

Pillar 2 “Data Management and Tech. Solutions” in practice Towards becoming a data-driven destination

Why? Using this template, a destination may figure out what kind of **technology** is at the DMO’s reach and which one should be acquired from a third party. The goal is to brainstorm the kind of data needed and its purpose. The technology needed would be chosen consequently.

How? Each technology requires different inputs to be useful and efficient. It also needs a set of skills to be implemented and adequately implemented. We propose splitting the most common technologies into **four groups** to approach the technology selection progressively.

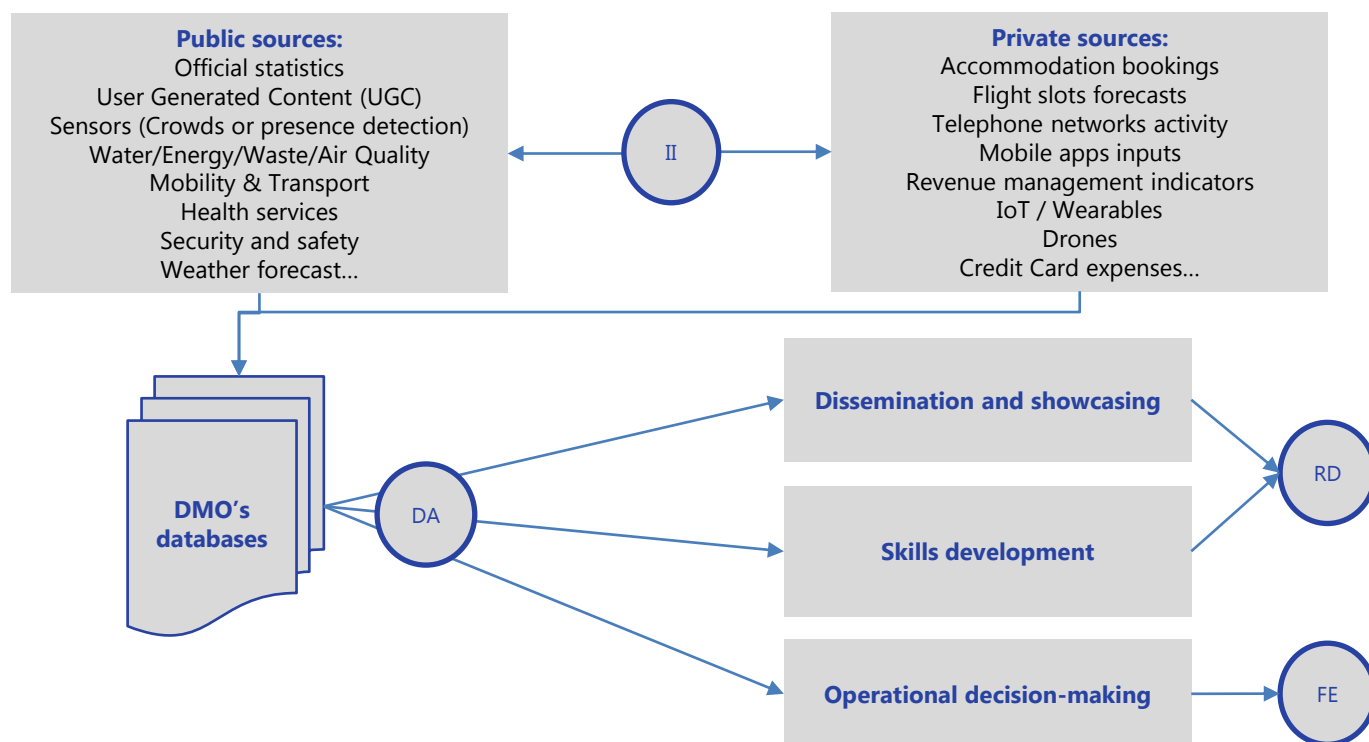
Tips and Guidelines

- Four groups of technologies are described next, depending on each one’s role in the destination management process. Please have a look at the list of technologies and get familiar with them. Try to identify which one would be helpful and consistent with your needs.
- Even when collecting data, a destination might find investing in interconnected systems useful, making them outputting actionable, easy-to-analyse information. Afterwards, analysis technologies may be used for making decisions, disseminating the results or developing new abilities in the destination. For each of these three objectives, different technologies can be helpful.

Smart technologies for a DMO

The technologies shortlisted here below are available for specific purposes in smart destinations:

Interactivity or Interconnectivity (II)	Data Analysis (DA)	Representing or Disseminating (RD)	Front-end Technologies (FE)
Security applications Blockchain Bluetooth Wi-Fi /Mi-Fi (mobile Wi-Fi) 5G and 6G	Statistical Analysis Semantic Analysis Sentiment Analysis Online Reputation Analysis Data An. Sys. (Big data/BI...) Carrying Capacity An. Intelligent algorithms AI	2D/3D Modeling Geographical Inf. Sys. (GIS) Dashboards Communication Platforms Online Training Webinars	Smart Signage/Totems Tourist Smart panels Chatbot Natural Language Processing Tourism CRM App Development Platform/Web Development Videomapping Virtual/Augmented Reality Smart Parking



Link with other Smart Tourism Pillars: Before this factsheet, the “**Strategy and Governance**” (pillar 1) explained how the destinations should consolidate a clear strategy to define objectives, responsibilities and indicators. After this document, “**Human Capital & Skills**” (pillar 2) focus on the relevant capabilities to be developed when incorporating new data or technologies in the destination management process. Tips and guidelines can be found consulting the Toolkit for Tourism Destinations and other supporting materials available in the [digital library](#) of the Smart Tourism Destinations project website.

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Instructions: Using this template, **first outline the sources** your destination would address to collect the data needed. After completing it, fulfil the **Technologies' Uses Card** as many rows as you need. This card may help you in the process of displaying sequentially the different technologies you may need for making the data interoperable (**II**), analysing it (**DA**), disseminating it (**RD**), or setting up new data-based services for your tourists (**FD**). Moreover, it would be good **to identify**, for each technology, **stakeholders** who might facilitate its implementation or provide either the service or the technology itself.

Describe the public data sources involved

Describe the private data sources involved

TECHNOLOGIES' USES CARD				II	DA	RD	FD
Technology	Dataset	Frequency of use	Facilitator/Provider				