

 Early Warning System

IADB-UR-T1316

Innovation and Development of Tourism 4.0 in Uruguay



### Quick Facts

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



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## Investment Description

- Inter-American Development Bank (IADB)



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## Contact Information

### IDB

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

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## ACCOUNTABILITY MECHANISM OF IDB / IDB INVEST

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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]