360°

Digital innovation for enhanced tourism experience and cultural heritage preservation:

Promoting traditional industries and cultural heritage by leveraging digital technologies and stronger connections with the tourism sector

In the digital age, the tourism industry offers vast opportunities for innovation and growth. Yet, for Montenegro, realizing this promise entails navigating a series of challenges that intersect traditional and cultural industries with the transformative power of digital technologies.

This is accompanied by the pressing need to bolster the competitiveness of Montenegrin SMEs, both locally and internationally. Through enhanced international collaboration and benefiting from Slovenian know-how piloted under a project called "Digital Innovation of Cultural Heritage" (DICH), Montenegro aims to establish a unique presence in the global tourism market, promoting sustainable growth and prosperity.

The project aims to enhance national capacities in digital technology adoption, focusing on tourism, cultural heritage, and related sectors through tailored pilot digitalization projects for local SMEs and the creation of a digital cultural heritage platform. It will strengthen collaboration between SMEs and the tourism sector, promoting Montenegro's unique destinations through strategic communication efforts. This will lead to more robust tourism and cultural heritage sectors, generating new sustainable revenue streams and job opportunities for local communities.

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MONTENEGRO

DRIVING THE TRANSITION
TO TOURISM INDUSTRY 4.0
POWERED BY DIGITAL
TECHNOLOGIES

TAKING YOU AND YOUR
INDUSTRY TO THE
NEXT LEVEL

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

Tourism and cultural sectors:

Embracing new technologies and innovative business models

Improving digital literacy and entrepreneurial skills in one sector can produce transformational ripple effects on others. The skills needed for digital conservation are transferable to manufacturing, especially concerning Digital Twinning, simulation, and enhancing tourist experience through Augmented Reality (AR), Virtual Reality (VR) and Extended Reality (XR). The project's beneficiaries encompass a diverse range of stakeholders who will benefit from an expanded set of digital skills to help steer Montenegro along its digital transformation pathway, directly impacting tourism and associated value chains by enhancing destination attractiveness and facilitating innovative services.

Generating additional value in the tourism industry

The business models of companies enabled by digital transformation differ from traditional ones, necessitating significant process and managerial innovation within these companies. This aspect will be the centerpiece of an accompanying capacity-building programme envisaged by the project. Considering the country's evolving business landscape and the increasing competition in the tourism sector from abroad, adopting innovative methods of service delivery can raise the profile of Montenegrin SMEs in international markets. To this end, the project will implement pilot digitalization-powered interventions aimed at generating additional value through the application of best practices in Tourism Industry 4.0 technology.

BENEFICIARIES: *CREATORS* Content Developers ● Marketing Agencies ● Design Companies ● Storytellers ● Copywriters ● Influencers *SMES* Tourism Experiences ● Travel Agencies ● Event Organizers ● Hospitality ● Sports Recreational Parks ● Gastronomy ● Crafts *NATIONAL EXPERTS* Local Governments ● Tourism and Cultural Heritage Stakeholders and their staff *ACADEMIA & GLAM* Galleries ● Libraries ● Archives ● Museums *REGIONAL OFFICES* for heritage protection

Digitally savvy, resilient and competitive tourist destinations:

Highlighting the significant impact of advanced digital solutions in tourism and cultural heritage sectors

THE PROJECT COMPRISES TWO MAIN COMPONENTS:

1
Boosting national digital capacities for smoother adoption of Tourism Industry 4.0 technologies, driving the emergence of a vibrant cultural tourism sector with enhanced tourist experience

2
Creating a digital cultural heritage platform implementing pilot digital transformation projects for SMEs, driving entrepreneurship, innovation, emergence of competitive services, products, and sustainable business models

THE PROJECT SPECIFICALLY WILL:

SUPPORT traditional and cultural industries in adopting digital technologies

ENGAGE new audiences and stakeholders through digital and hybrid tourist experiences

ENHANCE the competitiveness of SMEs at tourist destinations and nationally

ESTABLISH partnerships among Montenegro stakeholders with EU institutions/networks

FOSTER the development of national cultural heritage, sustainable tourism and digital strategies

ELEVATE national tourism and cultural heritage by achieving greater added value through the creation of new sustainable revenue streams