



## PROJECT NOTIFICATION

Reference No.: 102

<b>Date of Issue</b>	22 June 2023
<b>Project Code</b>	23-CL-05-GE-CON-A
<b>Title</b>	Conference on Tourism 4.0 for Rural Development
<b>Timing</b>	8 November 2023–9 November 2023
<b>Hosting Country(ies)</b>	Indonesia
<b>Venue City(ies)</b>	Jakarta
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	Ministry of Village, Development of Disadvantaged Region, and Transmigration of the Republic of Indonesia and Ministry of Manpower of the Republic of Indonesia
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	100
<b>Local Participants</b>	30
<b>Closing Date</b>	30 September 2023
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Explore the concept of Tourism 4.0; understand how Tourism 4.0 is applied in rural destinations; share good practices from APO members and beyond; and discuss how Tourism 4.0 contributes to sustainable rural development.
<b>Rationale</b>	Tourism 4.0 is a new paradigm for the sector, combining advances such as AI, the IoT, big data analytics, and social networking services with the principles of sustainability. It is aligned with the APO Vision 2025 of “Inclusive, innovation-led productivity growth in the Asia-Pacific.”
<b>Background</b>	<p>According to a 2021 UNWTO report, international tourism would reach 65% of pre-pandemic levels by the end of 2022. The IMF reported that Asia-Pacific tourism had continued to recover gradually in 2022. The pandemic accelerated trends such as digitalization and altered what consumers seek in travel experiences. The ADB found that travelers were choosing rural destinations offering cleaner air, privacy, and less crowding than urban areas.</p> <p>To assist rural economies and communities to recover, regrow, and become more sustainable and inclusive, this conference will introduce Tourism 4.0, which delivers information on destinations using technologies to enhance tourism operations and sustainability. This includes using smart systems to optimize energy consumption, waste management, and water usage in tourist facilities as well as big data analytics to improve tourism planning, management, and decision-making.</p> <p>This conference will enhance understanding of how Tourism 4.0 can contribute to sustainable rural development.</p>
<b>Topics</b>	Overview of Tourism 4.0; Implementation of smart rural tourism; Tools, techniques, and approaches for Tourism 4.0; Linkage to UN SDGs; Case studies; and Panel discussions on future Tourism 4.0 in APO members to support sustainable rural development.
<b>Outcome</b>	Participants understand the latest developments in Tourism 4.0 including technologies, tools, and enabling policies and frameworks as well as how to apply Tourism 4.0 principles in their contexts through case studies.
<b>Qualifications</b>	Policymakers, government officials, and academics; representatives of the tourism industry, NGOs, and rural associations; SME tourism entrepreneurs; and young leaders involved in rural development through tourism.

Please refer to the implementation procedures circulated with this document for further details.



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