



Smart Cultural Tourism as a Driver of  
Sustainable Development of European Regions

## **Theme 3: Technology – digital gateways, mobile interactive content / co-curation, dynamic modelling and tourism management**

IMPACTOUR ReDiscover Europe Workshop – 09/05/2021

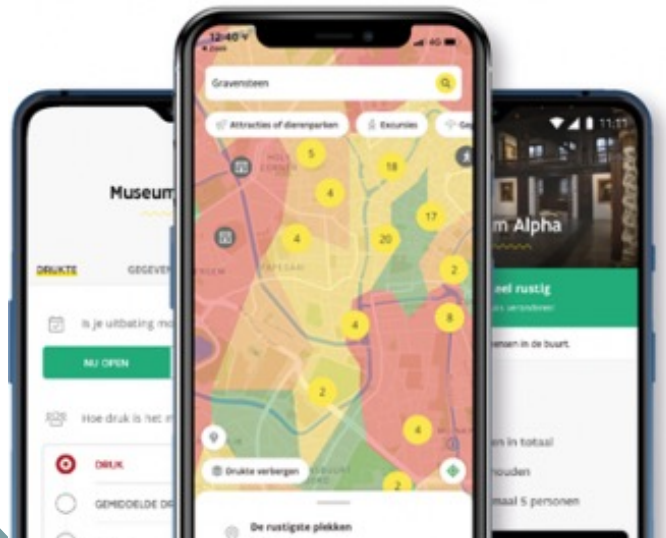
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# 01 Covid-19 and technology

- One of the side-effects of Covid-19 and the protective measures taken has been the update of various technological solutions, driven by necessity



## Six Flags announces post-coronavirus reservation system

12 months ago Illinois Daily News



Horizon 2020  
No. 870708

ReDiscover Europe Workshop, Online, 09/05/2021

# 02 A future supported by technology

- The structural issues and drivers behind pre-Covid 'overtourism', have exacerbated the current issue of Covid-induced 'undertourism'
- There might be an ímpetus to focus on a quick sector recovery driven by business interests
- While new digital technologies do not offer a solution to problematic tourism mobilities per se, their introduction might help to better manage the tourism ecosystem as a whole by combining individual business statistics to provide dynamic, mobile interactive content



# 02 A future supported by technology



- Potential for data integration in a 'digital twin' environment



# Smart CulTour

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