

Smart Tourism Destinations project

OASC CxC Festival 2022

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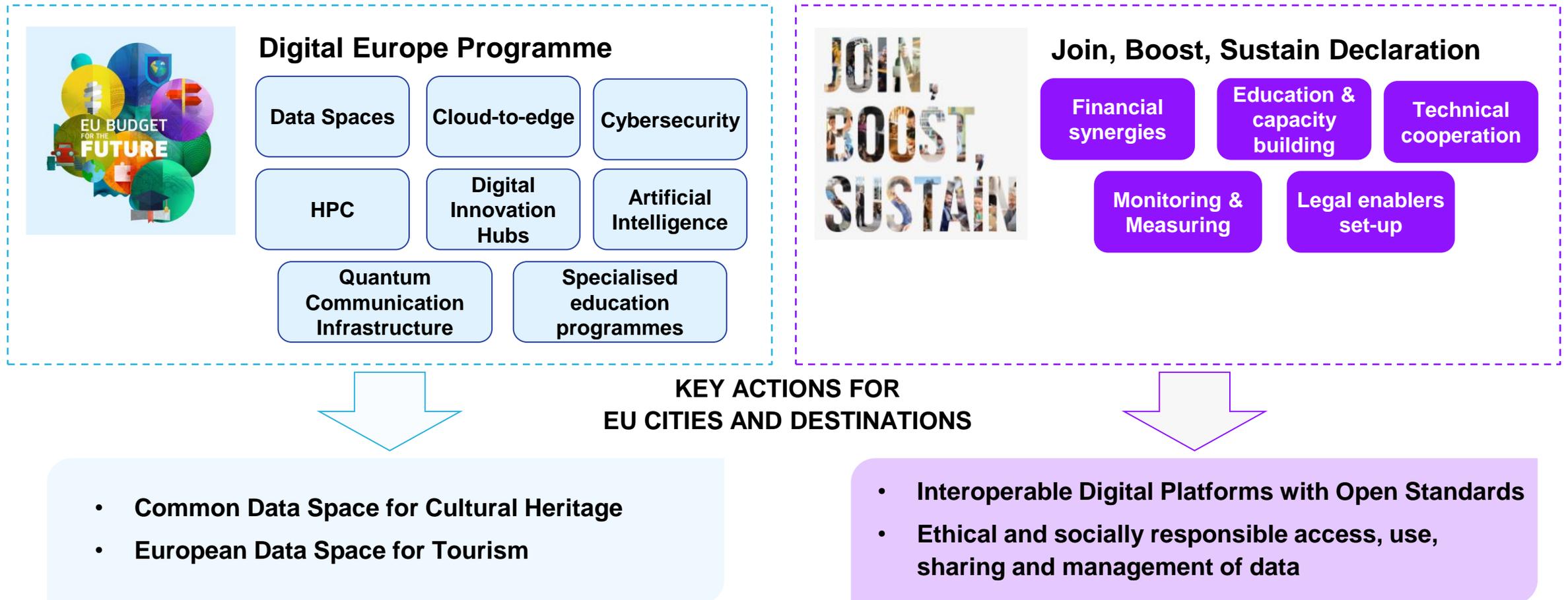


**SMART
TOURISM
DESTINATIONS**



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**.



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**

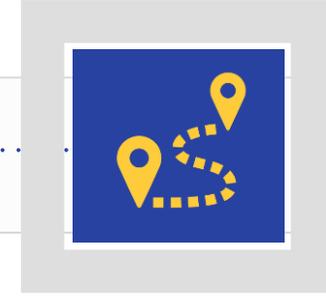
Development of data mastering tools for EU destinations
(Phase 2)



(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.

Two key dimensions of the Classification Framework

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

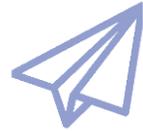
conditions for destination innovation: technological innovation applied to processes, systems and resources aimed at tourism management at the destination

Call for EU destinations – Goal and Timeline



CALL FOR EXPRESSION OF INTEREST TO **SELECT 50 EU DESTINATIONS** TO JOIN OUR PROJECT THE SMART TOURISM COMMUNITY OF PRACTICE

Selection Process



8th September

Opening of the call

31st December

Deadline for submitting applications

Q1 2021

Communication of the final selection

Q3 2022

Kick-off of project activities



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

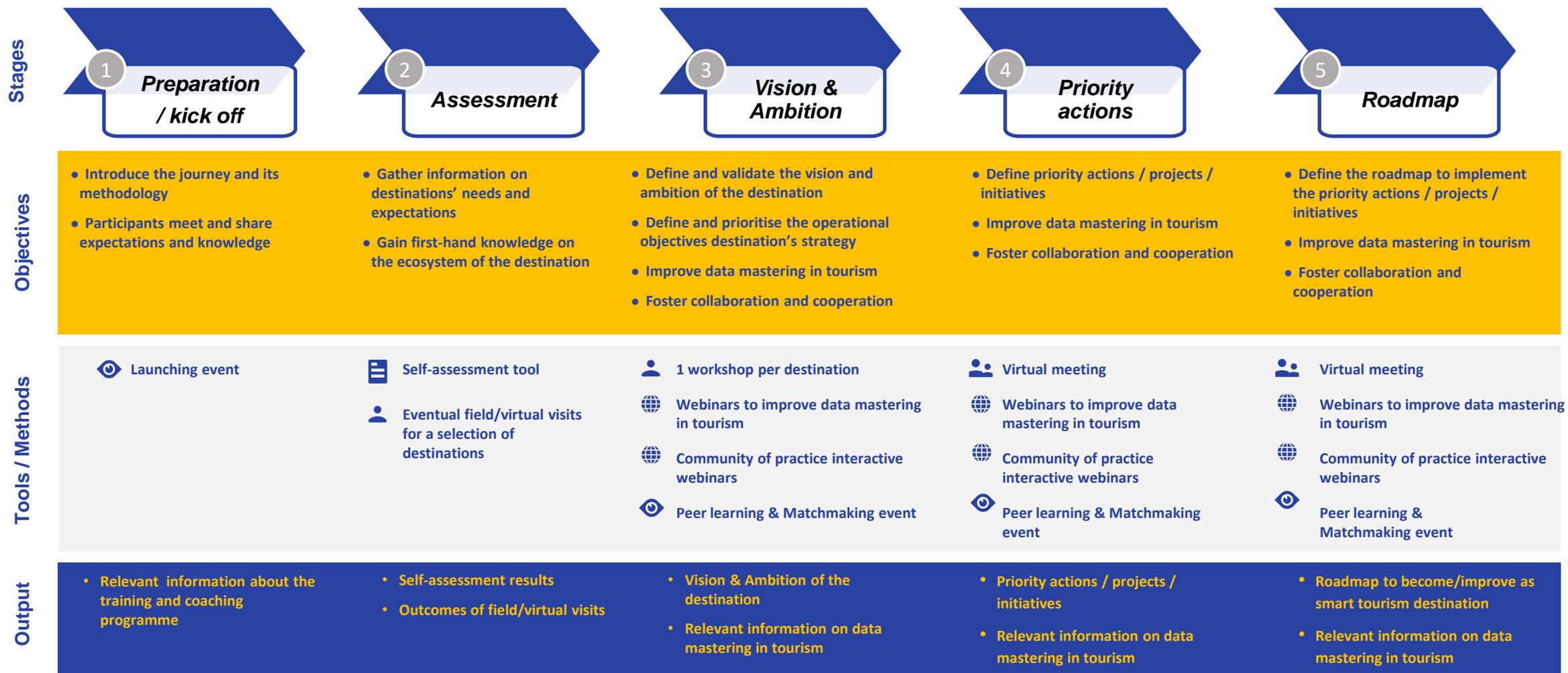
- Definition of a series of priority actions and projects for the development of data management skills

Roadmap

- Development of a roadmap for each destination
- Promotion of cooperation between participants



Destinations Journey – The full experience



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!

Project website:

www.smarttourismdestinations.eu



LinkedIn page:

<https://www.linkedin.com/company/smart-tourism-destinations-project>



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