

# Smart Tourism Destinations

31<sup>st</sup> May 2022



*Kick-off meeting for EU destinations*



intellera  
consulting

pwc

carsa



# Agenda



10:00 – 10:20

**Welcome and introduction**

*Giovanna Galasso, Intellera, Associate Partner*

10:20 – 10:30

**Framing the policy context of the Smart Tourism Destinations initiative**

*Misa Labarile, EC – DG GROW, Project Officer*

10:30 – 10:45

**Preliminary results of the study 'Mastering data for tourism by EU destinations'**

*Carlo Montino, Intellera  
Alfonso Cerezo Medina, UMA*

10:45 – 11:00

**Round table: meet the independent experts!**

*Moderated by Intellera*

11:00 – 11:30

**Presentation of the Destinations Journey and Community of practice**

*Costanza Bersani, Intellera  
Antonio Collado, CARSA*

11:30 – 11:45

***Coffee Break***

11:45 – 12:30

**Get inspired: Smart Tourism good practices and examples from across EU**

*Estrella Díaz-Sánchez  
Stefan Hartman  
Urska Starc-Peceny*

12:30 – 12:50

**Q&A Session**

*Moderated by Intellera*

12:50 – 13:00

**Final remarks and next steps**

*Moderated by Intellera*



# Welcome and introduction

**Giovanna Galasso**

*Project Leader*

*Intellera consulting, Associate Partner*



SMART  
TOURISM  
DESTINATIONS



# Smart Tourism Destinations – Objectives

## Objectives



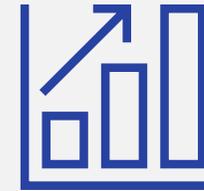
Strengthen **collaboration and peer learning** between EU tourist destinations



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



Identify **new data management solutions** to common EU tourism challenges



Understand how to **best use and manage data** to improve tourism service offering and management

# Key project phases

**3 phases**

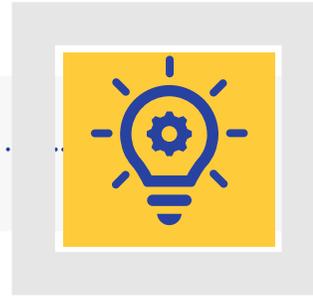
Study "Mastering data for tourism by EU destinations"  
(Phase 1)



*Completed*  
(Mar 2021 – Mar 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 **48 EU destinations**

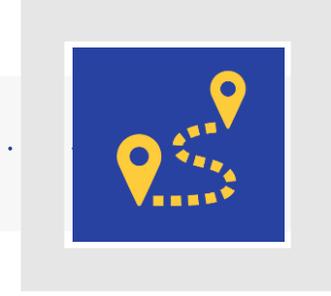
Development of data mastering tools for EU destinations  
(Phase 2)



**ONGOING**  
(Apr 2022 – Jul 2023)

- Drafting of an '**EU Guide**' and a '**Toolkit**' for mastering data for EU destinations
- **Destination's Journey:** coaching and capacity building activities based on the tools developed
- Creation of a '**Community of practice**'

Recommendations for follow-up actions  
(Phase 3)



*(Sept 2022 – Aug 2023)*

- Set of **recommendations** on future strategies for tourism
- Development of an **Action Plan**
- **Final Event** and project closure

# Smart Tourism Destinations – Actors involved



# The independent experts



Provide **consultancy and expertise to the project** (contributing to the Smart Tourism EU Guide and Toolkit)

**Support the selected EU Tourism destinations** throughout the capacity building activities

*Smart, responsible and sustainable tourism*

*Coaching in digital skills and data management*

*Data analysis*

*Deployment of new technologies for tourism*

*Tourism management*

*Digital Tourism*

*Digital Marketing*



Estrella Díaz Sánchez



Dr. Stefan Hartman



Dagmar Lund-Durlacher



Tomáš Gajdošik



Kristian Sievers



Marianna Sigala



Dario Bertocchi



Urška Starc-Peceny



María Dolores Ordóñez Martínez



Mirko Lalli

# Selected EU tourism destinations

 **Austria**

- Linz

 **Belgium**

- Brussels

 **Croatia**

- Dubrovnik
- Sibenik

 **Cyprus**

- Pafos

 **Czech Republic**

- East-Moravia
- Novohradsko-Doublesko Region
- Východní Krkonoše

 **Estonia**

- Estonian Tourism Board
- Tartu

 **Finland**

- Helsinki
- Oulu

 **France**

- Issy-les-Molineaux

 **Germany**

- Karlsruhe

 **Greece**

- Halkidiki
- Katerini

 **Ireland**

- Dublin

 **Italy**

- Capri
- Carbonia
- Ferrara
- Genoa
- Licodia Eubea
- Melendugno
- Pesaro

 **Latvia**

- Kurzeme
- Riga

 **Malta**

- Malta

 **Poland**

- Krakow

 **Portugal**

- Azores
- Setúbal
- Zásnet

 **Romania**

- Brasov
- Rasinari

 **Slovakia**

- High Tatras
- Kosice
- Snina

 **Slovenia**

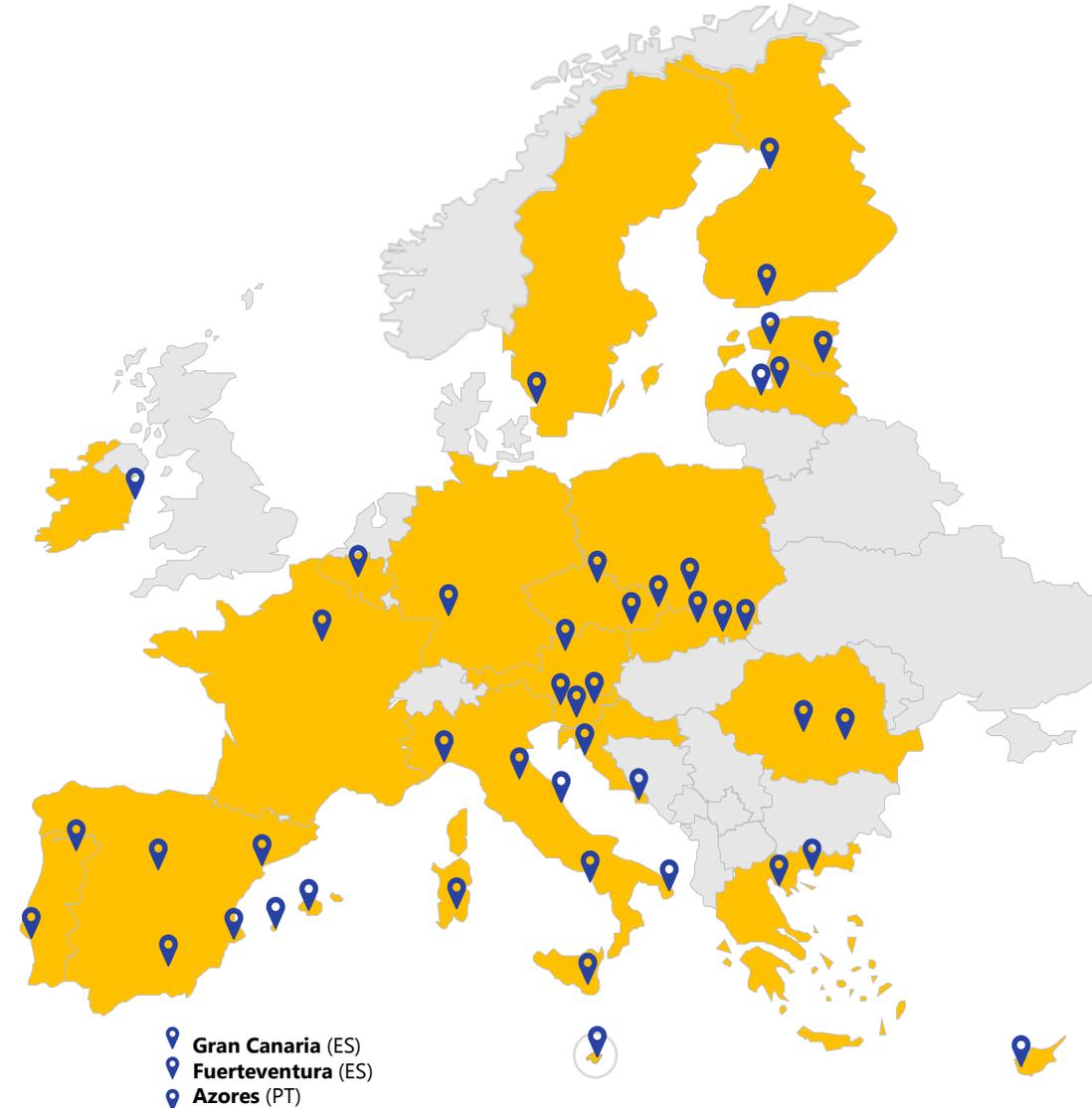
- Kranjska Gora
- Ljubljana
- Postojna

 **Spain**

- Barcelona
- Benidorm
- Fuerteventura
- Gran Canaria
- Ibiza
- Las Rozas de Madrid
- Palma de Mallorca
- Sierra de Cazorla

 **Sweden**

- Gothenburg



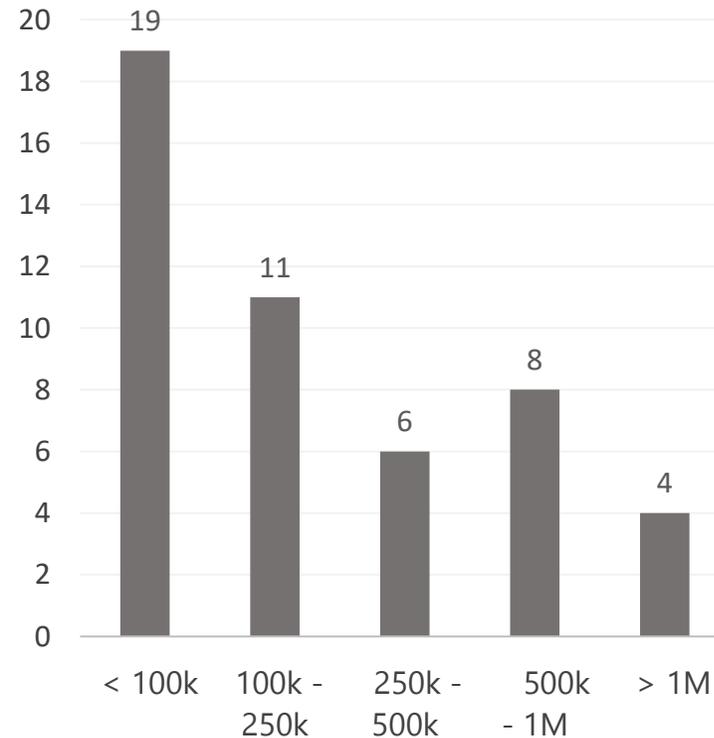
# Selected EU tourism destinations

48  
tourism  
destinations

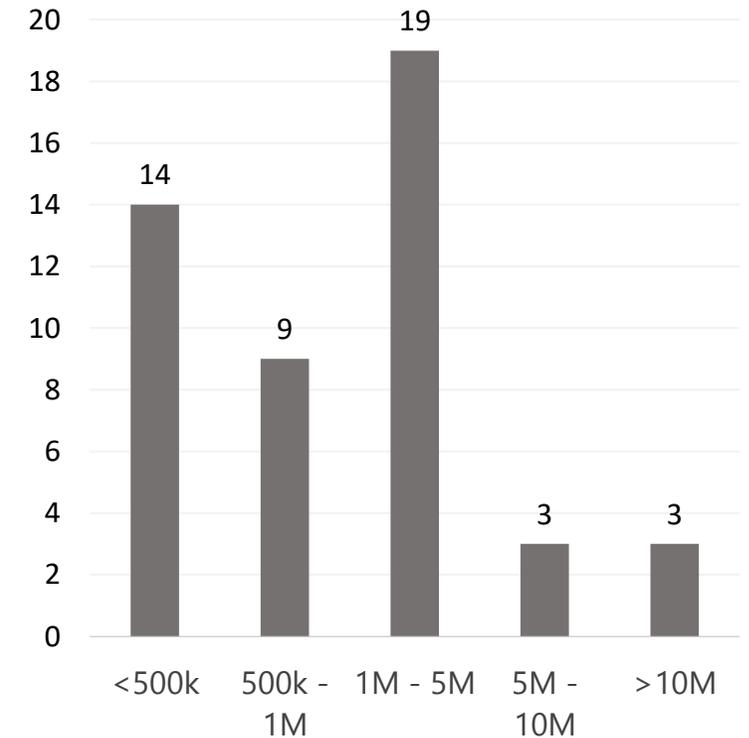
21  
countries  
involved

- ✓ The call for expression of interest of EU destination managers allowed to select **48 destinations** from **21 EU countries**
- ✓ **Mixed size** and characterised by **different tourism pattern/flows**

### NUMBER OF DESTINATIONS BY INHABITANTS



### NUMBER OF DESTINATIONS BY AVERAGE TOURISTS PER YEAR



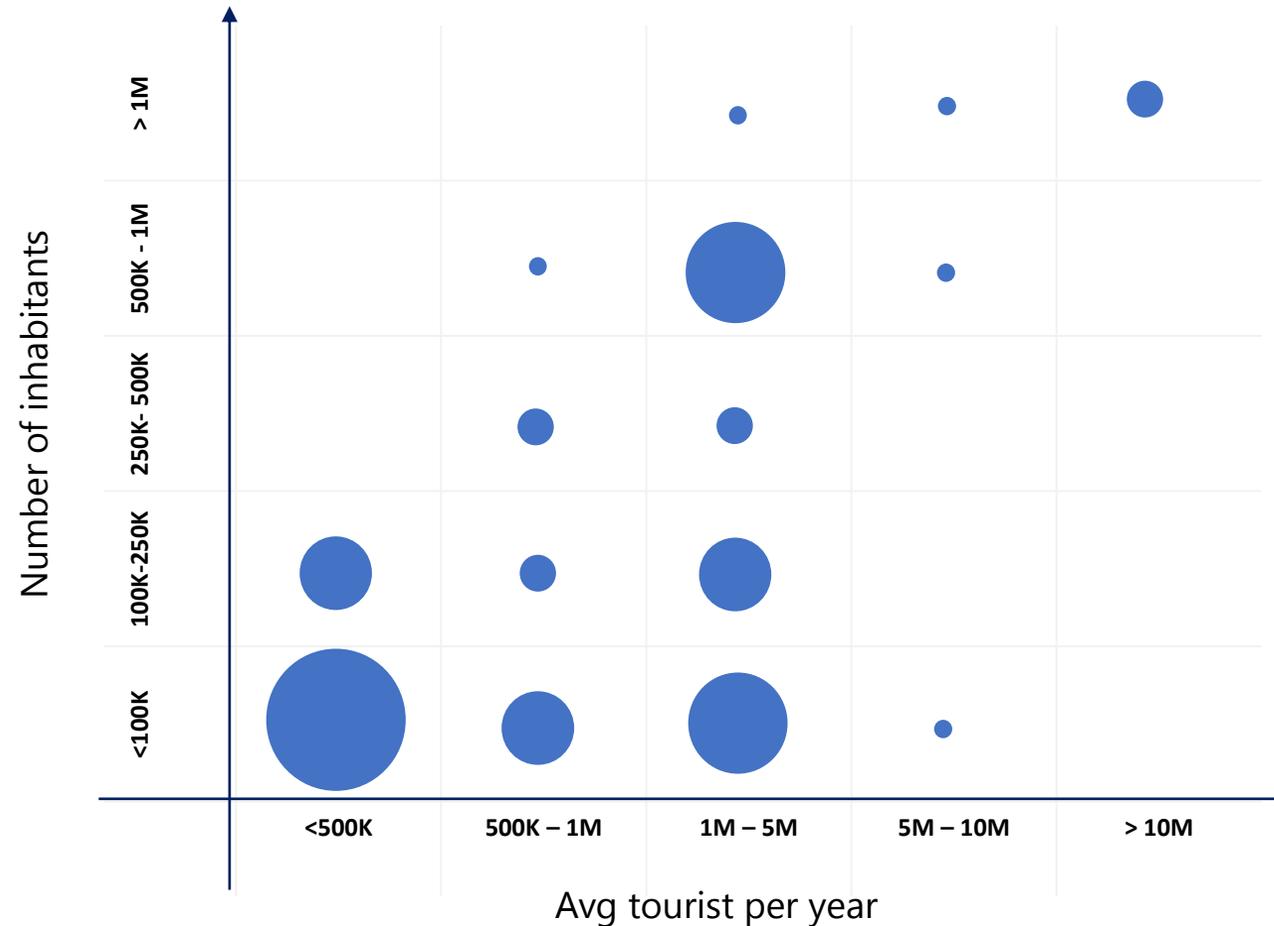
30% of the selected destinations are also members of living-in.eu

# Selected EU tourism destinations

Selected destinations include both small and large locations, showing a general **positive correlation between number of inhabitants and average tourist per year**.

However, there are also **significant exceptions** to this trend (e.g. Las Rozas de Madrid, Palma, Capri).

This variety promises to be a **fruitful basis for exchange of knowledge and practices**.



● The size reflects the number of destinations falling in the category

# Key tools



## Study “Mastering data for tourism by EU destinations”

Knowledge base on how data is being used by destinations and other actors in the tourism industry



## EU Guide on data for tourism destinations

A concise guide to disseminate the basic concepts on data management for smart tourism

Finalisation of the guide: **late June 2022**



## Smart Tourism Destinations Toolkit

A toolkit for mastering data, describing the steps that a destination should undertake to improve its tourism data mastering capabilities

- **Self-Assessment:** helping destinations measuring their level of maturity in the management of data for smart tourism
- **Set of concrete actions to enhance data mastering:** strategy and governance measures, data collection and management solutions, human capital and upskilling, fostering innovation across the ecosystem
- **Insights on cooperation with private actors:** types of partnerships and procurement, how to screen the market for solutions, managing Public-Private Partnerships
- **Selection of case studies**

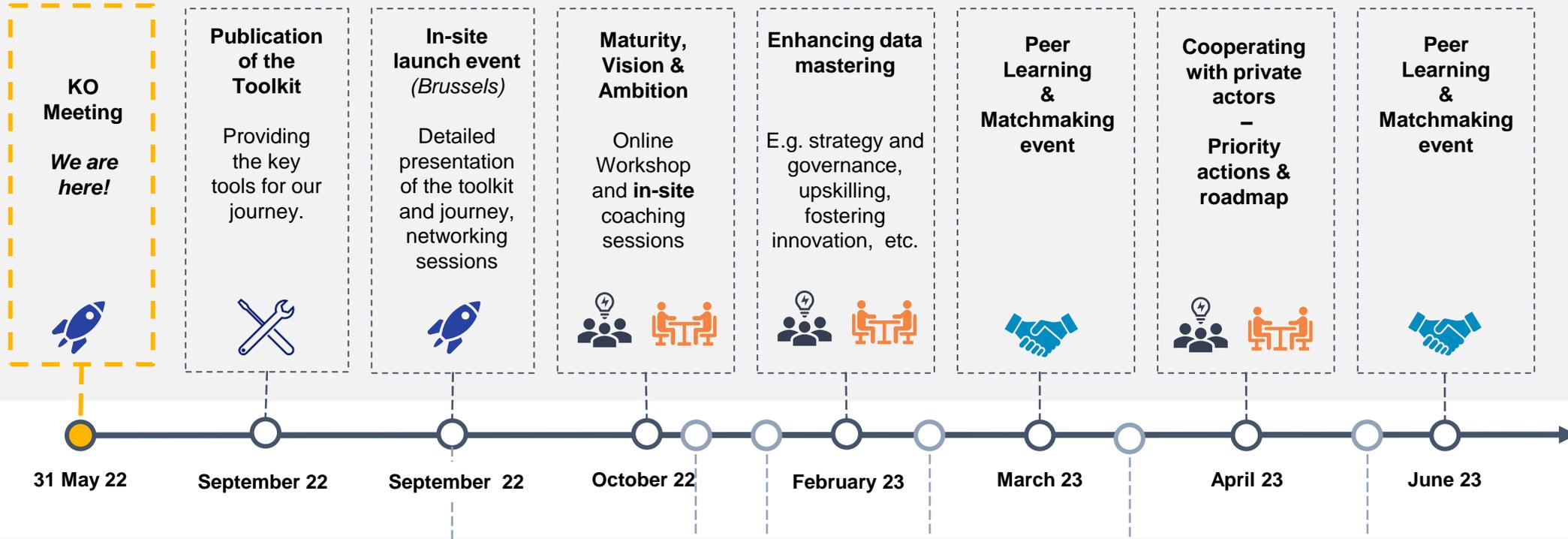
Finalisation of the toolkit: **late July 2022**



Destination's Journey

# Our planned activities

## Destination's Journey



## Community of Practice

A series of webinars to foster exchange of practices and connections with the wider EU Smart Tourism community of stakeholders

Support EU destinations to adopt data-driven approaches, exchange practices, and to become or improve as Smart Tourism Destinations

- KEY
-  Launching event
  -  Workshop
  -  Training and coaching
  -  Peer learning and matchmaking

# Framing the policy context of the initiative

**Misa Labarile PhD**

*Project Officer  
EU Commission – DG GROW*



# Tourism Transition Pathway

## - Enhancing what European tourism has to offer



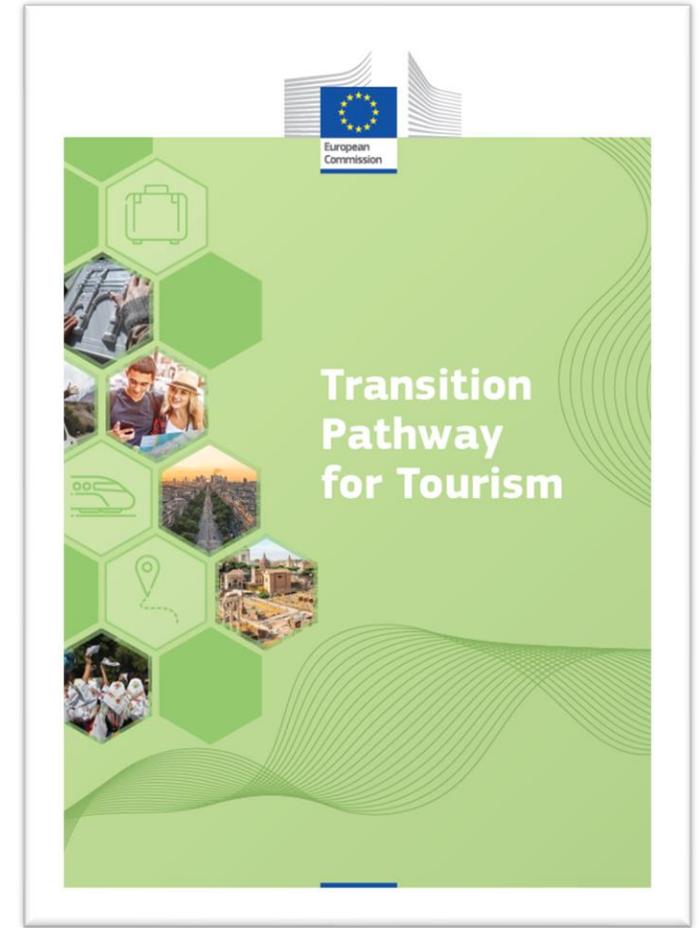
Misa Labarile  
European Commission  
DG GROW

# Transition pathway for tourism

- Policy and governance
- Green transition
- Digital transition
- Resilience
- Funding
- Monitoring and co-implementation

Transition Pathway report at EU Publications Office portal:

<https://op.europa.eu/s/vNbN>



# Transition pathway and destinations

- Focus across all priorities
- This network is mentioned as a key action

## **Topic 16: Support for digitalisation of tourism SMEs and destinations**

- Raising awareness of tourism SMEs on the benefits of digitalisation and on existing European, national and regional digitalisation programmes for SMEs
- Developing a searchable inventory on existing transferable digital tools and practices for SMEs and destinations
- Establishing a community of practice and a shared toolbox for data-driven destination management

# Tourism and destinations

## European Capitals of Smart Tourism

- 2022 winners : Bordeaux (FR) and Valencia (ES)
- Recognize achievements in four categories : Sustainability, accessibility, digitalisation and cultural heritage/creativity
- **Application for the 2023 edition are open**
- **Ends June 1, and EU+COSME countries\* can apply**
- Website : <https://www.smart-tourism-capital.ec.europa.eu>



Bordeaux (France) the 2022 European Capital of Smart Tourism



Valencia (Spain) the 2022 European Capital of Smart Tourism

# Tourism and destinations

## EDEN (European Destinations of Excellence)

- 2022 winner : Middelfart (DK)
- Recognize achievements in sustainability
- **Application for the 2023 edition are open**
- **Ends June 1, and EU+COSME countries\* can apply**
- Website [EDEN - European Destinations of Excellence \(europa.eu\)](https://europa.eu/edentourism)



# DG GROW and cities

## Intelligent Cities Challenge

- brings together an active community of 136 EU cities from 21 countries, representing 34 million EU citizens, to lead the green and digital transformation of their local economy and foster social resilience, leveraging cutting edge technologies and innovation
- **Tailor-made, strategic guidance** and expert support, access to city networks, capacity building tools

# Funding sources



- Tourism can be supported under 15 EU funding programmes: [https://ec.europa.eu/growth/sectors/tourism/funding-guide\\_en](https://ec.europa.eu/growth/sectors/tourism/funding-guide_en), e.g.
  - Research and Innovation projects under Horizon Europe
  - Skills support under Erasmus+
  - Creative Europe Programme for culture
  - Cohesion policy funds, European Regional Development Fund -- specific objective for sustainable tourism
- Currently open EU funding opportunities: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-search>
- National support under National recovery and resilience plans (15 MS)
- Technical Support Instrument (7 MS)

# Together for EU Tourism



# What's up next

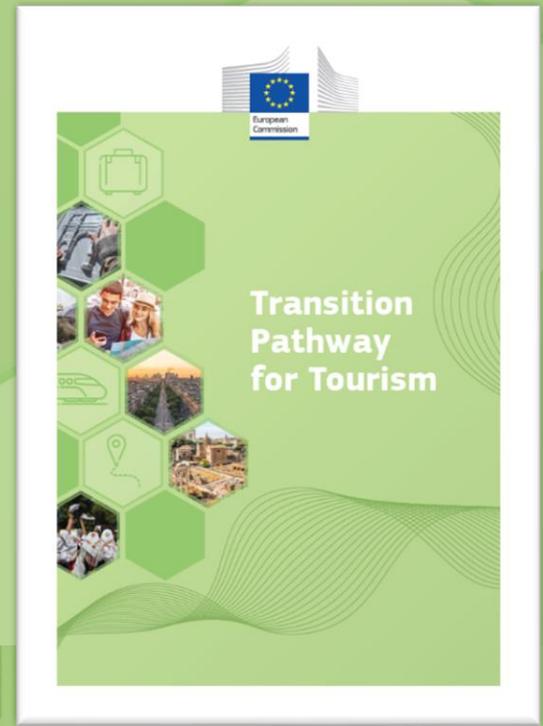
- **Communication and outreach**
- **Commitments by stakeholders**
- **Stakeholder working groups coordinated by DG GROW**
- **Collaboration platform for stakeholders**
- **Role of other institutions and services**
- **Yearly assessment or progress**

**A partnership and community to work together:**

**Together for EU Tourism (T4T)**



# Thank you



## Together for EU Tourism



# Preliminary results of the study 'Mastering data by EU tourism destinations'

**Carlo Montino, Intellera**

**Alfonso Cereza Medina, UMA**



# Overview

The study provides an **analysis of the state of the art** on the use of **data** in the **tourism sector** in Europe and across the world.

In addition, it offers a series of recommendations to catalyse the use of data by European destinations to improve their tourism offer.

## The concept of smart tourism destination

A smart tourism destination facilitates access to tourism and hospitality products, services, spaces and experiences through **ICT-based innovative solutions**, making tourism **sustainable and accessible**, and fully leveraging their **cultural heritage and creativity**

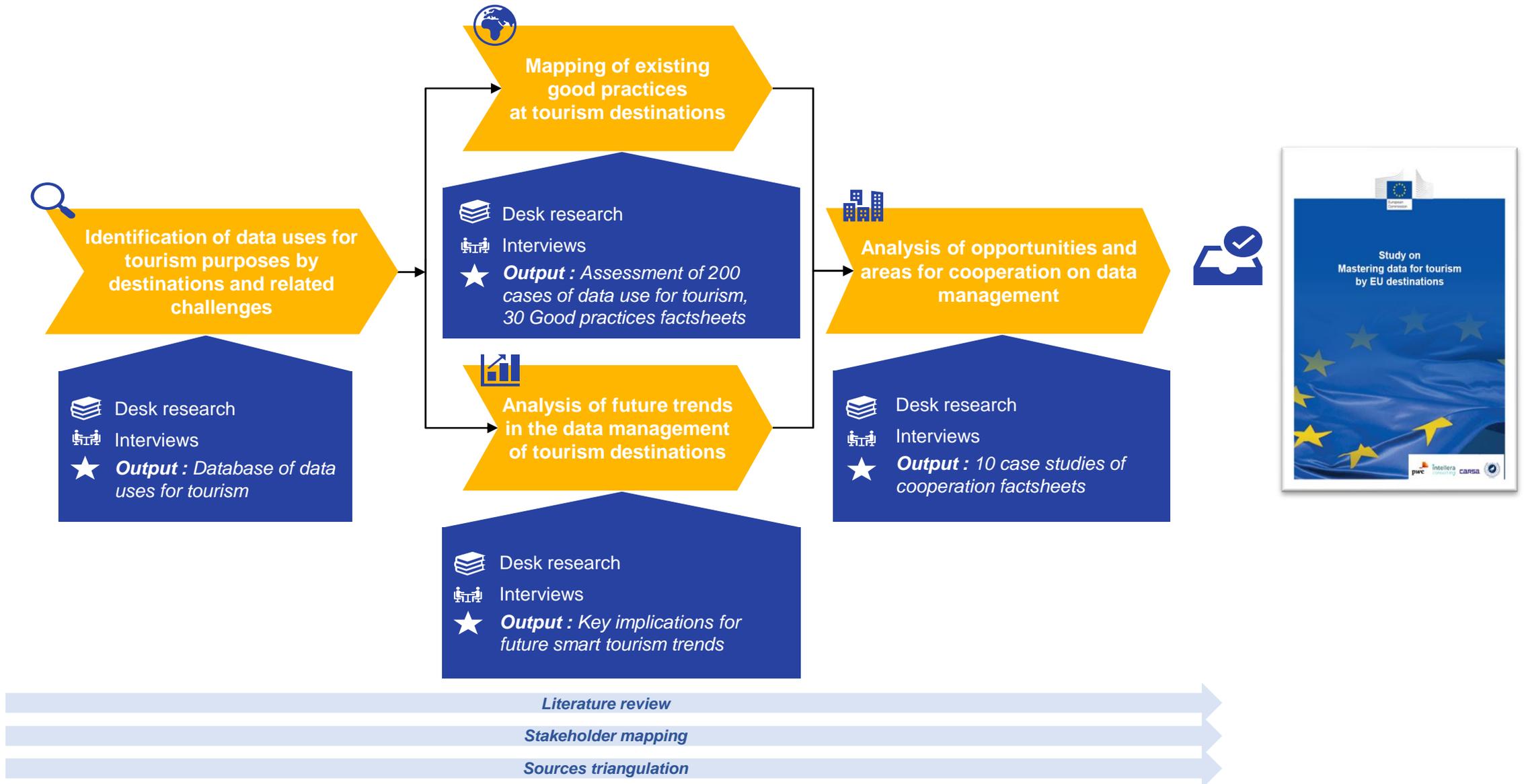
## Key areas of analysis of the study

- ✓ Purpose areas of data use
- ✓ Types of data used
- ✓ Types of data users
- ✓ Main challenges
- ✓ Forces driving change
- ✓ Good practices and cooperation examples
- ✓ Recommendations



*Currently being finalised*

# Methodology



# Purpose areas of data use and types of data users

## Purpose areas of data use



### Improve interaction and engagement with the tourist

Development of **tourism services increasingly personalised and based on a higher degree of interaction** with the customer/end-user.



### Conduct market analyses and inform decision-making

Higher availability of data and improved data analytics capabilities allow **improvements in market analysis and decision-making**.



### Improve planning and operations of tourism services

Understanding (and possibly predicting) tourism patterns through data can help to **improve the overall efficiency and competitiveness of the tourism ecosystem**.



### Increase destinations sustainability and accessibility

Enhanced analysis and management of data can improve the destinations sustainability and accessibility producing **positive impacts on society at large**.

## Types of data users



### Tourism destinations and public authorities

This includes a wide variety of different entities, from multilevel PAs, to education institutions and cultural heritage sites. In some cases, destinations **mutualise the effort** by establishing partnerships, even cross-border. In larger countries, regional administrations sometimes **launch strategies** involving the entire regional tourism ecosystem.



### Private sector – Tourism industry

There is a **wide spectrum of private actors** specialising in the provision of services for the tourism sector: **big vacation rental sites and touristic metasearch engines**, hotel groups, and a growing number of **IT and software companies** offer tourism-specific data-driven and data analytics services.



### Private sector - Other

These are private companies not directly related to the tourism sector, but **capable of acquiring or producing high value data sets**. These include for instance telecommunications companies. They usually sell the data they collect to operators in a variety of sectors - including tourism.

# Types of data used and sources



## User generated data



**User-generated content (UGC)** is data produced and made available by tourists themselves. UGC can be divided into two main sub-categories: **textual information** (such as reviews, posts, etc.) and **photos** (usually uploaded on social media, including additional information, such as locations, time and tags).

Photo

Textual

01

02

Web search and webpage visiting

Online booking and purchasing

Consumer card transactions

GPS, mobile roaming, RFID, bluetooth, meteorological, Wi-Fi

Smart city (pollution, traffic, waste, etc.)

03

04

Business information

Statistics

Context specific information

## Device data



The widespread adoption of smart city solutions has paved the way for **tourism-specific measurements and data collection**. Device data can be divided in data collected by devices and sensors that allow the **tracking of movements**, and data collected by **smart city devices and sensors**.

## Transaction data

The rise in **cashless payment solutions** – from shops to public transports, accommodation and tourism sites – generates **massive amount of tourism-related commercial data**. Such data is generated **anytime a transaction is performed**, including in **the pre-visit phase**.



## Other data

High value data can also come from other sources, including **private businesses datasets** (e.g. data on the number of passengers held by airlines), **statistics** (such as datasets published by public authorities), and **context-specific information** (e.g. the information on the history of a place, which can be used to develop a virtual reality experience).



# Forces driving change

## Socio-demographic changes



Propensity to remain connected

Boost in lifelong learning

Changes in the purchasing process

Ageing population

Digital natives to become the main consumers of smart tourism

Increased propensity for health tourism

An **ageing population** and progressively **higher rates of digital literacy** represent two defining demographic trends with direct implications for the tourism sector.

## Technological progress



Enhancement of mobile networks

Big data technologies

Cloud computing

Increased data connectivity

Voluntary data capture and profiling

Evolution in IoT

Combination of AI and AR

Data interoperability and re-use

Increasing awareness of data ownership

Robotics for tourism

Biometric for personal identification

Cyber security and blockchain

The growth of connectivity and distributed infrastructures are making **digital transformation increasingly accessible and capillary**. Data represent the key fuel for most of these forces.

## Sustainable development



Changes of travellers' behaviour due to the COVID-19 pandemic

Increasing sharing economy

Growth of green tourism

Increase in the number of digital nomads and remote workers

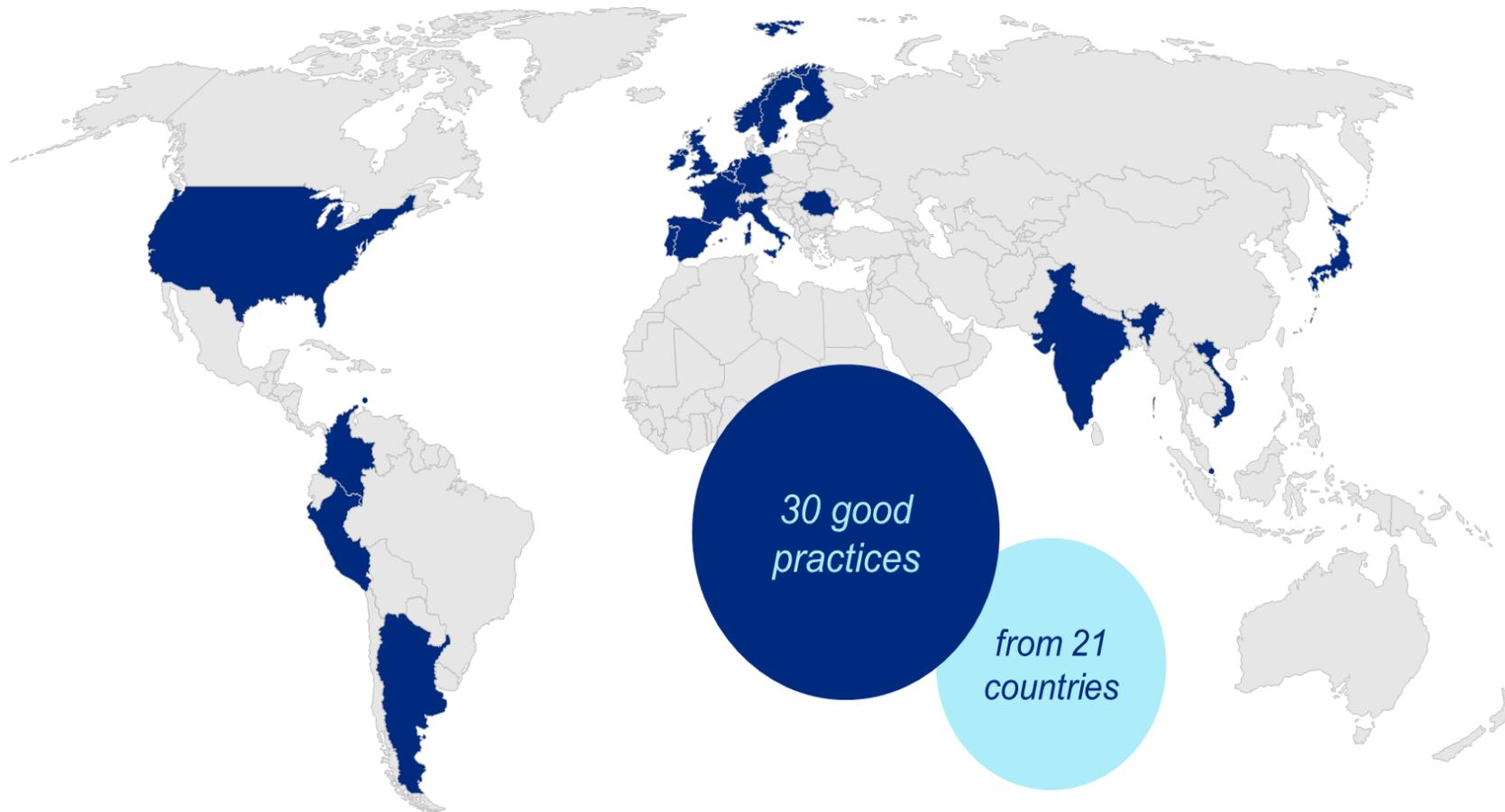
Low cost business models

New business models

Already occurring before the COVID-19 crisis, these forces are expected to drive change towards a **more inclusive, economically and environmentally sustainable sharing economy**.

# Smart Tourism good 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 good practice**, and **10 notable cases of successful cooperation** between different destinations have also been identified.



For instance... Venice developed a smart system to monitor the influx of individuals based on sensors, cameras and mobile phone data. Sensors – strategically placed at the key intersections and squares – allow to detect the transit of pedestrians. Similarly, cameras provide real-time images of crowds and flows. Finally, mobile phone data allows to track the movements – and other pieces of information such as the region of origin – of individuals. Such a comprehensive monitoring system allows the city to assess both historical and real-time flows, and also enables the modelling of physical phenomena such as crowds in specific areas at specific times.

# Recommendations

## Governance

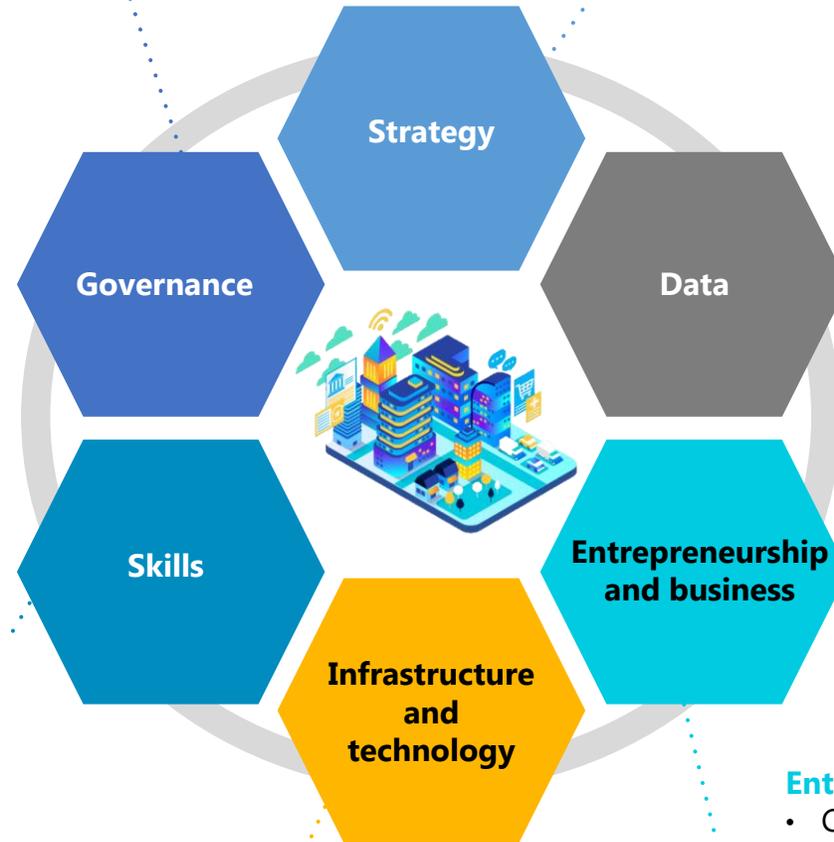
- Create an innovation and enabling environment
- Appoint a dedicated team or officer with responsibility for smart tourism
- Build a data sharing culture among stakeholders

## Skills

- Ensure the involvement of a balanced mix of skills
- Source/train the required skills
- Enhance skills through collaborations
- Support cultural change

## Infrastructures and technology

- Open APIs
- Set up a scalable and flexible IT infrastructures



## Strategy

- Prepare a data strategy and execution plan
- Specialise on targeted groups
- Use data to inform the policy cycle

## Data

- Exploit available context-specific information and statistics
- Ensure the availability of a data sharing platform
- Invest on metadata management
- Develop a strategy for external data acquisition
- Establish a set of indicators
- Respect data privacy and security concerns
- Build a data sharing culture (e.g. adhere to the Code of Conduct for data sharing in tourism, share data in the European Tourism Data Space)

## Entrepreneurship and business

- Catalyse the digital transformation of tourism businesses
- Encourage uptake and investment in new digital technologies by tourism businesses

**Round table: meet the independent experts!**



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DESTINATIONS**



“

# Experts round table



# Estrella Diaz Sánchez

*University of Castilla-La Mancha, Spain*



Estrella Díaz is a distinguished researcher at the University of Castilla-La Mancha (UCLM) and Marie Skłodowska-Curie Senior Global Fellow.

Among others, her key areas of expertise and lines of research include:

- consumer behavior
- tourism marketing
- new technologies

She is leading a Horizon 2020 project entitled «Smart Tourism Challenges» as principal investigator (PI), has participated in 11 research projects at European, national and regional level, and she has received 12 awards and distinctions for her research.

# Stefan Hartman



*European Tourism Futures Institute, the Netherlands*



Stefan Hartman is head of department of the European Tourism Futures Institute (ETFI) at NHL Stenden University, Leeuwarden, The Netherlands.

With time, he has developed solid knowledge in the areas of:

- transition management
- resilience
- adaptive capacity building

He is currently leading researches focused on development, strategic planning and governance issues related to spaces and places that are in the process of becoming smart destinations for tourism and leisure.



# Dagmar Lund-Durlacher



*Eberswalde University for Sustainable Development, Austria*

Dagmar Lund-Durlacher is Professor of Sustainable Tourism Management currently affiliated to the Eberswalde University for Sustainable Development, Germany and Director of the Institute for Tourism Sustainability in Vienna, Austria.

Her research focuses on Corporate Sustainability and Responsibility as a transformative force for sustainable tourism development, measuring sustainability in tourism, climate change, circular economy, and sustainable food in the tourism and hospitality industry.

She regularly participates in international research projects and is a member of advisory and expert groups at the Austrian Federal Ministry for Tourism, UNEP (UN Environmental Program), UNWTO (UN World Tourism Organization) among others.

# Tomáš Gajdošík

*Matej Bel University, Banská Bystrica, Slovakia*



Tomáš Gajdošík is an associate professor at the Department of Tourism, Faculty of Economics, Matej Bel University, Banská Bystrica, Slovakia.

His researches are focused on smart tourism, data analytics, and tourism information technologies. He's also specialized in destination management, governance and leadership.

He is a member of IFITT (International Federation for IT and Travel & Tourism) and Aiest (International Association of Scientific Experts in Tourism).

# Kristian Sievers



## *Data Driven Smart Solutions, Finland*



Kristian Sievers is a tourism professional with an extensive and varied work experience in the tourism industry, having worked with industry pioneers from Disneyland Paris, to Santapark in Rovaniemi.

He is currently working mostly in developing data driven smart tourism solutions to tourism destinations in Finland and internationally.



# Marianna Sigala

*University of Piraeus, Greece*



Marianna Sigala is a widely published and multi-awarded Professor at the University of Piraeus and lecturer at the University of South Australia, University of Strathclyde, Westminster University, and the University of the Aegean.

She is highly experienced in the tourism industry, especially in services and experience management, Information and Communication Technologies (ICT) in tourism, and hospitality.

She regularly participates in international research projects funded by the E.U., the Council of Europe, and the Department of Foreign Affairs and Trade, Australia. She has been also member of the executive board of EuroCHRIE, ICHRIE, CAUTHE, and IFITT .

# Dario Bertocchi

*University of Udine, Italy*



Dario Bertocchi is assistant professor in geography at the University of Udine and adjunct professor of E-tourism at Ca' Foscari University of Venice, with which he collaborates for several EU projects.

He has proven ability in gathering data about tourists' behavior when selecting a destination, as he introduces data analysis methods for the customization of tourist offers, for the study of the visitor flows, and for the dynamics intra and infra destination.

Sensible to the issues of tourism sustainability from the environmental, economic, and social perspective, he studies bottom-up and top-down solutions in order to mitigate the adverse impact of tourism.

# Urška Starc-Peceny



*Arctur Ltd, Slovenia*



Urška Starc-Peceny is Chief Innovation Officer at Arctur Ltd., where she currently leads the Tourism 4.0 department with the aim of spreading the technologies from Industry 4.0 into tourism.

Her PhD thesis has paved the way in research of collaboration design in the reality, in which AI and big data play an increasing role, and she now is also head of the NASA Space Apps Challenge in Austria.



# Dolores Ordóñez

*AnySolution, Spain*



Dolores Ordóñez is Technical Director of AnySolution, vice-president of Turistec and Planetic.

She has more than 25 years of experience working in the fields of tourism, innovation, and sustainability, while also taking part in EU projects thanks to which she gained strong expertise in identifying the needs of cities and tourism destinations.

She co-chairs AIOTI, coordinates the track on smart and sustainable transition in Tourism for Intelligent Cities Challenge of the European Commission, she is a tourism expert for Eurochambres within EU4BCC, vice-president of the Spanish National hub of GAIA-X and co-leader of the tourism data space working group.

# Mirko Lalli

*Data Appeal, Italy*



Founder at The Data Appeal, Mirko Lalli is one of the reference experts in Italy for tourism and new technologies with more than 15 years of experience in marketing and digital innovation.

He is an international speaker and lecturer in masters and courses of various universities, as well as Scientific Director of MATIS, H-Farm Education's Master in Travel Innovation Strategy.

Mirko is member of the Tourism Innovation Committee of the Ministry for Cultural Heritage and Activities and Tourism, collaborated in the creation of the leading European event for the BTO travel sector, and he is part of the BTO Educational Scientific Technical Committee.

# The Destinations Journey and the Community of Practice

**Costanza Bersani, Intellera**

**Antonio Collado, CARSA**

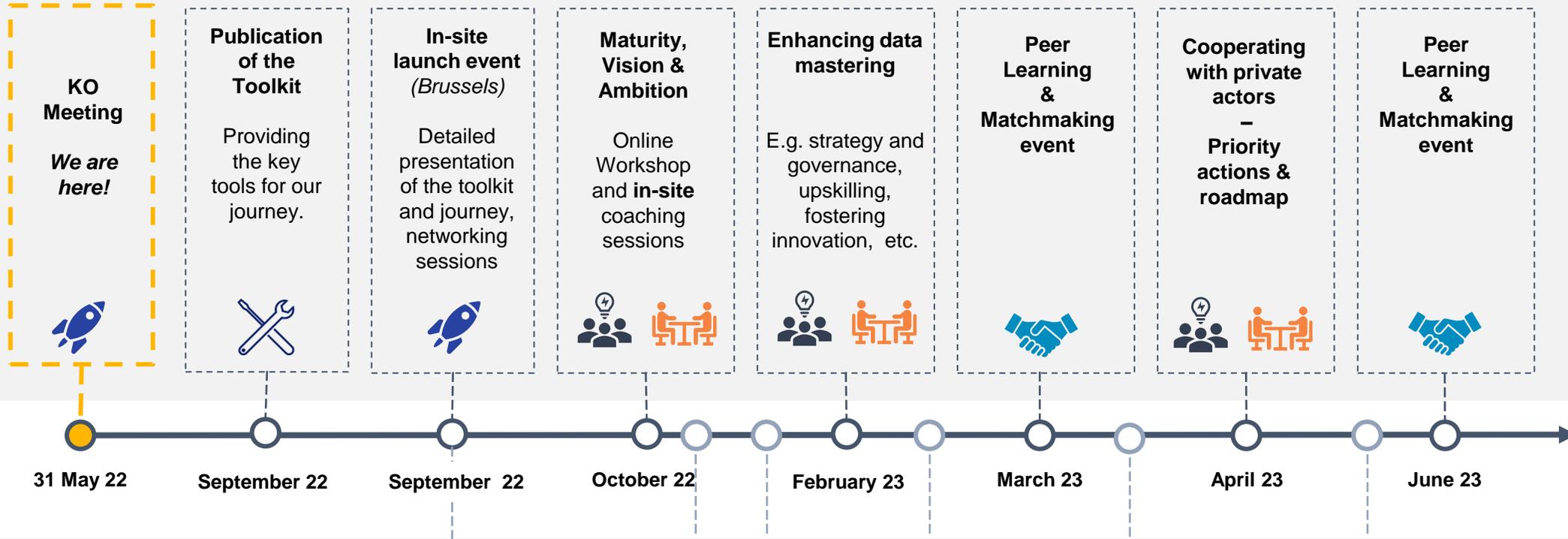


**SMART  
TOURISM  
DESTINATIONS**



# Your activities with us

## Destination's Journey



## Community of Practice

A series of webinars to foster exchange of practices and connections with the wider EU Smart Tourism community of stakeholders

- KEY
-  Launching event
  -  Workshop
  -  Training and coaching
  -  Peer learning and matchmaking

Support EU destinations to adopt data-driven approaches, exchange practices, and to become or improve as Smart Tourism Destinations

# Your activities with us



## What

Support selected destinations with **general and tailor-made capacity building activities**

## How

We will provide you a set of **training and coaching activities** to improve your data-driven smart tourism capacity

## Final objective

Support EU destinations to adopt data-driven approaches to become or improve as **Smart Tourism Destinations**



## What

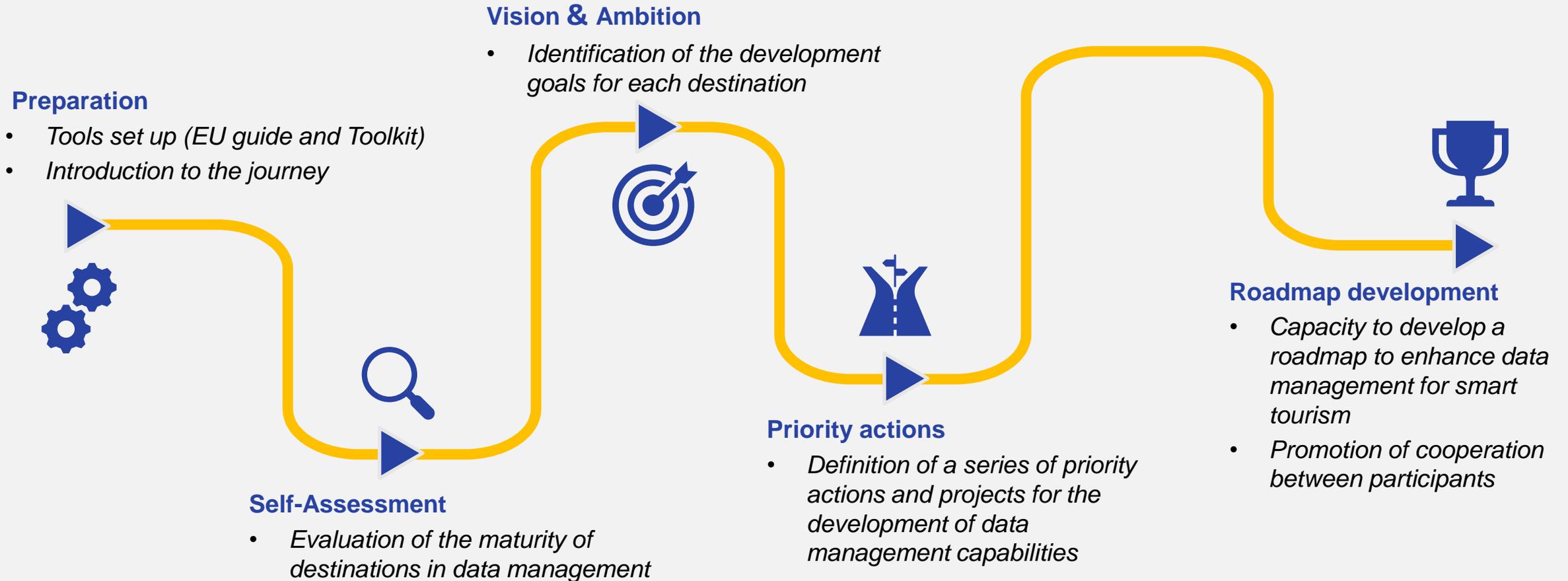
Establish a **network of tourism destination and other stakeholders** to meet and share knowledge, experiences and solutions

## How

We will organize a **virtual and in-person events to foster collaboration and knowledge sharing** within the tourism ecosystem in Europe

# Our approach

5-steps involvement approach embracing needs and specificities of each destination



# What's in for you?



## Our support

Tailor-made **coaching and capacity building services** to help you improve data mastering and become/improve as smart tourism destinations.

**In addition, each Destination will be assigned to 1 Expert**, who will dedicate around 3 working/days for coaching activities



## Your involvement

**Active participation** to all events / webinars / other activities proposed.

**Travel expenses of 1 Representative per Destination will be reimbursed** for the in-person events that will be organized (upon reception of the expense receipts).



## The result

Thanks to the capacity building activities, you will

- **Learn from experts and peers**
- **Improve your data management skills for tourism**
- **Have the capability to define or improve a roadmap to enhance the data-driven smart tourism capacity of your destination**

# Type of activities

## Launching events (2)



Online (1) and in-presence (1) conferences:

- Several speakers (also external)
- Estimated duration of ½ and 1 ½ days
- may contain moderated discussions in the form of “round table” or thematic panels.



## Workshops (3)



- Duration 1.5 – 2 hours
- Workshops (online) are strongly linked to training and coaching activities
- Tailored workshops to support destinations in their journey. e.g. toolkit self-assessment tool



## Webinars (6)



Online seminars

- Duration of 1-1.5 hours
- Involving 1-2 main speakers and shorter presentations of guests and Q&A session.
- Webinars will involve the entire Community



## Training and coaching activities (3)



On-site (1) and Online (2) coaching sessions:

- Duration of approx. 4 hours
- Discuss particular topics within a smaller group of participating stakeholders
- E.g. to work on vision and ambition, priority actions and defining implementation of actions to strengthen data mastering in tourism



## Peer learning & matchmaking events (2)



- ½ day online events to foster collaboration among European destinations and between destinations and their tourism ecosystem,
- The events will be linked to the capacity building journey of selected destinations.

# Implementation of the Destinations Journey



## STD Tools



Study – Mastering Data

01



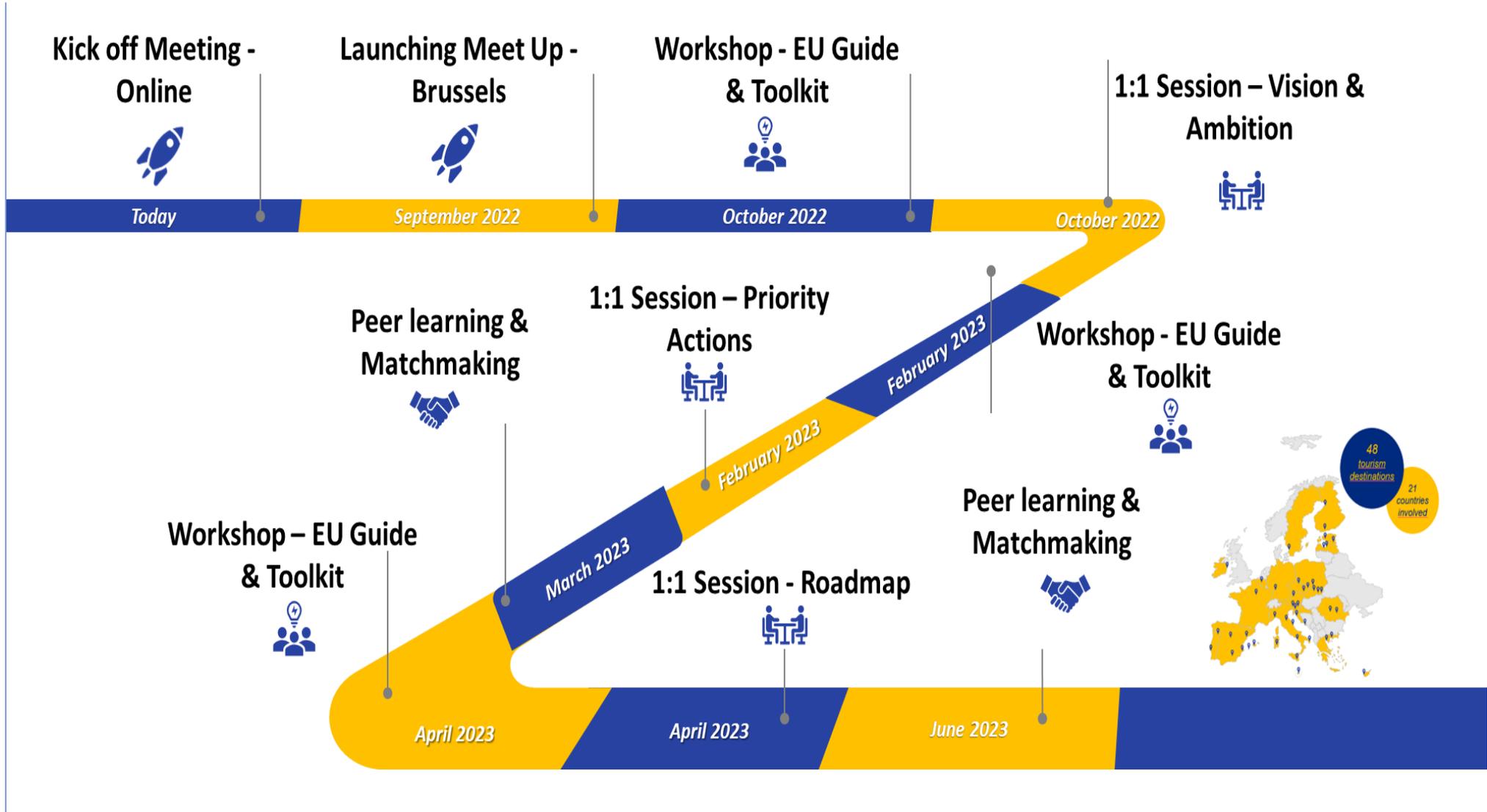
Toolkit – Mastering Data

02



EU Guide

03



# A smart tourism community of practice



# My Road

## Tentative agenda

Type of activity	Title	Tentative dates	
Kick Off Meeting for EU Destinations – Online	Smart Tourism Destinations: European methodology for EU destinations to improve tourism services and experiences through innovative digital solutions – Launch of the capacity building journey!	31 <sup>st</sup> May 2022	
Launching Meet Up – Brussels	Physical event with the selected destinations in Brussels. More detailed presentation of the capacity building journey. Networking opportunities.	19 <sup>th</sup> – 20 <sup>th</sup> Sept. 2022	
Webinar 1 (part of Launching Meet Up)	“Mastering data for tourism by EU destinations” – First results from the Smart Tourism Destinations project	19 <sup>th</sup> or 20 <sup>th</sup> Sept. 2022	
Workshop 1	EU-Guide and Toolkit Workshop 1	Mid October 2022	
Individual training and coaching activity 1 – Vision and ambition	1:1 sessions between experts and selected ST destinations. To assess needs and define the strategy, vision and ambition of the destination. When possible, in-person meetings to be performed. If not, online meetings.	End October 2022	
Webinar 2	Good practices in data mastering in tourism. Being inspired and challenged!	November 2022	
Webinar 3	New, innovative technologies and smart solutions supporting sustainable tourism destinations	January 2023	
Workshop 2	EU-Guide and Toolkit Workshop 2	Mid February 2023	

Launching events

Workshop

Webinars

Training and coaching

Peer learning and matchmaking

# My Road

## Tentative agenda

Type of activity	Title	Tentative dates	
Individual training and coaching activity 2 –Priority actions	<b>Validation of strategy, vision and ambition of the smart destination.</b> Work on the Priority actions of each destination	End February	
Webinar 4	<b>Smart tourism and cooperation with private actors.</b> Webinar on how to best exploit the potential of public-private partnership to the benefit of the entire tourism ecosystem	March 2023	
Peer learning & matchmaking event 1	<b>Foster collaboration and knowledge transfer between smart destinations.</b> 24 selected destinations per event	March 2023	
Workshop 3	<b>EU-Guide and Toolkit Workshop 3</b>	Mid April 2023	
Individual training and coaching activity 3 –Roadmap for implementation	<b>Define a roadmap for implementation of priority actions, with KPIs.</b>	End April (or early May) 2023	
Webinar 5	<b>Emerging smart solutions to improve data mastering in tourism.</b> Webinar will take into account observed needs and priorities indicated by the smart destinations.	May, 2023	
Webinar 6	<b>Opportunities and challenges linked to the Toolkit for the wider community</b>	June 2023	
Peer learning & matchmaking event 2	<b>Foster collaboration and knowledge transfer between smart destinations.</b> 24 selected destinations per event	June 2023	

Launching events

Workshop

Webinars

Training and coaching

Peer learning and matchmaking

# My Road

*Examples of Activities: Workshops (3 in total)* 

## Workshop 1: EU Guide and Toolkit 1

<b>Description</b>	Supporting destinations to make use of the EU Guide and the Toolkit as key elements to facilitate the Destination's Journey. Focus on the specific needs of the destination together with the initial definition of the strategy and the vision and ambition of the destination.
<b>Type</b>	Interactive online meeting
<b>Format</b>	Online meeting using Teams or WebEx
<b>Date</b>	Mid October 2022
<b>Duration</b>	1.5-2 hours
<b>Targeted stakeholders</b>	Primarily selected ST destinations

# My Road

## Examples of Activities: Training & Coaching (3 in total)

### Training and coaching activities 1: Definition and validation of vision and ambition of the smart destination.

<b>Description</b>	Round table / interactive seminar inviting the main stakeholders in the destination. Guided self-assessment. Definition of the specific needs of the destination together with the initial definition of the strategy and the vision and ambition of the destination.
<b>Type</b>	Training and coaching activities designed for selected destinations
<b>Format</b>	In site visit
<b>Date</b>	End October 2022
<b>Duration</b>	4-5 hours
<b>Targeted stakeholders</b>	Primarily selected ST destinations

# My Road

## Examples of Activities: Webinars (6 in total)



### Webinar 1: Mastering data for tourism by EU cities – First results from the Smart Tourism Destinations project

<b>Description</b>	<p>Typically, the webinars will be implemented online (only). However, the first webinar is preliminary planned to be a hybrid event, taking place in conjunction with a networking activity of the launching event in Brussels, 19-20 September 2022.</p> <p>This webinar will focus on the presentation of overall results from the first study report on Mastering data for tourism by EU cities.</p> <ul style="list-style-type: none"><li>• The EC makes a short introduction of the Smart Tourism Destinations project.</li><li>• Possibly, Keynote speaker(s), e.g. from UNTWO</li><li>• STD Team provides an overview of the activities to be performed under the project and outline a roadmap for the selected ST Destinations' Journey.</li><li>• STD Team presents overall results on "Mastering data for tourism by EU cities"</li><li>• Q&amp;A session</li><li>• STD Team wraps up with key messages as well as upcoming project events and opportunities for cooperation on data management in tourism.</li></ul>
<b>Type</b>	Informative webinar with Q&A session
<b>Format</b>	Hybrid event (setup to be agreed)
<b>Date</b>	19 September 2022 (afternoon) (part of the second launching event 19-20 September)
<b>Duration</b>	1-1.5 hours
<b>Targeted stakeholders</b>	Selected destinations   Wider community

# My Road

## Examples of Activities: Peer Learning & Matchmaking



### Peer learning & matchmaking events 1: Foster collaboration and knowledge transfer between smart destinations

<b>Description</b>	Matchmaking event will provide to destinations an opportunity to meet each other and provide knowledge transfer between themselves. The meeting will include presentation of selected destinations (24 selected destination per event). Presentation will be conducted in a pitching format, giving 5 minutes to present. Bilateral meetings will be arranged in this event as well.
<b>Type</b>	Interactive online meeting, including open discussions among selected destinations and independent experts
<b>Format</b>	Online meeting using Teams, WebEx, gather.town or similar (TBD)
<b>Date</b>	March 2023
<b>Duration</b>	2-2.5 hours
<b>Targeted stakeholders</b>	Primarily selected ST destinations (incl. local stakeholders)

# *My Road 2022*

<b>May 2022</b> 1 x Launching event 1	<b>June 2022</b> Release and review of EU Guide	<b>July 2022</b> Release and review of Toolkit
<b>August 2022</b> No activities foreseen	<b>September 2022</b> 1x Launching event 2 1 x Webinar 1	<b>October 2022</b> Start of 1:1 sessions 1 x Workshop 1 1 x Training and coaching 1
<b>November 2022</b> 1 x Webinar 2	<b>December 2022</b> No activities foreseen	

# *My Road 2023*

## January 2023

1 x Webinar 3

## February 2023

1 x Workshop 2  
1 x Training and coaching 2

## March 2023

1 x Webinar 4  
1 x Peer learning and  
matchmaking event 1

## April 2023

1 x Workshop 3  
1 x Training and coaching 3

## May 2023

1 x Webinar 5

## June 2023

1 x Webinar 6  
1 x Peer learning and  
matchmaking event 2

# Get inspired: Smart Tourism good practices & examples from across EU



SMART  
TOURISM  
DESTINATIONS



# Our next speakers



**Estrella  
Diaz  
Sánchez**

**Smart tourism and data driven good practices from Spain and across the EU**

Smart tourism solutions and examples from Spain and the EU tackling different dimensions: technology & digitalization, sustainability, innovation, cultural heritage and creativity, governance, and accessibility



**Stefan  
Hartman**

**Using data for Smart Tourism: the case of The Netherlands**

Observations and examples in Smart Tourism from the Netherlands: opportunities and challenges for data driven Smart Tourism



**Urška  
Starc-  
Peceny**

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**Maja Piškur**  
(Municipality of Postojna)

**Tourism 4.0: a case from Slovenia**

The experience of the Tourism Impact Model: gathering data for more than 300 indicators strengthening Smart Tourism

# Q&A



# Next steps



# Next steps



**September 19<sup>th</sup> and 20<sup>th</sup>**  
SAVE THE DATE for the  
**Launching meet up in Brussels**



Stay tuned for the finalisation of the **Study**, of the **EU Guide** and of the **Toolkit**

Thank you!

