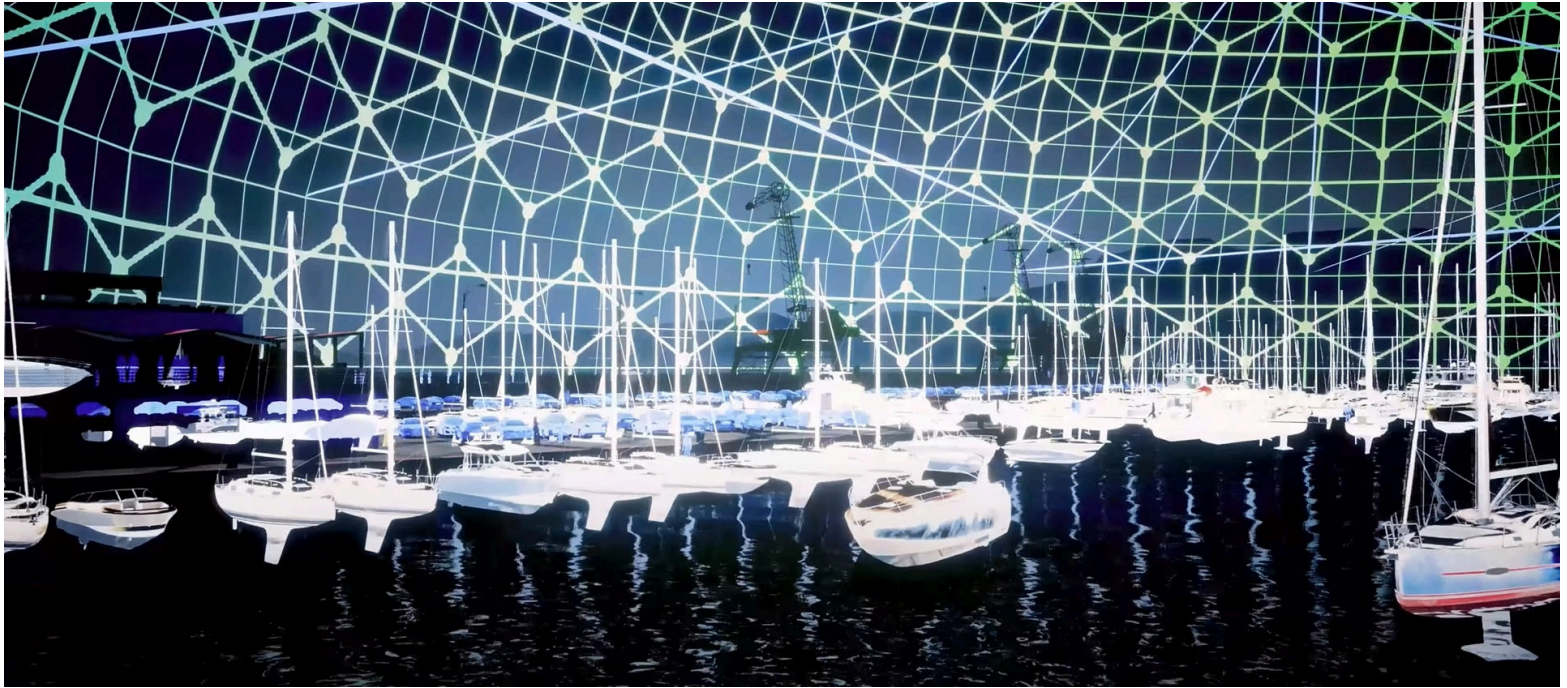


SMART BLUE TOURISM



💡 ABOUT US 💡

The Smart Blue Tourism project brings together **11 partners** to develop smart, green, and secure marina solutions. Coordinator of the project is **Maritime Center of Excellence**. With a total value of **€4.5M**, including **€2.6M** in EU funding, the project runs from **July 2023 to June 2025**.

Key innovations include **digital twin systems, cybersecurity and environmental sensors**. The modular concept sets new standards for sustainable and tech-driven nautical tourism.

🔔 KEY ACHIEVEMENTS SO FAR 🔔

The **Smart Blue Tourism project** has reached **Technology Readiness Level 4 (TRL4)**, marking a significant milestone in developing smart, sustainable marina solutions. **Key accomplishments** so far include:

- **Deep Market Research:** Extensive studies of Croatian and global marina markets provided valuable insights for product development.
- **Comprehensive Marina Management Platform:** A state-of-the-art Marina Operational Center, based on a digital twin model, displays real-time resources and processes within the marina, supported by IoT technology.
- **AI-ML Powered Decision Making:** Significant progress has been made in developing AI and machine learning models to optimize marina operations, with plans to automate key processes like docking and registration.
- **Smart Hardware Solutions:** Innovative systems include real-time monitoring of berths, energy, and water consumption via smart poles, as well as smart buoys tracking air and water quality.
- **User-Friendly Applications:** Mobile and desktop apps are being developed for seamless marina management and user interactions, including reservation tools.
- **Smart Ship Integration:** The Marina Operational System will seamlessly integrate with smart ship infrastructure for data exchange and to deliver targeted destination offerings to ship crews through advanced AR presentation tools.

Looking ahead to 2025, experimental research will further advance these innovations, solidifying the project's impact on modern marina operations.

💡 WHERE WE'VE BEEN IN 2024 💡

The **Smart Blue Tourism project** has been actively promoted at **various key events**, showcasing its innovative approach to sustainable and digital marina solutions:

- **Ceremonial signing of the letter of support for the new KIC application** – Rijeka, Croatia, 23/02/2024
- **EIT Urban Mobility REALRIS Summer School** – Šibenik, Croatia, 25/07/2024
- **Breaking the Surface (BtS), an international interdisciplinary field workshop on maritime robotics and its applications** – Biograd na moru, Croatia, 29/09 – 06/10/2024
- **METSTRADE exhibition** – Amsterdam, Netherlands, 19/11 – 21/11/2024

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