

Smart Tourism Destinations

06th September 2023



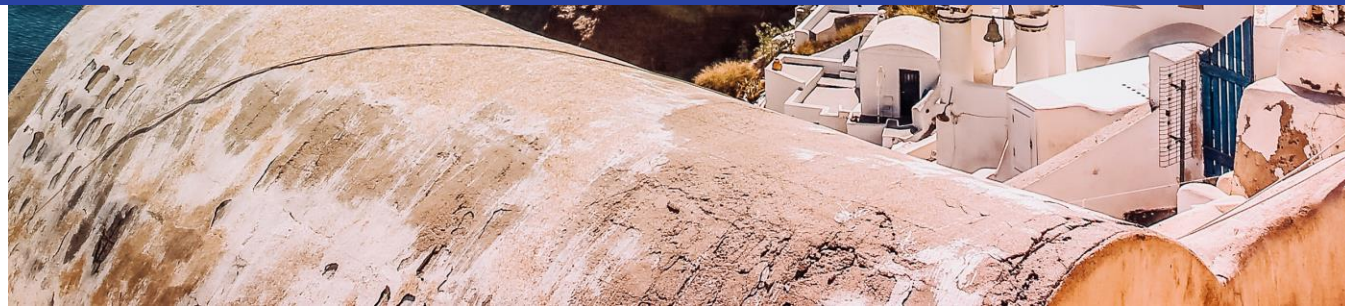
Final Event



intellera
consulting

pwc

CARSA



Today's Agenda

The event will be recorded
Please mute your microphone to avoid
background noise



14.30 – 14.35 **Opening greetings & Introduction**

Misa Labarile, European Commission

14.35 – 14.55 **Presentation of project outputs and recommendations for DMOs**

Giovanna Galasso & Alberto Venditti, Intellera Consulting

14.55 – 15.30 **Peer-learning session**

- Dubrovnik
- Fuerteventura
- Genoa

Beatrice Dorenti, Intellera Consulting

15.30 – 15.40

Coffee break

15.40 – 16.15 **Peer-learning session**

- Dublin
- Malta
- Estonian Tourism Board

Beatrice Dorenti, Intellera Consulting

16.15 – 16.30 **Consultation on ways forwards**

Tomáš Gajdošík

16.30 – 16.40 **Presentation of upcoming programme on sustainability for DMOs**

Marlene Bartes, European Commission

16.40 – 17.00 **Conclusions**

Experts, Giovanna Galasso, IMisa Labarile

Smart Tourism Destinations



Project overview and outputs
Alberto Venditti, Intellera Consulting



The Smart Tourism Destinations project



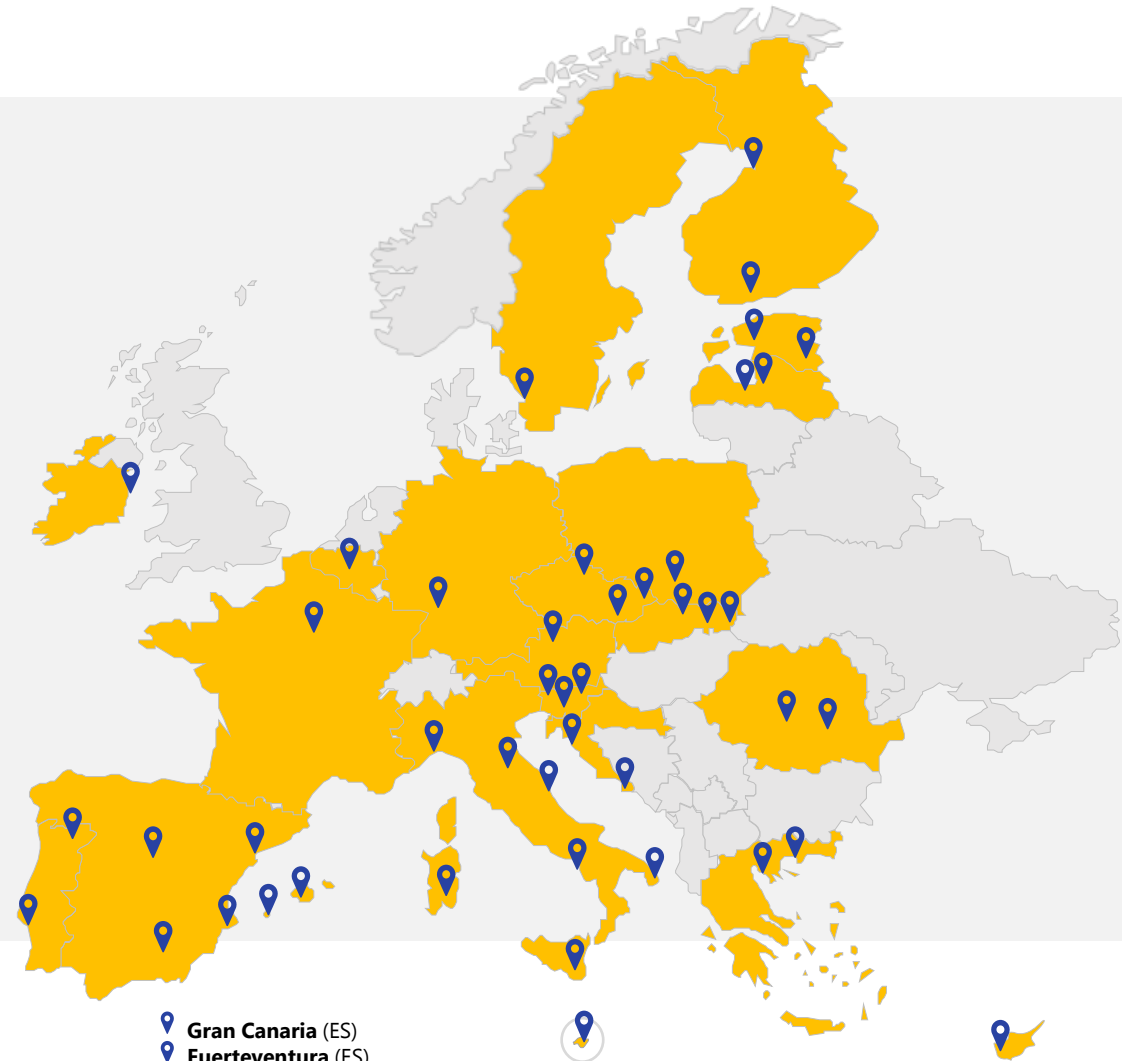
Promoted by the **European Commission - DG GROW**, the Smart Tourism Destinations Project is managed by **Intellera Consulting, CARSA, the University of Malaga, and PwC EU Services.**



The project is aimed at **supporting 48 destinations from 21 EU countries** implementing data-driven approaches to make tourism more sustainable and accessible.



The project can also count on the support of **10 independent experts** including private sectors practitioners and academic researchers.



- Gran Canaria (ES)
- Fuerteventura (ES)
- Azores (PT)

Smart Tourism Destinations – Objectives

The key objectives of the Smart Tourism Destinations project



Strengthen collaboration and peer learning between EU tourism destinations



Develop a knowledge base and provide **capacity building activities** to support the adoption of Smart Tourism solutions and approaches



Disseminate lessons learnt and good practices, raise awareness on Smart Tourism and develop **final recommendations**



The Destinations Journey

Main tools

Study – Mastering Data

01



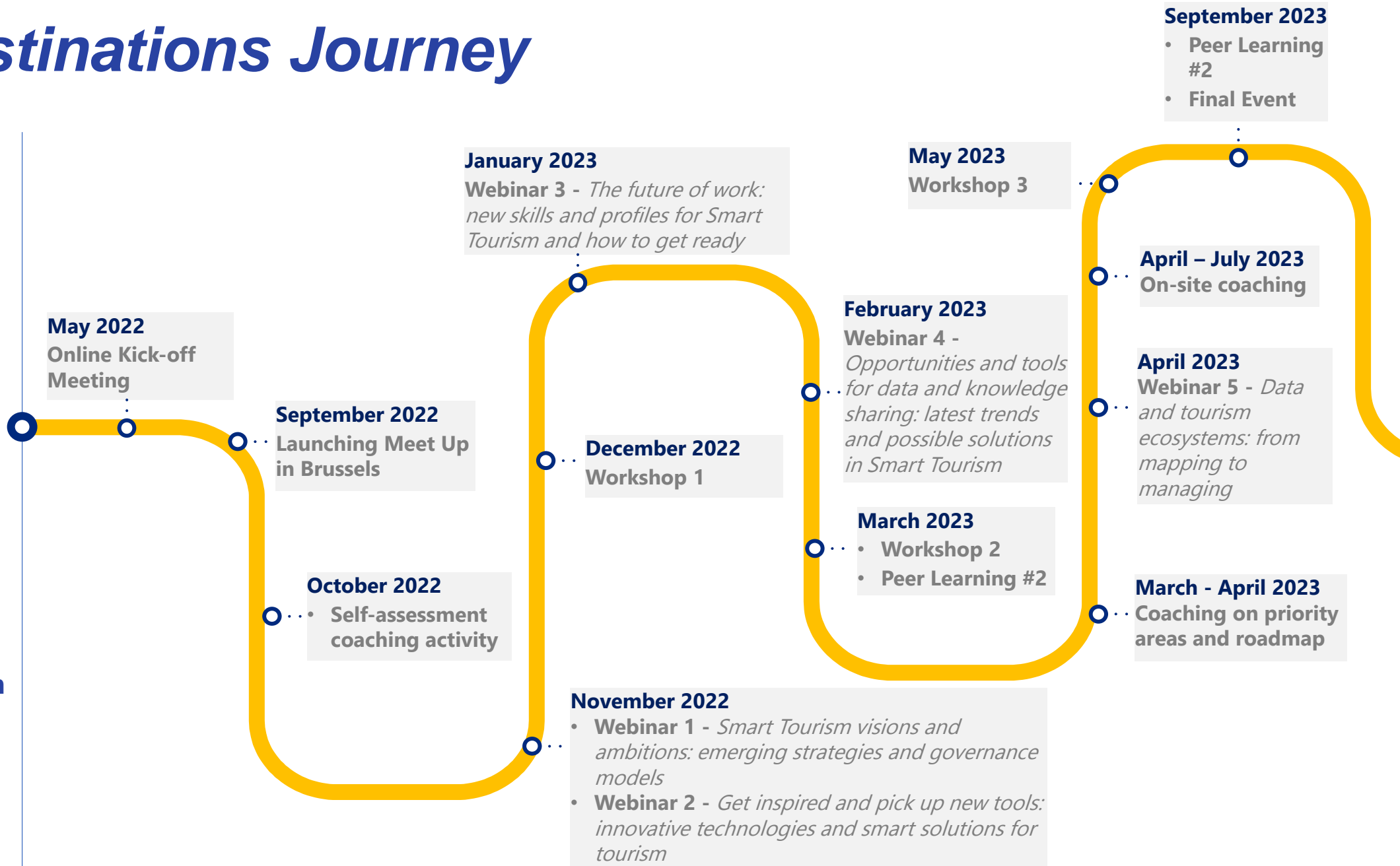
EU Guide on data

02



Toolkit for tourism destinations

03



Study ‘Mastering data for tourism’

The study reflects on how **data** is being used by **destinations** and other **actors** in the **tourism** industry.

In addition, it offers a series of **initial 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



Available for download on our project website:
<https://smarttourismdestinations.eu/digital-library/>

The EU Guide and the Toolkit



EU Guide on data for tourism destinations

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

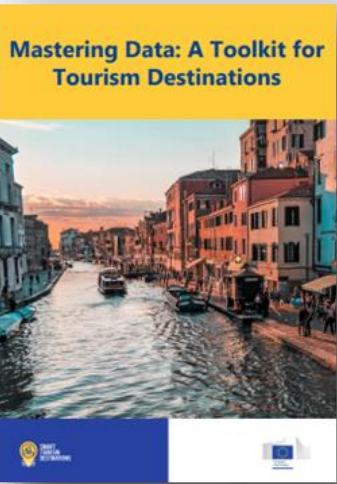


Mastering Data: A Toolkit for Tourism Destinations

A toolkit for mastering data, describing how to improve destination's smart tourism capacities



All EU languages



All EU languages



Materials available for download on our project website:
<https://smarttourismdestinations.eu/digital-library/>

The 5 Pillars of Smart Tourism



Launch Event

The **Project Launch Event** was held in **Brussels on 19th and 20th September 2022**, kicking off all activities and allowing destinations and experts to meet in person and start working together



10 Smart Tourism Experts + 48 EU tourism destinations



Presentation of relevant initiatives from **DG GROW & DG CNECT**



Creation of a destinations networks and strengthened collaboration



Day 1 recording available at this [link](#)



Smart Tourism Webinars

Online kick-off event and **5 webinars** covering each of the five Smart Tourism pillars identified by the independent experts in the Toolkit



1-1.5 hours interactive sessions



75 to 150 attendants each



2 independent experts per session and external speakers



Deep understanding of the pillars of smart tourism ecosystems



Recording available at this [link](#)



Smart Tourism Pillars in Practice

The Pillars in practice are **8 short factsheets**, concrete tools that destinations can use as operational guides to implement a data management strategy

The concept of smart tourism pillars in practice

[Pillar 1 – Indicators](#)

[Pillar 1 – Governance](#)

[Pillar 2 – Data Management](#)

[Pillar 2 – Technology](#)

[Pillar 3 – New skills development](#)

[Pillar 3 – Leadership, jobs and capacity](#)

[Pillar 4 – Knowledge Transfer](#)

[Pillar 5 – Data and Tourism Ecosystems](#)

Key characteristics

- ✓ Ready-to-use tools
- ✓ Immediately applicable to improve under the Smart Tourism pillars
- ✓ Knowledge base for less-mature destinations

Pillar 1 "Strategy and Governance" in practice
Defining roles along the data cycle for smart tourism

Why? This tool helps destinations fine tuning their data management and governance model, providing a template that can be used to discuss and agree on the **different roles and responsibilities** of stakeholders along the data cycle. A clear governance model enables destinations to steer development, shape adequate structures and achieve strategic goals.

How? The **data cycle for smart tourism** identifies 5 steps that can help destinations reflecting on how to concretely implement a data-driven approach. This cycle can be used also to identify the organizations and/or people that can contribute to each step, based on a RACI model (see below).

Tips and guidelines:

- Before working on the data cycle governance model, destinations should have a clear idea of why they are collecting this data and of what they want to know (their data strategy and vision).
- For less mature ecosystems, we recommend following a top-down oriented approach, making a first proposal and engaging stakeholders for feedback, validation, and engagement (e.g. by organizing workshops, interviews, surveys...).
- In more mature ecosystems, this approach can help destinations to review the current governance model, to check whether there are any gaps of clear roles and responsibilities.

1. Activities related to data collection, management, and analysis (e.g. creation of datasets, indicators, etc.)

2. Translating the data analysis results into useable information and sharing it with the ecosystem (e.g. regular reports, public dashboards, newsletters, etc.)

3. Evaluate the validity, reliability, and usability of data and information (e.g. through stakeholder consultations, monitoring of the use of information sharing channels, etc.)

4. Based on the evaluation, adapt data collection methods and analysis, and experiment with new techniques (enrich existing datasets, develop new indicators, etc.)

5. Upscale and pilot new data collection and analysis techniques (training regarding new data collection and analysis modalities, test new techniques, etc.)

RACI matrix
It is a chart used for assigning roles and responsibilities along the data cycle and according to the roles below:

Responsible (R)	Accountable (A)	Consulted (C)	Informed (I)
This actor leads the work to complete the cycle step. Every step needs at least one responsible party.	This actor is responsible for ensuring the cycle step is complete and suitable. Try to have just one when possible.	This actor is the one from whom input and feedback should be solicited. No maximum nor minimum number.	This actor simply needs to be kept in the loop of step activities for awareness of topics, decisions, and progress. No maximum nor minimum number.

Link with other Smart Tourism Pillars: the "Ecosystem management & partnership" pillar provides more information on how to foster cooperation among stakeholders and how to increase and improve interactions. 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.

Smart Tourism Destinations project, 2022
Developed with the contribution of Smart Tourism Expert Dr. Stefan Hartman and based on the [Smart Tourism Destinations webinar](#) "Smart Tourism visions and ambitions: emerging strategies and governance models".

Definition
to the purpose for which the indicator is being collected and tourism situation.
Indicator, from data being already available and being currently available and requiring new data.
actors is timely and up-to-date.
ed.
Indicator itself are clear and easy to understand.
be found in the sets of indicators available in the rich can allow further comparison and may facilitate
time and across destinations, thus increasing the
by the indicator, to avoid duplication of information
it.

Link with other Smart Tourism Pillars: the "Data collection, management and technological solutions" pillar provides more information on data sources, collection, and management for smart tourism, which can help assessing some of the criteria above and moving forward with the implementation of an indicator system. 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.

Smart Tourism Destinations project, 2022
Developed with the contribution of Smart Tourism Expert Dagmar Lund-Durlacher and based on the [Smart Tourism Destinations webinar](#) "Smart Tourism visions and ambitions: emerging strategies and governance models".

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<https://smarttourismdestinations.eu/digital-library/>

Smart Tourism Workshops

3 workshops on smart tourism pillars to develop a roadmap towards smart tourism



6 working sessions guided by the smart tourism experts



Development of **capabilities to become smart tourism destinations** (identify objectives, develop indicators, manage data, identify data skills and define roles and responsibilities, transfer knowledge, manage tourism ecosystem)



Smart Tourism Coaching Sessions

3 destinations' one-to-one **coaching sessions** with the smart tourism experts



2 online and 1 on-site sessions



125 meetings organised overall



Definition of a **tailored tourism roadmap** to improve as a smart destination and enhance the destinations' activities and operations



Peer Learning & Matchmaking sessions

2 Peer-Learning and Matchmaking sessions



12 peer learning presentations and more than 200 attendees



Creation of a **network of EU destinations** willing to **collaborate** and **exchange tourism best practices**. Several destinations reached out to others for exchanging on similar challenges, as well as for finding partners for EU calls applications



Smart Tourism Destinations



Smart Tourism Recommendations
Giovanna Galasso, Intellera Consulting



Recommendations for follow-up actions

Aim of the recommendations

- The Smart Tourism **recommendations for follow-up actions** are a series of **tips and suggestions** based on the information collected throughout the Project
- **The recommendations identify actions to initiate or enhance in the future to support tourism destinations developing data management capabilities**
- **Recommendations** are addressed to **public authorities at different governance levels**



Governance levels



European Commission

Recommendations aimed to promote tourism policies and investments at EU level



EU Member States

Recommendations that concern concrete measures EU MS can apply to make tourism smarter



Regions

Recommendations to be implemented at local level by EU Regions



DMOs

Ad hoc recommendations for DMOs to reinforce local tourism communities and support them during their path towards becoming smart destinations



Recommendations for DMOs

Capability & Culture

Prepare a competency development plan



Finance and/or **find sponsors** (e.g., universities, research institutes) to enable **staff** to **attend data management courses**



Facilitate staff to take a '**sabbatical**' or '**field** **learning by working** and being placed in other organisations within the tourism ecosystem that **specialise** and have know-how in **data management**



Develop a **staff exchange programme** between **DMOs** and other **tourism ecosystem partners** to enable **capacity building** through **peer learning** and **knowledge exchange**



Recommendations for DMOs

Capacity & Capability

Define roles along the data cycle for smart tourism



Identify the **organisations, stakeholders and/or people** that can **contribute** to **each step of the data cycle** based on a **RACI** (Responsible, Accountable, Consulted, Informed) **model**



Organise **brainstorming sessions** with **private/public stakeholders** to involve them in each phase of the data cycle, so to **assign specific roles** to each organisation for ensuring commitment and responsibility



Develop **job descriptions** and **profiles** when recruiting human resources and willing to **attract the appropriate talent** to staff their organisations



Recommendations for DMOs

Capacity

Improve visibility, transparency and effectiveness of funds and programmes as well as the identification of other alternative ways of financing



Exploit the **tourism ecosystem** to **identify potential partners** and set up **collaborative partnerships with stakeholders** (technology vendors, data providers, research institutes), to **co-develop technology** and **human capacity**



Set up **strategic partnerships** with **research institutes** to get access to **human resources expert** in **data analysis** and **interpretation**



Establish **partnerships** with **technology vendors** so to ensure the **development** of ad hoc **technology applications/ solutions**



Recommendations for DMOs

Connectivity, culture & capacity

Improve data sharing



Improve **data quality** by developing **relevant indicators** for **monitoring tourism** in the **managed area**; data must also comply with **EU privacy regulations**



Increase **data granularity** in terms of **geographical coverage** and **timeliness** by collecting real-time (e.g., data regarding the tourists' movements) and annual data such as the **impact of tourism on local GDP**



Establish **partnership/collaborations** with **local public** and **private organisations** for **collecting data**



Recommendations for DMOs

Connectivity

Manage tourism data ecosystems



Identify and **profile interested stakeholders** and classify them according to the **influence-interest matrix** to better approach and develop **value co-creation** collaborations with them and ensure **active participation** in the ecosystem



Elaborate **strategies** to **engage residents** in **data sharing** and **data collection** activities. DMOs can also organise **events/workshops** to highlight positive consequences of the use of data provided by locals residents and enterprises



Involve tourists as **active members** in the **data sharing ecosystem** by using **gamification tools**. These data can be used by DMOs to conduct **real time tourist sentiment analysis** and take appropriate corrective actions



Adhere to **common practices** – such as the **Code of Conduct for data sharing in tourism** and the upcoming **European Tourism Data Space** – which aim to help in setting international standards for data sharing and ensuring interoperability



Recommendations for DMOs

Culture

Foster Innovation



Organise **hackathons, calls for innovation** and **innovation competitions**. These actions represent a crucial tool for **fostering and incentivising innovation**, identifying and **learning from best practices** as well as diffusing **continuous learning and improvement** within industry clusters and networks. Hackathons and other innovation competitions/awards, can be used as instrumental tools **for building tourism ecosystems' capacity by supporting an open innovation and knowledge exchange culture**.



Recommendations for DMOs

Strategy & Governance

Prepare a data strategy and execution plan



Define a set of **objectives** to be **detailed** and **broken down** in **smaller goals**; then, for each objective, the **changes** needed and the **actions** to be implemented to generate these changes shall be identified, with details on **timing**, **roles** and **responsibilities**



Assess the **resources available** to reach the goals settled. Therefore, DMOs should identify the available **data**, **human resources** and **capacity**, and **financial resources**



Adopt a set of **indicators** to monitor progress to be effective. The indicators should be **specific**, **measurable**, **achievable**, **relevant**, and **time-bound (SMART)**



Develop **connectivity**, which will enable DMOs to **identify** and **define knowledge transfer mechanisms** and **strategies** to effectively **engage** with the **data-sharing** and **collaborations** within the tourism ecosystem



Smart Tourism Destinations



Peer Learning Session
Beatrice Dorenti, Intellera Consulting



Peer learning objective



Get inspired from peers

Concrete examples on how **data-driven solutions** can be concretely applied in tourism

House rules



Post questions using the “chat” function



Presentations available on the Smart Tourism Destinations website

Overview on the Best Practices



Dubrovnik – ‘Respect the City’ Project
Vlaho Margaretic, City of Dubrovnik



Fuerteventura – Data collection and processing to visualise destination managers and destination stakeholders
Juan Cabrera, CEO - Alstenda



Genoa - The Smart Tourism Dashboard
Sandra Torre, City of Genoa



Dublin – ‘Your Dublin, Your Voice’ Project
Barry Rogers, Head of Dublin City Tourism Unit & Rudi O'Reilly Meehan



Malta - Discovering Malta and Gozo Through Its People and Culture - Meet the Locals
Dr Julian Zarb, Chair Malta Tourism Society and Coordinator



Estonian Tourism Board - Estonian tourism companies database
Ave Pill, Project Manager – Estonian Tourist Board



Smart Tourism Destinations – Peer Learning Session #2

Dubrovnik
Vlaho Margaretic



Grad
Dubrovnik
City of
Dubrovnik



RESPECT
THE CITY
POŠTUJMO
GRAD

intellera
consulting

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Our challenge

MANAGING THE CROWDS - VISITORS MANAGEMENT



3rd on the List of Destinations to Avoid in 2018



Our solution

Dubrovnik Visitor

- People counters
- Predictions Calendar
- Dubrovnik Port Authority, CLIA, GSTC, Dubrovnik Tourist Board
- UNESCO contact zone restrictions (pilot)
- BUS web shop
- Dubrovnik PASS digitalization



TRAFFIC
REDUCTION
ZONE



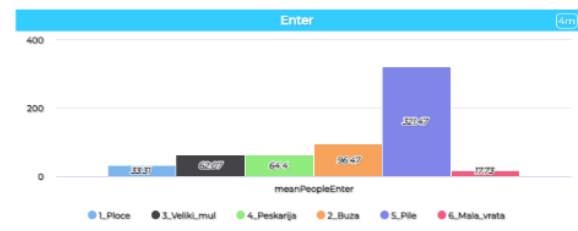
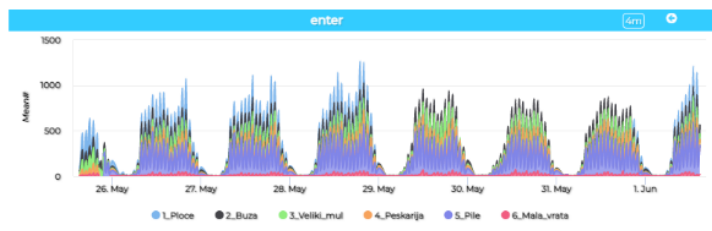
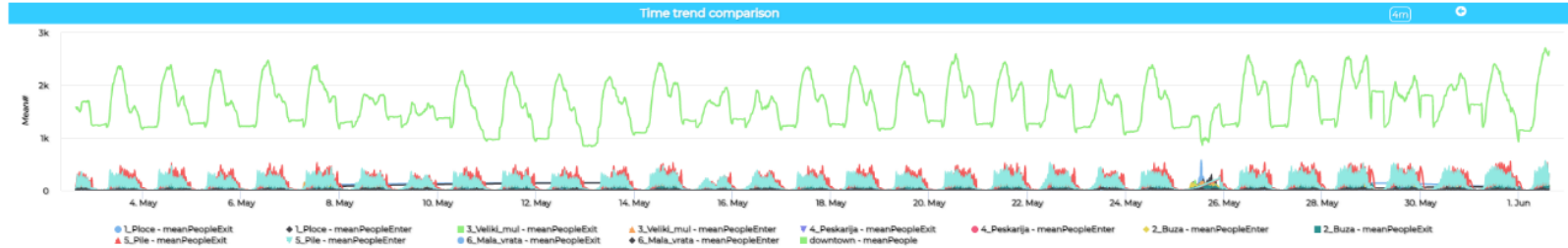
Benefits

OBJECTIVES ACHIEVED

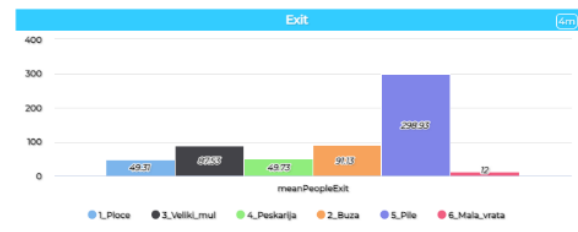
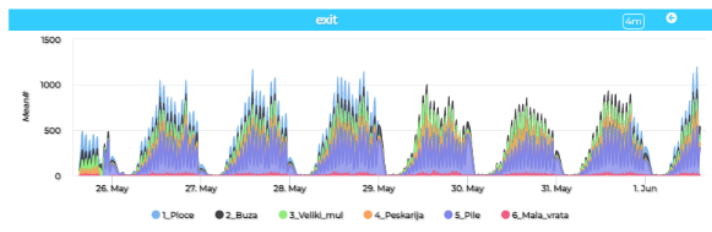
- Respect the City
- Independent Dubrovnik University Study
- New research agreement – CCT document
- Dubrovnik Management Plan



HeritData Dubrovnik Tv Cam PaxCounting interreg Tue 1 Jun 15:05:18



Long Term Calendar
TV Positions



Lessons learned and replicability

LIVE ORGANISM - Ongoing projects – constant upgrades and new solutions inclusions



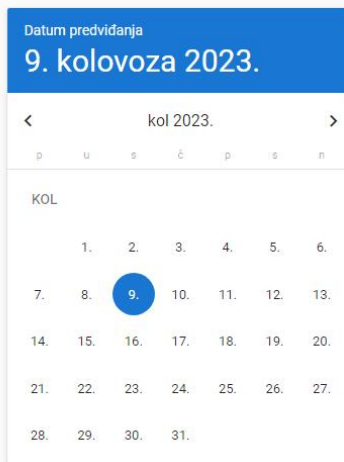
Predviđanje broja posjetitelja

Aplikacijom za predviđanje broja posjetitelja, koja koristi strojno učenje kao posebnu granu umjetne inteligencije, želi se procijeniti broj ljudi na području povijesne jezgre i kontaktne zone grada Dubrovnika na odabrani dan. Ovaj podatak može biti koristan lokalnom stanovništvu kao i turistima kako bi lakše isplanirali svoj dolazak u staru gradsku jezgru.

Za predviđanje broja posjetitelja algoritam koristi različite parametre kao što su broj ljudi s brodova na kružnim putovanjima, broj dolazaka i noćenja gostiju u Dubrovniku, kao i podatke iz vremenske prognoze (prosječna temperatura i količina padalina).

Algoritam za strojno učenje se sa svakim novim podatkom samostalno poboljšava, pa i predviđanja tako s vremenom postaju sve točnija.

NAPOMENA! Zbog novonastalih okolnosti uzrokovanih pandemijom COVID-19 moguća su odstupanja u predviđanjima.



Gužva

U povijesnoj jezgri Dubrovnika očekuje se gužva zbog većeg broja ljudi koji je posjećuju na odabrani datum. Predlažemo da Vaš posjet staroj gradskoj jezgri stoga planirate u jutarnjim ili kasno poslijepodnevним satima.

NEEDS

- Awareness Raising Action plan
 - SYNERGY
 - SAFTEY
 - TRUST
- Legislation - DATA sharing
- Education & Training (live meetings)
- Tools
 - Software
 - Dashboard
- FINANCING

GOAL: PERSONALISED DUBROVNIK ROADMAP TO DATA MANAGEMENT (pilot project)

Contacts



**Vlaho
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Senior Advisor Specialist for Tourism



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www.dubrovnik.hr

<https://dubrovnik-visitors.hr/>

<https://buswebshop.dubrovnik.hr/en>

<https://www.dubrovnikpass.com/>



**SMART
TOURISM
DESTINATIONS**

Q&A



Thank you!



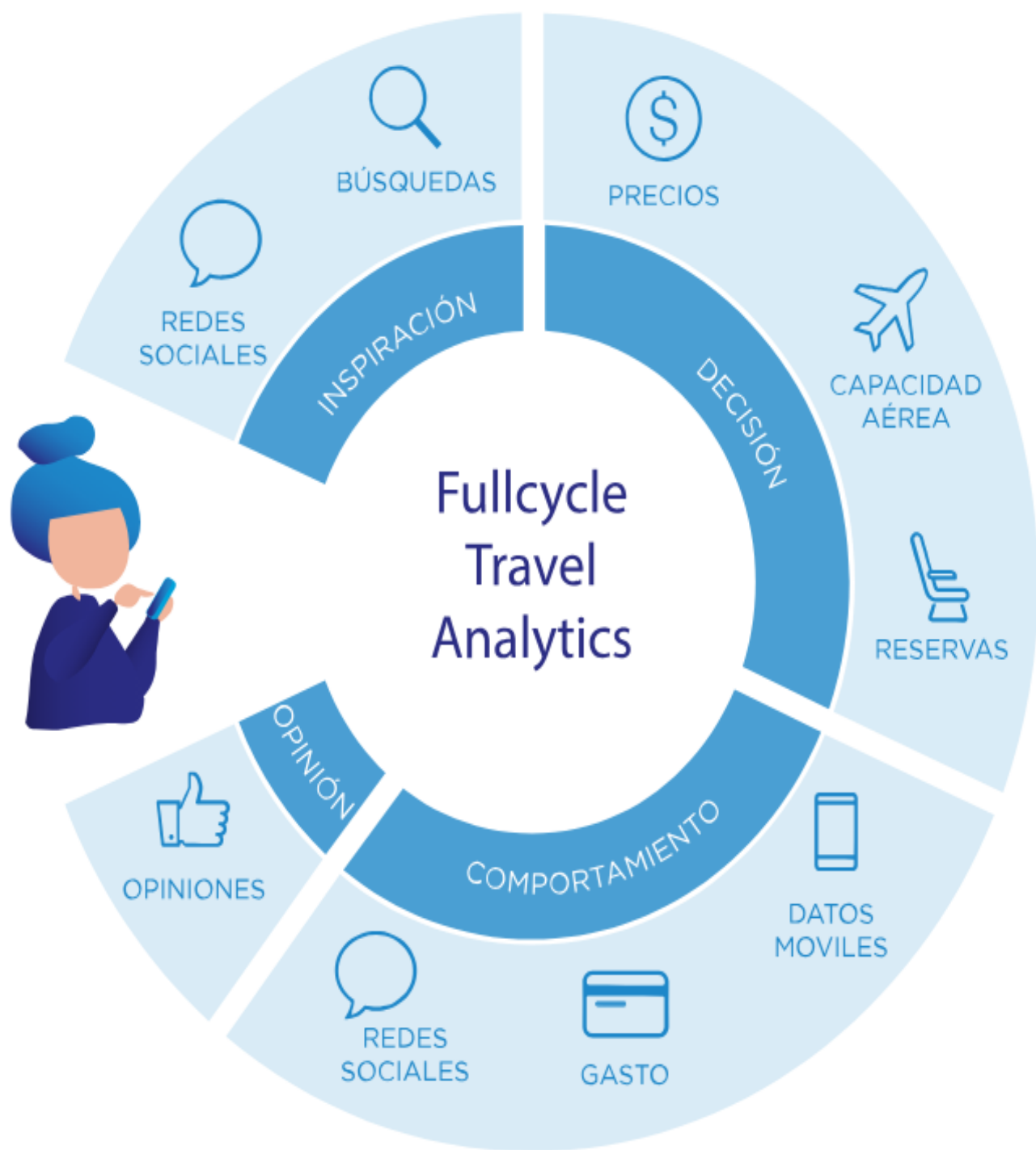
SMART
TOURISM
DESTINATIONS



Smart Tourism Destinations – Peer Learning Session #2

FUERTEVENTURA

Juan Cabrera



Our challenge

Improvement of the Fuerteventura tourist destination

- The tourist destination of Fuerteventura had the need to know in real time what was the situation of the tourism industry on the island.
- We needed to be able to measure the quantity, future bookings, available air capacity per season, tourist opinions, and other relevant data.
- All this information should be available to all agents working within the sector.

Our solution

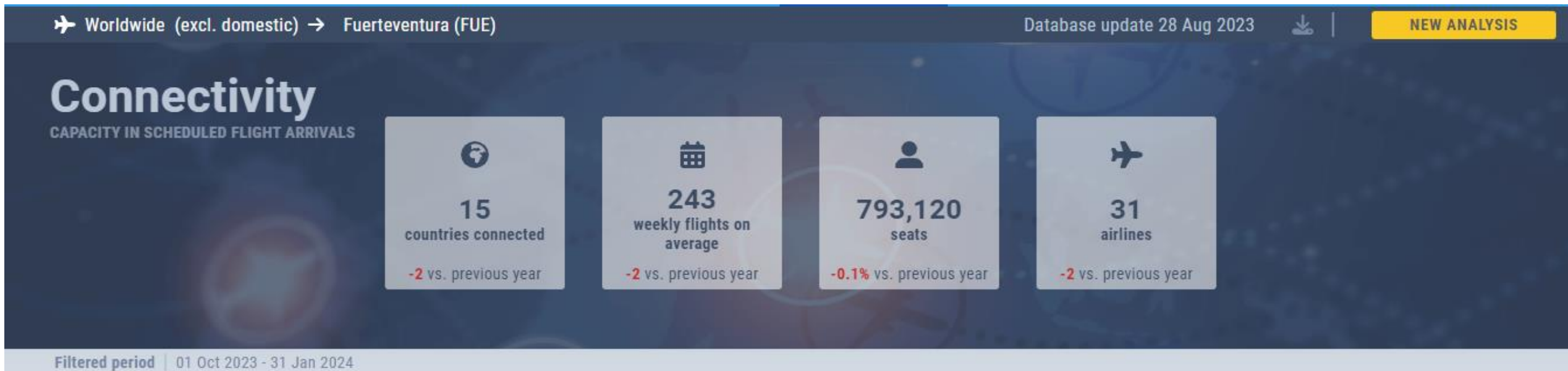
DESTINATION ANALYSIS

ANALYSIS OF AIR CONNECTIVITY

In this section we analyze the schedule of flights arriving at the destination from the countries with which we are connected.

This section is very important since all the tourism that arrives to the island does it by air.

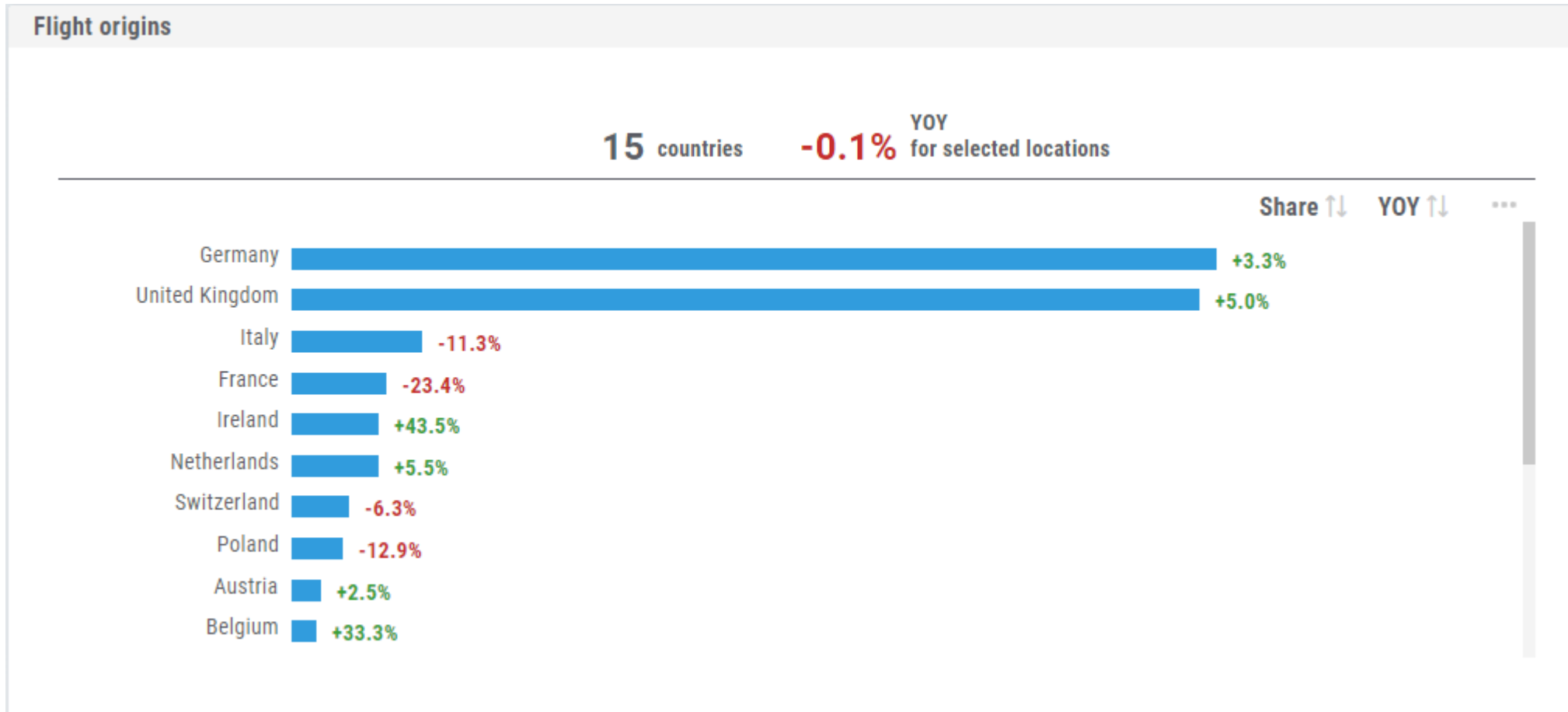
We can see the places programmed for the next winter and summer season. Where we can see the needs and where we must reinforce the air connectivity, working with the airlines or promoting the entrance of new companies or tour operators.



Our solution

DESTINATION ANALYSIS

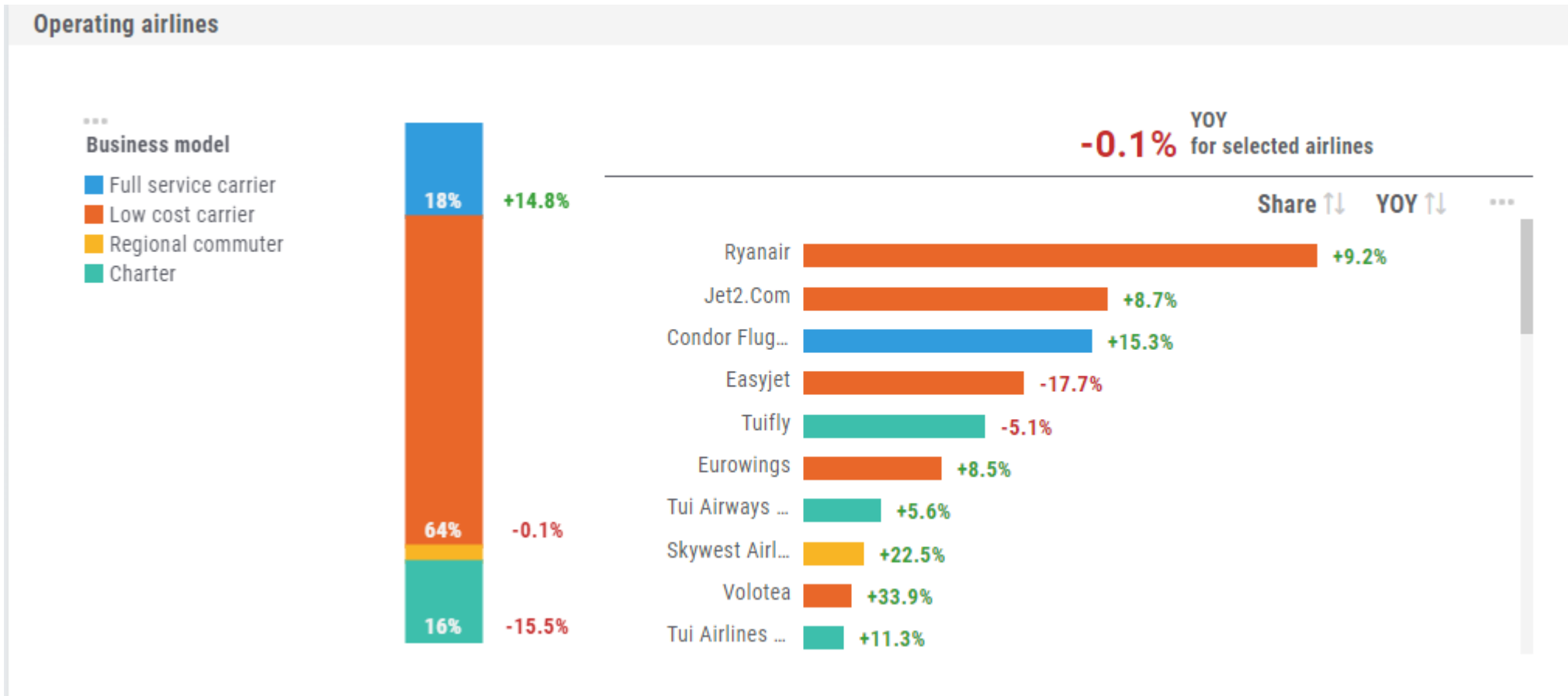
ANALYSIS OF AIR CONNECTIVITY



Our solution

DESTINATION ANALYSIS

ANALYSIS OF AIR CONNECTIVITY



Our solution

DESTINATION ANALYSIS

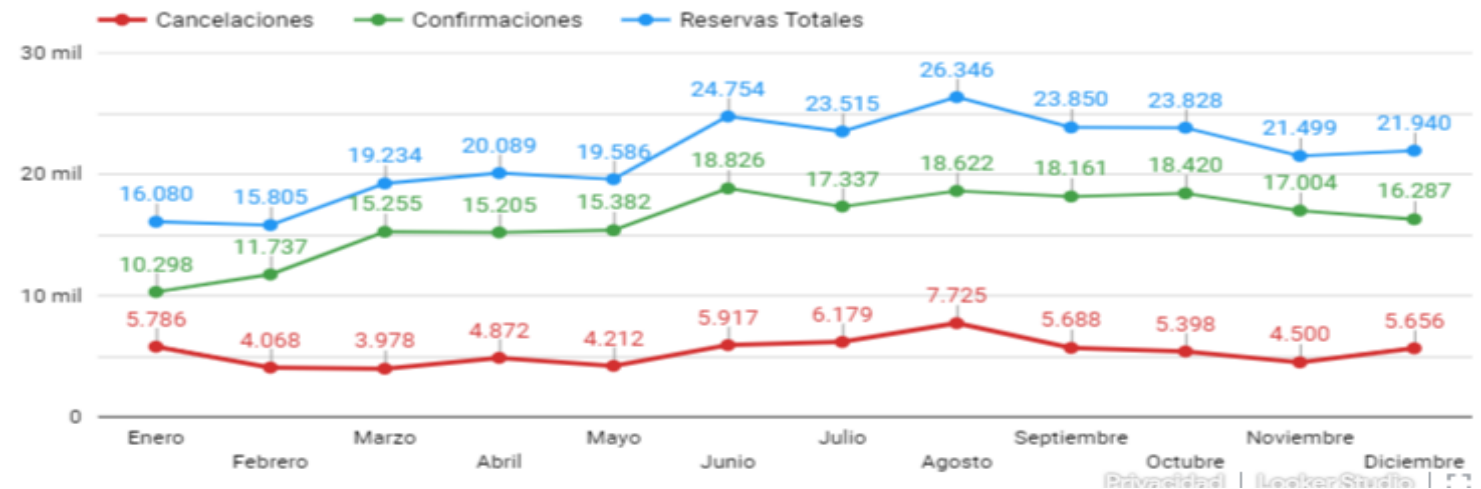
ANALYSIS OF HOTEL BOOKINGS

We need to know in real time the hotel bookings that are occurring in the market. For this we measure the status of the reservations and how they are evolving, from the total received to the cancelled ones.

These measurements tell us where we should focus more marketing efforts in the destination, and also inform us about the profile of tourists and hotel preferences, as well as the sales channels that are having more success. This information is shared with the hotel sector to better adjust marketing and sales campaigns.

Histórico de datos 2022

Mes	Reservas Tota...	Cancelaciones	Confirmaciones
Enero	16.080	5.786	10.298
Febrero	15.805	4.068	11.737
Marzo	19.234	3.978	15.255
Abril	20.089	4.872	15.205
Mayo	19.586	4.212	15.382
Junio	24.754	5.917	18.826
Julio	23.515	6.179	17.337
Agosto	26.346	7.725	18.622
Septiembre	23.850	5.688	18.161
Octubre	23.828	5.398	18.420
Noviembre	21.499	4.500	17.004
Diciembre	21.940	5.656	16.287



Our solution

DESTINATION ANALYSIS

ANALYSIS OF HOTEL BOOKINGS

Hotel reservation data is collected from hotel Channel Manager systems. From which we extract data that we then manage.



INICIO

RECURSOS TURÍSTICOS

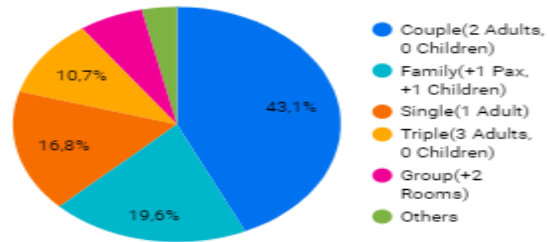
ACTIVOS TURÍSTICOS

EVENTOS

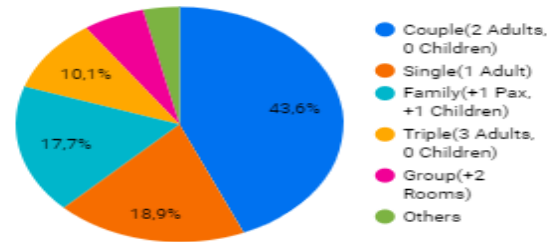
SOSTENIBILIDAD

BIGDATA

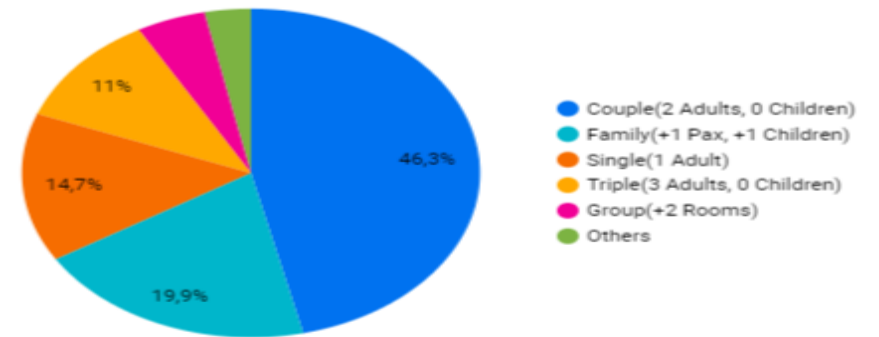
Room distribution (2021)



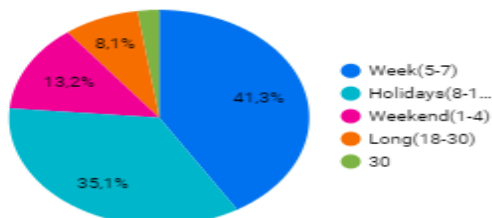
Room distribution (2022)



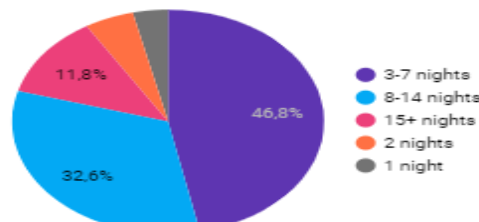
Room distribution (2023)



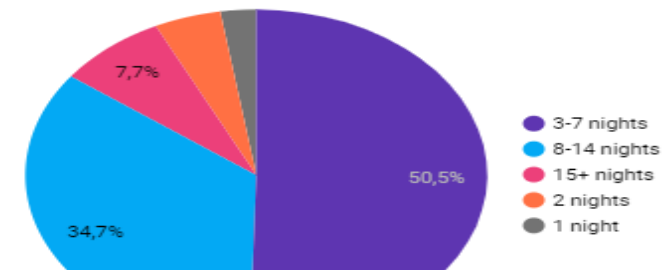
Stay Type (2021)



Stay Type (2022)



Stay Type (2023)

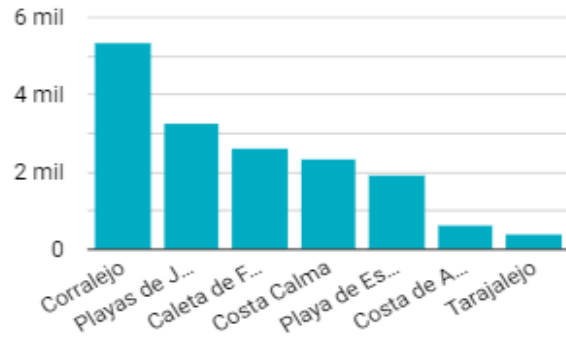


Our solution

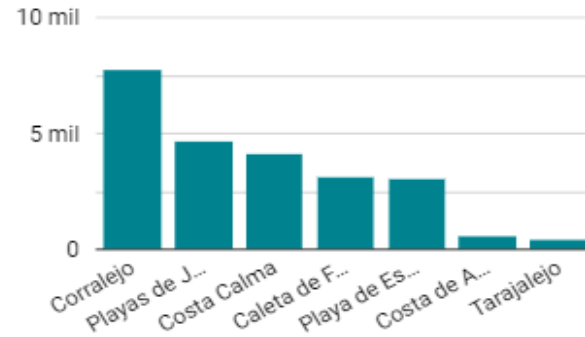
DESTINATION ANALYSIS

ANALYSIS OF HOTEL BOOKINGS

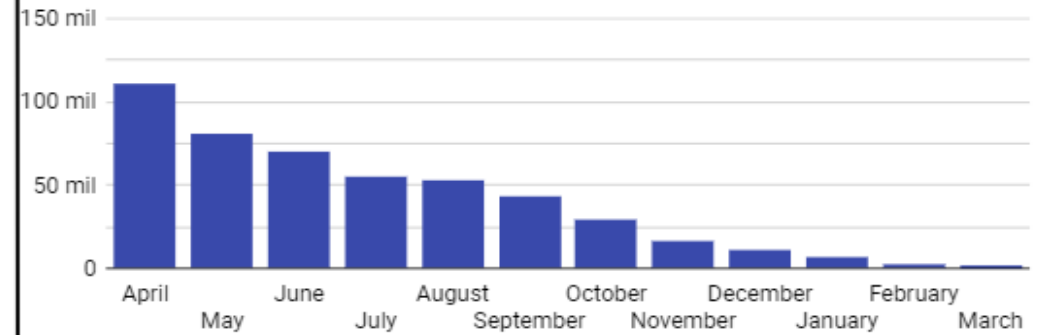
Zones (2022)



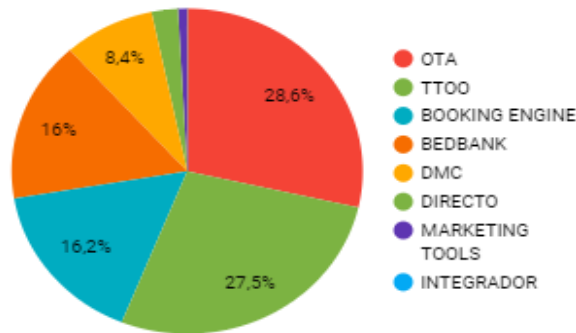
Zones (2023)



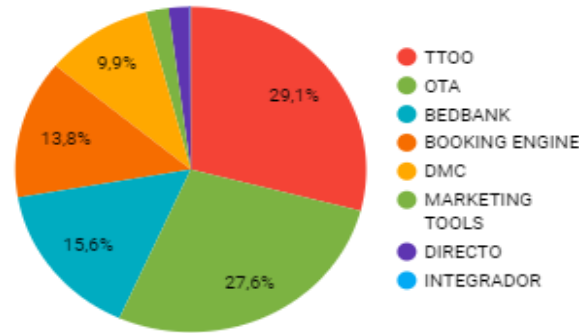
Stay Nights per Month (2023)



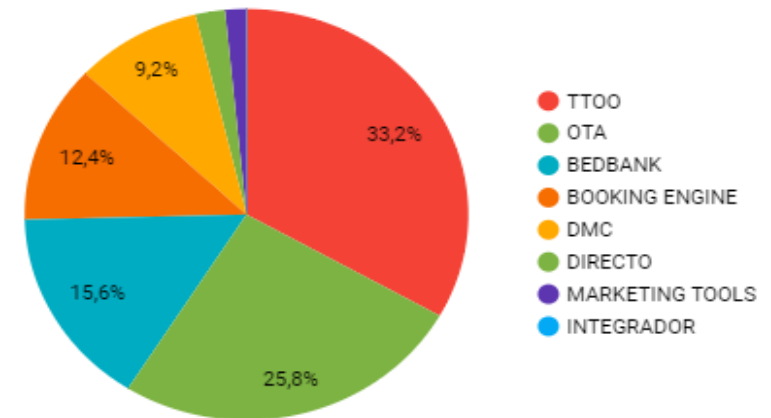
Channel Activity (2021)



Channel Activity (2022)



Channel Activity (2023)



Our solution

CREATION OF STAKEHOLDERS

The creation of the stakeholders under a technological platform, has allowed us to share information efficiently and effectively, segmenting what information should go to each company or hotel based on their business models and interests.



Turismo de Fuerteventura



INICIO RECURSOS TURÍSTICOS ACTIVOS TURÍSTICOS EVENTOS SOSTENIBILIDAD BIGDATA

PLATAFORMA DE INFORMACIÓN TURÍSTICA

SISTEMA DE MONITORIZACIÓN DE RESERVAS AÉREAS Y HOTELERAS

BIG DATA EN DESTINOS TURÍSTICOS INTELIGENTES

SABER QUIÉN VIAJA DÓNDE Y CUÁNDO

Calcular y analizar cada día las transacciones de las reservas de las aerolíneas. De este modo, obtenemos datos de viajes casi en tiempo real para compartir las últimas tendencias del sector y ayudar a las empresas a mejorar su toma de decisiones tácticas y sus inversiones.

Benefits

- One of the objectives of this project is to have complete information in real time.
- In the air connectivity sector, to know in advance the number of tourists that may visit us and the days of arrival. It allows us to prepare all the necessary resources in advance.
- The level of reliability in reservations has become an extraordinarily important indicator in these difficult months for the tourism industry. This is the main reason why we have put our Data Intelligence knowledge platform to work. Big Data based measurements to know where people were booking, how many rooms, for when, with what length of stay and through which channel.
- The destination is improving significantly, as it is making more precise marketing campaigns where they are really needed, and managing existing resources much more efficiently. Companies in the sector benefit from real first-hand information that can be immediately applied to their commercial and resource management strategies.

Lessons learned and replicability

- When we launched the project and showed the first data, everyone was very excited about the results. Against some politicians and workers who do not even understand the power of data and digitization and also funding problems.
- There is a before and after the implementation of this project.
- The same data-driven measurement model as a big data system can work in any context where measurement and correction is needed.
- We must change the global thinking about the information that data transmits to us, as well as transmit the importance of information in sectors as important as tourism, where digital transformation has been so radical.

Contacts



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If you need more information about our project, you can request it in the following email:

activos@turismofuerteventura.es



Q&A



Thank you!



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COMUNE DI GENOVA

Smart Tourism Destinations Città di Genova

Index of contents

➤ Digitalization projects

- An exclusive digital tour experience
- The tourist offer
- Visitgenoa.it App and Digital Tourism
- Augmented Reality and Virtual Reality
- Genova City Pass
- Geo-portal: Tourism Map
- Digital totem Digital Tourist Information Network

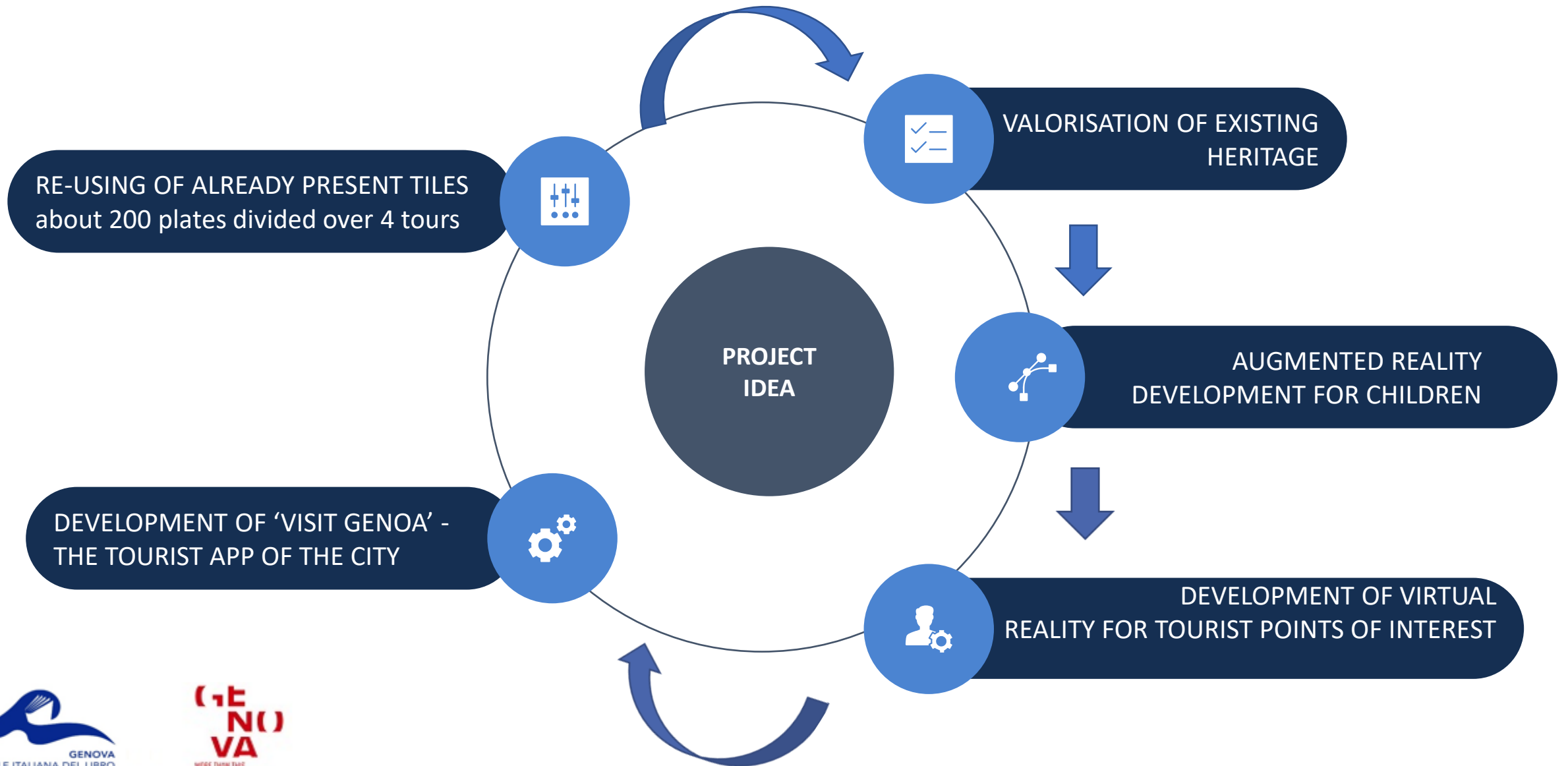


➤ Sustainable tourism

- Green Hub
- Electric vehicles AMI
- Outdoor routes - Pedestribus



• An exclusive digital tourist experience •



The tourist offer

Through the official "Visit Genoa" it is possible to experience the city and discover all its attractions, completely free of charge.

It will be possible to follow one of the 4 tours specifically designed to fully get to know Genoa, La Superba.

I Palazzi dei Rolli, **Nel Cuore della Superba**, **La Città Medievale** e **La Via dei Cavalieri**

Through the official "Visit Genoa" it is possible to experience the city and discover all its attractions, completely free of charge.

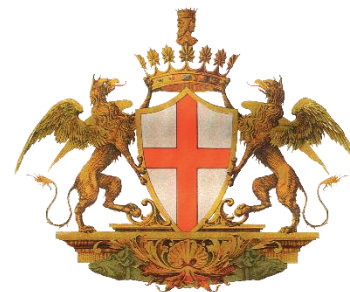
It will be possible to follow one of the 4 tours specifically designed to fully get to know Genoa, La Superba.



The use of contents: the VisitGenoa app



Qr Code for downloading the VisitGenoa app



COMUNE DI GENOVA

The use of augmented reality content takes place exclusively through **the official tourism application**, present both in the *Apple App Store* and in the *Google Play Store*.

This App takes its name from our tourist portal «**VisitGenoa**» in order to promote a single brand.

The current development of the App provides for its usability in two languages (Italian and English) with the possible expansion to more languages.



Percorso Verde



Percorso Rosso



Percorso Arancione



Percorso Blu



Audioguide

The App allows to enjoy all developed contents in mobile mode.

The developed contents are:

- **Tourist tours** of Genoa with **Italian and English audio guides**.
- **Augmented reality** contents.
- **Virtual reality** contents.
- List of **restaurants, hotels, bars, shops** and **historic shops** in the old town of Genoa. This part is being restructured with the expectation of integrating it into an upcoming project of the Municipality.

Augmented Reality

24 augmented reality episodes telling the story of the city and its places of worship.

Animations were created with the help of the Genoese children's book writer, Enzo Marciante, telling the most curious stories of our city.

Paganini, Rubens, Francesca Balbi are just some of the characters that will lead you around Genoa's Caruggi cheering up your adventure.



Marciante

The mascots

The **mascots** were **developed** by **Enzo Marciante**, a children's book designer. Some examples:

- The **old fisherman and the octopus** (with reference to the Genoese/Ligurian imagery)
- A **medieval crusader**
- **Niccolò Paganini**
- The **laundress of the Truogoli**
- A **lady of the Rolli family**
- **Peter Paul Rubens**

They are the physical medium (marker) through which it is possible to give life to animations for children.



Marciante

Virtual Tour I Cieli di Genova

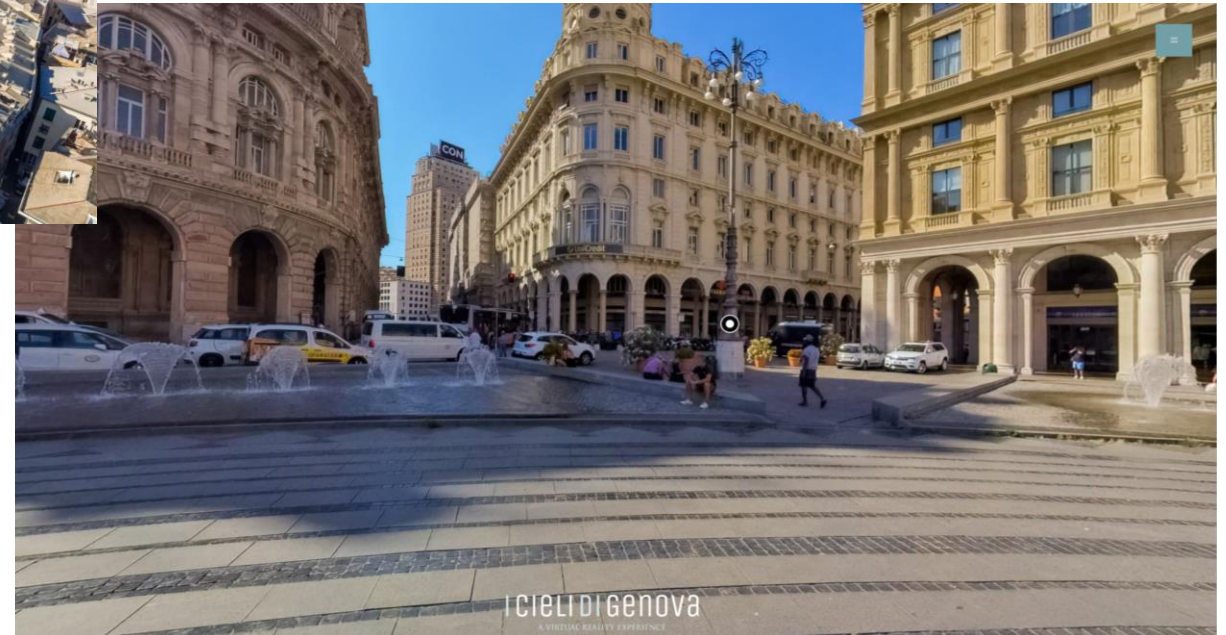


<https://vrcity.it/genova/>



Virtual Tour

<https://vrcity.it/genova/>



Intuitive navigation



Ten places considered iconic to the city of Genoa were lent to virtualisation to allow enjoyment 365 days a year.

Here they are listed below:

- **Porta Sottana**
- **Chiesa del Gesù**
- **Santa Maria di Castello**
- **Porta Soprana**
- **Palazzo San Giorgio**
- **Piazza Banchi**
- **Piazza San Matteo**
- **Chiesa della Maddalena**
- **Piazza de Ferrari**
- **Chiesa di San Matteo**



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GENOVA
CAPITALE ITALIANA DEL LIBRO
2023



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www.genovacitypass.it

GENOVA City PASS

   Genova More Than This
 VisitGenoa

FLEXIBLE

DYNAMIC

RECHARGABLE

THE OFFICIAL
TOURIST PASS
TO DISCOVER
GENOA

FREE

CUSTOMISABLE

GENOVA
City PASS

IT NEVER EXPIRES!

TO MAKE THE MOST OF YOUR VISIT!

The official tourist pass of Genova
Your personal guide to discovering the city



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Genova Municipality
Tourism Department

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It can be created either on the dedicated website or automatically by purchasing a card

It can be freely recharged infinite times with no limits, thus saving money and enjoying your visit

Show your digital or paper pass at the selected attractions enter safely and enjoy your experience!



It is your PASS forever! Pay attention to the expiring date of the tourist packages and of the tickets of the single attractions you topped up on your GENOVA City PASS.

GENOVA CITYPASS 24H
€ 20

GENOVA CITYPASS 48H
€ 40

GENOVA CITYPASS 48H
WEEKEND
€ 35

GENOVA CITYPASS 72H
€ 55

CUSTOMISED AND
CUSTOMIZABLE CARDS
SOLD ON THE WEBSITE OR
THROUGH A DEDICATED
PROMOTION

CULTURE & HERITAGE

EDUTAINMENT

BE ACTIVE SEA & PARKS

GREEN MOBILITY

GUIDED TOURS

EXHIBITIONS

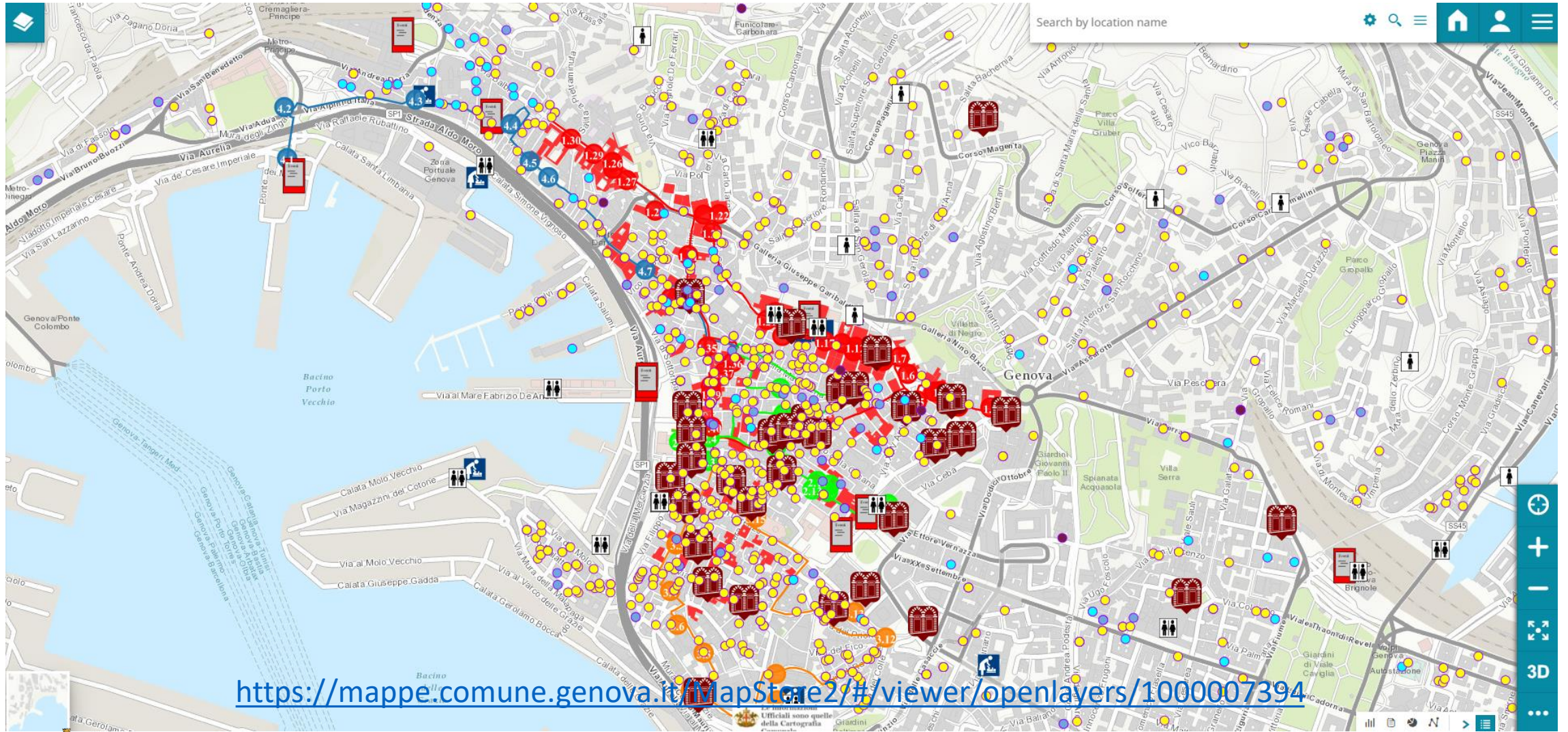
TOURIST CARDS, EVENTS AND
MEETINGS RELATED CARDS



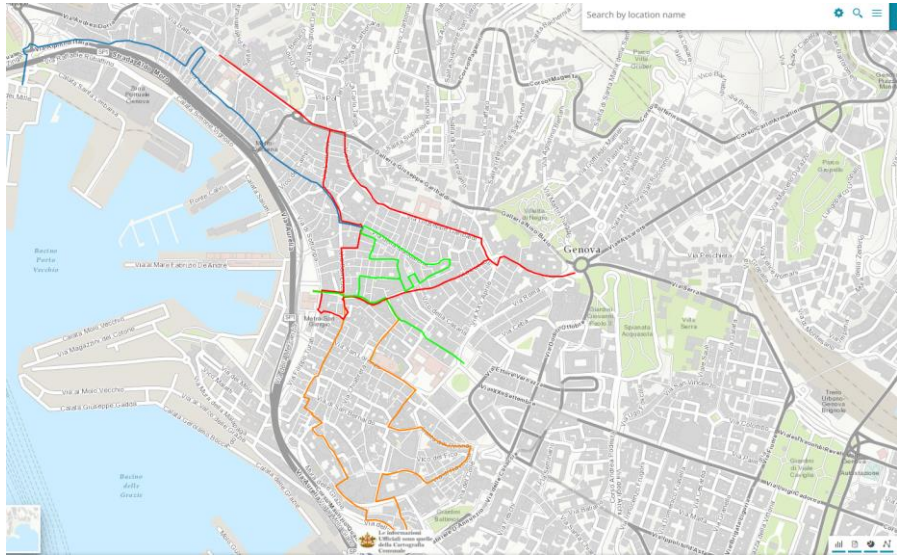
- **Improvement of the booking engine**
Better management of the booking methods for the different tourist experiences
- **Metropolitan Area and Region**
Enrich the city card with experiences and activities involving the entire metropolitan city area and later the whole region
- **Phygital and Sustainability**
Rewarding locals and tourists for their virtuous behaviours
Analysis and Optimization of websites and APPs specifically related to cultural and touristic sectors
Working to turn the city into a more appealing destination for younger tourists
- **Build up tourist loyalty**
Regularly sending updated news about the city of Genoa and its promotional activities to all profiled tourists
- **Partnership**
Development of new partnerships with the actors, operators and stakeholders of the Genoese territory



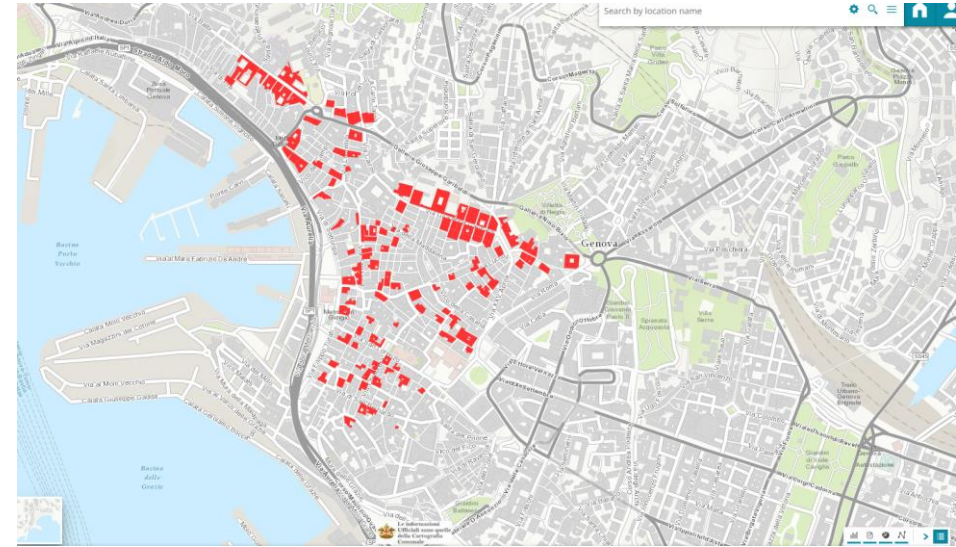
Geo-portal: a dynamic dashboard collecting a crucial amount of data and digitalised information



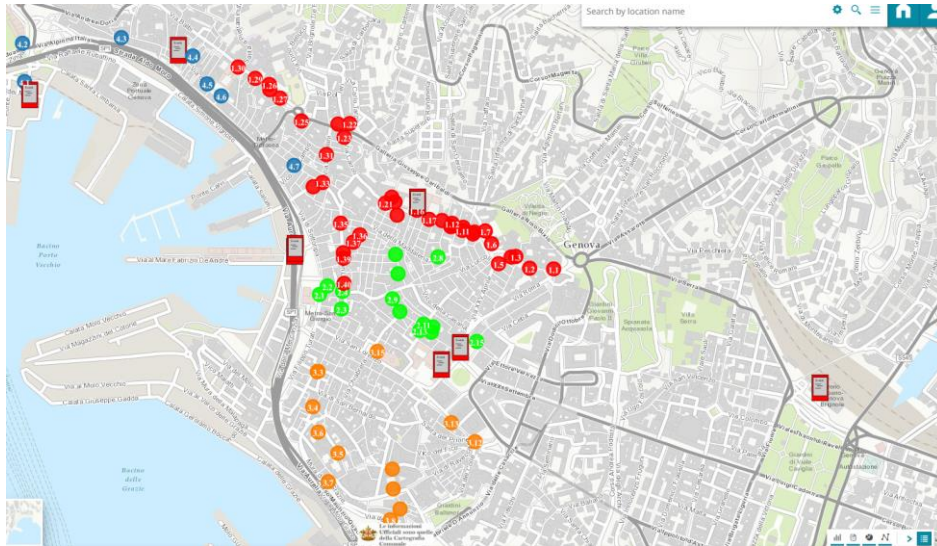
A wide range of crucial datasets uploaded to the platform, which can be activated and deactivated on different levels



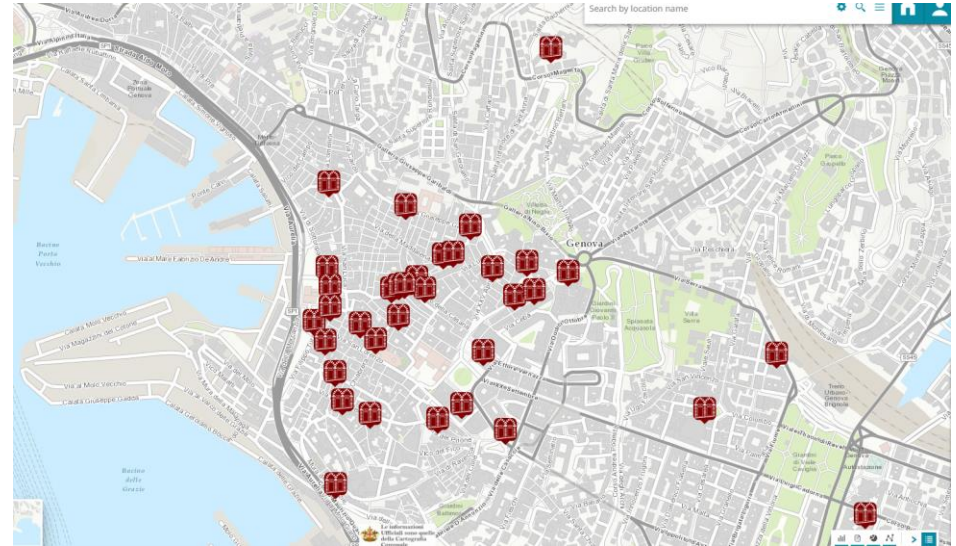
Thematic tours



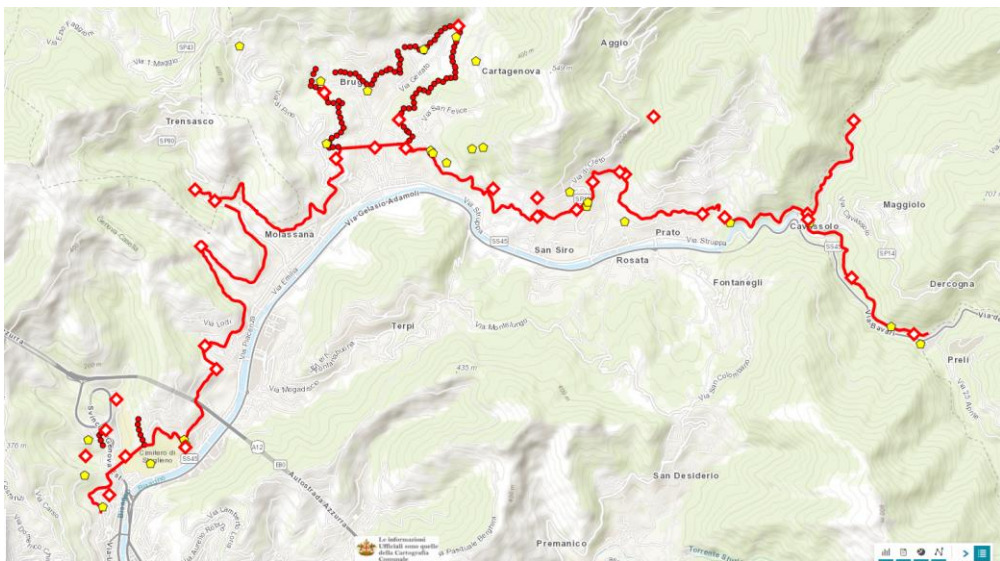
Rolli Palaces, UNESCO Heritage



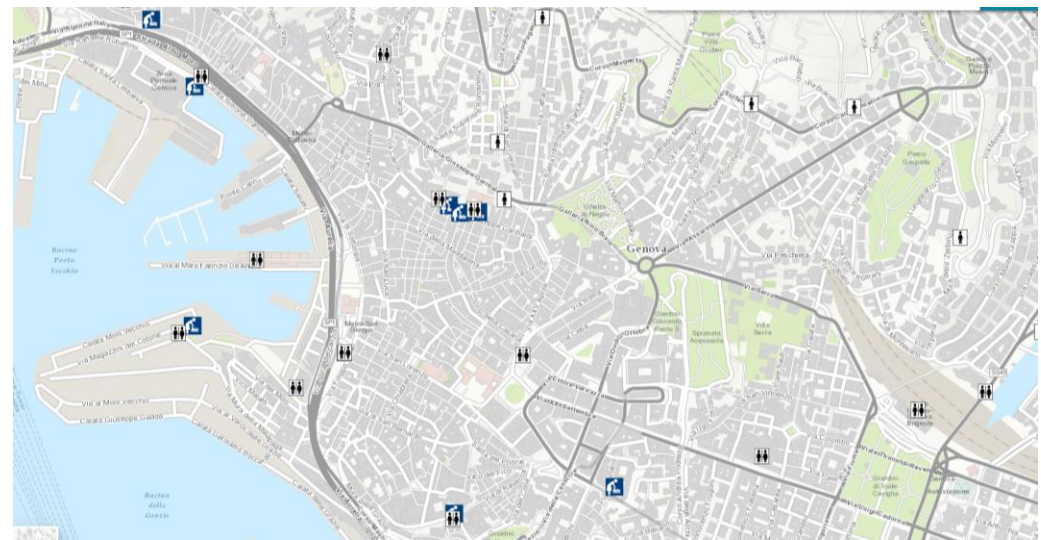
City tourist attractions



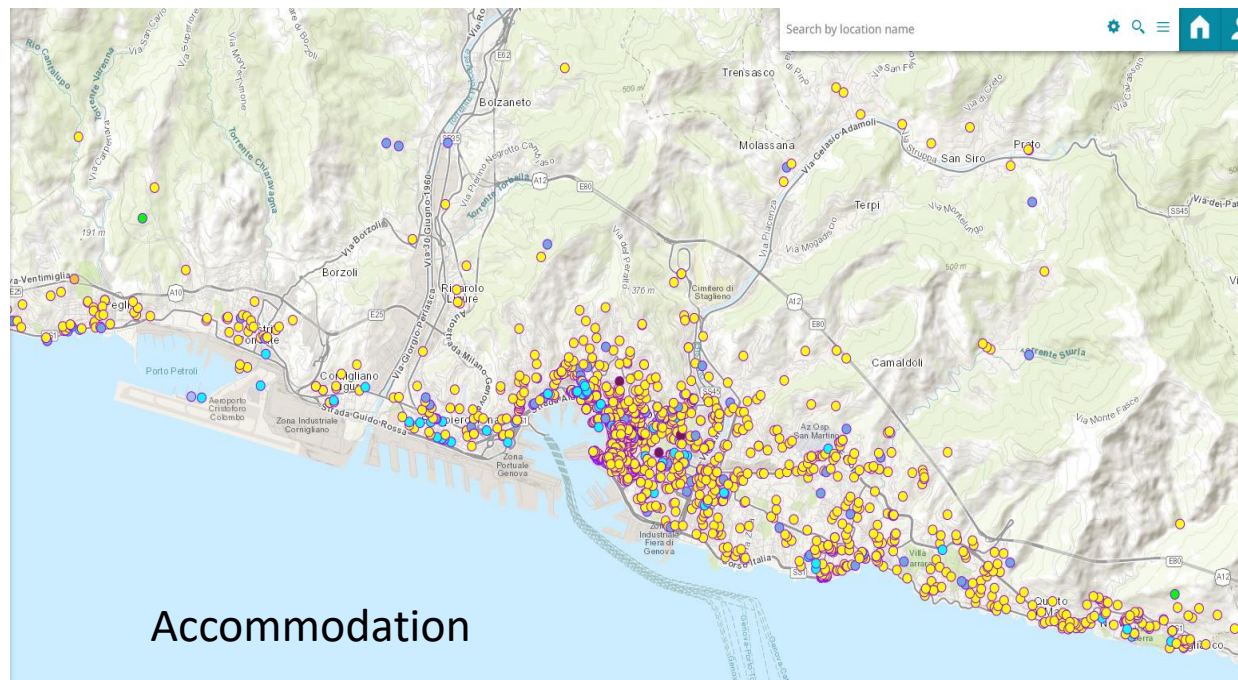
Old historic shops



Historic aqueduct



Baby pit stops and free public bathrooms

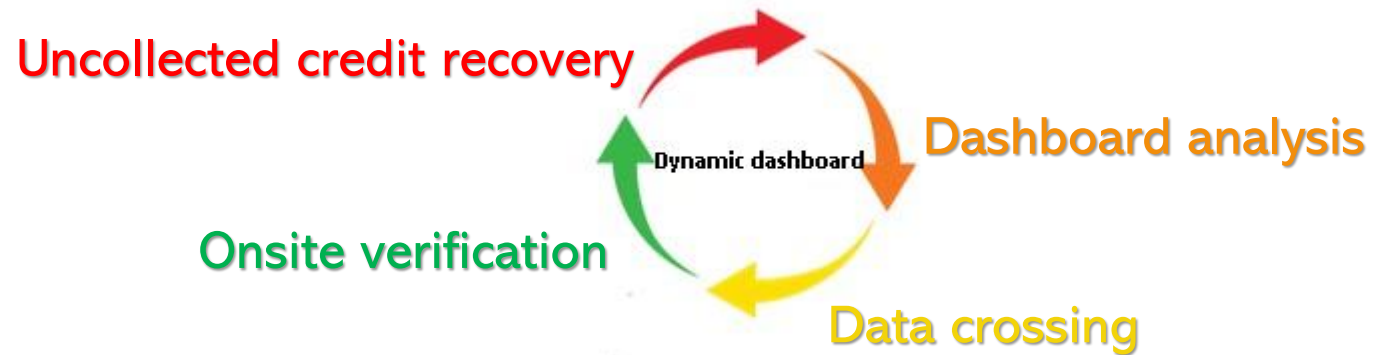


Accommodation

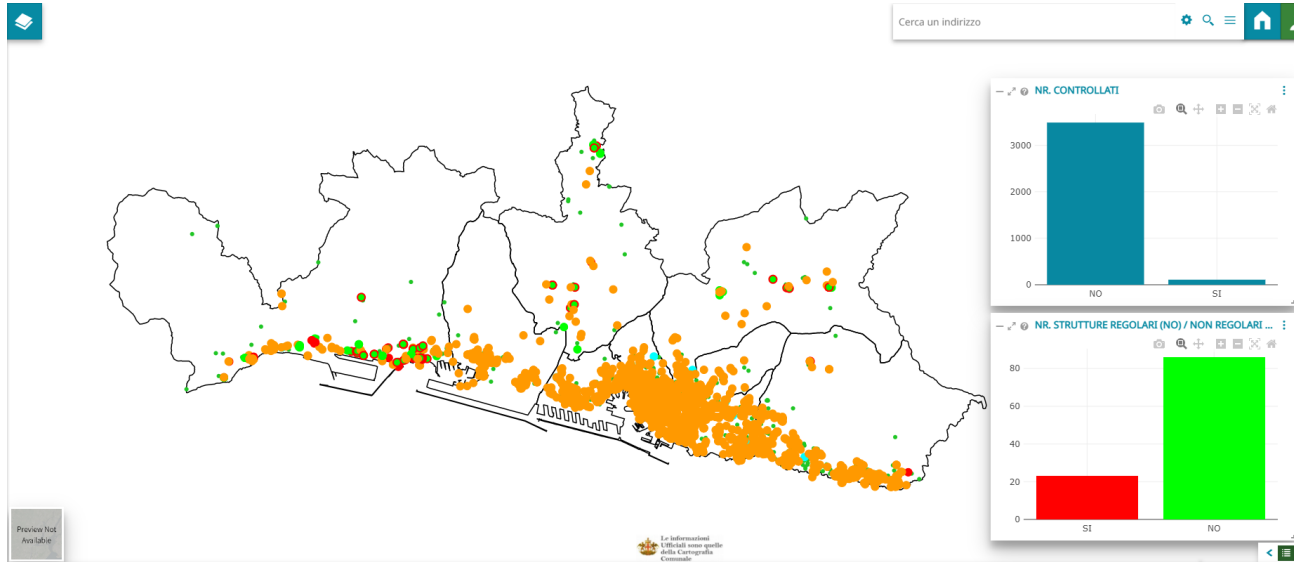
Hospitality: hotel, b&B and all short rental accommodation for tourist use, offering special visibility on facilities complying with the tourist tax.

The short rental project: a dynamic dashboard collecting accommodation facilities, reviews, sentiment, quality and quantity data

The aim of the project is to create a tool that can support the municipality in retrieving different kind of dataset in a dynamic and active way, supporting marketing strategies, project and plans for the destination, as well as to support in the fight against tourist tax evasion, through the mapping and analysis of all the properties present in the metropolitan area, comparing the data we retrieve from the Tourist Tax platform with those downloaded from SeeTransparent dashboard (data intelligence company).



Thanks to the project developed with a data intelligence company, we have been able to check data live



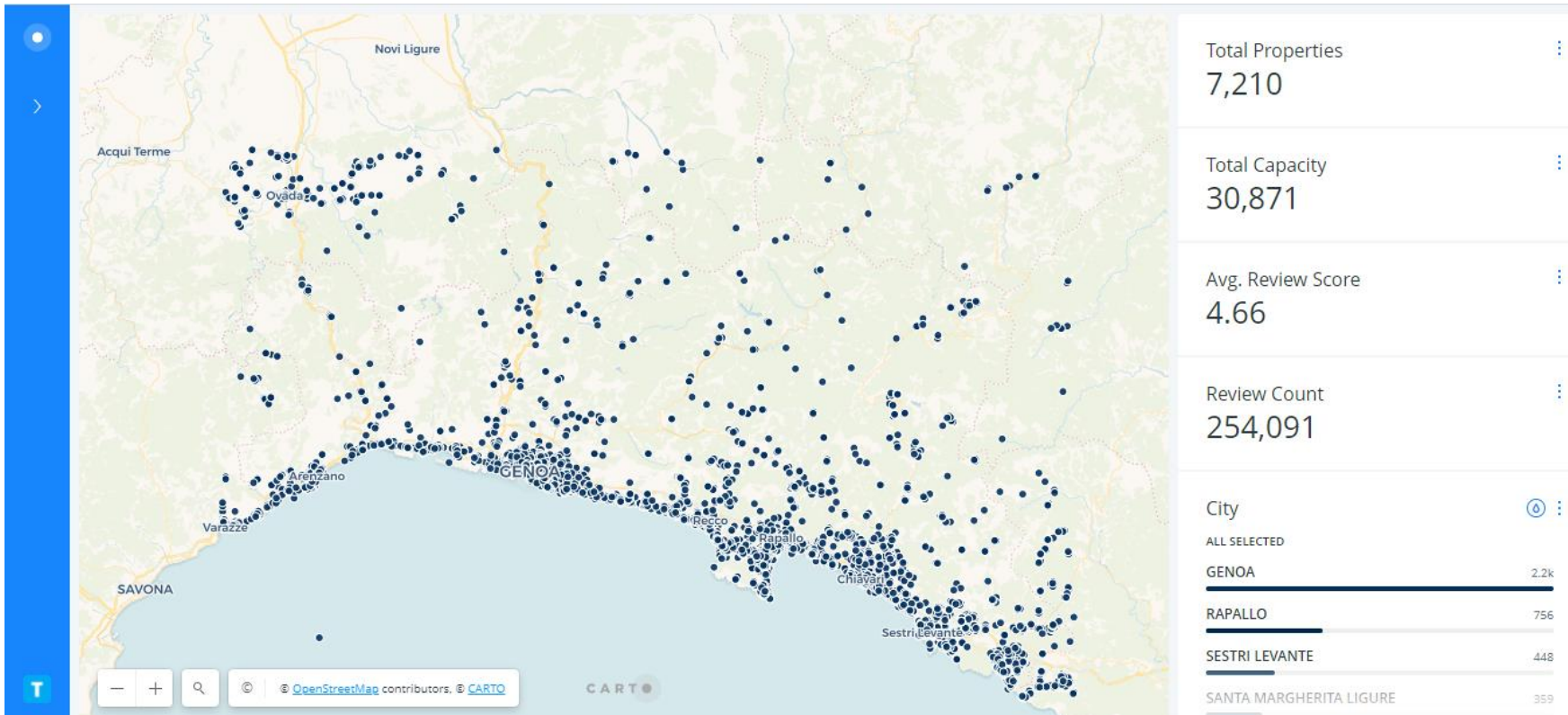
This platform provides live data on the accommodation facilities in the area of the municipality, and for each facility the relevant tax data, overnight stays and accounting requirements for the corresponding payment to be made by the owners to the municipality.

➤ One source is the dataset relating to the accommodation facilities regularly registered on the Tourist Tax platform for the commitments about the Tourist Tax.



➤ The second one is the dataset relating to the short rental accommodation we get from SeeTransparent platform





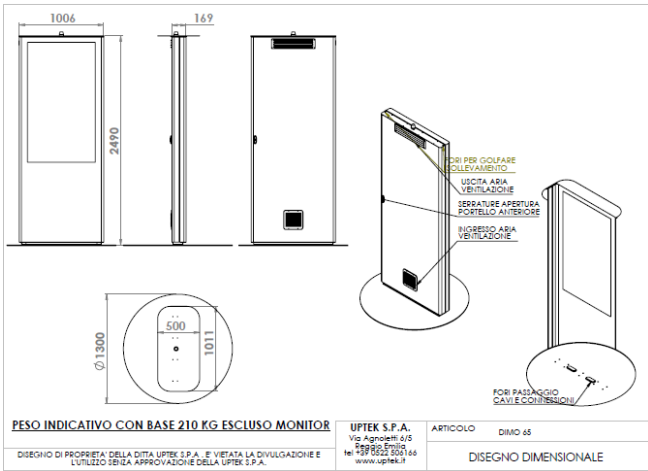
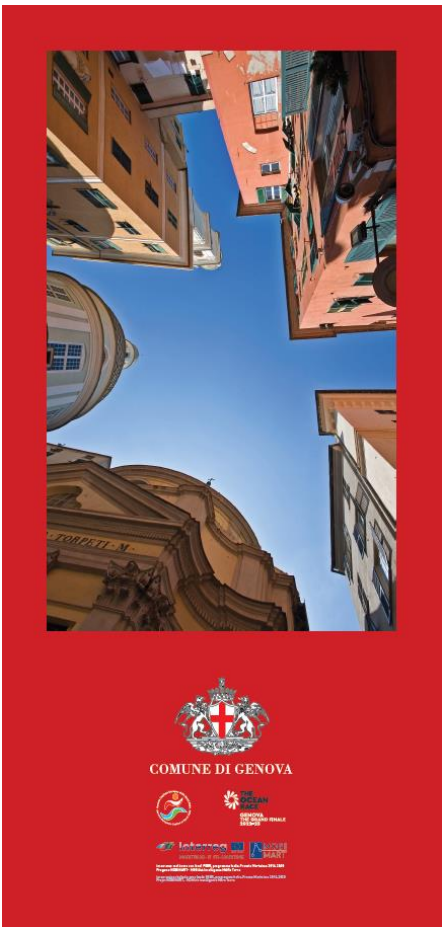
About short rentals' data, the first and most compelling need we have, as public board, is to retrieve the same amount of data for the metropolitan area and, at the same time answer to the never-ending crucial question that local politicians, operators and stakeholder have asked since forever...

How can I get a real, dynamic dashboard which can provide us live data about every single piece of information related to tourist flows and their behavior while there are staying in our city?



Digital Totem project: multimedia totem, mapping and digitalizing the city

The project will implement the network with the installation of an additional 4 devices in the historic centre

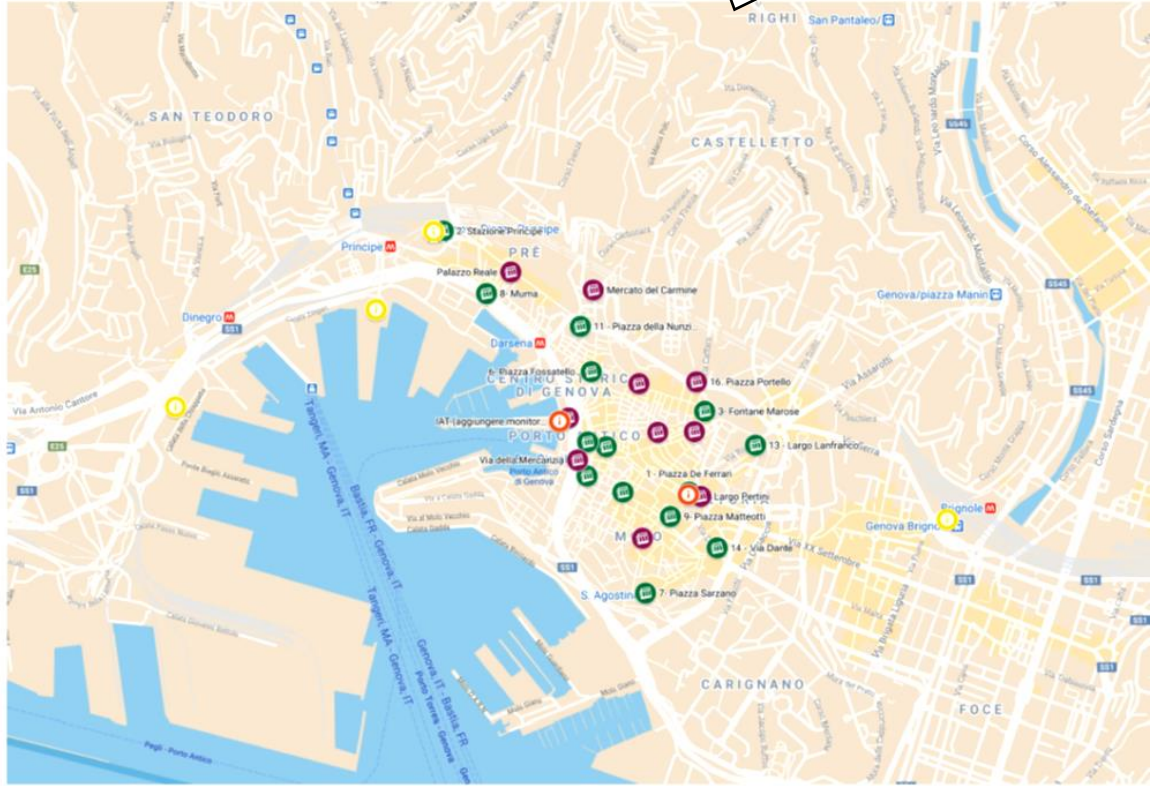


MAPPA TOTEM MOBIMART E EDICOLE

- EDICOLE**
- 1 - Piazza De Ferrari
 - 2 - Stazione Principe
 - 3 - Fontane Marose
 - 4 - Piazza della Meridiana
 - 5 - Piazza Benchi
 - 6 - Piazza Fossatello
 - 7 - Piazza Sarzano
 - 8 - Muma
 - 9 - Piazza Matteotti
 - 10 - Palazzo San Giorgio
 - 11 - Piazza della Nunziata
 - 12 - Piazza San Lorenzo
 - 13 - Largo Lanfranco
 - 14 - Via Dante
 - 15 - Via Turati
 - 16 - Piazza Portello
 - Via della Mercanzia
 - Piazza Caricamento
 - Largo Pertini
 - Piazza Luocoli
 - Mercato del Carmine
 - Via dei Giustiniani
 - Piazza Lavagna
 - Palazzo Reale

- TOTEM OUTDOOR**
- 1 - Totem Piazza De Ferrari
 - 2 - Totem Porto Antico

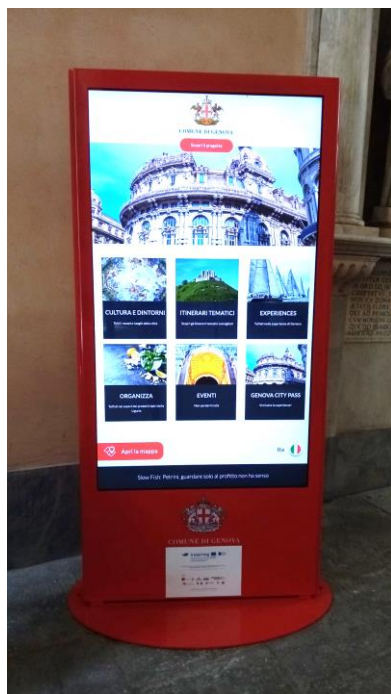
- TOTEM INDOOR**
- 1. Totem Stazione Principe
 - 2. Totem Stazione Brignole
 - 3. Totem Genova Nervi
 - 4. Totem Genova Pegli
 - 5. Totem Stazione Marittima
 - 6. Totem Terminal Traghetto



Digital Totem: mapping the city – POI and main attractions



Palazzo Ducale



Palazzo Tursi



Porto Antico



Villa Pallavicini



De Ferrari newspaper kiosk

MOBIMART project: multimedia totem, mapping the city – Railway station & ferry terminal



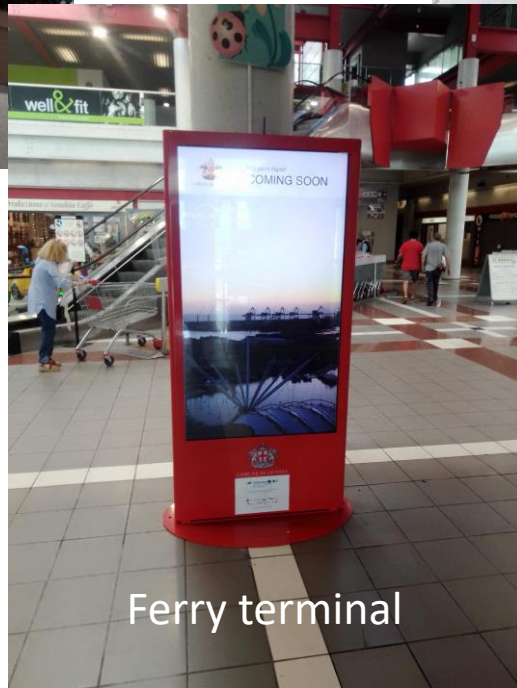
Principe railway station



Nervi railway station



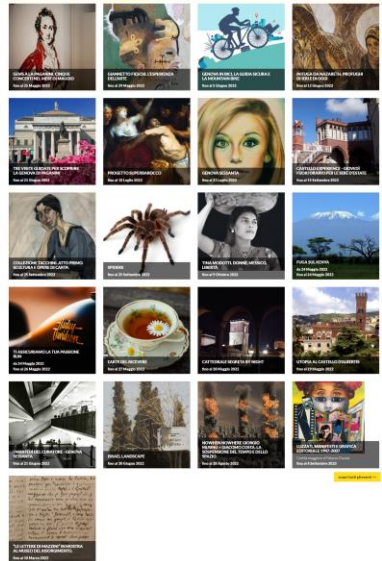
Brignole railway station



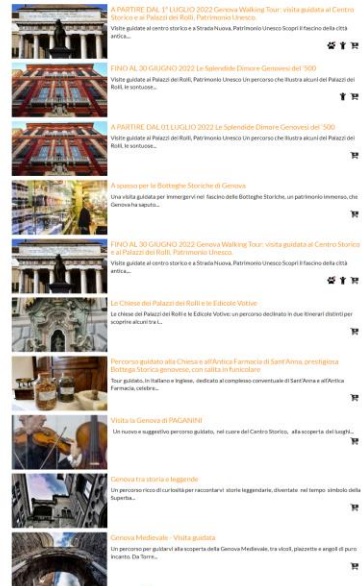
Ferry terminal



Cruise terminal



Store



MAPPA



www.visitgenoa.it



Genova Municipality
Tourism Department

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Green Hub

The Municipality of Genoa is promoting a space designed to welcome tourists and promote sustainable mobility in the city.

Located in the Old Port area, near the Aquarium of Genoa, the Hub is co-managed by different partners in synergy with the Tourist Information Office of the Municipality of Genoa

Thanks to this collaboration, some eco-sustainable companies operating in the tourism sector have the opportunity to promote themselves through the use of Green vehicles in the city centre.

The Green Hub offers guided walking tours, or through the use of rickshaws, bicycles and electric vehicles, segway, small trains and double-decker tourist buses.



Ami: the new electric vehicles for tourist information in the area

A total of four Ami are employed by Genoa's Tourist Information Office to promote the city during major events, such as Euroflora, the Boat Show, Rolli Days, etc.

Two cars are branded with mascots referring to the augmented reality developed for the digital tourism project.

The other two are branded with the Genoa skyline.



Outdoor routes: PedestriBus - all the historical Aqueduct in 4 routes



Outdoor routes: PedestriBus - all the historical Aqueduct in 4 routes

We have been working for some time to increase the tourism offer by including urban and outdoor trekking routes and experiences. In this context, we have completed a project to enhance the historical aqueduct of Genoa.

The project, financed by URBACT European Funds, was created to promote the area and outdoor hiking using public transport; four accessible routes are proposed, accessible on foot and by bus, to discover the historic aqueduct.

The promotion-advertising activity consists of four actions:

1 - Pedestribus – The guide

Downloadable, in PDF format, from the Genoa City Council website, it contains the history and the description of the historical aqueduct, the recent restoration work and 4 itineraries (Cavassolo - Molassana, the seventeenth-century Geirato ring, Molassana - Staglieno, and Manin-Castelletto - Porto Antico) and it also describes the sections being under restoration.

2 - Dedicated displays and folding flyers

Available at tourist information points, offices and strategic commercial activities along the route.

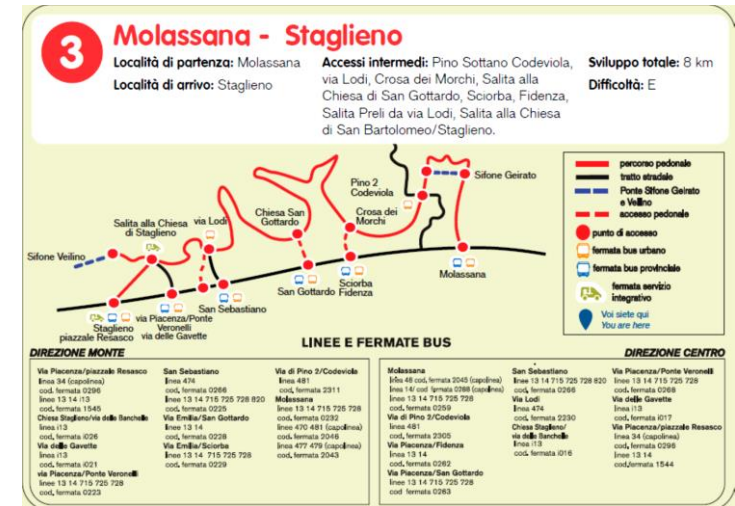
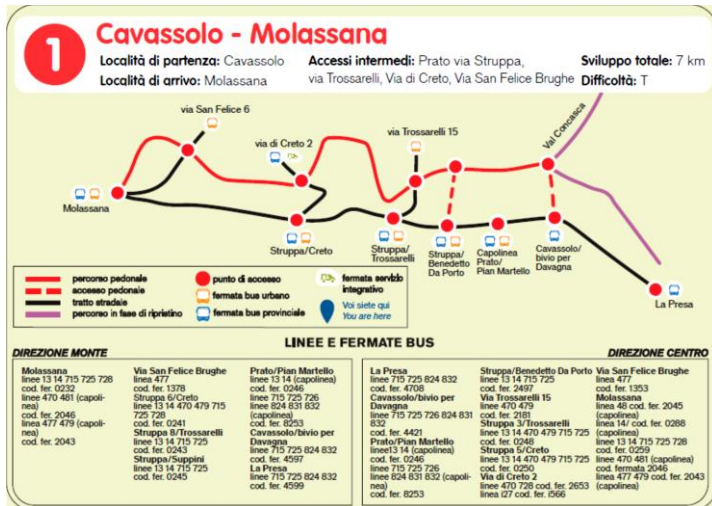
3 - Vertical signage

Signs and maps to be displayed in the shelters and AMT stops for promotion and information of the 4 routes based on location;

4 - Horizontal signs

Stencils for pathfinders applied on pavements/road surfaces along the stop-access itinerary and along the aqueduct route.

Outdoor routes: PedestriBus - all the historical Aqueduct in 4 routes

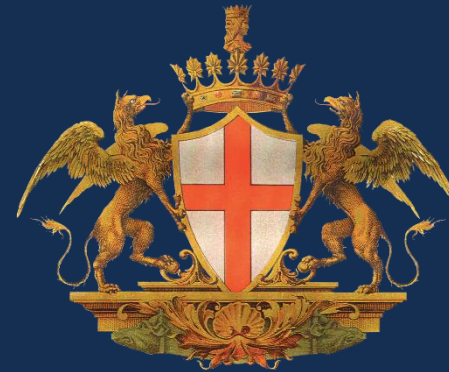




Thank you for your attention.

Economic Development and
Promotion

Tourism Department



COMUNE DI GENOVA

Time for a short break!



Smart Tourism Destinations – Peer Learning Session #2

DEAR DUBLIN

Barry Rogers, Rudi O'Reilly Meehan



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 Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Aonad Tuarasóireachta
Chathair Bhaile Átha Cliath
Dublin City Tourism Unit

COMHLAUGHT **CULTÚIR**
CHOMHAIRLE CATHRACH
BHAILE ÁTHA CLIATH
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Our challenge

Dublin City Council recognises that visitors to the city can be a person who lives locally or across the City region, travels to the city from other counties and other countries. We therefore need to widen the scope of who we believe the Dublin tourism experience is for and what that experience should look like. We will ensure that we recognise the Dublin visitor as their own individual with their own motivations, requirements, culture and needs.



Our solution

Dublin City through [Your Dublin Your Voice](#), first online local government-led opinion panel in Ireland, sought feedback and suggestions on [Attitudes to Tourism in Dublin](#).

The gathered and analysed qualitative Dublin visitor data from across our tourism activities were then made available as an open platform "Dear Dublin".

The project was developed in collaboration with Dario Bertocchi our Smart Destination Project Mentor and [Data&Design](#) team who helped transform the data inspire, inform and influence action.



Benefits

What objectives have we achieved?

Develop new data insights to strengthen our understanding of visitors and residential experiences both positive and negative.

Support our destination stakeholders and decision makers with high value data and insights.

Establish insights to measure tourism beyond its economic impact to include social, cultural, and environmental impact.

Improve what we do so that we can share and learn best practices with our partners on the European Tourism Data Collaboration group and Mentorship programme.

Lessons learned and replicability

Lesson Learned!

For efficient implementation of the strategy we need data that is comprehensive, timely and comparable and enable the setting of wide-ranging targets to support policy objective delivery and competitive benchmarking.

Replicability/Transferred to other contexts!

- Promote nation-wide collaboration of new tourism data sources to create economies of scale in relation to data acquisition
- Develop new and shared tourism data platforms that allow multiple partners to avail of better tourism information
- Can support new data insights which measure social, cultural and environmental and economic impact



Contacts



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Q&A



Thank you!



**SMART
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Smart Tourism Destinations – Peer Learning Session #2

*Developing Tourism in Malta and Gozo
Through its People and Culture –
Meet the Locals*

Dr Julian Zarb, Chair Malta Tourism Society and Coordinator



Our challenge

Background

The project is undertaken by the Malta Tourism Society and has been supported by research funding, in the past, through the Institute for Travel, Tourism and Culture at the University of Malta and internship students. It is also unique in the methods used, namely a community-based model.

The participation and collaboration of various stakeholders, ranging from local councils to entities involved in the tourism process (tour organizers, tour operators) are essential for a community-driven and community-focused development effort and are the key to the successful implementation of the new tourist itineraries being proposed.

Adhere to Objectives of the Project

Creating new touristic itineraries can be difficult and challenging especially if you are dealing with CBT. Remember to stick to the objectives and that all the activities being done address the creating of awareness and the promotion a different and innovative type of tourism.

The priority is to promote the concept more than the product itself. Consider the product as a mean by which to promote the awareness you would like people to have.

Developing the Tour

Setting the itinerary

- Site selection is a collaborative process between stakeholder groups. It is necessary to make a very thorough inventory of possibilities including only the sites that are already in existence and evaluate whether they can support tourists, how many, and what type, in order to make them suitable for tourist visits.

Developing the Itinerary

- Identify relevant opportunities (sites, local traditions, activities) and take advantage of them in order to improve applications to the itinerary.
- Pay careful attention to the requirements of each opportunity and tailor proposals to the needs of each.
- Look beyond tourism-focused schemes and use relevant experts as sources of information on these opportunities in order to facilitate the development of the itinerary.

Promoting the itineraries

- Ensure the itineraries have a good visibility on digital media such as Facebook. Information has to be well spread among the members of the community and the stakeholders. Use different methods to communicate with the potential tourists: articles, social media, websites and so on. Ensure that information is up-to-date, clear and complete.

Our solution

To help residents reclaim historical practices, by highlighting the cultural background of the communities and the unique aspects of the locality, such as topography, climate, architecture, cuisine and handicrafts.

Communities share their authentic culture and traditions, providing educational opportunities.

The community may choose to partner with the private sector to provide capital, clients, marketing, tourist accommodation or other expertise.

Meetings

Regular meetings with the stakeholders including the community members are an excellent way to gauge interest in and the progress of a project.

Benefits

The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community-based conservation of these resources.

The promotion of Sustainable Economic Development done through the stimulation of the local economy which generates income by the sustainable use of resources. All plans seek to ensure that the local population has an equitable share of the benefits accrued.

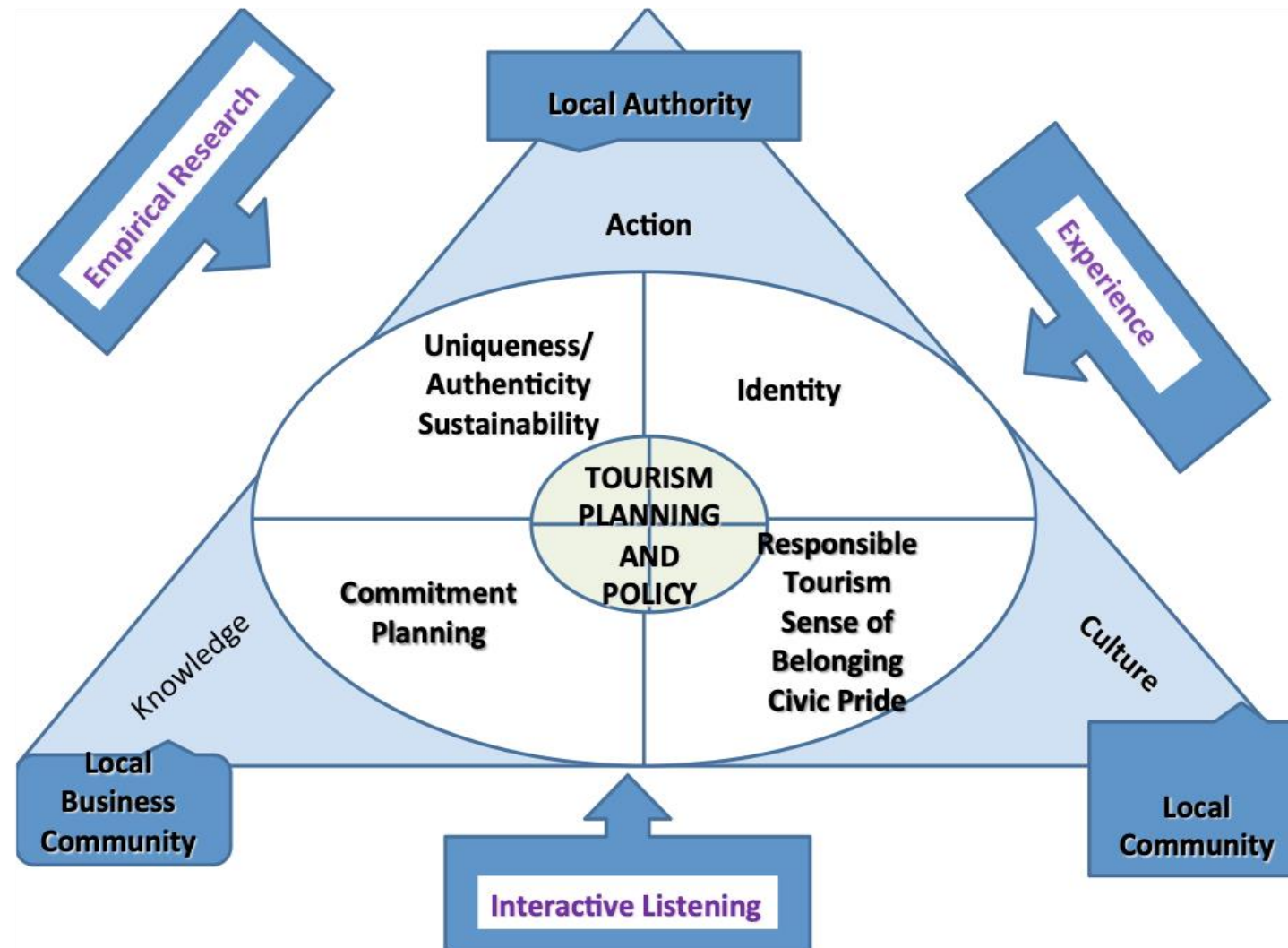
Implementing the tour

Develop a preliminary itinerary. Test it by visiting the proposed sites and making a detailed report of all positive and negative impressions. Discuss with the stakeholders and other advisors the results and the plans for the implementation of any recommendations.

Request detailed information from each community being considered for a new itinerary; distribute among stakeholders to encourage the implementation of improvements and to address any deficiencies.

Engaging a local resident as welcomer in each locality would enrich the tour experience. This person should facilitate the coordination of the tour programme and supplement the information given by the tour guide through his/her deeper knowledge of local legends, traditions and history.

The Model for CBT – The Tourism Planning Triangle



Benefits

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Identify relevant opportunities (sites, local traditions, activities) and take advantage of them in order to improve applications to the itinerary.

Pay careful attention to the requirements of each opportunity and tailor proposals to the needs of each.

Look beyond tourism-focused schemes and use relevant experts as sources of information on these opportunities in order to facilitate the development of the itinerary.

Summary

The project "Community-based tourism" is focused on the promotion of a "Meet the locals" tour. We have to promote this tour through diverse means in order to reach as many from the target people as possible. However, it is also important to attract those members of the community who possess good communication abilities.

Managing the Tours

3. MONITORING AND REVIEW

Monitoring the Itinerary

- Remember the important elements of a monitoring system: simple, clear goals, and a clear plan for implementation. Use the monitoring process not only to measure success, but also to identify problems that need to be addressed. Maintain communication with stakeholders and share the results of the monitoring so as to continue to work together for the support and success of the project.

Synthesizing and Coordinating

- Gather all relevant data collected so far. Generate plans for action with realistic time frames and goals to address any needs that are still outstanding.

Survey

- If implemented properly, surveys are an excellent way to gain insight into the perceptions of visitors' experiences of an itinerary and an excellent method of self-evaluation on the part of stakeholders. They require a certain amount of work in development, implementation and analysis but provide valuable hard data about the itinerary and the experience.

Comparison

- Comparisons of what was planned and what has actually happened – it is important to look back to the beginning of a project and remember what the exact goals were when the project was begun. With this in mind one can then examine the steps taken to implement the project. If they respect the goals that had been set, these can be continued and reinforced; if not, one can then look into the reasons for this and act accordingly

Lessons learned and replicability- Safi 2019 (1)

Safi Tour Experience - 2019.

MTS, in collaboration with Etravel Solutions, arrange the Safi Tour every day, giving people the possibility of getting in touch with the real essence of Malta.

The tour is very genuine: welcoming is made by Antoine, a real Maltese that prepares everything before clients arrival, in order to make them happy.

Then, after having tasted typical maltese products, the tour starts with the cheese demonstration and tasting, everything managed by the expert Jo Abdilla. The demonstration is a way to explain people how Maltese cheese is still produced, maintaining basic and traditional techniques. Moreover, tastings are also offered to let people experience deeply to freshness and goodness of maltese products. After this demonstration, the group goes to the gardens and there another demonstration is done, concerning honey and bees products.

This kind of products are not only typical of the island, but also very important for the fact that Maltese bees are still endangered and only few people continue to grow them in the Maltese territory.

Third stop in the parish Church of the village, which is very rich in decorations and very majestic. As it is normal in malta, people love to dedicate to religious activity, trying to preserve local churches as places for the local population, as well as the centres of life in undiscovered areas of Malta.

In the middle of the afternoon, a little rest in the café near the Church, where tourist can enjoy meeting local inhabitants and speak with them for a while. In this place a tea is served, showing as, in any case, Malta has maintained a strict link with the English culture, that is absolutely present in the island as well.

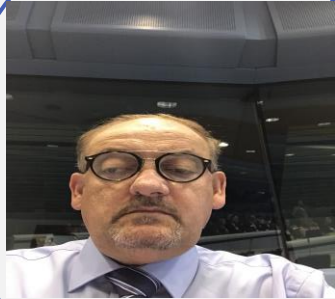
The last part of the tour is reserved to the visit of the Old Wind Mills and Catacombs, with a stop to the Horseshoes Maker (when possible). This stop is always very amazing cause te professional is one of the latest in all Malta and he is very passionate in his work, so that he generally gives some presents to the tourists.

Last stop to the Band Club of Safi, where a dinner of three meals is served, with typical Maltese products.

Lessons learned and replicability- Safi 2019 (2)

- After this brief description of the activities, it is worth to say that the experience is absolutely amazing, because it responds to some new challenges tourism is facing with, as for example the ability of getting in touch with undiscovered localities and with real inhabitants of a place (in this case, Malta). With the Safi Tour, any kind of imposition that is typical in massified tourism is left apart: people stay together, get in touch with locals, discover places where the real Maltese life is spent and they can also know and approach activities that are now disappearing, as for example, the horseshoes maker.
- What is also important, it's the presence of a local guide, because when " telling " the story of the island, it is absolutely important that the teller is a local person, someone who feels to be part of the story of the island, to be the island itself. That's why the presence of a character as Joseph Abdilla is basically necessary for managing this kind of activity.
- Anyway, if pros exist, also cons are present. The most important thing I noticed is the fact that structures as the one which host cheese making demonstration and lunch is very old and without any kind of renovation: it is okei to be authentic and linked to the tradition, but it doesn't mean to leave everything abandoned. In my opinion, in order to solve this evident problem (let's think that maybe tourists come from very beautiful hotel that are not the essence of the island, but anyway the shock can push them thinking the tour is not professional or, even worst, that the tour is awful) it is necessary to speak with local authorities and push them investing in the project. If not possible, another solution could be boosting the price of the tour a little bit, and create an amount of money to be reinvested in renovating in particular the welcoming place.

Contacts



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Zarb***

**Chair Malta Tourism Society and Project
Coordinator**
tourismsocietymalta@gmail.com



Q&A



Thank you!



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CARSA



Melieha – Malta's oldest resort some sixty years ago

Smart Tourism Destinations – Peer Learning Session #2

VisitEstonia.com Database
Ave Pill, Project Manager

visit estonia



CARSA



The screenshot shows the Visit Estonia website interface. At the top, there is a navigation bar with links for 'For visitors', 'For travel trade', 'For media', 'For digital nomads', and 'In English'. It also includes a font size selector and a 'Map of Estonia' link. Below the navigation is a blue header with the 'visit estonia' logo and a menu with options: 'Why Estonia', 'What to see & do', 'Where to go', 'Where to stay', and 'Travel here & around'. The main content area features a large aerial photograph of a medieval castle surrounded by water and autumn trees. Overlaid on the image is the text 'Autumn break in Estonia' with left and right navigation arrows. A teal 'FIND OUT MORE' button is positioned at the bottom right of the image. In the bottom right corner of the image, there is a small teal circle and the text 'Source: Evolumina'. Below the image, the text 'Official travel guide to Estonia' is displayed, followed by a short paragraph: 'Wild nature, medieval cities and Nordic fusion cuisine are minutes apart in this compact country, leaving more time to explore. Visit Estonia. It's about time.'

Our challenge

visit estonia

Visitestonia.com

- Official webpage of Estonian Tourism
- National tourism information system

Challenges:

1. Ensuring data quality:
 - for marketing
 - for government stakeholders
 2. Involving unique tourism services
 3. Data Exchange with DMOs and other stakeholders
- Regulatory Framework
 - Data Standardization
 - Data Collection and Sharing
 - User Interface and Simplicity
 - Training and Awareness
 - Feedback and Improvement
 - Collaboration with DMOs and national authorities

Our solution

visit estonia

Visitestonia.com

- Estonian official tourist information website and info system
- A complete database of Estonian tourism services

The leading role is:


- to introduce Estonia as an attractive travel destination
- to collect and share tourism-related information and use it for data analysis, planning, education and development

Data sources and partners involved:

- More than 5000 tourism businesses – service providers
- DMOs – non-commercial sights and attractions
- The biggest online ticket sales platform in Estonia – events
- End users


Sites along route

Starting point
Telliskivi Creative City
Estonian design boutiques
Telliskivi tänav 60a, Põhja-Tallinna linnaosa, Tallinn 10412




1

Restaurant F-hoone
Restaurants
Telliskivi tänav 60a/4, Põhja-Tallinna linnaosa, Tallinn 10412




2

Balti Jaam Market
Farmers markets & organic stores
Kopli tänav 1, Põhja-Tallinna linnaosa, Tallinn 10412




3

Noblessner seafront quarter
Ruins & Historic Sites
Staapli tänav 2, Põhja-Tallinna linnaosa, Tallinn 10415



4

f t w



Benefits

- National Tourist Board:
 - A complete database of tourism services in Estonia
 - A landing page for all marketing activities of visitestonia.com
 - Communication channel for B2B activities and strategic development, including Digitalization & Sustainability
- Tourism businesses and service providers:
 - full control & responsibility for their data
- DMOs
 - a master data source for destination web pages (API integration)
 - Data management once-only principle – essential in maintaining efficiency and improving data quality
- Cross-marketing and branding Estonia: [startup-estonia](#), [e-residency](#), [invest-in-estonia](#), [e-estonia.com](#)

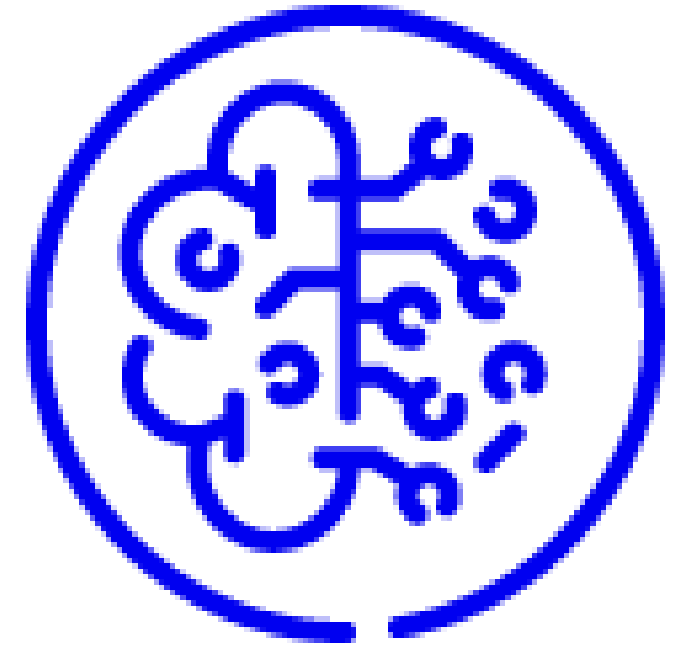
visit estonia

The screenshot shows the 'visit estonia' website interface. At the top, there is a navigation bar with links for 'For visitors', 'For travel trade', 'For media', and 'For digital nomads'. It also includes a language selector set to 'In English', a font size control, and a 'Map of Estonia' button. Below the navigation bar, the 'visit estonia' logo is displayed on the left, and a search bar on the right contains the text 'Noblessner seafront quarter'. The main content area features a large, vibrant image of a woman in a business suit standing in front of the Noblessner seafront quarter building in Tallinn. The building's facade is a striking golden color with a large circular logo that reads 'NOBLESSNER' and '1912'. Below the image, the text 'Noblessner seafront quarter' is overlaid. At the bottom of the page, there is a breadcrumb trail 'Home > Noblessner seafront quarter', the address 'Staapli tänav 2, Põhja-Tallinna linnaosa, Tallinn', and a 'VIEW ON MAP' button. The footer contains links to the homepage, email contact 'noblessner@noblessner.ee', phone number '(+372) 566 92205', and social media icons for Facebook and Instagram.

Lessons learned and replicability

visit estonia

- Data quality – mandatory update in 6 months
- Prioritization – too much information
- How to measure and analyze – work in progress with Tableau dashboards
- Flexibility – DMOs and service providers have different priorities
- Stakeholders interests – government and NGOs
- Inspiration or sales channel – encouraging service providers' digitalization
- The new version will be released in 2024 – less is more:
 - Improved usability and accessibility
 - Sustainable UX and data management (including multimedia optimization)
 - Enabling open-source sharing with the public and private sector



Contacts



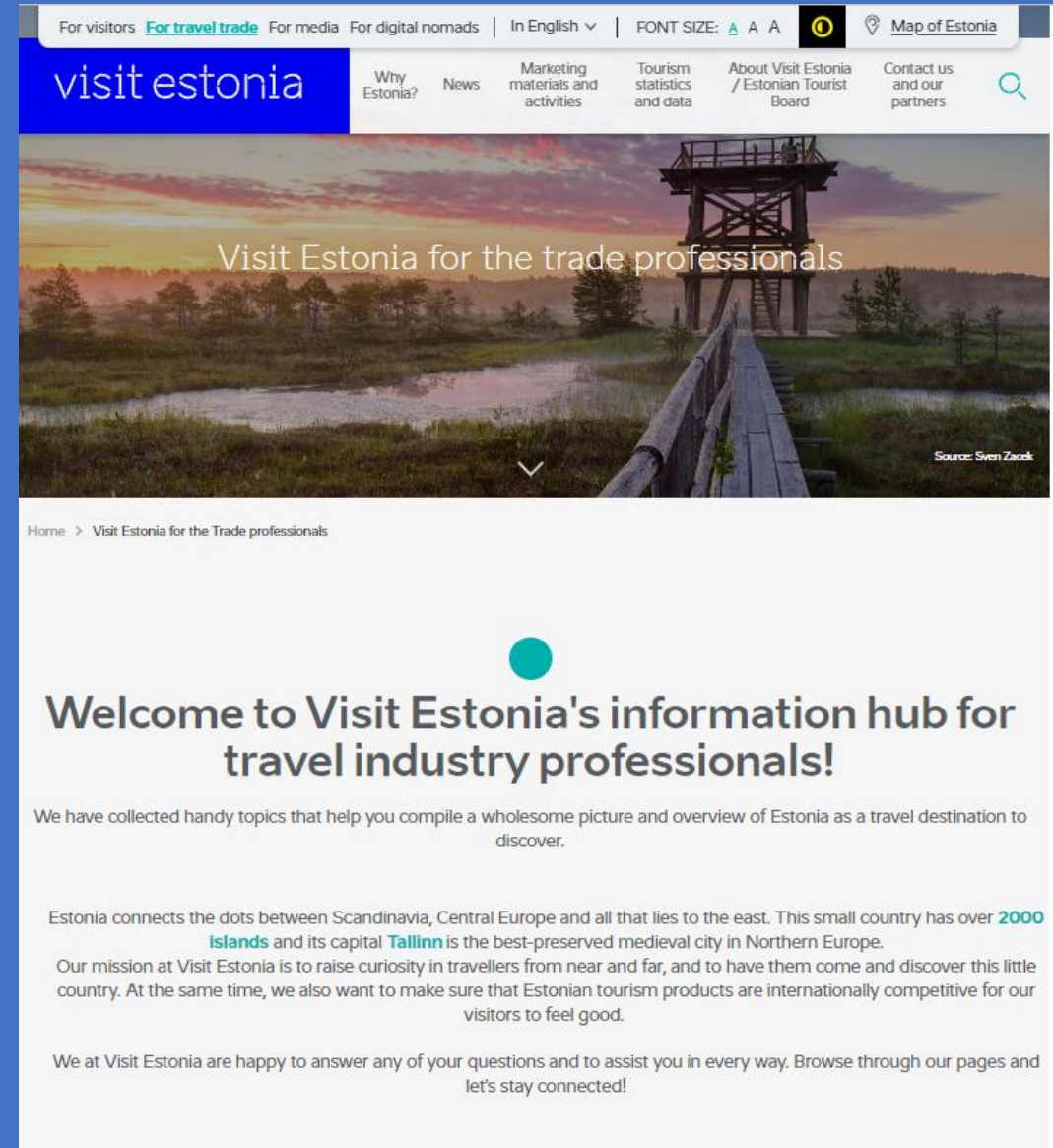
Ave Pill

**Project Manager – Digitalization &
Business Models
Estonian Tourist Board**

For end users: www.visitestonia.com

For Travel Trade:

<https://www.visitestonia.com/en/forthetrade>



The screenshot shows the 'visit estonia' website interface. The top navigation bar includes links for 'For visitors', 'For travel trade', 'For media', 'For digital nomads', 'In English', 'FONT SIZE', and 'Map of Estonia'. The main header features the 'visit estonia' logo and a menu with items like 'Why Estonia?', 'News', 'Marketing materials and activities', 'Tourism statistics and data', 'About Visit Estonia / Estonian Tourist Board', and 'Contact us and our partners'. The hero section displays a scenic landscape with a wooden walkway and a tower, with the text 'Visit Estonia for the trade professionals'. Below this, a breadcrumb trail reads 'Home > Visit Estonia for the Trade professionals'. A teal circle icon precedes the main heading: 'Welcome to Visit Estonia's information hub for travel industry professionals!'. The introductory text states: 'We have collected handy topics that help you compile a wholesome picture and overview of Estonia as a travel destination to discover.' The body text explains that Estonia connects Scandinavia, Central Europe, and the east, mentioning '2000 islands' and 'Tallinn'. It concludes with a mission statement and a closing note: 'We at Visit Estonia are happy to answer any of your questions and to assist you in every way. Browse through our pages and let's stay connected!'.

Q&A



Thank you!



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A screenshot of the 'visit estonia' website. The header includes navigation links for 'For visitors', 'For travel trade', 'For media', and 'For digital nomads', along with language and font size options. The main content area features a large image of a wooden sauna on a pier over the ocean, with the text 'Sauna in Estonia — heat it up in 2023!' and a 'FIND OUT MORE' button. The footer contains the text 'Official travel guide to Estonia' and a short paragraph about Estonia's attractions.

For visitors For travel trade For media For digital nomads | In English | FONT SIZE: A A A | Map of Estonia

visit estonia Why Estonia What to see & do Where to go Where to stay Travel here & around

< Sauna in Estonia — heat it up in 2023! >

FIND OUT MORE

Source: Priidu Saart, Kaali Jahimaja accommodation

Official travel guide to Estonia

Wild nature, medieval cities and Nordic fusion cuisine are minutes apart in this compact country, leaving more time to explore. Visit Estonia. It's about time.

Smart Tourism Destinations Project



Consultation on ways forward
Tomáš Gajdošík



Have your say!

Aim of the consultation

Tell the European Commission which are your views and needs regarding EU DMOs **twin green & digital transition transition**.

You will be asked questions regarding

- **Smart tourism, data management, and technological solutions**
- **Sustainability and resilience**

How to



We will ask you a few questions through the **Microsoft Teams poll** function and you can pose your questions in the chat



Please keep your microphone muted to avoid background noise

Have your say!

Question 1

In which pillars does your destination experience difficulties while implementing?

- Strategy and governance
- Data collection, management, and technological solutions
- Human capital and skills
- Knowledge transfer
- Ecosystem management and partnerships



How to



Rank the option in **descending order** of importance (1° position = most difficult)



Post your comments in the **chat**

Have your say!

Question 2

What are the most urgent data management skills, competences and knowledge your employees need to develop?

- Skills to monitor online reviews
- Social media analytics
- Website analytics
- Big data analytics (AI, machine learning, natural language processing)
- Forecasting methods
- Methods of data visualization



How to



Rank the option in **descending order** of importance (1° position = most urgent)



Post your comments in the **chat**

Have your say!

Question 3

What are the best training opportunities for your employees to build skills, competences and knowledge in data management?

- Data management courses provided by a research institute/ university
- Capacity building through peer learning and knowledge exchanges with other DMOs
- Online platform with free of charge materials (brochures, videos, toolkits)
- Regular webinars and workshops with the up-to-date knowledge
- Consultancy with the “winner” of the European awards (e.g. European Capital of Smart Tourism, ...)
- Repository of experts with the possibility to connect and answer specific questions



How to



Multiple choice: choose all relevant options



Post your comments in the **chat**

Have your say!

Question 4

Would you be interested in “smart tourism destination certification”?

- Yes, as it would help my destination to be more competitive, sustainable and resilient
- Yes, only if it is a prerequisite for applying for funds and programmes
- No, my destination has other certificates and they are sufficient
- No, I am not interested
- Other → Specify in chat



How to



Single choice: choose **only** the preferred option



If you chose «**other**», please specify your idea in the **chat**

Have your say!

Question 5

Which of the following outcomes of smart tourism destination development do you consider as the most important?

- Information technology supports the effective and timely decision making and strengthens the destination's competitiveness
- Sensors and advanced methods allow to collect and analyse sustainability indicators
- Technology ensures efficient use of resources
- Knowledge gained from data supports tourists' experience
- Increased knowledge sharing facilitates governance processes and strengthens cooperation
- Real-time data on internal and external environment reduce vulnerabilities and strengthen destination's resilience
- Data-driven approach strengthens the quality of life of residents
- Other → Specify in chat



How to



Multiple choice: choose all relevant options



If you chose «**other**», please specify your idea in the **chat**

Have your say!

Question 6

For your DMO, which is the priority of the following issues related to destination sustainability and resilience?

- *Economic, social and environmental impact* of tourism (with the aim of maximizing fairly distributed net benefits for the local communities and the local environment)
- *Strategic development* of tourism building on the local unique characteristics and strengths (such as nature, culture)
- *Protecting, supporting and maintaining* tangible and intangible *cultural assets* as well as *natural resources* for visitors and residents in long-term
- Implementing *collaborative destination governance* mechanisms in an inclusive and productive manner
- Taking up and making use of *sustainability measurement schemes* at destination level (including regarding sustainable destination development and also sustainable internal operations)
- *Resilient development and implementation* of tourism services (e.g., employment and balanced resource use across the seasons, providing valuable service both for visitors and local residents, diversification of customer base both in terms of origin and segments of customers)



How to



Rank the option in **descending order** of importance (1^o position = most important)



Post your comments in the **chat**

Have your say!

Question 7

Here are listed some challenges directly linked to the aforementioned 6 issues.

Which ones is your DMO experiencing the most?

- Gentrification and airbnbification
- Accessibility and inclusiveness of tourism services for visitors
- Sustainable mobility
- Pressures on biodiversity, water resources and pollution
- Difficulty defining of missions, strategies, planning, and management
- Lack of funding
- Lack of employees' skills
- Preserve local identity and the authenticity of the destination
- Monitor and manage tourism flows especially in congested areas
- Establish multi-level and multi-stakeholders governance mechanisms
- Establish monitoring framework based on key sustainability indicators
- Uptake of digital solutions to measure sustainability
- Diversification of tourism services and customer segments
- Risk management and disaster preparedness



How to



Multiple choice: choose the **most** relevant options



Post your comments in the **chat**

Have your say!

Question 8

Which kind of support would you need to better face your DMO sustainability and resilience challenges?

- Twinning program where DMOs will be matched based on common sustainability and resilience challenges faced with the aim of implementing/replicating consolidated best practices
- Coaching sessions with *ad hoc* experts to support the implementation/replicability of sustainability and resilience best practices
- Online interactive platform providing a DMO community space, matchmaking opportunities, and a best practices repository tool
- Workshops on key challenges and best practices with DMOs facing similar issues
- Learning materials about key challenges and best practices
- Support to use instruments such as TAIEX to organize exchanges among destinations (e.g. study visits, experts visits, workshops)
- Other → please specify in the chat



How to



Rank the option in **descending order** of importance (1° position = most important)



If you chose «**other**», please specify your idea in the **chat**

Smart Tourism Destinations



Upcoming opportunities for DMOs
Kirsti Ala-Mutka and Marlene Bartes, European Commission





Crisis Management & Governance in Tourism

EXTENDED DEADLINE

**APPLY NOW to participate in this
exclusive training programme!**

Services Offered:

Expert Assistance Service Package
Introductory Session
Initial Online Meeting
In-Person Workshop
Remote Advisory Sessions
Continuous feedback collection and analysis

Deadline 15 September 2023



Applications & Information

- The Call for Expression of Interest is currently open to identify and select at least **50 destinations and 5 cross-border professional associations** across the EU and SMP participating countries interested in **receiving free of charge advisory and assistance services to strengthen their resilience and crisis preparedness.**
- **To apply or for more information** about the Call for Expression of Interest, **please consult EISMEA's Crisis Management and Governance in Tourism dedicated page.**

Apply here



Upcoming

Supporting sustainability and resilience of EU tourism destinations



Links to call (closed 27 June 2023)

[TED eTendering website](#)

[FTOP](#)

Objectives



Facilitate change towards **more sustainable and resilient tourism destinations**, aligned with the [Transition Pathway for Tourism](#).

Focus on DMOs in **NUTS 2 and NUTS 3** or lower.

Key objectives:

1. Recognise **key challenges** and gather **best practices** for sustainable and resilient tourism with focus on local communities throughout the EU
2. Establish **peer-to-peer twinning** mechanism for interested destinations with common challenges (share experiences, learn from each other and work towards common objectives).

Project will include a **survey and interviews to DMOs** across the EU and **awareness raising activities and materials**.

Overview



- Total duration of the action: max **24 months**
- Maximum amount: **EUR 1.500.000**
- **One contractor** (can be consortium composed of several organisations)
- Offers received: 7
- Geographical scope: **EU MS** (NUTS 2 and NUTS 3)
- Best practices and examples from **other countries** can be included, if useful
- 4 Work Packages, 12 Deliverables

WP1: Survey for local and regional DMOs

WP1

Task 1.1: Preparation of survey form

- Online questionnaire
- 22 EU languages

Task 1.2: Implementation of the survey

- Send invitations to min. 500 DMOs
- Ensure geographical balance (MS + types of DMOs, i.e. urban & rural destinations, mountain, coastal, inland and island destinations)
- Replies from at least 100 DMOs

Task 1.3: Summary of survey results

- Summary analysis (to be used for other WPs), including key messages & charts

WP2: Challenges and best practices

WP2

Task 2.1: Development of analysis framework

- Basis for designing survey
- Conceptual approach to identify key challenges + gather best practices
- In line with TTP + focus on benefits & impact of tourism on local communities

Task 2.2: Recognition of key challenges and good practices

- Min 30 follow-up interviews (based on survey results/desk research/pledges)
- Min 30 key challenges + 50 best practices (based on usefulness & transferability)
- Will facilitate twinning of destinations

Task 2.3: Presentation of key messages to DMOs

- 22 EU languages

WP3: Twinning mechanism for DMOs

WP3

Task 3.1: Establish online peer collaboration mechanism to support DMO twinning

- Using EC's Transition Pathway stakeholder support platform

Task 3.2: Initiate first twinning relationships between DMOs

- 3 workshops with DMOs
- 30 DMO representatives per WS (special attention to DMOs with shared pledges)
- Objective: initiate min. 30 twinning relationships between DMOs (plan, visits, resources...)
- Encourage use of TAIEX-EIR PEER 2 PEER programme (access to expert missions/study visits/workshops)

Task 3.3: Lessons learned & guidance for DMOs on productive twinning

- Key benefits of twinning + guidance on how to find twinning partner and establish twinning activities
- 22 EU languages

WP4: Engagement, outreach & awareness

WP4

Task 4.1: Collection of DMOs to be engaged in survey

- Min 500 NUTS 2, NUTS 3 and local level DMOs
- All DMOs and regional tourism actors that submitted TTP pledges

Task 4.2: Communication towards DMOs on sustainable and resilient tourism

- Awareness-raising activities on best practices for DMOs
- Information about T4T platform
- Encourage engagement in twinning activities

Task 4.3: Communication campaign and materials towards general public

- Targeting tourists & their behaviour
- Focus on sustainable & responsible tourism (local communities and environment)
- Communication material package for campaign + DMO activities → no destination marketing materials
- Usable via different channels & in various destinations

TRANSITION PATHWAY FOR TOURISM

Pledges and commitments

Next cut-off date: 18 September 2023



Link to submission

[EUSurvey - Survey \(europa.eu\)](https://europa.eu/eusurvey)

How to submit a pledge?

Submit your pledge: <https://ec.europa.eu/eusurvey/runner/Together4EUTourism>

Formulate one or more concrete pledges, each with:

- 1) a concrete action
- 2) a measurable target
- 3) link with TTP

Please mark below for which key areas your organisation has designed a concrete action with clear target. Please place each pledge only under one topic, even if it contributes also to other areas. For each topic you select, the form provides a text field below for you to describe the pledge and its targets.

- Topic 1: Fair measures for Short-Term Rentals (STR)
- Topic 2: Regulatory support for improved multimodal travelling
- Topic 3: Improving statistics and indicators for tourism
- Topic 4: Comprehensive tourism strategies development or update
- Topic 5: Collaborative governance of tourism destinations
- Topic 6: Sustainable mobility
- Topic 7: Circularity of tourism services
- Topic 8: Green transition of tourism companies and SMEs
- Topic 9: Data-driven tourism services
- Topic 10: Improving the availability of online information on tourism offer
- Topic 11: Easily accessible best practice, peer learning and networking for SMEs
- Topic 12: Research and innovation projects and pilots on circular and climate friendly tourism
- Topic 13: Promoting the use of the PEF and OEF methodology and the development of sectorial category rules for the tourism ecosystem
- Topic 14: Technical implementation for tourism data space
- Topic 15: R&I for digital tools and services in tourism
- Topic 16: Support for digitalisation of tourism SMEs and destinations
- Topic 17: Seamless cross-border travelling
- Topic 18: Coordinated management and updated information on travelling
- Topic 19: Awareness raising on skills needs for twin transition in tourism
- Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism
- Topic 21: Educational organisations to engage in developing and renewing tourism education
- Topic 22: Pact for skills in tourism
- Topic 23: One-stop-shop for learning opportunities for tourism SMEs
- Topic 24: Fairness and equality in tourism jobs
- Topic 25: Enhancing accessible tourism services
- Topic 26: Tourism services for visitors and residents alike
- Topic 27: Support visibility of funding opportunities for tourism actors
- Other topic area

Example Emilia Romana Region

TOPIC 6: Sustainable mobility

Target 1: +1000 km of cycle paths in 2025 compared to 2020 (1120 km)

Target 2: + 2500 electric charging stations on the regional territory in 2025 compared to 2020 (708)

Target 3: Metropolitan Railway System completed in 2025

Target 4: By 2025, finalization of the MoU to complete the priority allotments of the VENTO cycle route

Target 5: Completion of the aforementioned allotments by 2025

Target 6: Completion of the aforementioned cycle route by 2025

Target 7: 800 smart appliances installed on board of the collective public means of transportation by 2025

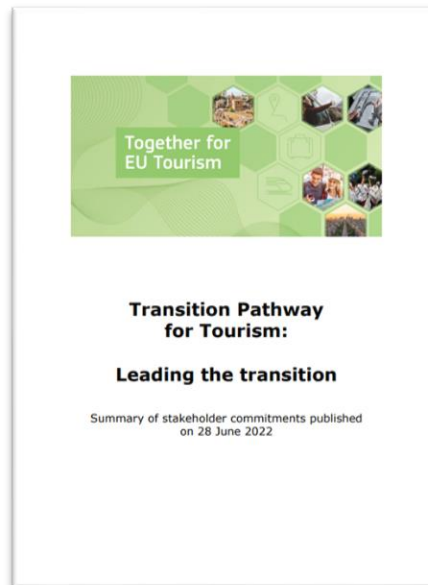
Why collect pledges?

- Show evidence that stakeholders are committed to TTP
- Demonstrate leadership and good examples
- Recognise key areas for EU support and address gaps
- Facilitate synergies between stakeholders, MS, policy areas and initiatives
- Yearly assessment of progress → refine priorities, objectives, and support mechanisms



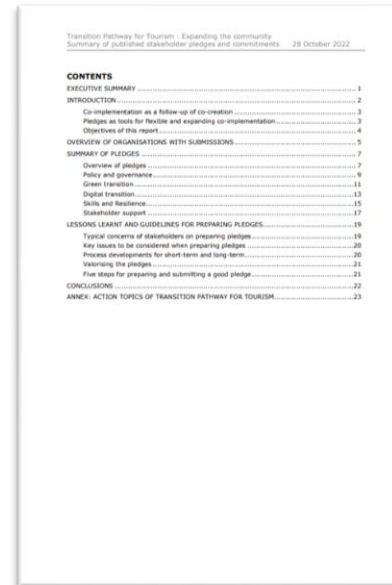
Reports

June 2022



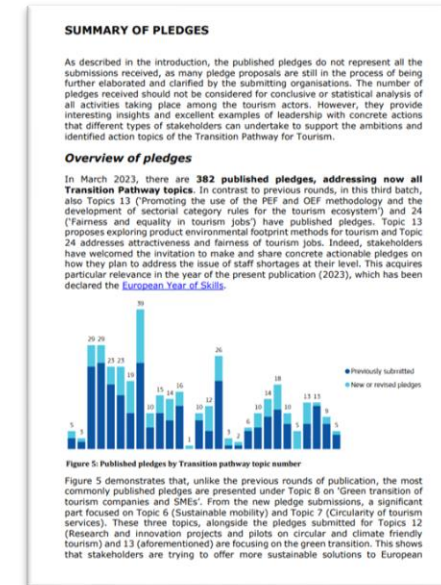
1st summary report

October 2022



2nd summary report

March 2023



3rd summary report



Next publication: Oct. 2023

Questions?

Send us an email at EU-TOURISM-PATHWAY-2030@ec.europa.eu



Closing remarks



SMART
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DESTINATIONS

Messages from the Independent Experts

*Smart, responsible
and sustainable
tourism*

*Coaching in digital
skills and data
management*

*Deployment of
new technologies
for tourism*

*Data
analysis*

*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

Check our website for materials and updates

<https://smarttourismdestinations.eu/>

and follow us on LinkedIn 

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



Thank you!



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