

Guest lecture: Katarina Ceglar, Deputy Head of Arctur, Tourism 4.0

On the 21st of January the Second Year Master's students of the Faculty of Tourism, University of Maribor, Ljubljana were pleased to welcome the Deputy Head of Arctur Tourism 4.0- Katarina Ceglar to Študentski Kampus [Pivovarniška ulica 6, 1000 Ljubljana](#). In her presentation she opened our eyes to the wide possibilities our field has to offer. She explains how Tourism 4.0 is a research and development company that helps blend technology and innovation to tourism. She stated that the company was a pioneer in bringing this change as opposed to traditional tourism, where innovation was not a priority. The company does not only bring in innovation with regards to technology but also subscribes to the innovative tourism philosophy where the priority is no longer on the tourist experience, although important. But the key factor of tourism is its local residents. She explains how tourism is a horizontal industry, whose success is dependent on the presence as well as the collaboration of different industries namely- food, media hospitality etc. She points out the importance of local residents by emphasizing on the example of Venice, where local people move out. Local residents' happiness is key for successful and sustainable tourism. She also spoke about the importance of sustainability where she emphasized about the importance of Data. She states that data is a strategic good. Data that is anonymized and data collection is sometimes the hardest, due to how time consuming the activity is. She also explains that collecting data is not enough but also collecting highly accurate data is important. She spoke about the various data sources emphasizing some of the overlooked elements such as air quality. She quizzed the class asking how it is possible to collect highly accurate data for air quality of a destination. The session concluded with a captivating video that showcased Arctur's transformative projects, blending cultural heritage with technology. Students were introduced to innovative tools like AR, VR, and 3D models that enhance destinations with engaging, educational, and interactive digital layers. The presentation left the students inspired and motivated to explore the possibilities of technology-driven, sustainable tourism development.

The interactive discussion ended with how technology as showcased in the video, can help market destinations. She explains how this technological advancement cannot replace real life experiences. However, it can prove to enrich them. The technology could prove to be fruitful for anxious travellers who like to do their homework before



visiting a destination or for the people who are unable to visit a destination. She also explained how technology helps in food experiences, where she explained the process to be collected in secured block-chain which can be traced at any point of the food journey. She also explained how it could help farmers and consumers in studying the source of food and the soil that enriched the meal. They say when time goes by quickly when you do something you love. Learning from Katarina made the world turn twice as fast. As all good things must come to an end. We had to bid farewell to Katarina Ceglar. Do naslednjega srečanja..