PROJECT NOTIFICATION

Reference No.: 574

Date of Issue	7 March 2025
Project Code	25-CP-04-GE-TRC-A
Title	Training Course on Tourism 4.0 for Inclusive, Productive Rural Development
Timing	30 June 2025–4 July 2025
Hosting Country(ies)	Thailand
Venue City(ies)	Bangkok
Modality	Face-to-face
Implementing Organization(s)	Thailand Productivity Institute
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	6
Closing Date	30 April 2025
Remarks	Not Applicable

Objectives	Understand the concept of Tourism 4.0 and its role in sustainable rural development; equip participants with knowledge and skills to leverage smart tourism technologies for sustainable, inclusive growth; and explore innovative business models, policies, and strategies for rural tourism.
Rationale	Tourism is a main driver of rural economies. Tourism 4.0 supports tourism through digital technologies for enhanced productivity. Following the APO Conference on Tourism 4.0 in Indonesia in 2023, this project will enlarge the pool of experts revitalizing rural economies via Tourism 4.0. This theme aligns with the APO Vision of "Inclusive, Innovation-led Productivity Growth in the Asia-Pacific."
Background	Industry 4.0 has driven digital transformation across sectors, including tourism. Tourism 4.0 emerged from integrating technologies such as AI, robotics, the IoT, and big data into tourism, enabling digitalization and automation in areas like personalized marketing, smart destination management, and AR experiences, aiming to create a more connected, immersive, sustainable tourism experience (ADB, 2023).

Many rural regions in APO members face economic stagnation, outmigration, and environmental challenges. Tourism remains a key driver of rural development, and leveraging Tourism 4.0 can boost productivity, enhance competitiveness, and foster sustainable, inclusive growth.

Thailand, a leading tourism hub, advances digitalized, sustainable, inclusive tourism through its "Thailand 4.0" policy and the Third National Tourism Development Plan (2023–27). This project will equip participants with knowledge of Tourism 4.0 technologies, tools, policies, and strategies for effective implementation in their local contexts. |
Topics	Overview of Tourism 4.0; Tools, methodologies, data management, and implementation strategies of Tourism 4.0; Policies promoting Tourism 4.0; and Best practices.
Outcome	More rural areas implement initiatives on Tourism 4.0 in APO member economies and an updated standard of APO sustainable/green tourism is developed.
Qualifications	Policymakers, government officials, and academics; representatives of the tourism industry, NGOs, and rural associations; and young rural development leaders.

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

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