

# گردشگری آینده

## رویداد ملی گردشگری، فناوری و آینده

محسن عامری

یکم اسفندماه ۱۴۰۱

# What is Tourism Core? Differentiation

- **Tourists want to make a positive difference when they travel.**





**WORLD  
TOURISM  
DAY 2022**

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**RETHINKING  
TOURISM**

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# Digital Futures

There are 5 digital paths defined to work on for the near future.

- **UNWTO DIGITAL FUTURES PROGRAMME**



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# Connectivity

- The connectivity path is essential to many business functions today. This path will help SMEs to manage and protect their IT infrastructure; it will offer tools on how to build a business network infrastructure, manage IT environments, and configure basic security and other connectivity services for SMEs.

# Business Growth

- The Business Growth path provides several tools to enable SMEs and Entrepreneurs to quickly establish an online presence by learning how to market and growth their business on social media, understand how to market in the digital space globally.

# E-Commerce

- The E-Commerce path aims to provide SMEs and Entrepreneurs with tools and training so they can securely get paid, get capital, and get digital wherever they are through online presence. It also offers solutions to protect their business against cyber threats.

# Big Data & Analytics

- The Big Data and Analytics paths will allow to SMEs and Entrepreneurs to identify customer insights analyzing their online data to develop data-driven advertising campaigns and optimize their operations turning big data into actionable insights and make them a key for informed and timely decisions.



# Payments & Security

- Payments and Security path provides with cybersecurity tools that will help to protect SMEs digital infrastructure by providing cybersecurity knowledge to protect and defend SMEs payment ecosystem delivering security, convenience, and control to your consumers.



## گردشگری در سال ۲۰۲۳

- ایجاد مشاغل جدید
- جوانان
- تأمین مالی
- تحول سبز
- پایداری
- گردشگری برای صلح
- نوآوری
- زنان
- جوامع روستایی



**تندرست و پیروز باشید...**

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