



Features of the Development of Tourist Destinations in Industry 4.0

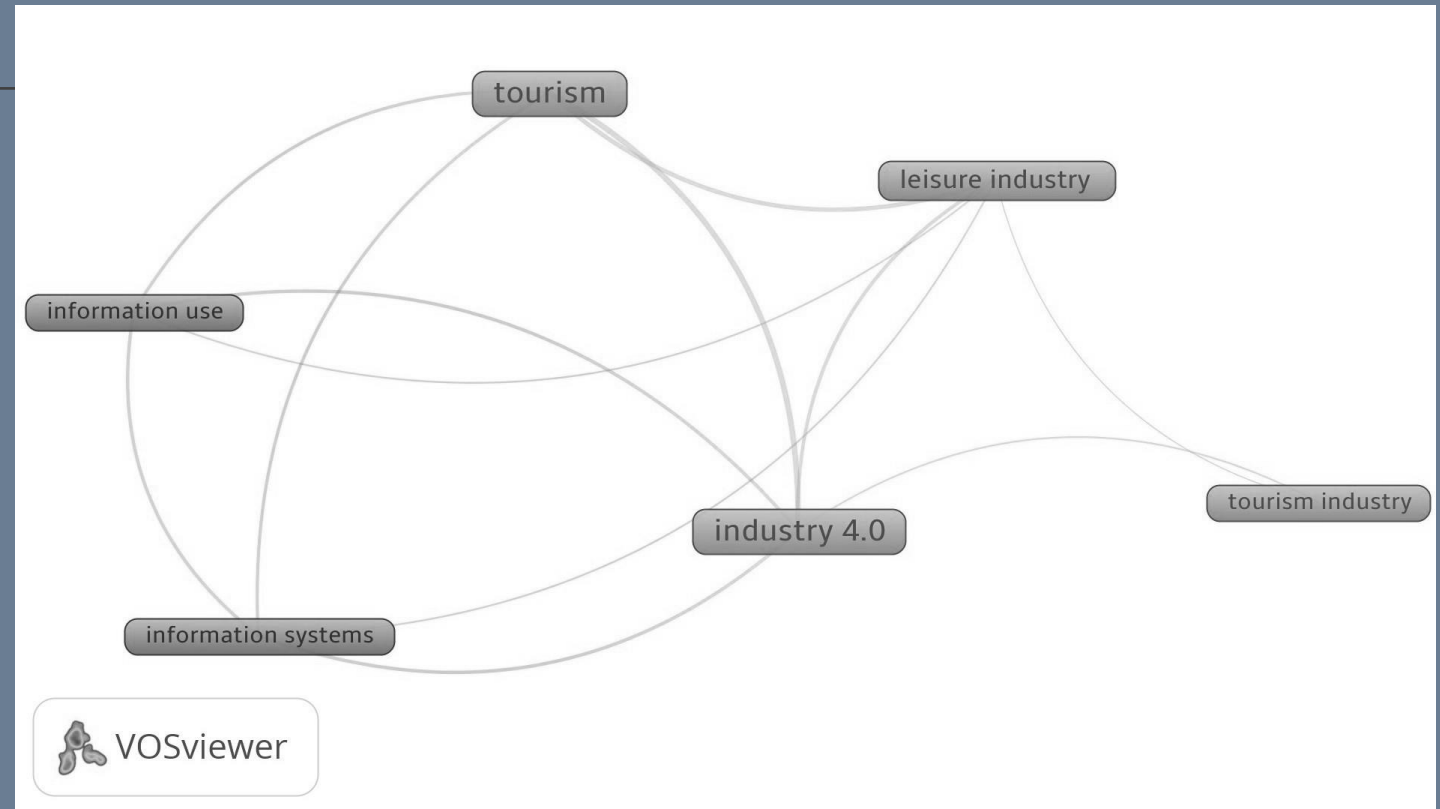
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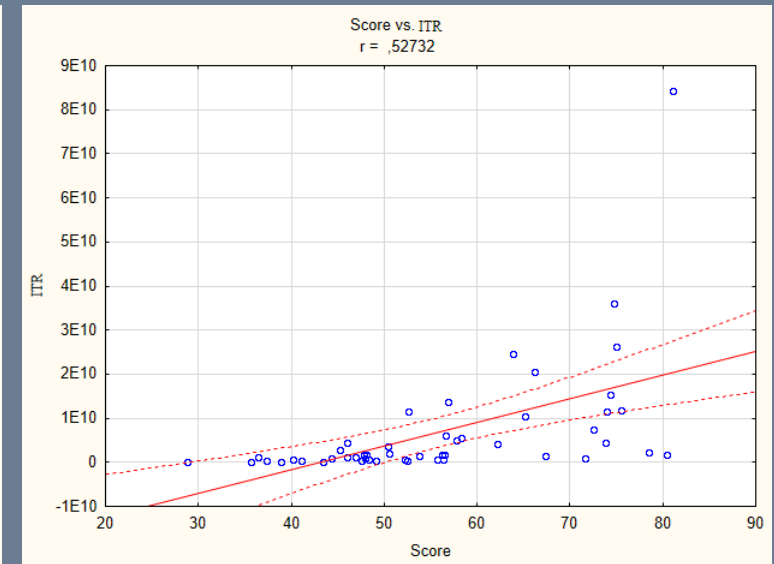
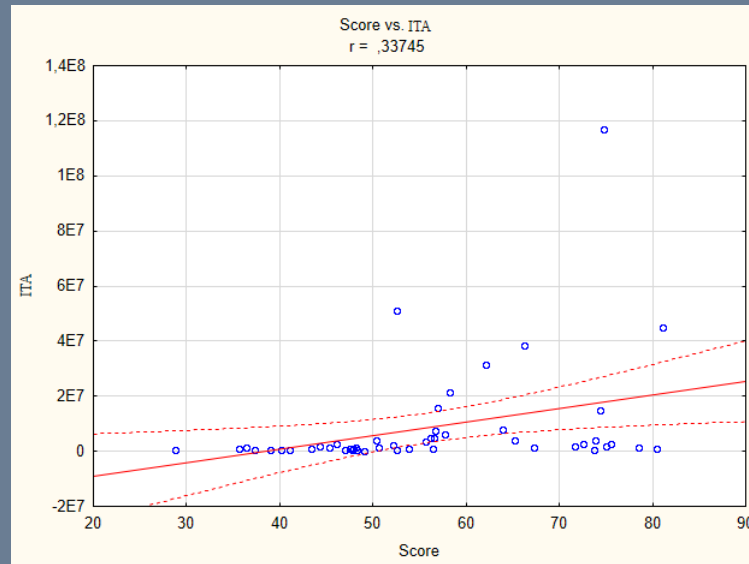
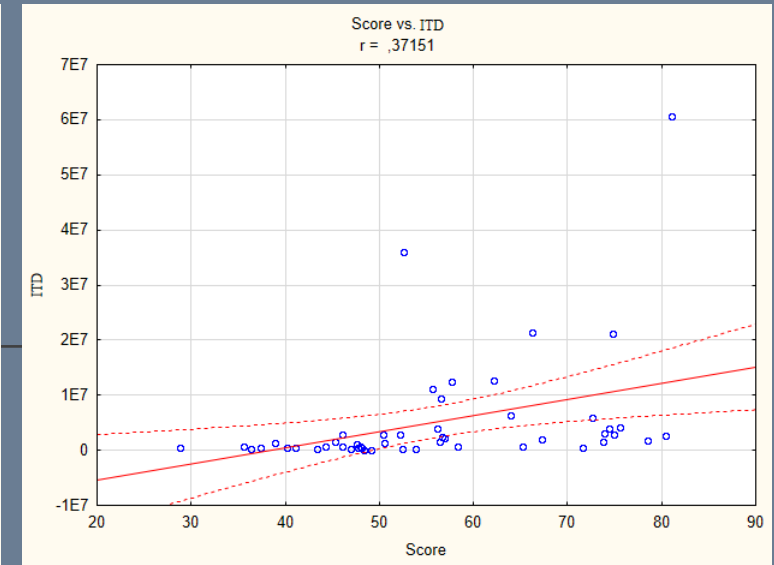
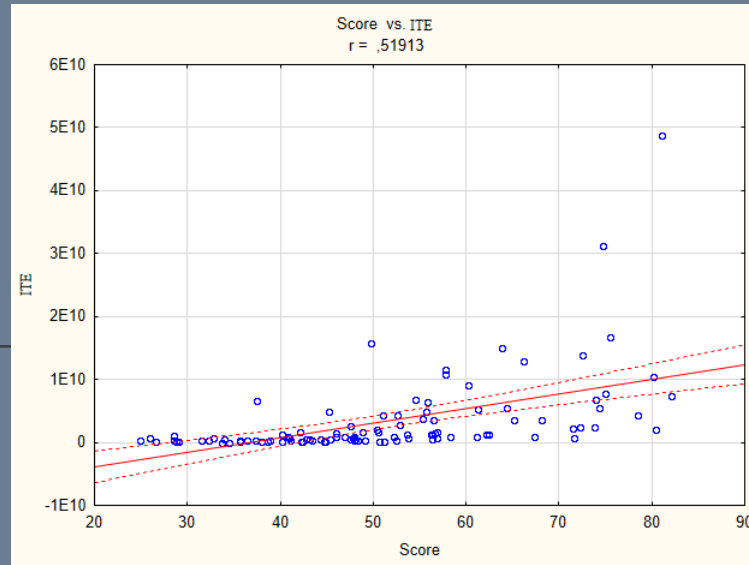
Introduction to Industry 4.0 and Tourism

- Industry 4.0 integrates IoT, AI, Big Data, and cyber-physical systems across the economy, including tourism.
- Tourism is a strategic growth driver and foreign-exchange earner for many economies; UNWTO reported 1.4 bn international arrivals in 2018.
- Digital tools (online booking, e-payments, VR/AR) expand access and reshape interactions among stakeholders.



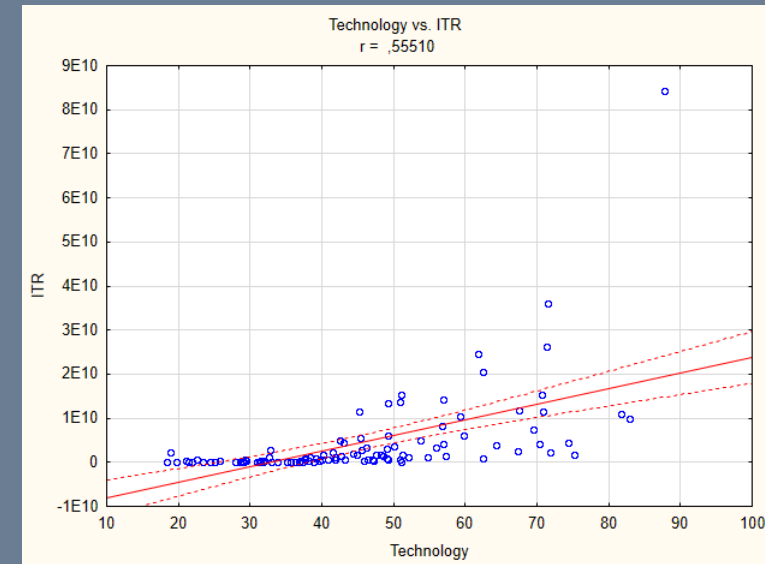
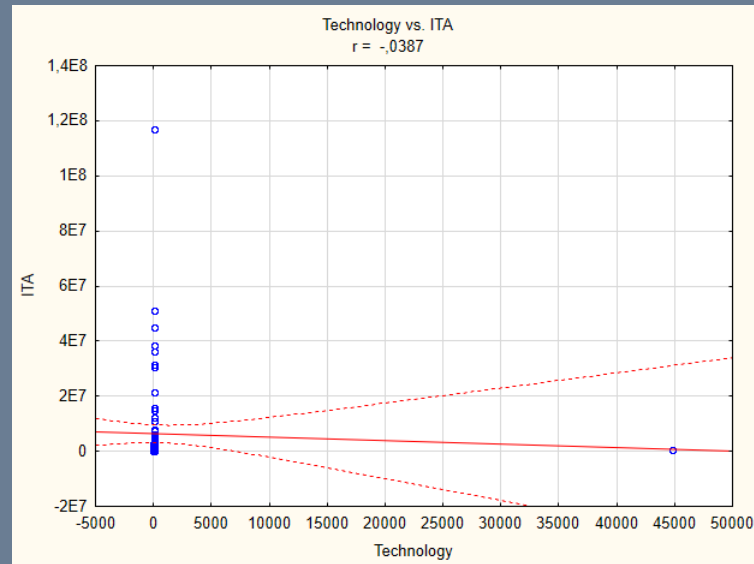
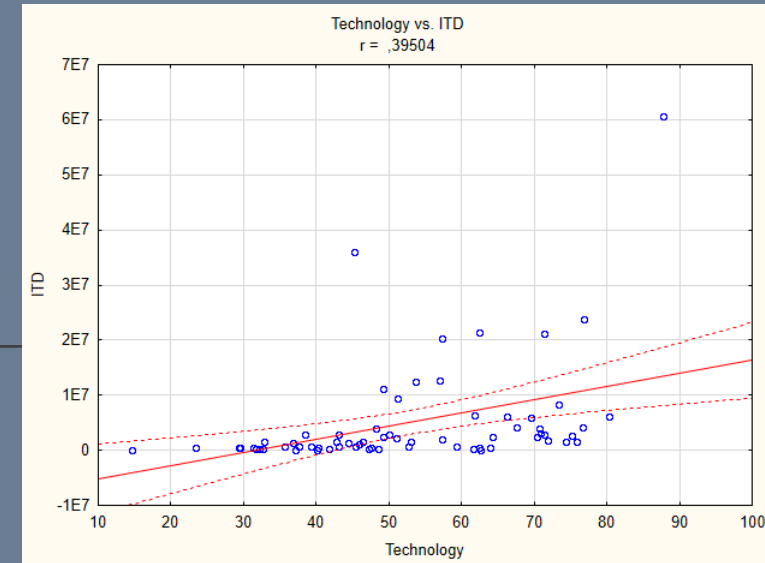
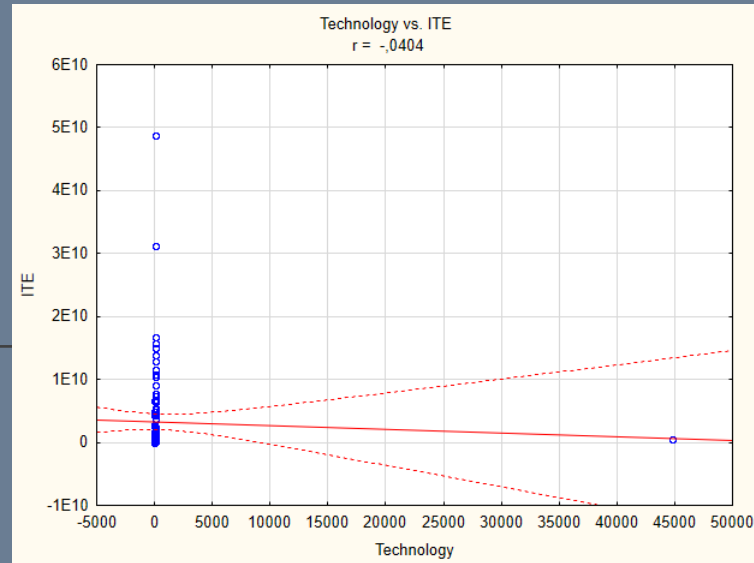
Relationship between NRI and International Tourism (ITE, ITA, ITD and ITR)

- NRI vs tourism indicators (Fig. 1): ITE $r \approx 0.52$, ITA $r \approx 0.34$, ITD $r \approx 0.37$, ITR $r \approx 0.52-0.53$
- Interpretation: greater network readiness is associated with stronger tourism performance.



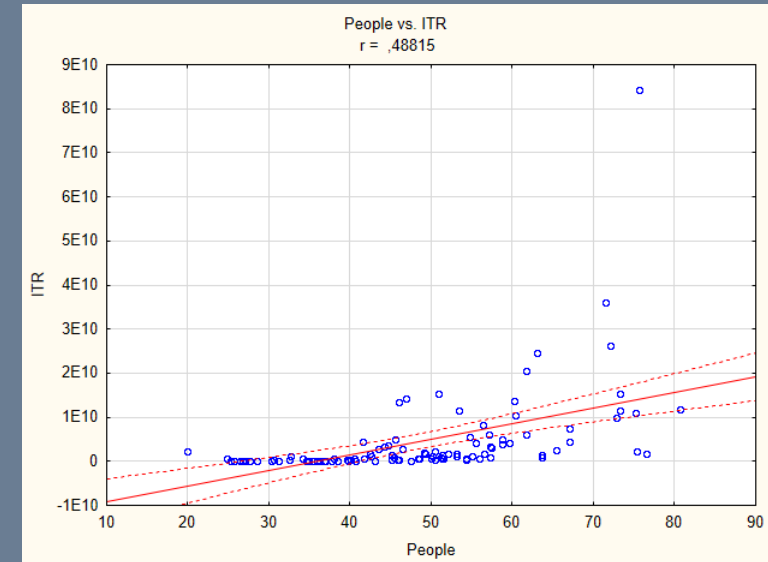
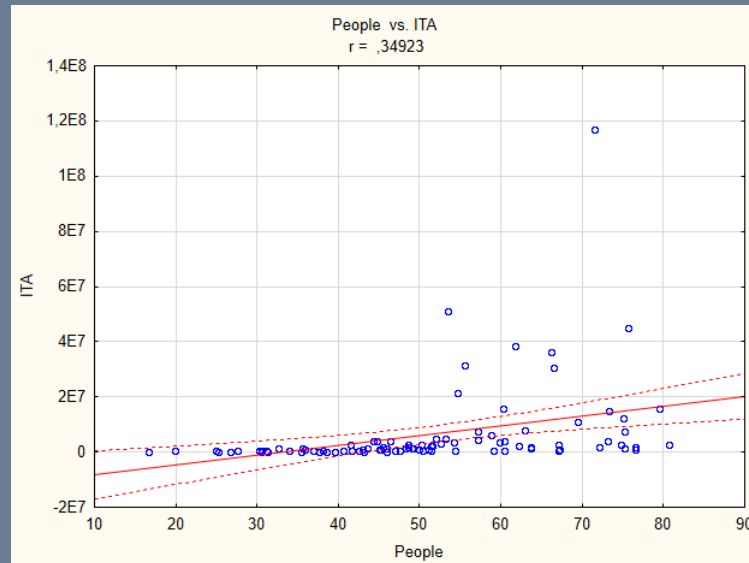
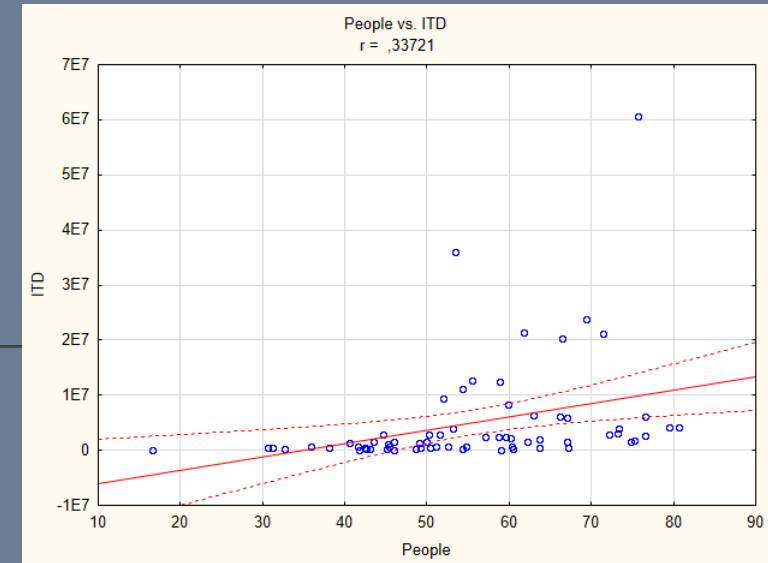
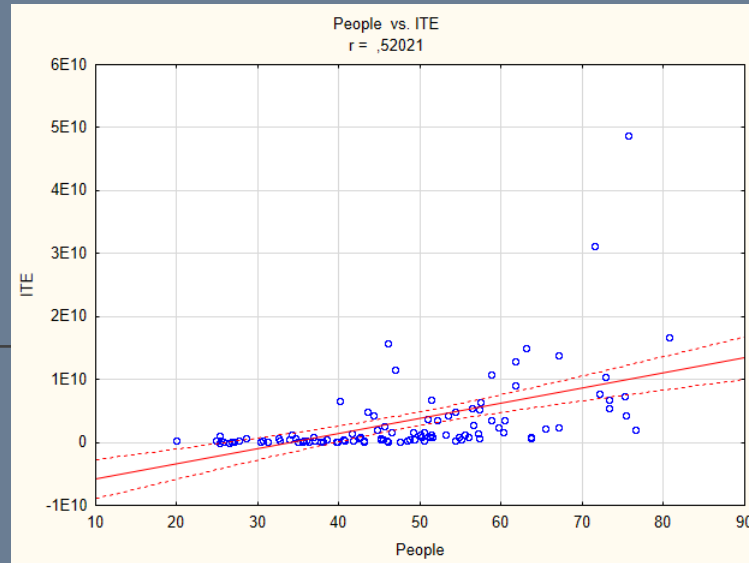
Relationship between Technology and International tourism (ITE, ITA, ITD and ITR)

- Technology vs ITE $r \approx -0.04$, ITA $r \approx -0.04$
- Technology vs ITD $r \approx 0.40$, ITR $r \approx 0.56$
- Implication: technology availability alone doesn't drive arrivals/expenditures; effects are stronger for departures/receipts



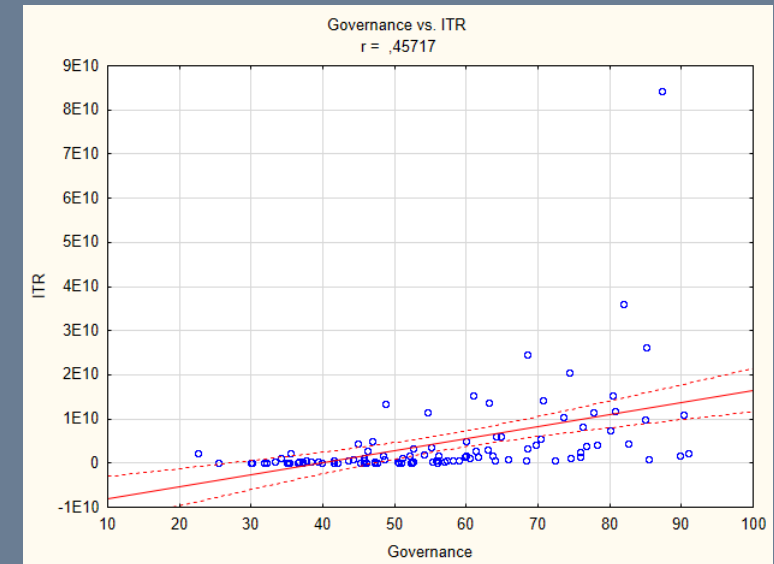
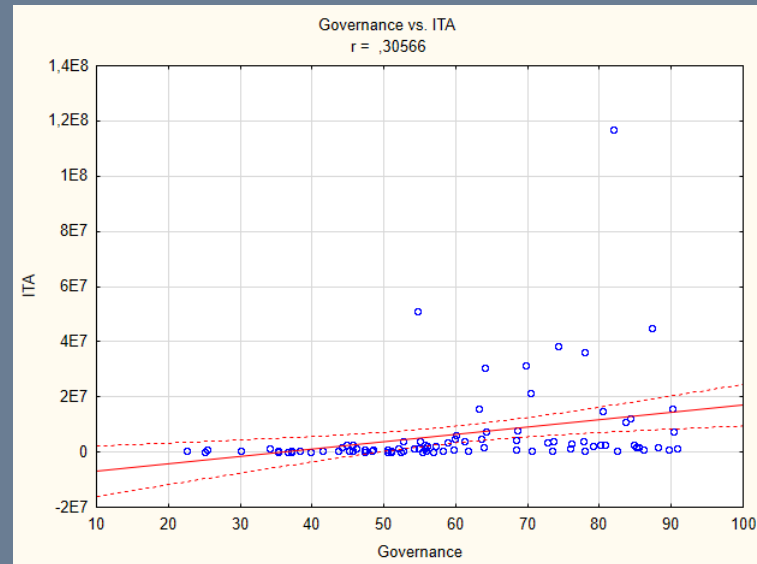
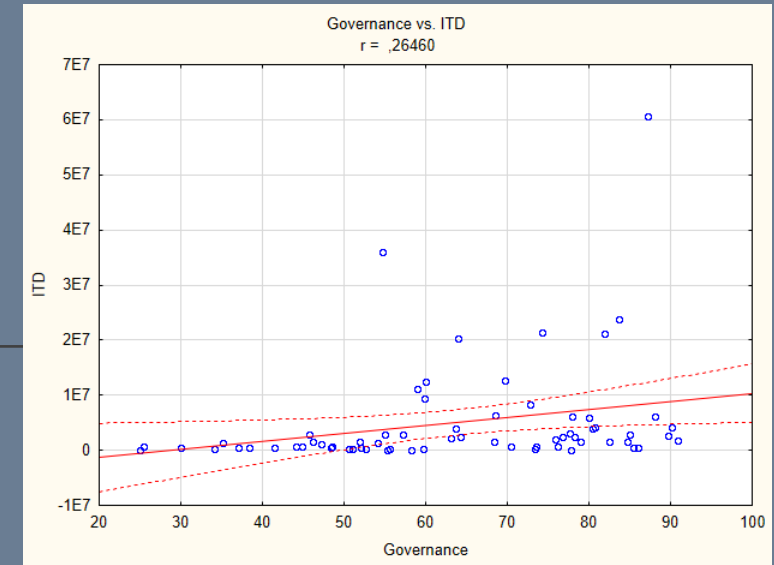
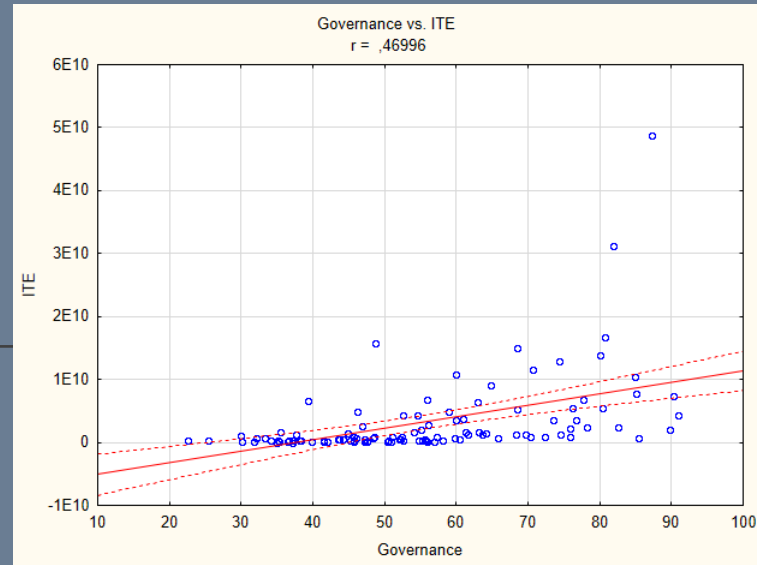
Relationship between People and International tourism (ITE, ITA, ITD and ITR)

People vs ITE $r \approx 0.52$, ITA $r \approx 0.35$, ITD $r \approx 0.34$, ITR $r \approx 0.49$ — human capital/skills co-move with tourism outcomes.



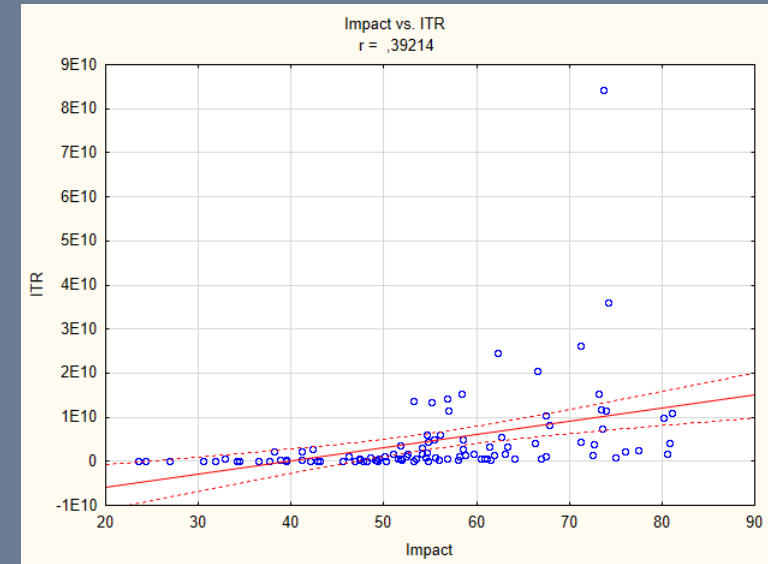
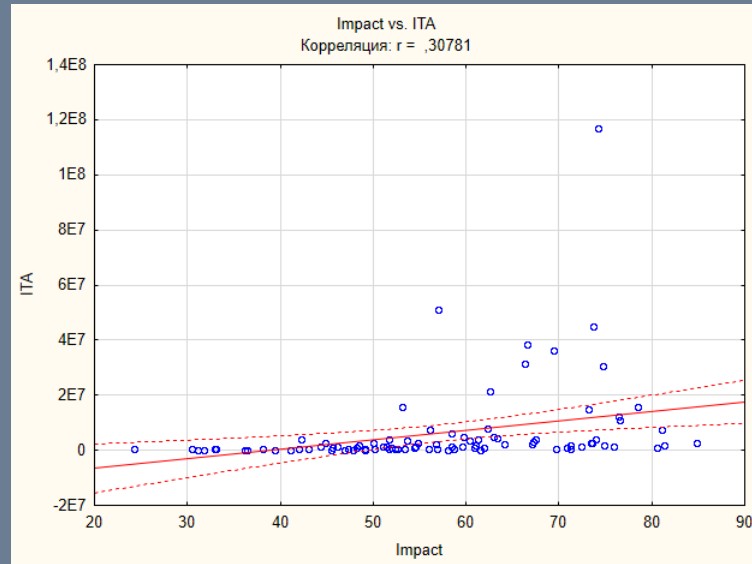
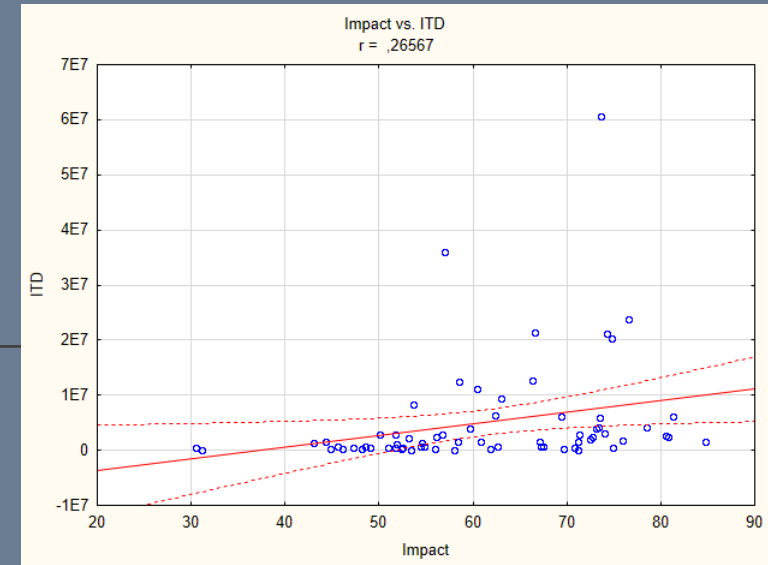
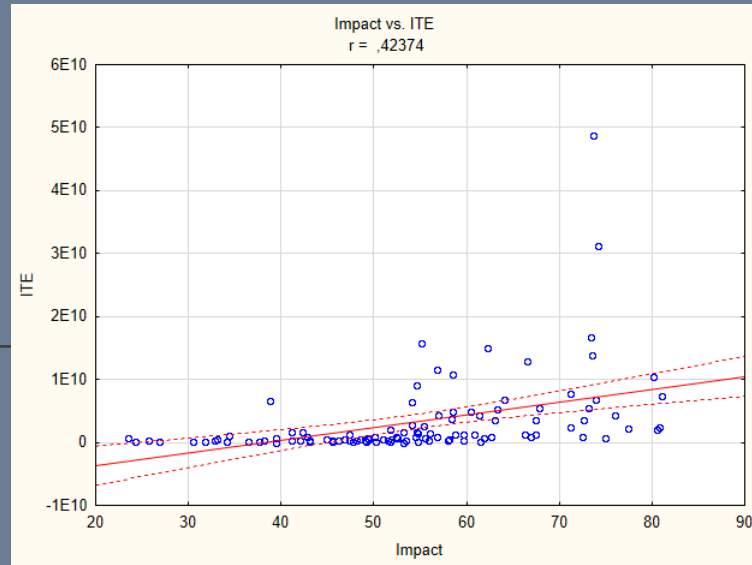
Relationship between Governance and International tourism (ITE, ITA, ITD and ITR)

Governance vs ITE $r \approx 0.47$, ITA $r \approx 0.31$, ITD $r \approx 0.26$, ITR $r \approx 0.46$ — digital policy/institutions matter.



Relationship between Impact and International tourism (ITE, ITA, ITD and ITR)

Impact vs ITE $r \approx 0.42$, ITA $r \approx 0.31$, ITD $r \approx 0.27$, ITR $r \approx 0.39$ — measurable outcomes of digitalization align with tourism performance.



Digital Technologies Impact on Tourism

- Digital economy enables online booking, route planning, and payments, critical for modern tourism.
- Strong correlations: NRI with tourism indicators (ITE: 0.52, ITR: 0.49), except Technology sub-index (e.g., ITE: -0.04)
- Effects: Increased tourist flows, service quality, and economic growth.
- Factor analysis: NRI sub-indices (47.1%) and tourism indicators (40.7%) explain 87.1% variance.

Variable	Marked correlations are significant at $p < .05000$ (Casewise deletion of missing data)			
	ITE (N=106)	ITA (N=92)	ITD (N=66)	ITR (N=103)
NRI	0,519134	0,337644	0,327816	0,493471
Technology	-0,040383	-0,038672	0,395040	0,555096
People	0,520211	0,349233	0,337211	0,488150
Governance	0,469957	0,305655	0,264600	0,457172
Impact	0,423745	0,307814	0,265668	0,392141

Pearson correlations between international tourism development indicators and NRI and its components

Thank you for
attention
