Smart Tourism Destinations project

OASC CxC Festival 2022

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Data sharing and tourism sector

The Smart Tourism Destinations project aligns to the latest initiatives and programmes emerging to boost digitalisation, structurally adopt new technologies and support the growth of the data economy in the EU.

Digital Europe Programme

- Data Spaces
- Cloud-to-edge
- Cybersecurity
- HPC
- Digital Innovation Hubs
- Artificial Intelligence
- Quantum Communication Infrastructure
- Specialised education programmes

Join, Boost, Sustain Declaration

- Financial synergies
- Education & capacity building
- Technical cooperation
- Monitoring & Measuring
- Legal enablers set-up

KEY ACTIONS FOR EU CITIES AND DESTINATIONS

- Interoperable Digital Platforms with Open Standards
- Ethical and socially responsible access, use, sharing and management of data

- Common Data Space for Cultural Heritage
- European Data Space for Tourism
Smart Tourism Destinations - Project overview

Objectives

Strengthen collaboration between EU tourist destinations in terms of data management and reuse

Develop a knowledge base and launch capacity building activities aimed at urban tourism policies

Define the challenges of EU tourism, finding new solutions to overcome them through data management

Understand the impacts of tourism on EU destinations and how to best use the available data

Actors involved

EU Commission – DG GROW
Intellera Consulting
CARSA
University of Malaga
PricewaterhouseCoopers
Smart Tourism Destinations – Key phases and outputs

3 main phases

**Study “Mastering data for tourism by EU destinations”** (Phase 1)

- ONGOING (Mar 2021 – Feb 2022)
  - Identify how tourism data is used
  - Map good practices from around the world
  - Launch an Open Call to recruit 10 experts
  - Launch an Open Call to involve 50 EU destinations

**Development of data mastering tools for EU destinations** (Phase 2)

- (Feb 2022 – Jul 2023)
  - Creation of a ‘Community of practice’
  - ‘EU Guide on data’ for EU destinations
  - ‘Toolkit for mastering data’ for EU destinations
  - Destination’s Journey: workshops and capacity building activities

**Recommendations for follow-up actions** (Phase 3)

- (Sept 2022 – Aug 2023)
  - Set of recommendations on next steps
  - Development of an Action Plan and analysis of feasibility
  - Final Event and project closing
Smart Tourism Classification Framework – Dimension

A Smart Tourism Data Classification Framework has been developed for mapping and clustering tourism data uses, according to multiple dimensions.

**DIMENSION 1 - Purpose of data use**

The purpose of data use dimension describes the reason why the data is used:

- Customer interaction and engagement
- Market analysis and marketing
- Business management processes
- Business planning
- Sustainable destination management

**DIMENSION 2 – Data user**

The data uses have been categorised according to the following users of the collected data:

- Tourist destinations and city authorities (e.g. municipalities)
- Private sector - Hospitality industry (e.g. hotels)
- Private sector - Intermediaries (e.g. travel agencies)
- Tourists
Smart Tourism Classification Framework – Data sources

Datasets from fixed and mobile devices
- Climate and pollution
- Traffic, vehicle and car parking sensors
- Wearables, cameras
- RFID tags, QR codes
- Urban services
- Smart meters, waste management sensors

Data from web platforms and applications (User Generated content)
- Social media - Facebook, YouTube, Instagram, etc.
- Reviews and ratings - Yelp, TripAdvisor, etc.
- Web - travel blogs, travel search engines and recommenders, other travel websites
- Mobile applications

Geospatial and satellite datasets
- Geographic information
- Navigation data (Waze, Google Maps, Google Earth, StreetView, etc.)
- Weather and climate information systems

Other datasets from public or private entities
- Banks – no. of transactions, average expenditure per stay, preferred modes of payment
- Tourist rental accommodation
- Flights and airport traffic, Cruises and maritime transport, Public transport
- Tourist attractions
Smart Tourism Best Practices

The study team assessed nearly 200 instances of data uses for tourism across the world. Out of these, 30 instances of particular interest have been selected as best practices, and 10 notable cases of successful cooperation between different destinations have also been identified.

The identified best practices and cases of cooperation provide virtuous examples of data-driven approaches in 7 areas, divided in two blocks:

**Block 1 - Mastering of data for tourism**

1. **Policy making in tourism destinations**
   - intelligent/effective use of data for tourism destination management and for policy making

2. **Tourist experience**
   - intelligent/effective use of data for improving tourist experience

3. **Tourism businesses**
   - making public administration’s data available to the benefit of tourism businesses in destinations and beyond

4. **Data sharing and governance**
   - managing data sharing within and between private sector actors and public administrations

5. **Tourism resilience**
   - leveraging data to improve urban tourism’ resilience in the face of COVID-19 and unexpected threats

**Block 2 - Development of favourable environments for tourism data use**

6. **Data hubs, labs and platforms**
   - conditions for developing cities’ data hubs/ labs for tourism/ data platforms for tourism

7. **Destination innovation**
   - conditions for destination innovation: technological innovation applied to processes, systems and resources aimed at tourism management at the destination
CALL FOR EXPRESSION OF INTEREST TO SELECT 50 EU DESTINATIONS TO JOIN OUR PROJECT THE SMART TOURISM COMMUNITY OF PRACTICE

Selection Process

<table>
<thead>
<tr>
<th>8th September</th>
<th>31st December</th>
<th>Q1 2021</th>
<th>Q3 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening of the call</td>
<td>Deadline for submitting applications</td>
<td>Communication of the final selection</td>
<td>Kick-off of project activities</td>
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Destinations Journey – Our approach

5-STEPS INVOLVEMENT EMBRACING NEEDS AND SPECIFICITIES OF EACH DESTINATION

Preparation
• Introduction to the journey
• Collection of needs and expectations

Assessment
• Evaluation of the maturity of destinations in data management

Vision & Ambition
• Identification of the development goals for each destination

Priority actions
• Definition of a series of priority actions and projects for the development of data management skills

Roadmap
• Development of a roadmap for each destination
• Promotion of cooperation between participants
Destinations Journey – The full experience

**Stages**
1. **Preparation / kick off**
   - Introduce the journey and its methodology
   - Participants meet and share expectations and knowledge
2. **Assessment**
   - Gather information on destinations’ needs and expectations
   - Gain first-hand knowledge on the ecosystem of the destination
3. **Vision & Ambition**
   - Define and validate the vision and ambition of the destination
   - Define and prioritize the operational objectives destination’s strategy
   - Improve data mastering in tourism
   - Foster collaboration and cooperation
4. **Priority actions**
   - Define priority actions / projects / initiatives
   - Improve data mastering in tourism
   - Foster collaboration and cooperation
5. **Roadmap**
   - Define the roadmap to implement the priority actions / projects / initiatives
   - Improve data mastering in tourism
   - Foster collaboration and cooperation

**Objectives**
- Introduce the journey and its methodology
- Participants meet and share expectations and knowledge
- Gather information on destinations’ needs and expectations
- Gain first-hand knowledge on the ecosystem of the destination
- Define and validate the vision and ambition of the destination
- Define and prioritize the operational objectives destination’s strategy
- Improve data mastering in tourism
- Foster collaboration and cooperation
- Define priority actions / projects / initiatives
- Improve data mastering in tourism
- Foster collaboration and cooperation

**Tools / Methods**
- **Launching event**
  - Self-assessment tool
  - Eventual field/virtual visits for a selection of destinations
- **Assessment**
  - 1 workshop per destination
  - Webinars to improve data mastering in tourism
  - Community of practice interactive webinars
  - Peer learning & Matchmaking event
- **Vision & Ambition**
  - Virtual meeting
  - Webinars to improve data mastering in tourism
  - Community of practice interactive webinars
  - Peer learning & Matchmaking event
- **Priority actions**
  - Virtual meeting
  - Webinars to improve data mastering in tourism
  - Community of practice interactive webinars
  - Peer learning & Matchmaking event
- **Roadmap**
  - Virtual meeting
  - Webinars to improve data mastering in tourism
  - Community of practice interactive webinars
  - Peer learning & Matchmaking event

**Output**
- Relevant information about the training and coaching programme
- Self-assessment results
- Outcomes of field/virtual visits
- Vision & Ambition of the destination
- Relevant information on data mastering in tourism
- Priority actions / projects / initiatives
- Relevant information on data mastering in tourism
- Roadmap to become/improve as smart tourism destination
- Relevant information on data mastering in tourism

**Legend:**
- Questionnaire / assessment
- General coaching
- Individual coaching
- Webinar
- Events
Project output – A concrete contribution

A COMPREHENSIVE APPROACH TO UNLOCK THE FULL POTENTIAL OF THE TOURISM ECOSYSTEM

**Guide on data for EU tourism destinations**
Concise guide for tourism destinations to understand the basics of data management for smart tourism

**Toolkit for mastering data by EU tourism destinations**
blueprint document suggesting concrete steps for destinations to become (or improve as) a smart tourism destination

**Capacity building facility for EU tourism destinations**
Design, and implement a capacity building facility to provide selected cities with general and tailor-made training and coaching services

**TRANSLATED IN ALL 24 EU LANGUAGES**
Are you a **tourism destination** interested in our project and in **joining our community**?

**Contact us!**

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www.smarttourismdestinations.eu

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