

DIGITALIZATION AS A FACTOR OF REGIONAL ATTRACTIVENESS

What do you picture when you think of your dream residential area? Modern development, cherished traditions, or something completely different? We are exploring the role of “soft digitalization” as a part of an effort to increase regional-level attractiveness with the help of a digital attraction survey!

Digital transformation and digital applications provide opportunities to increase the attractiveness of municipalities and cities and, above all, to bring them to the fore.

From ride-sharing apps to smart crosswalks, digital technologies are rapidly becoming incorporated into our everyday lives. In our project, “*Driving the attractiveness of living and living environments through digitalization,*” we seek to explore how digital technologies impact the perceived attractiveness of residential areas.

We hope you can spare a moment of your valuable time to share your views on an important topic. The survey is anonymous and takes about 10–15 minutes to complete.

You can access the survey using the link below:

<https://link.webpolsurveys.com/S/7AA24DB4154A71FF>

Thank you for your contribution!

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