



Title	Tech Talks: Smart Tourism in Timisoara
Date	2022
Objective	To promote smart tourism solutions through technology and innovation
Location /geographical coverage	Timisoara, Romania
Organisation responsible for good practice	University Politehnica Timișoara (UPT), in collaboration with the Timisoara City Council, local tourism boards, and key technology partners.
Stakeholders and Partners	Local government, tech companies, tourism boards, Academia and research institutions, local businesses and community groups
Short summary	The "Tech Talks" event series focuses on the integration of advanced technologies, and explores the role of technology in society. The event enhances visitor experiences and optimizes city tourism infrastructure. It features keynote speeches, panel discussions, and workshops conducted by experts in the field.
Impact	<p>Tech Talks has had a profound impact on Timisoara's tourism sector, and has significantly contributed to raising awareness about smart tourism. It has fostered collaboration among stakeholders, leading to the implementation of innovative tourism solutions in Timisoara. It contributed to:</p> <ul style="list-style-type: none"> - Raising awareness and understanding of smart tourism concepts among local stakeholders - Facilitating partnerships between technology providers and tourism operators - Leading to the implementation of innovative projects, such as smart kiosks, personalized visitor apps, and data-driven decision-making tools.

	<p>These efforts have improved tourist experiences, making Timisoara a more attractive and tech-friendly destination.</p>
<p>Innovation</p>	<p>The event showcases cutting-edge technologies like AI, IoT, and big data analytics applied to different domains, including tourism.</p> <p>It also emphasizes the use of smart systems for better visitor management, personalized experiences, and sustainable tourism practices, like:</p> <ul style="list-style-type: none"> - Virtual and augmented reality experiences that allow visitors to explore historical sites and attractions in new, immersive ways. - AI-driven personalized travel recommendations based on visitor preferences and behaviours.
<p>Lessons learned</p>	<p>The main lessons that can be learned from the implementation of the "Tech Talks" events are:</p> <ol style="list-style-type: none"> 1. The importance of cross-sector collaboration to drive innovation in tourism. 2. The need for continuous investment in technology to remain competitive and meet the evolving expectations of modern travellers. 3. The value of involving local communities and businesses in the planning and implementation of smart tourism initiatives to ensure their relevance and acceptance. 4. The necessity of fostering a culture of continuous learning and adaptation to keep pace with technological advancements.
<p>Tools</p>	<p>The event provides several tools and resources to participants, such as:</p>

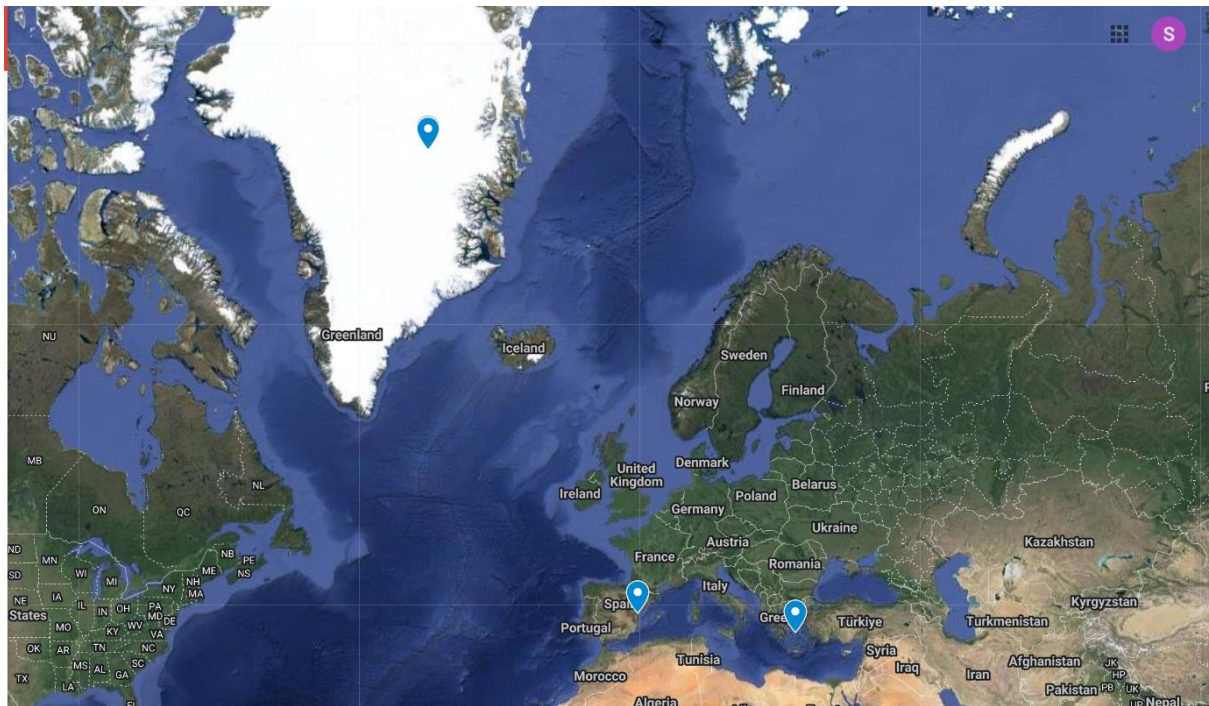
	<ul style="list-style-type: none"> - Hands-on workshops and training sessions on the latest smart tourism technologies and their applications. - Networking platforms and matchmaking sessions to facilitate collaboration among stakeholders. - Demonstrations and case studies of successful smart tourism projects from around the world. - Access to a repository of white papers, research articles, and best practice guides on smart tourism.
Sustainability	<p>The “Tech Talks” event emphasizes sustainability through:</p> <ul style="list-style-type: none"> - Promoting the use of technology to minimize environmental impacts, such as reducing waste and optimizing energy use. - Encouraging sustainable travel behaviors, like using public transportation and low-emission modes of transport. - Highlighting the economic benefits of smart tourism, including increased efficiency and new revenue streams from tech-driven services. - Supporting social sustainability by improving accessibility and inclusivity for all visitors, including those with disabilities.
Replicability and/or up-scaling	<p>The format and approach of the “Tech Talks” event can be replicated and scaled to other cities and regions by:</p> <ul style="list-style-type: none"> - Adapting the focus to local tourism challenges and opportunities. - Leveraging the network of experts and stakeholders established in Timisoara to support new initiatives. - Sharing best practices and lessons learned from the Timisoara event to guide similar efforts elsewhere.

	<p>- Developing a modular event framework that can be customized to different contexts while maintaining core objectives.</p> <p>The success in Timisoara can serve as a model for similar events aiming to integrate technology into tourism sectors globally.</p>
Contact details	<p>Event Website: https://techtalks.upt.ro/</p> <p>Email: info@techtalks.upt.ro</p> <p>Phone: +40 256 403 000</p> <p>Address: University Politehnica Timișoara, Piața Victoriei, Timișoara, Romania</p>
Related Web site(s)	<p>[University Politehnica Timișoara] https://www.upt.ro/</p> <p>[Visit Timisoara] https://www.visit-timisoara.com/</p> <p>[Timisoara City Council] https://www.primariatm.ro/</p>
Related resources that have been developed	<ul style="list-style-type: none"> - Conference proceedings and recordings available on the event website. - White papers on smart tourism solutions and their implementation. - Training materials and toolkits for tourism professionals. - Case studies and success stories from past editions of Tech Talks.



SMARTOUR

Interactive map of good practices



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Web site:

E-Learning:



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