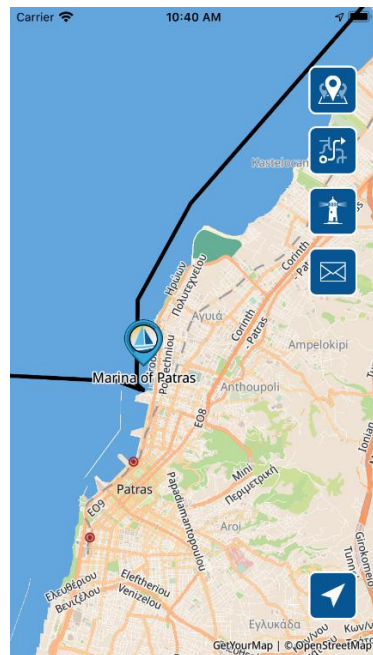
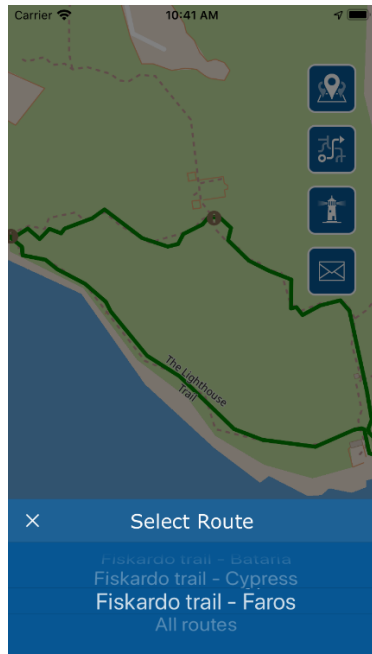
*Mobile apps (iOS, Android) offering*

- *points of interest organised in thematic or other paths, with rich media contents*
- *Personal travel logs*
- *Gamification for kids (simple sailing rules)*



# Seatrips (our first pilot SME) thinks:

*“The mobile application will support our company to raise its green profile, improve its branding and attract more tourists with higher disposable income. Encouraging eco-friendly activities related to coastal tourism such as sailing, diving, windsurfing, kite-surfing and swimming forms a key component of the company's sustainable tourism and Blue Growth philosophy.”*



- Available for
  - Android at <https://play.google.com/store/apps/details?id=gr.seatrips.thinkcoastal> and
  - iOS at <https://apps.apple.com/us/app/thinkcoastal/id1503976800>.
- A walkthrough video of the mobile app
  - in iOS is available at <https://youtu.be/haEblPJiiUA>.
  - in Android is available at <https://youtu.be/dMaJ5NCbXTA>





Cherry tomatoes and bottarga



Summertime shrimp



White wine and bottarga

## Gastronomy Pathways

- Promotion of Bottarga as a touristic product
- #Visit and Taste [Demo [Video](#)]
- Online shop of local products



s/33-samphire-salad-with-cherry-tomatoes-and-bottarga



Melon pearls with bottarga slices, syrup of condensed



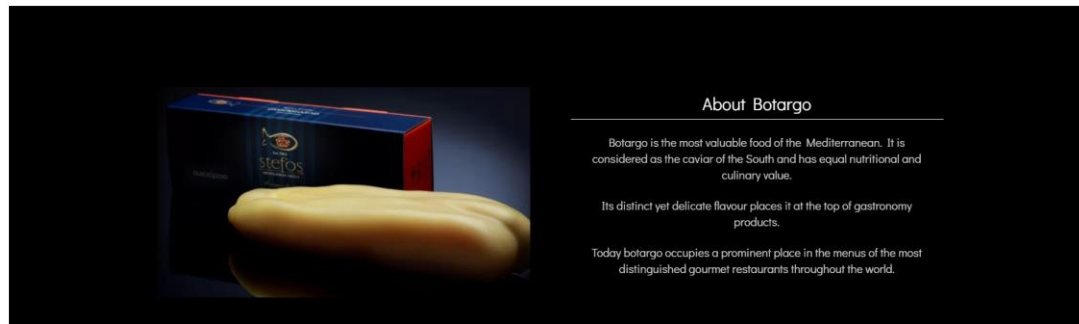
Vegetable tagliatelle with yoghurt sauce

# Collaboration with “Stefos”<sup>est 1962</sup> (a family business in bottarga “industry”)

A marketplace offering services and descriptions of the bottarga culture, products and the possible activities related with their job.

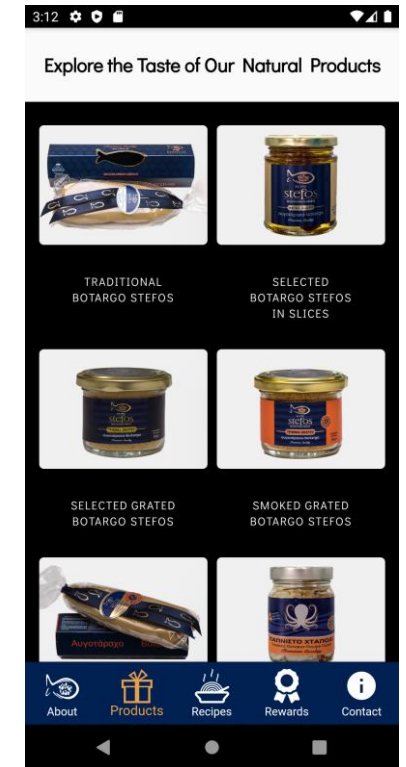
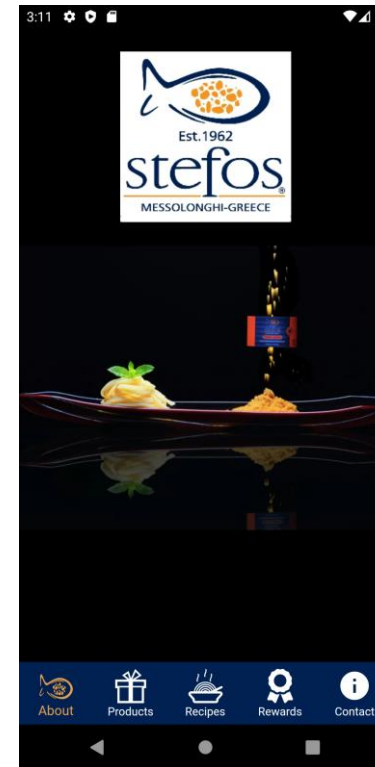
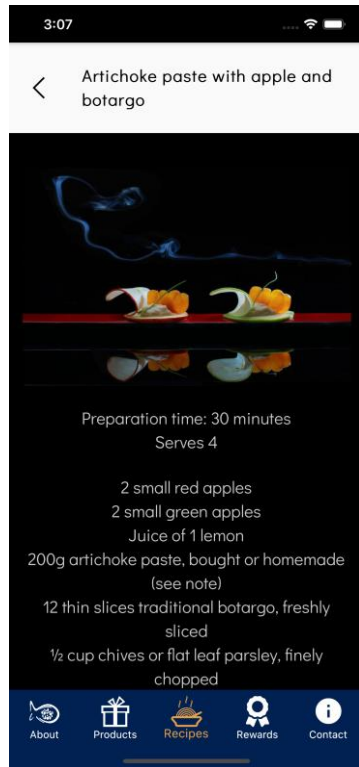


Quality Is the Best Recipe



We Love to Share – Get  
Inspirations, Tips and Tasty  
Recipes





An app for mobile phones that guides anyone to know everything about the product from any aspect and in every tiny detail.



A series of short (15 seconds long) videos that gives “the world a glimpse of bottarga and the magic around it”.



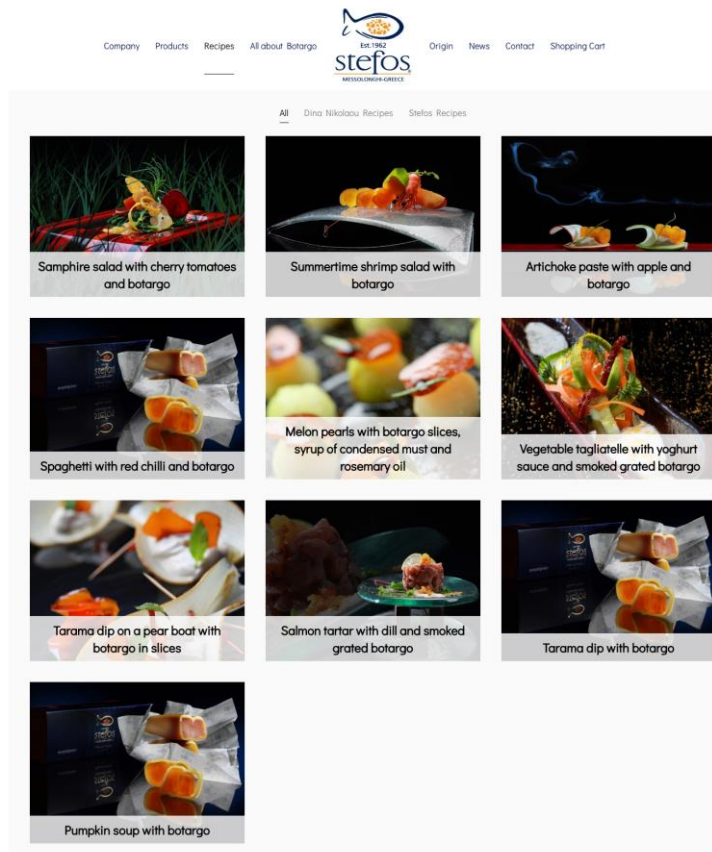
## The Goldfinger!


11 February 2020

Want it all? Want it now?

From Messolonghi to the 🌐 with ❤️ Just another ordinary day at work! All the gold you need is here  
@bottarga\_stefos !!! The Goldfinger!

All our products originate from the Messolonghi-Aitolikon Lagoon.



 **Product Barcode Scanner**  
Press here to scan the barcode

Or manually enter the code in the field below.

**Product code**

**Email address**

**Send Code**

"com"

q w e r t y u i o p

A focused strategy of advertising and promoting these tools in selected audience. (including a rewarding system)





# Augmented Reality in Tourism

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# AR in the Tourism and Culture

- An innovative ubiquitous platform for cultural routes, and different computing devices using cultural inventory of travelogue literature, the digital material of today's travelers and new information and communication technology.
- It will offer cultural interpretation services that combine the visit of an area with the acquaintance of the historically recorded and the contemporary touring experience.
- personalised recommendations
- AR presentation in visiting experience
- Marker-based AR technology
- Location based delivery of data stored
- Simultaneous Localization and Mapping (SLAM) technology available
- Available (2021) on web, iOS & Android



# Tourism 4.0 Digitise Heritage+

- an innovative approach to creating new enriched tourist experiences.
- uses **advanced technologies** (360° photo and video, Augmented Reality, 3D scanning, modelling and printing, Simulated Reconstruction, ...), **hybrid skills of digital business model development, and strategic planning of digital transformation.**
- a **social innovation**, answering to the needs of society and local communities for sustainable development, communication of heritage values and reinforcement of the sense of belonging [commercial [demo](#)-move mouse while viewing]







- website: [www.ebusiness-lab.gr](http://www.ebusiness-lab.gr)
- personal page: sirmakessis.gr
- email: syrma@uop.gr
- facebook page: @eBusinessUXLab
- Linkedin: <https://bit.ly/2CvGQPG>