

REGINNA 4.0 Second Summer School: Diving into high-innovation potential areas: Entrepreneurship and Business Strategies related to Industry 4.0 and Nanotechnology

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A case study of the application of Tourism 4.0 technology in Odesa, Ukraine

Friday, 8 September 2023 11:45 (45 minutes)

Overview of Odesa City as a tourist destination

- Organisation of tourism in Odesa
- Problems of tourism development in Odesa
- Application of Tourism 4.0 models to address these problems
- Results and discussion of the findings

Presenter: Prof. GORIUP, Paul (NGO Agricola)

Session Classification: main session 08/09/23