

# SMART

DIGITAL  
SUSTAINABLE  
TOURISM

## BOS4.tours

<b>Practice Category/(ies)</b>	Sustainable business management
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<b>Country/EU/Worldwide</b>	Serbia
<b>Short Description</b>	BOS4.tours is a state-of-the-art travel technology with the vision to benefit tourism developments, improve bookings, assist in forging relationships for the travel industry and connect the whole trade network on one single platform.
<b>Long Description</b>	<p>Bos4.tours is a platform/software for online booking and placement of tours and activities. BOS platform offers digital transformation for tourism providers and the possibility of combining all offers from the destination and networking with a closer or wider region or placement through thematic sites through which future tourists can book online services. In this way, destinations have the opportunity to form a common brand and distribution channel tailored to the target markets and target audiences. They also have the ability to create their own promotional campaigns and thus stimulate demand. As a result, they will have the opportunity to monitor big data on the basis of which they will create new tourism products and new strategies in the future (SMART tourism).</p> <p>The BOS team brings together experts in tourism and digital marketing, and in addition to the technological solution they offer, they are able to provide a complete "business in a box" for SMEs from your destination. They thus ensure their resilience and competitiveness through better uptake of sustainability principles, innovation, digitisation, enhanced quality, and cooperation along the tourism value chain. BOS4.eu are adapting their offer to new market conditions and starting all marketing and promotional activities towards the target market and target audiences, following the achievement of results.</p>

Type (online platform/ mobile app)	Other
Target Group	Professionals
Free/To be paid for	To be paid for/not accessible
Adaptation Needs	Not applicable
Website	<a href="https://bos4.tours">https://bos4.tours</a>
Contact	-

