

# Beyond Horizons: The future of applied research in Europe

## Brussels, 2 April 2019



## Digitourism

### Background

Many business intelligence surveys demonstrate that Digital Realities (Virtual Reality and Augmented Reality) are becoming a huge market trend in many sectors, and North America is taking the lead in this emerging domain. Tourism is no exception and the sector in Europe must innovate to get ahead of the curve of this technological revolution, but this innovation needs public support.

### Partnership

In order to provide labs, startups and SMEs willing to take this unique opportunity with the most appropriate support policies, 9 partner organizations from 8 countries (FR, IT, HU, UK, NO, ES, PL, NL) decided to work together: regional and local authorities, development agencies, private non-profit association and universities.



### Objective of project

Project partners improve each other's policies (structural funds and regional policies), in order to foster a tourist channeled innovation in the Digital Realities sector.



### Project Partners

Breda University of Applied Sciences (NL) ,  
Auvergne-Rhône-Alpes Tourism (FR),  
Aragon Institute of Technology (ES) ,  
Innovalia Association (ES), University of Pécs (HU),  
Grand Paradis Foundation (IT),  
Oppland County Authority (NO),  
Kujawsko-Pomorskie Voivodeship (PL),  
Surrey County Council (UK)

**Breda University of Applied Sciences**  
*The Netherlands*

### Research areas:

- Tourism, Leisure, Hospitality
- Urban Mobility
- Digital Entertainment



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