

# Načrt evropskega podatkovnega prostora za turizem in izzivi

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vodja oddelka Turizem 4.0, Arctur

Posvet na temo podatkovnih prostorov







# Enriched Tourist Experience

# Tourism 4.0 Ecosystem



“

Tourism can only be sustainable, when it improves quality of life of the local community.

changing the perception of tourism







Big Data Analytics,  
Deep Learning,  
Artificial  
Intelligence, HPC,  
...





# Together for EU Tourism

# STAKEHOLDER MEETING

11 September 2023

Event website



#EUTourism

# Digital transition – Data space

Communication from the Commission on the common European tourism data space  
(20 July 2023)

## Follow-up:

- November 2023: Blueprint to set up a tourism data space: results
- November-December 2023: Launch of the test use case for a tourism data space
- September 2023-January 2024: DEP Call for Proposals (EUR 8 million) opens to set up the infrastructure of a tourism data space
- Ongoing: Discussing an European Digital Infrastructure Consortium (EDIC) for the management of the data space



# Digital transition – various inputs

- The EU Competence Centre on Data Management, by NECSTour, AnySolution, Turismo Andaluz, Flanders, Arctur, NIT Kiel, Ministero del Turismo (IT) – 2024
- [EU Capital and EU Green Pioneer of Smart Tourism](#) – shortlists published on September 25 2023, winners announced on November 28 2023
- Best practices and content also available on our [EU Smart Tourism Podcast](#)
- Wealth of material on data management for destinations prepared by the project [Smart Tourism Destinations](#), just finished
- Publication and ongoing collection of the [Inventory of transferable digital tools and practices](#) for tourism actors
- Support provided to SMEs under Single Market Programme for [digital transition, WP 2021](#)

# Together for EU tourism (T4T) expert group

- Created to support the implementation of the Transition Pathway for Tourism
- 55 members and observers from all over the tourism ecosystem – it also includes MS representatives
- 3 subgroups
  - Digital transition
  - Green transition
  - Resilience/Skills/Inclusion
- Setting up their work in 2023 to start supporting stakeholders
- New T4T Platform from 2024 onwards:
  - Continuously updated information across all types of sources
  - Possibility to find and connect with other actors
  - Monthly focus topics to progress and learn together



# Smart Destination Index

Survey results - 2023



**Expert:**  
dr. Urška Starc-Peceny



**intellera**  
consulting

**pwc**

**CARSA**



# Smart destination index (AAT)

Tool for assessing “**Smart Tourism Management**”  
in the STD project.

Destinations were ranked on a scale of 1-3

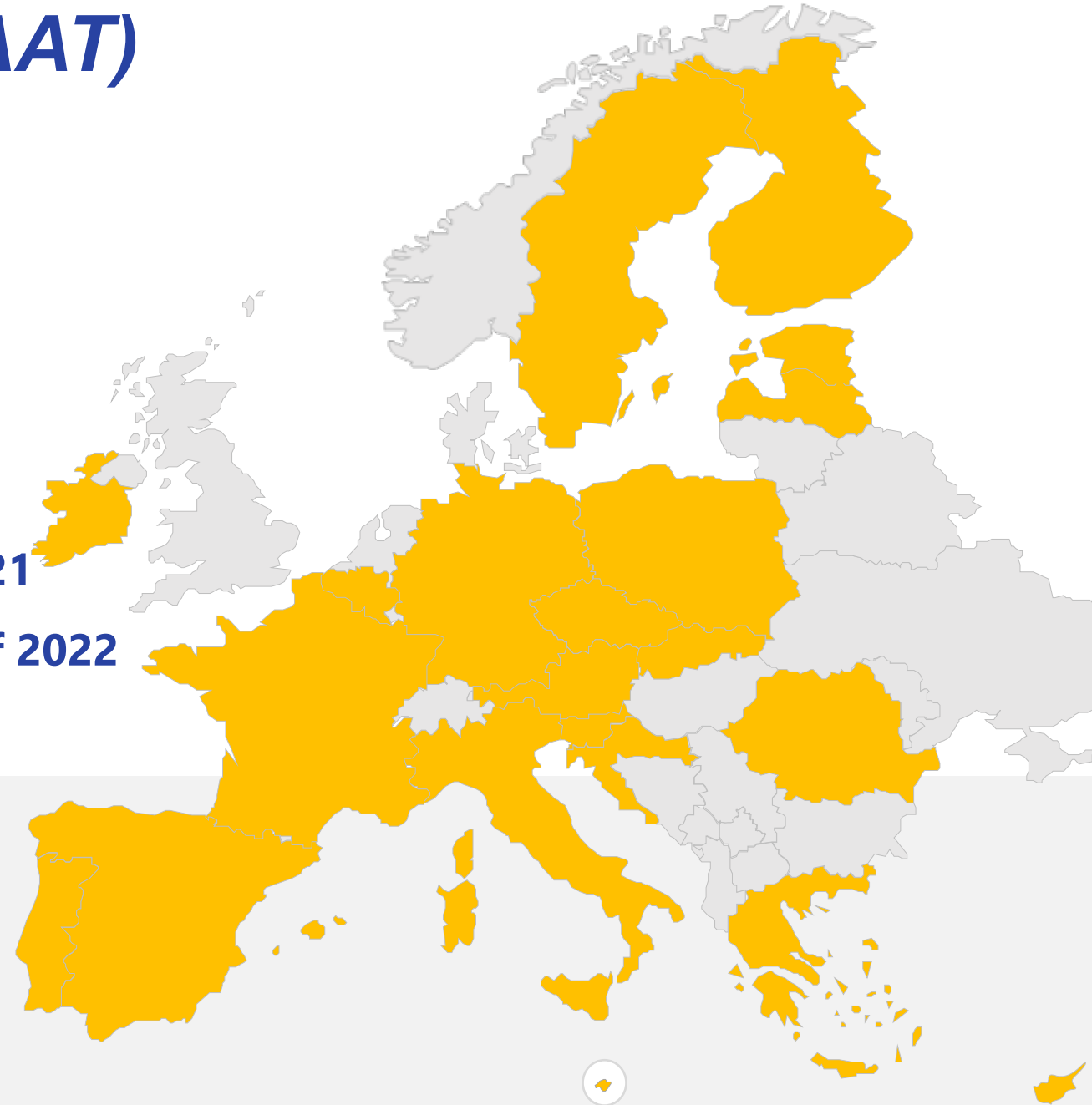


**Current state: till end of 2021**

**Future estimation: till end of 2022**

## SELECTED DESTINATIONS

**40 destinations** have successfully completed the SDI AAT  
and have been included in this analysis.





# The structure of the assessment



The **structure and questions of the self assessment** are closely linked to the contents of the toolkit and to the five pillars making up our Smart Tourism approach.

## *The survey structure*

### GENERAL QUESTIONS

A1 General Questions

A set of **general** and **preliminary questions** on the destination typology, size and general characteristics.

### DATA MATURITY

B1 Data use in tourism strategy

B2 Data management and technological solutions

B3 Knowledge transfer

Focus on the destinations' data maturity level assessing the **use of data** in their **tourism strategy, data management strategies** and **technological solutions**, as well as how to implement **knowledge transfer** mechanisms.

### ECOSYSTEM MANAGEMENT CAPACITY

C1 Tourism strategy

C2 Human capital and skills

C3 Ecosystem management and partnerships

A set of questions aimed to determine the destinations' **tourism strategy**, their needs in terms of **human resources**, and how to set up **partnerships** and manage the **tourism ecosystem**.

# Final score



Current

1.60



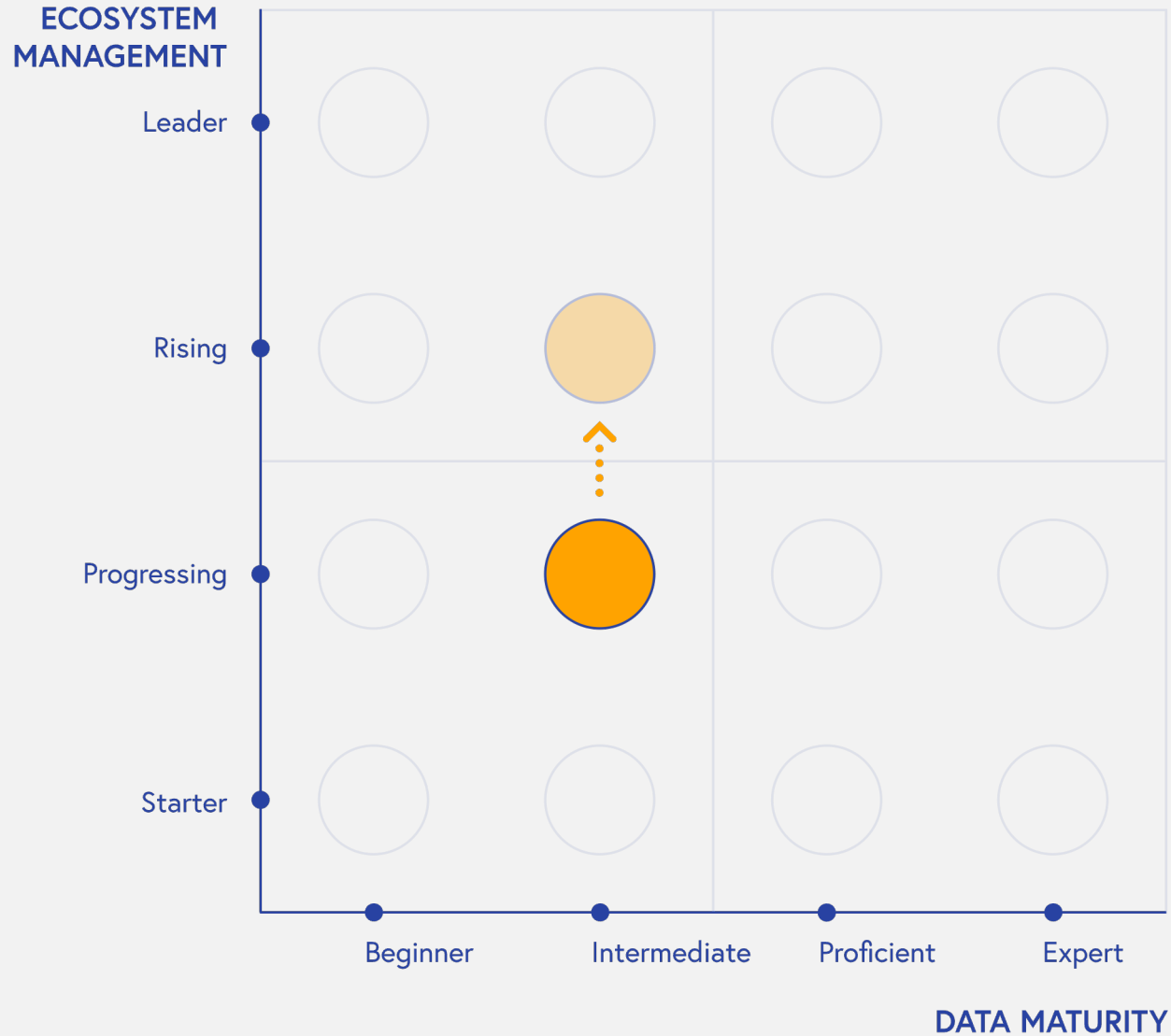
Future

1.85





# Final score



## Overall score for all destinations

Split on **data maturity** and **ecosystem management** aspects



# Final score




## Data Maturity

	Current	Future
Data use in tourism strategy	1.45	1.69
Data management and technological solutions	1.55	1.66
Knowledge transfer	1.60	1.82

## Ecosystem Management

	Current	Future
Tourism strategy	1.95	2.41
Human capital and skills	1.23	1.38
Ecosystem management and partnerships	1.33	1.67



# Dates

- **#Blueprint** - Towards a secure and trusted tourism data space,
- Ensuring transparent control of data access, use and re-use.



#Dates

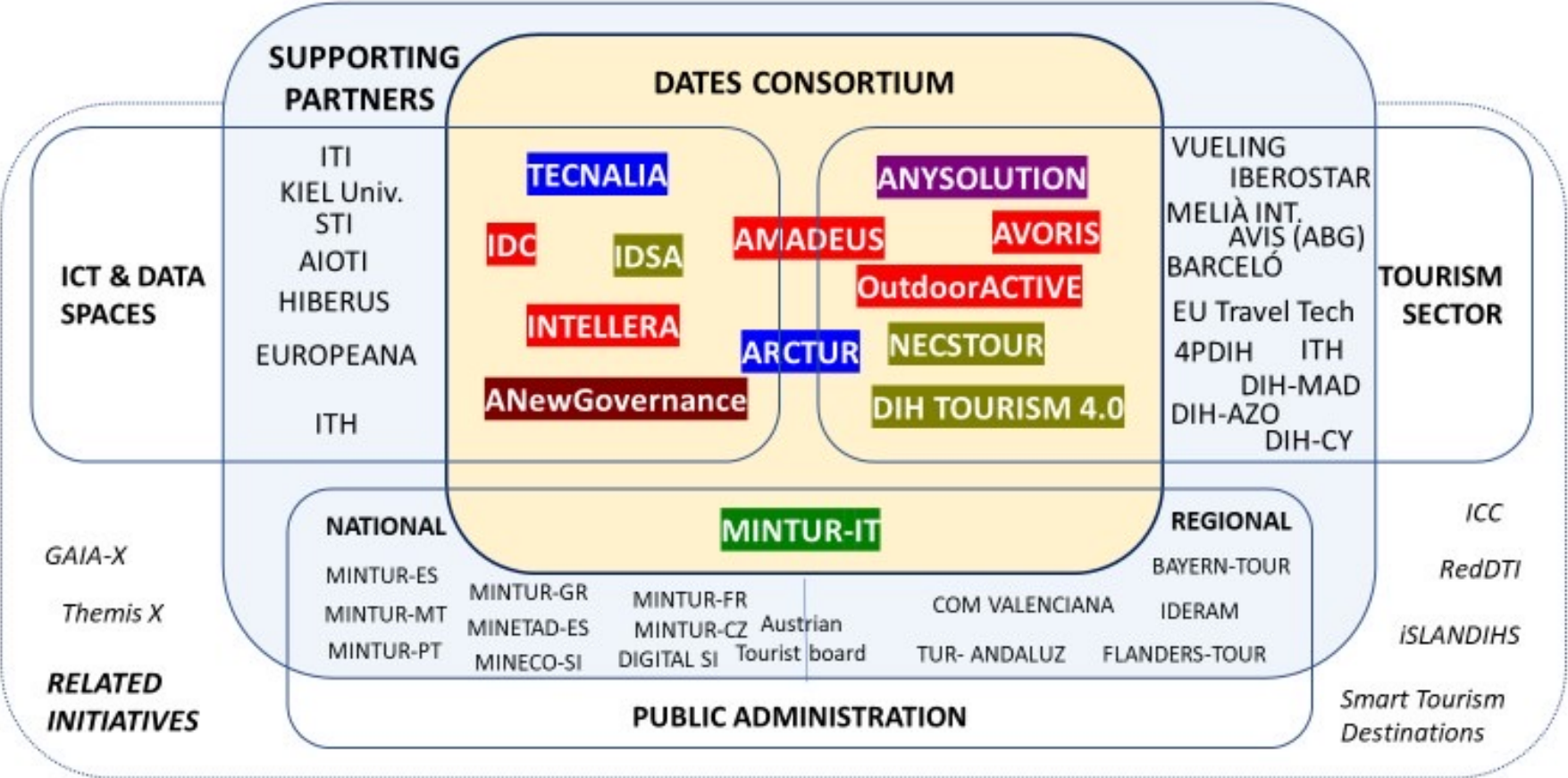
#DatesTourism #DataSpaces

#DataSharing #SmartTourism

[www.tourismdataspace-csa.eu](http://www.tourismdataspace-csa.eu)



# Dates



Research

Admin

Large

SME

Assoc.

NGO

# The European Tourism Data Space (ETDS)



is a **secure platform** designed to accelerate the digital transformation of the European tourism industry. It will **enable tourism stakeholders**, particularly SMEs, to **access and utilize a wide range of data** to make **informed decisions**, enhance their competitiveness, personalize their offerings, and build stronger relationships with travelers.



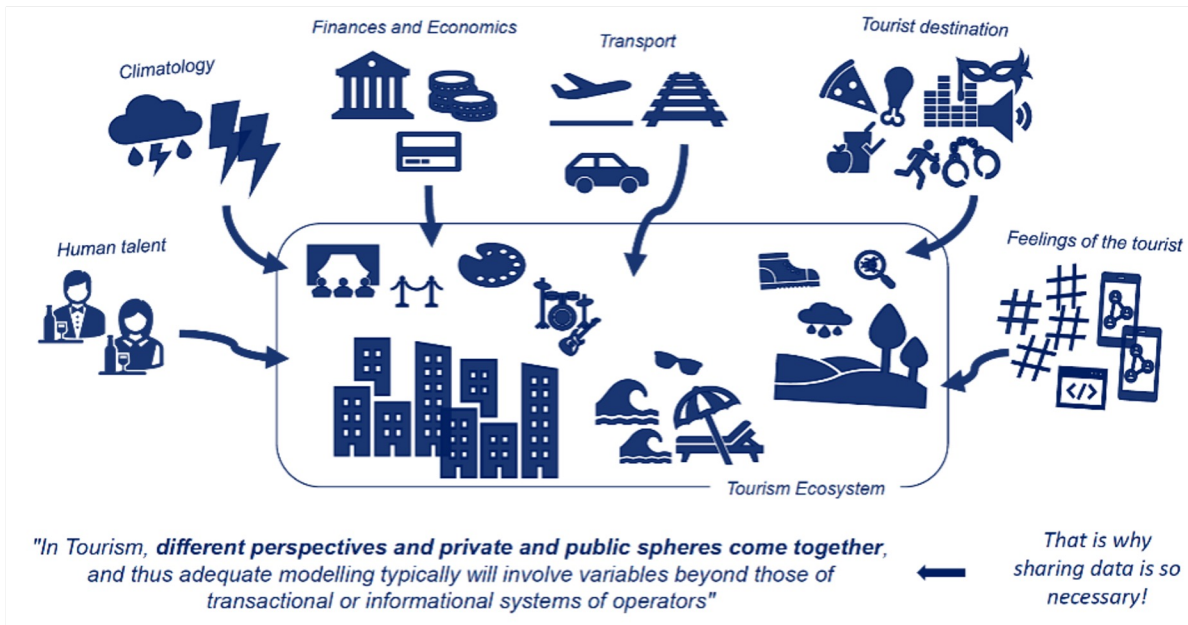
# The European Tourism Data Space (ETDS)

## Advantages

1. Lower **data access costs** through a competitive data marketplace.
2. Promote **open data models** for public entities and enable data monetization.
3. Standardize use cases to **streamline data collection** and consistent quality.



# Challenges



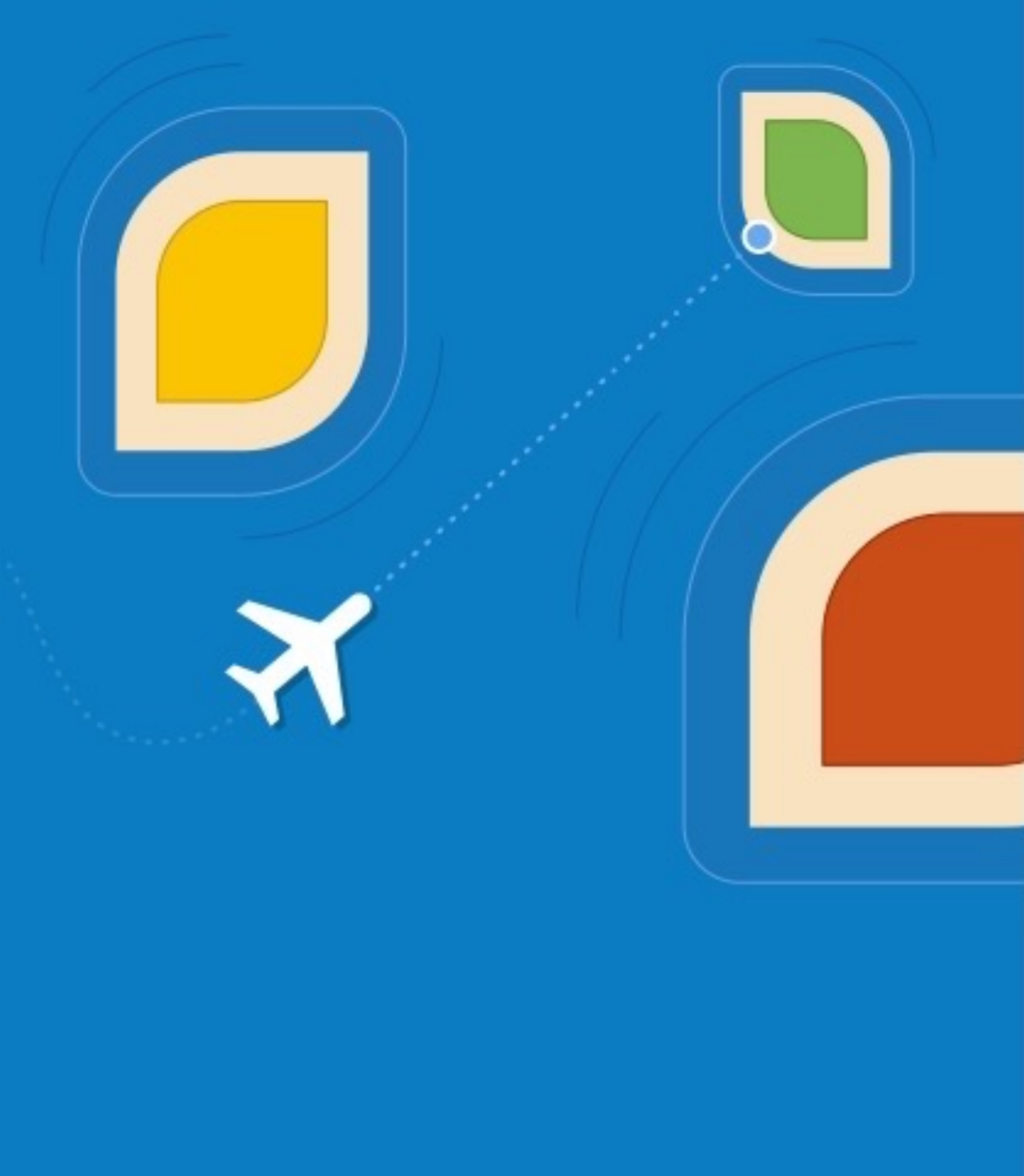
- Big platforms,
- mixture of different spheres: private & public sector,
- personal data,
- gap between large companies and SMEs in use of data – knowledge and resources,
- - synergies with other industries,
- ...

# Enriched Tourist Experiences

By **seamlessly integrating** data from the different European data spaces into the tourist experience, visitors can enjoy a **personalised and enriching journey** that enhances their understanding of the destination.

#interactive #hybrid #RealTime  
#merging  
DS for Cultural Heritage  
DS for Media





# Enriched Tourist Experiences

## **Role Book: who does what**

*Gaps, overlaps, duplications avoidance and decision making tool*

EU Rulebook

MS Rulebook

Technical Rulebook (inc EDIC)

Tourism DS Rulebook

Sub-Tourism DS Rulebook?

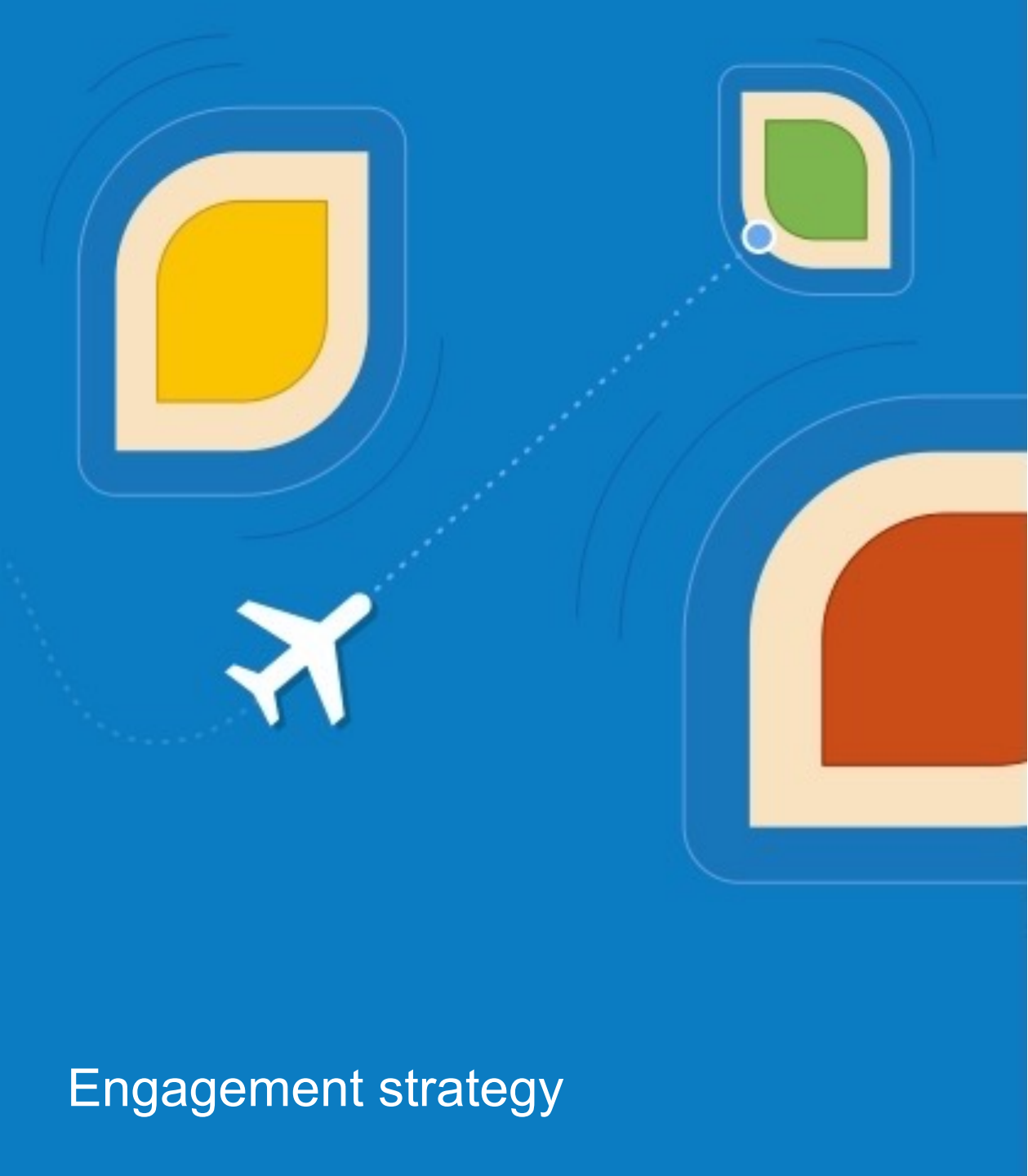


# Enriched Tourist Experiences

**Role Book: who does what**  
*Gaps, overlaps, duplications avoidance and decision making tool*



Engagement strategy





# Sources in tourism

- Earth observation data
- Global data (big platforms)
- Local data



# Sources in tourism

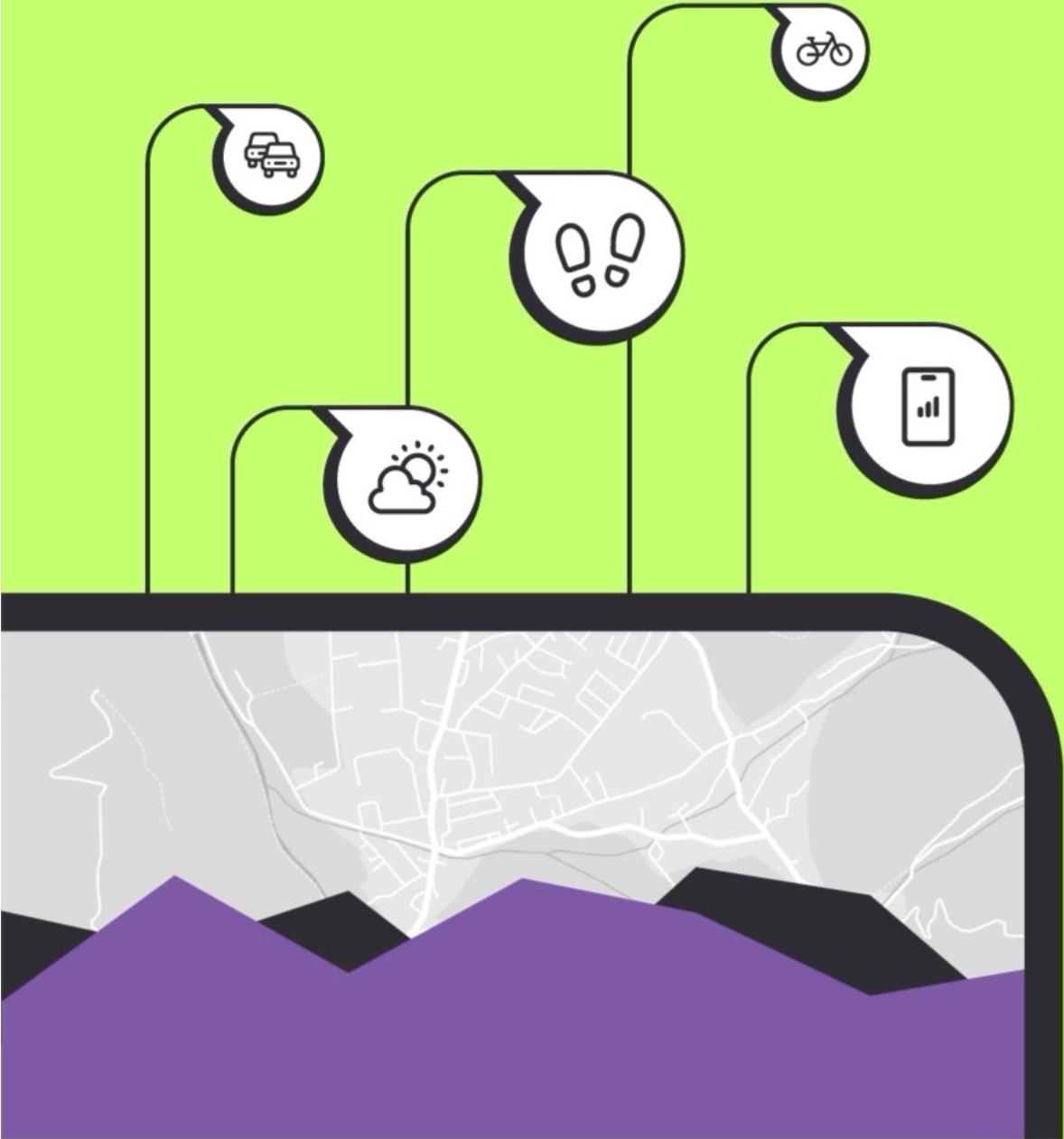
- Earth observation data
- Global data (big platforms)
- Local data
  - e-tourist (tourist tax)
  - border control
  - traffic counters
  - harbour
  - wifi
  - ...





# Sources in tourism

- Earth observation data
- Global data (big platforms)
- Local data
  - **e-tourist (tourist tax)**  
#transparency  
#4LocalCommunity



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by AR©TUR

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