

FU-TOURISM

4/5.0



TEHNOLOŠKI PARK LJUBLJANA
01

**XR IN SUSTAINABLE TOURISM AND
CULTURAL HERITAGE**

CURRENT PROJECT



- **DIVA** - Development of ecosystems and innovation value chains: supporting cross-border innovation through Creative Industries
- **SACHE** - Smart Accelerators of Creative Heritage Entrepreneurship
- **Circular4.0** - building bridges between Circular Economy and Digital transformation
- **EXPO DUBAI** - Implementation of a smart and green 360 video projection on the Slovenian pavilion at EXPO Dubai 2020
- **Slovenian Presidency of EU** - Implementation of the central virtual exhibition space within the Slovenian Presidency of the Council of the EU - 2021
- More than **27 other Interreg, H2020, Erasmus, National ...** project
- Interested past project **ChIMERA Project** – Establishing clusters in Cultural & Creative industries



FU-TOURISM

- Our project idea is to promote the use of virtual and augmented reality in sustainable tourism and the digitalization of cultural heritage, will enable smaller destinations to bridge the digital gap and reach new users (future tourists).
- By training young students and local staff and increasing the XR technology acceptance, smaller and secret tourist destinations will be able to deal more sustainably with cultural heritage and offer new tourist products that will keep visitors longer in the respective region, thus reducing the environmental footprint and allowing young people to stay in the local environment and develop their regions through new success stories and business ideas.”

Virtual and augmented reality, Creative and Cultural industries, Sustainable tourism, Cultural heritage

* FU-TOURISM Conference 25-26. 8. 2021 – during Slovenian Presidency of the Council of the EU

* Establishing of XR CCI DIH in progress



TEHNOLOŠKI PARK LJUBLJANA

01

Point to landmark to explore city history

Colosseum



The Colosseum or Coliseum is an amphitheatre in the city centre of Rome, Italy. It is largest amphitheatre ever built and can hold between 50 000 and 80 000 visitors. It was used for gladiator contests and re-enactments of famous battles. It is one of the most popular tourist landmarks in Rome. Construction began in 72-73 AD and completed in 79 AD. Massive workforce was used mainly from Jewish prisoners. The Colosseum was badly damaged in 217 AD by fire which destroyed upper levels.



NFT & BLOCKCHAIN



- We also want cooperation in the field of establishing tourist and creative / artistic projects in the field of NFT and blockchain technologies.
- One of idea is the development of tourist NFT, with which the guest will get a nice tourist souvenir, and which will also encourage the visit of less-known tourist destinations. At the same time, it will also enable the use of promotional tokens, which tourists could use in the local environment to purchase handicrafts or to purchase works of art.



LETS COOPERATE

Aleš Pevc

Head of technology office & Creative technologies and new business models developer



TEHNOLOŠKI PARK
LJUBLJANA
25 LET

T: +386 (0)1 620 17 70 M: +386 (0)41 389 500

E: ales.pevc@tp-lj.si

Connect with me: www.linkedin.com/in/ales-pevc

Follow Us: [Web](#) | [LinkedIn](#) | [Facebook](#) | [Youtube](#) |