

Smart Tourism Destinations Project

Smart Tourism Maturity Self-Assessment Questionnaire for Destinations

The following questionnaire aims at providing destinations with an overview of their maturity levels in the different key areas that enable and sustain the adoption of a Smart Tourism approach. Through such a self-assessment, a destination can gain insights regarding at which stage of maturity it currently stands and how data management can be used to sustainably develop the destination while serving future tourism demand.

The questionnaire is divided in the following different sections, each presenting several questions (both single and multiple choice and open questions):

- General Questions
- Data Maturity
- Ecosystem Management Capacity

The Data Maturity and Ecosystem Management Capacity sections are divided in different blocks, each covering a more detailed topic. To identify the sections where there is room for improvement to become smarter destinations, you will need to map your answers. To this extent, the higher the number of options selected in multiple choice questions and the more detailed option selected for single choice questions, the higher your maturity level under that topic. On the contrary, choosing a limited number of options or selecting less detailed answers will signal potential areas where you can improve and perform better. Indeed, by filling in the sections Data Maturity and Ecosystem Management Capacity of this questionnaire, you will have the possibility to identify your own destination's core abilities and key features which you shall further improve to become smarter.

Discover the fundamental concepts on which Smart Tourism is based by reading our **EU guide on data for tourism destinations**. Find further guidance on how to conduct a self-assessment and then develop a tourism roadmap can be found in our **Toolkit for mastering data by EU urban tourism**. Both documents can be found in our [Digital Library](#).

GENERAL QUESTIONS

Please note that the goal of this section is not to assess your maturity. Rather, general questions can help you to gather and collect pivotal information about your destination's characteristics and core features that should be taken into consideration so to contextualise the results of the other sections.

A1. What is the name of your destination?

Click or tap here to enter text.

A2.1 In which country is your destination located?

Click or tap here to enter text.

A2.2 In which NUTS2 region is your destination?

Click or tap here to enter text.

A3. What is your destination type? Multiple answers are possible.

<https://smarttourismdestinations.eu/>

- Urban
- Rural
- Coastal

- Mountain
- Island

A4. Please define the size of your destination in relation to LAU (local administrative unit).

- A part of LAU
- LAU
- Multiple LAUs together

A5. What is the number of overnight stays per year at your destination?

- Less than 50 000
- More than 50 000 and less than 100 000
- More than 100 000 and less than 1 000 000
- More than 1 000 000 and less than 10 000 000
- More than 10 000 000

A6. What is the tourist intensity (overnights / resident of the destination) at your destination?

- Less than 5
- More than 5 and less than 10
- More than 10

A7. What is tourist density (overnights / Km² of the destination) at your destination?

- Less than 600
- More than 600 and less than 2000
- More than 2000

A8. What is the number of day visitors per year (park entrances, cruise arrivals etc.) at your destination?

- Less than 50 000
- More than 50 000 and less than 100 000
- More than 100 000 and less than 1 000 000
- More than 1 000 000 and less than 10 000 000
- More than 10 000 000

A9. Is your destination affected by seasonality?

- Yes, severely (1–3-month season)
- Moderately (4–6-month season)
- Not affected (>6-month season)

A10. How do you estimate the contribution of tourism in the local economy (percentage of tourism income compared to the total income of your destination)?

- Less than 5%
- More than 5% and less than 10%
- More than 10%

A11. How do you estimate the percentage of local jobs connected to tourism (jobs in tourism compared to all jobs at your destination)?

- Less than 5%
- More than 5% and less than 15%
- More than 15%

A12. In which life cycle stage according to TALC model is your destination?

- Exploration
- Involvement
- Development
- Consolidation
- Stagnation
- Decline
- Rejuvenation
- We are not familiar with the mod

DATA MATURITY

B1 Data use in tourism strategy

B1.1 To what extent the development and review of the destination management depends on data?

- The use of data and reports is totally at the discretion of the responsible actor which develops the tourism strategy.
- Available data and reports are incorporated into the development of the tourism strategy.
- Data drives and defines the development of the destination's tourism strategy and the data management process is intentionally tailored to the needs of strategic development.

B1.2 Please identify what data and indicators the destination uses for developing its strategy. Multiple answers are possible.

- Quantitative indicators, such as tourists' arrivals, overnight stays, number of visitors, etc.
- Qualitative indicators focusing on measuring the tourists' and stakeholders' satisfaction, such as tourists' evaluation of destination experiences, a satisfaction of tourism companies, etc.
- Indicators measuring the management of the carrying capacity of the destination, such as the number of tourists per resident or per square meter, traffic and noise problems, etc.
- Use of destination resources, such as the use of water, electricity, etc.
- Qualitative indicators focusing on the well-being, life satisfaction and quality of life of the local community and stakeholders, etc.

B2 Data management and technological solutions

B2.1 Please select the statement which best describes how data is managed at your destination?

- We need the support of external private companies to get the data (web scraping and/or buying dataset)
- We need the support of external private companies to manage and analyse data
- We collaborate with another municipality/regional office to collect data, but we analyse it
- We use internal/external APIs
- We collect and manage data internally

B2.2 How frequently do you update and review data?

- Yearly
- Seasonally
- Monthly
- Weekly
- Real(or near to real)time

B2.3 Do you have a data lake (or a structured database or a repository of all the data you collected) or do you storage the different data sources separately?

- We don't have a place to storage and connect the different data sources
- We are planning to develop / we are developing a unique database
- We collaborate with external companies to store and manage different datasets (e.g., creating a database)
- We use internal/external APIs
- We do have a database or a data lake

B2.4 Do you internally have a data management office?

- No, data are still not structured in a database
- No, but we subcontracted an external entity to store and manage the datasets
- Yes, inside the municipality
- Yes, inside the tourism office

B2.5 What is the main analysis method that you use to extract value from data?

- Descriptive statistics (e.g., using MS Excel, tables and graphs)
- Correlation or regression (combining two or more datasets)
- Visual analytics software (e.g., Tableau, Google Data studio, MS Power BI, GIS spatial analysis)
- Prediction (to predict trends and behaviour patterns)
- Machine learning algorithms (e.g., clustering, sentiment analysis, image recognition)

B2.6 Which type of official data do you use to monitor destination performances? Multiple answers are possible.

- Statistical data regarding arrivals and overnights stays
- Number of accommodation facilities (per type)
- Occupancy rate of accommodation system
- Flight passengers' arrivals (or flows)
- Train passengers' arrivals (or flows)
- Cruise / ferry passengers' arrivals (or flows)
- Tourists and visitors' expenditure
- Number of visitors to heritage and other attractions
- Environmental information: water consumption, waste, energy, etc.

B2.7 Do you run surveys and questionnaires at least once per year? Multiple answers are possible.

- Tourists and visitors' surveys
- Residents' surveys
- Private companies (accommodation) surveys
- Cultural companies' surveys
- Private companies (tourism facilities as tour guides) surveys
- Employees' surveys
- None

B2.8 Do you collect and/or use big data? Multiple answers are possible.

- | | |
|--|---|
| <input type="checkbox"/> Telecommunication data (mobile antennas) | <input type="checkbox"/> Sensors (Internet of Things) |
| <input type="checkbox"/> UGC data (social networks and reviews) | <input type="checkbox"/> Mobile APP data |
| <input type="checkbox"/> Web searches and booking | <input type="checkbox"/> Destination website metrics |
| <input type="checkbox"/> Mobility insights (flights, trains, local transportation) | <input type="checkbox"/> None |

B3 Data management and technological solutions

B3.1 How is data/information mainly disseminated and reported to stakeholders?

- Static reports such as factsheets, magazines, etc.
- Dashboards based on continuous data inflow.
- Real time insights based on automatized and continuous monitoring.

B3.2 Is there a data sharing policy and how would you describe it?

- Limited willingness of sharing (fear of misuse of data).
- Data sharing among partners.
- Open data environment.

B3.3 What types of knowledge sharing levels are there in place at the destination?

- Sharing limited information
- Sharing explicit knowledge
- Sharing explicit knowledge

B3.4 What form of data sharing practices already exist at your destination?

- | | |
|---|----------------------------------|
| <input type="radio"/> Data commons | <input type="radio"/> Open data |
| <input type="radio"/> Data collaboratives | <input type="radio"/> Data space |
| <input type="radio"/> Data marketplaces | |

B3.5 For what purposes is the data shared at the destination? Multiple answers are possible.

- | | |
|--|---|
| <input type="checkbox"/> Personalization of customer services and interactions | <input type="checkbox"/> Sustainability management |
| <input type="checkbox"/> Customer complaint / reviews management | <input type="checkbox"/> Tourism impacts monitoring |
| <input type="checkbox"/> New service development – innovation | <input type="checkbox"/> Strategic planning |
| <input type="checkbox"/> Market research | <input type="checkbox"/> Customer satisfaction |
| <input type="checkbox"/> Process improvement | <input type="checkbox"/> Quality monitoring and management |
| <input type="checkbox"/> Business model and strategy innovation | <input type="checkbox"/> Crisis management |
| <input type="checkbox"/> Security and fraud detection | <input type="checkbox"/> Customer experience and engagement |
| <input type="checkbox"/> Customer service | <input type="checkbox"/> Supply chain visibility |
| <input type="checkbox"/> Dynamic pricing | <input type="checkbox"/> Other |

ECOSYSTEM MANAGEMENT CAPACITY

C1 Tourism strategy

C1.1 Is there a tourism strategy of your destination?

- No
- Yes

C1.2 What is the focus of the destination's tourism strategy? Multiple answers are possible.

- Marketing the destination and creating the destination brand
- Managing the resources and carrying capacity of the destination
- Developing the destination resources
- Identifying and managing the destination stakeholders for building collaborative practices
- Sharing knowledge with destination stakeholders
- Increasing the possibility to participate in networks and access to funds

C1.3 What are the strategic aims of the destination tourism strategy? Multiple answers are possible.

- Attract tourists and increase visitation numbers
- Manage stakeholders' interests
- Monitor and improve the quality of the tourists' experience
- Develop partnerships in the destination ecosystem for enabling value and experience co-creation
- Spread tourists across time and geographical areas in the destination
- Enhance the quality of life and well-being of the local community

C1.4 Who is responsible for developing the destination tourism strategy?

- The destination strategy is developed internally by the DMO or the responsible entity.
- The development of the destination strategy is outsourced to an external body.
- The tourism strategy is developed after a consultation process with the destination stakeholders and community.
- The tourism strategy is developed collaboratively by the destination, the stakeholders and community representatives.

C1.5 What is the time horizon of the destination tourism strategy?

- 1 – 5 years
- 1 – 10 years
- Other
- No tourism strategy

C1.6 How often is the destination tourism strategy reviewed?

- Once per year
- Every 2-3 years
- Every 5 years
- Other
- No tourism strategy

C2 Human capital and skills

C2.1 How do you assess the level of investment in the education and training of employees in different areas?

- We do not invest in education and training in our destination.
- We require our employees to attend training prescribed by law.
- We regularly encourage and motivate our employees to attend various training. Facilitate increased access to high-speed broadband and other digital infrastructure for tourism businesses and visitors
- We take a planned and structured approach to all our employees' regular training.

C2.2 How are informatics organised in your destination?

- We do not have our own IT department, nor do we have an employee who would care exclusively about informatics and digitalisation.
- We have some IT employees and we also hire services from external partners.
- We have IT employees and we do not hire services from external partners because we have enough knowledge in the house.
- Our destination has an IT team proficient in data analytics, but it is not included in the strategic decision-making level.
- The role of using informatics is of strategic importance for us, so we have a dedicated IT department proficient in data analytics, the head of which works at the strategic level in our destination (e.g. Chief-information-officer (CIO)).

C2.3 Do you have an employee training program about the use of digital technologies and tools?

- We do not have training program(s).
- We have defined a training program about the use of digital technologies/tools for some management profiles.
- We are already implementing a training program about the use of digital technologies/tools for some management profiles.
- We are already implementing a training program about the use of digital technologies/tools for management and some operational profiles.
- We have defined and are implementing a complete program about the use of digital technologies/tools for all profiles.

C2.4 Do you use data analytics and other advanced technologies for data-driven decision making?

- We do not engage in data analytics or use technologies for data-driven decision making.
- We engage in basic data analytics with simple business intelligence tools (Excel, etc.).
- We use descriptive data analytics as we take advantage of advanced business intelligence with visualisation solutions (MS Power BI etc.) to look at past performances and understand the reasons behind past success or failure.
- We regularly engage in predictive data analytics as we use advanced business intelligence with visualisation solutions (MS Power BI etc.) and machine learning algorithms to determine probable future outcomes of our activities.
- We are well acquainted with prescriptive data analytics as we use artificial intelligence tools and real-time visualisation, along with data mining, machine learning and big data processing, to in-depth understand actions based on predictions and implications of each decision option.

C2.5 Do you have an employee training program about the use of data analytics?

- We do not have training program(s).
- We have defined a training program about the use of data analytics for some management profiles.
- We are already implementing a training program about the use of data analytics for some management profiles.
- We have defined and are implementing a complete program about the use of data analytics for all relevant profiles.

C2.6 How do you assess the digital competencies and skills of your employees?

- Employees do not have the basic knowledge and skills to work seamlessly with digital tools.
- Employees have basic knowledge and skills for smooth work with digital tools.
- Employees have advanced knowledge and skills for working with digital tools and are also regularly trained in this field.

C3 Ecosystem management and partnerships

C3.1 Are stakeholders at your destination responsible for creating knowledge and sharing data themselves (Do-it-yourself approach) and in which way?

- Most stakeholders act on their own, within their own control and sphere of influence.
- Stakeholders are a part of temporary/project-funded networks or coalitions.
- Stakeholders are part of a structural/permanent operationalized "knowledge network".

C3.2 Are stakeholders at your destination collaborating for creating knowledge and sharing data themselves (Do-it-together approach) and in which way?

- Data and knowledge are created and shared through ad hoc cooperation among a limited number of stakeholders.
- Data and knowledge are created and shared through temporary/project-funded networks or coalitions (e.g. data lab).
- Data and knowledge are created and shared through structural/permanent operationalized "knowledge network" (e.g. data hub, tourism observatory).

C3.3 What role does the DMO play in data management?

- DMO is acting as destination marketing organization.
- DMO is acting as destination management organisation.
- DMO is acting as data mining organisation.

C3.4 How are residents involved in the development of your destination?

- Residents are passive.
- Residents participate in smart tourism development.
- Residents are connected and creatively involved in smart tourism development.

C3.5 How are tourists involved in the development of your destination?

- Tourists are isolated in a limited zone of knowledge about tourism destination.
- Tourists are informed about the destination's vision and its offering.
- Tourists are connected, share data, are co-creators of experiences and destination ambassadors.

C3.6 Which of the following actors in the smart tourism ecosystem you are collaborating with? Multiple answers are possible.

- | | |
|--|--|
| <input type="checkbox"/> Tourism service providers | <input type="checkbox"/> Trade associations and/or professional bodies |
| <input type="checkbox"/> Public administrations | <input type="checkbox"/> Labor unions |
| <input type="checkbox"/> Tourists | <input type="checkbox"/> (Tourism) research and/or educational providers |
| <input type="checkbox"/> Residents | <input type="checkbox"/> Other |

C3.7 At what stages of tourism development strategy are the residents involved? Multiple answers are possible.

- | | |
|--|--|
| <input type="checkbox"/> Information receivers | <input type="checkbox"/> Strategy voting |
| <input type="checkbox"/> Public consultation | <input type="checkbox"/> Strategy implementation |
| <input type="checkbox"/> Strategy development | <input type="checkbox"/> Strategy monitoring and measurement |

C3.8 Which of the following steps have you already taken to build the ecosystem for the transformation into a smart tourism destination? Multiple answers are possible.

- | | |
|---|---|
| <input type="checkbox"/> Self-assessment | <input type="checkbox"/> Continuous improvement |
| <input type="checkbox"/> Roadmap | <input type="checkbox"/> Benchmarking |
| <input type="checkbox"/> Definition of an action plan | <input type="checkbox"/> Other |
| <input type="checkbox"/> Set of indicators | |

C3.9 Do you have policy measures in place to support the digitalisation of tourism business models, value chains and ecosystems? Multiple answers are possible.

- Support travel-tech incubators and/or accelerators, mentoring sessions and other non-tech initiatives (e.g. tourism networks)
- Regulatory frameworks to promote fair competition and encourage innovation
- Support accessibility and affordability of digital technologies, tools and solutions for tourism businesses, including initial investment and ongoing costs
- Facilitate increased access to high-speed broadband and other digital infrastructure for tourism businesses and visitors
- Encourage collaborations between traditional and digital native enterprises to enhance knowledge sharing
- Other