

 Early Warning System

IADB-UR-T1316

Innovation and Development of Tourism 4.0 in Uruguay



Quick Facts

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|-------------------------|---|
| Countries | Uruguay |
| Specific Location | Uninformed |
| Financial Institutions | Inter-American Development Bank (IADB) |
| Status | Active |
| Bank Risk Rating | U |
| Voting Date | 2024-07-22 |
| Borrower | Government of Uruguay |
| Sectors | Law and Government, Technical Cooperation |
| Investment Type(s) | Advisory Services |
| Investment Amount (USD) | \$ 0.25 million |
| Project Cost (USD) | \$ 0.25 million |



Project Description

The objective of the operation is to generate knowledge for a new operation within the CCLIP UR-O1149 that promotes the development of Tourism 4.0 in emerging destinations in Uruguay. As specific objectives, this TC proposes: (i) develop a scalable strategy and instruments to increase the digital maturity of the tourism sector in Uruguay; and (ii) implement a tourism 4.0 support laboratory, applying and adjusting the designed instruments on a pilot basis. This is expected to democratize access to technology to promote sustainable and inclusive Tourism 4.0, with the intention of contributing to greater competitiveness as a destination.



Investment Description

- Inter-American Development Bank (IADB)



Contact Information

IDB

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ACCESS TO INFORMATION

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<https://www.iadb.org/en/access-information/information-request>.

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Bank Documents

- [Documento de CT - Divulgacion 89024](#) [Original Source]
- [Matriz de Resultados 6992](#) [Original Source]
- [Plan de Adquisiciones 91473](#) [Original Source]
- [Solicitud del Cliente 34536](#) [Original Source]
- [Terminos de Referencia 46611](#) [Original Source]
- [UR-T1316 - TC Abstract](#) [Original Source]