



Virtual Brokerage Event @ Innovation Village 2026

Beyond digitalization enforcing smart tourism through AI and Innovation

Angelo Mariano – 07 Oct. 2026



Who am I

- AI/ML Researcher, Phd in Theoretical Physics
- First technologist at ENEA, TERIN-ICT Division, Bari office
- Adjunct professor of "Deep learning and generative models" course at University of Bari
- <https://blinq.me/1W9OCo1fKKfI>



Digitalization and data are the foundation

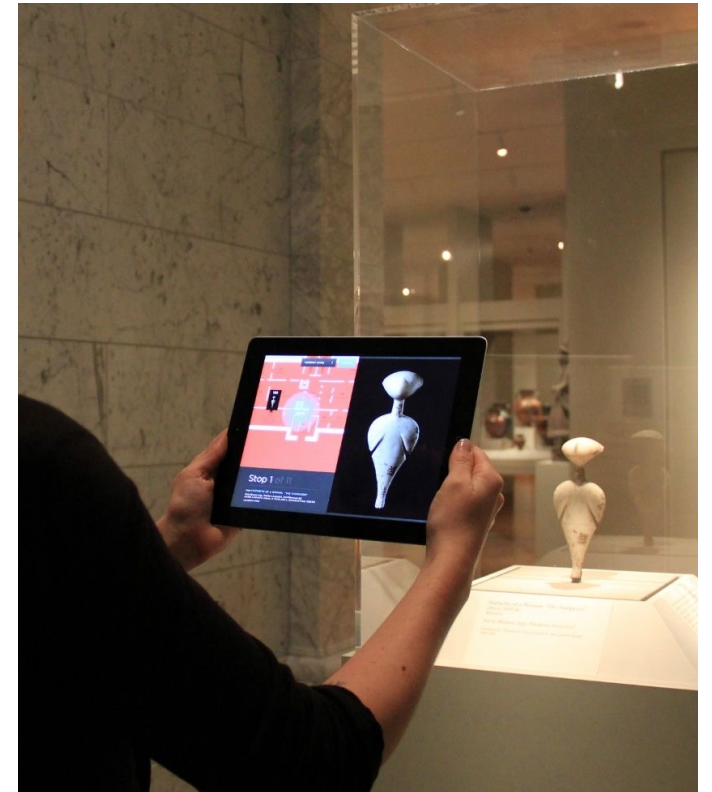
- Digitalization is the fundamental enabler of smart tourism and cultural heritage
- Every innovation depends on data: 3D models, collections, visitor flows, content context
- Without data quality, interoperable and FAIR data, AI cannot extract value from data
- State of the art: digital twins, linked open data, AI-based analysis



Le tecnologie ENEA al servizio dei Beni Culturali

Emerging technologies built on data

- Generative and multimodal AI: storytelling, multilingual guides, content enrichment
- Neural 3D and digital twins: monitoring, virtual access, conservation planning
- Virtual computing: immersive on-site and remote visits
- Edge AI and IoT: smart sites, visitor management
- Each of these is only as good as the data behind it



Data sovereignty in Europe

- Europe's cultural and tourism data is a strategic asset: we must keep control of it
- Sovereignty means that institutions decide who accesses their data, for what purpose, and on what terms
- European frameworks: GDPR, Data Governance Act, Data Act, AI Act
- European data spaces for trusted sharing, European cloud-edge continuum (IPCEI-CIS)
- Research contribution: privacy-preserving AI, federated learning, sovereign technologies and infrastructures

What we are doing

- *Real-time Social Crawling*
- *Generative AI Analysis*
- *High-Performance Cloud Infrastructure*



Future trends and opportunities

- Trends:
 - enhanced digital twins
 - trustworthy AI companions
 - sustainable data-informed tourism
 - interoperable data spaces
- Opportunities:
 - sovereign tourism and heritage data spaces
 - trustworthy generative AI on European data
 - digital twins for conservation and visitor management
 - inclusive experiences

#EENCanHelp

No smart tourism without digitalization, no digitalization without data, and in Europe, no trust without data sovereignty

Thank you



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