Increase of tourism sustainability & accessibility

Break out room 1

Agenda & Rules

Break out room agenda

1. **Data purpose presentation** – What we mean for *Increase of tourism sustainability & accessibility*
2. **Your turn!** – We will ask you different kind of questions through Teams forms
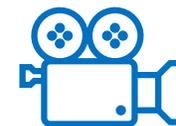3. **Conclusions** – We will close the session informing you regarding the next steps

House keeping rules

Mute your mike

Ask questions in the chat

This session will be recorded

Data purpose - Increase of tourism sustainability & accessibility

DATES
European Data Space for Tourism

Data purpose

Increase of tourism sustainability & accessibility

- Mastering data can put tourism ecosystem in a position to **improve the sustainability and accessibility of the touristic offer**

- Technological solutions can unlock and enable **better tourism experiences for vulnerable or disadvantaged groups** by developing specific services or making existing services easier to use

- Technological solutions can allow a more effective management of tourism, **increasing locals' wellbeing and reducing the strain on the urban and natural environments**

DATES
European Data Space for Tourism

Your turn!

What we are exploring in this session

Questions

- ✓ We will present the main challenges identified for this break out room purpose
- ✓ For each challenge we will ask you **how important** is this challenge for you and **which kind of data** would you needed for facing this challenge
- ✓ We will ask you to **prioritize all the challenges** presented
- ✓ We will ask you whether we have **missed any challenge** and **how important** is it
- ✓ We will ask you **which kind of data** would you need to solve the challenge you have just expressed

Is everything clear?
Ask your questions in the chat

DATES
European Data Space for Tourism

Questions example

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

Question 2 – Which types of data are the most useful to solve this callenge? *Multiple choice question: select all relevant answers*

❑ Accessibility data
❑ Behavior of tourists
❑ Demand and offer data
❑ Local/Residents' satisfactions and emotions
❑ Mobility
❑ Purchase habits

❑ Related industry data
❑ Sustainability data
❑ Typology of tourists
❑ Tourists flow
❑ Tourists' satisfaction & emotions

DATES
European Data Space for Tourism

Challenge 1

Support the growth of sustainable parameters awareness among the tourism industry

- **Lack of awareness** of sustainable parameters in the tourism industry
- Need for developing **measurables indicators** to measure the green, digital and socio-economic impacts of tourism
- Need for **monitoring systems** made available for all tourism stakeholders
- **Digital technologies** can play a relevant role in gathering data and producing valuable impact score carding systems

DATES
European Data Space for Tourism

Challenge 1

Support the growth of sustainable parameters awareness among the tourism industry

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

Challenge 1

Support the growth of sustainable parameters awareness among the tourism industry

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
- ❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
- ❑ **Behavior of tourists** refers to their preferences related to the choice and fruition of (touristic) services while travelling
- ❑ **Demand and offer data** allow an estimation of the "amount" of services requested and supplied
- ❑ **Local/Residents' satisfactions and emotions** are about communities' emotions related to local tourism
- ❑ **Tourists' satisfaction & emotions** are about customers' opinion regarding their experience
- ❑ **Mobility data** are related to the use of transportation in and to the destination
- ❑ **Purchase habits** are data about how and in which occasions tourists spend their money while travelling
- ❑ **Related industry data** concern industries related to tourism (e.g. real estate, entertainment, agriculture…)
- ❑ **Typology of tourists** are about profiling of tourists (e.g. socio-demographic characteristics and personal data)
- ❑ **Tourists flow** relates to tourists' movement on a specific destination/point of attraction

DATES
European Data Space for Tourism

Challenge 2

Manage tourism seasonality

- Identify, address and mitigate the effects of the **seasonal variation of waste, pollution and natural resources consumption** generated by tourism

- **Impacts of crowds** on fragile landscapes and heritage sites

- Following Covid-19 pandemic, visitors are increasingly inclined to choose destinations with **lower density** and able to offer **safe and diversified outdoors activities**

Challenge 2

Manage tourism seasonality

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

DATES
European Data Space for Tourism

Challenge 2

Manage tourism seasonality

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❏ **Accessibility data** are about accessibility and inclusivity of the destination/services
- ❏ **Sustainability data** are related to the economic, social and environmental impacts of tourism
- ❏ **Behavior of tourists** refers to their preferences related to the choice and fruition of (touristic) services while travelling
- ❏ **Demand and offer data** allow an estimation of the "amount" of services requested and supplied
- ❏ **Local/Residents' satisfactions and emotions** are about communities' emotions related to local tourism
- ❏ **Tourists' satisfaction & emotions** are about customers' opinion regarding their experience
- ❏ **Mobility data** are related to the use of transportation in and to the destination
- ❏ **Purchase habits** are data about how and in which occasions tourists spend their money while travelling
- ❏ **Related industry data** concern industries related to tourism (e.g. real estate, entertainment, agriculture…)
- ❏ **Typology of tourists** are about profiling of tourists (e.g. socio-demographic characteristics and personal data)
- ❏ **Tourists flow** relates to tourists' movement on a specific destination/point of attraction

Challenge 3

Reduce negative impacts of tourists' behavior on local communities and environment

- Sustainable tourism does **not negatively impact the local residents' wellbeing, socio-economic conditions nor their cultural and religious traditions**

- Sustainable tourism does **not harm the nature and the local environment**

- In the long run, disrespectful behaviors towards the local environment and communities would **reduce the attractiveness of the destination**

Challenge 3

Reduce negative impacts of tourists' behavior on local communities and environment

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

DATES
European Data Space for Tourism

Challenge 3

Reduce negative impacts of tourists' behavior on local communities and environment

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
- ❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
- ❑ **Behavior of tourists** refers to their preferences related to the choice and fruition of (touristic) services while travelling
- ❑ **Demand and offer data** allow an estimation of the "amount" of services requested and supplied
- ❑ **Local/Residents' satisfactions and emotions** are about communities' emotions related to local tourism
- ❑ **Tourists' satisfaction & emotions** are about customers' opinion regarding their experience
- ❑ **Mobility data** are related to the use of transportation in and to the destination
- ❑ **Purchase habits** are data about how and in which occasions tourists spend their money while travelling
- ❑ **Related industry data** concern industries related to tourism (e.g. real estate, entertainment, agriculture…)
- ❑ **Typology of tourists** are about profiling of tourists (e.g. socio-demographic characteristics and personal data)
- ❑ **Tourists flow** relates to tourists' movement on a specific destination/point of attraction

Challenge 4

Meet the demand for more sustainable tourism

- A Eurobarometer survey from October 2021 indicated that 82% of Europeans are willing to **change their travel habits towards more sustainable practices**

- These include consuming locally sourced products, reducing waste and water consumption, travelling off-season or to less visited destinations and choosing low impact transport options

- More **transparent information about the sustainability and environmental footprints** of the destinations/tourism services would empower customers' choices

DATES
European Data Space for Tourism

Challenge 4

Meet the demand for more sustainable tourism

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

Challenge 4

Question 2 – Which types of data are the most useful to solve this challenge? *Select all relevant answers among:*

❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
❑ **Behavior of tourists** refers to their preferences related to the choice and fruition of (touristic) services while travelling
❑ **Demand and offer data** allow an estimation of the "amount" of services requested and supplied
❑ **Local/Residents' satisfactions and emotions** are about communities' emotions related to local tourism
❑ **Tourists' satisfaction & emotions** are about customers' opinion regarding their experience
❑ **Mobility data** are related to the use of transportation in and to the destination
❑ **Purchase habits** are data about how and in which occasions tourists spend their money while travelling
❑ **Related industry data** concern industries related to tourism (e.g. real estate, entertainment, agriculture...)
❑ **Typology of tourists** are about profiling of tourists (e.g. socio-demographic characteristics and personal data)
❑ **Tourists flow** relates to tourists' movement on a specific destination/point of attraction

DATES
European Data Space for Tourism

Challenge 5

Measure and reduce environmental footprint

- **Comprehensive industry data** and **sectoral category** rules are required to be able to measure services performance and to compare them

- R&I is needed to help develop sectoral category rules for specific tourism products and services in a **transparent, non-discriminatory manner**

- Tools and technologies are also needed to make the measurement of the environmental footprint easier and user friendly for **SMEs**.

DATES
European Data Space for Tourism

Challenge 5

Measure and reduce environmental footprint

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

Challenge 5

Measure and reduce environmental footprint

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
- ❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
- ❑ **Behavior of tourists** refers to their preferences related to the choice and fruition of (touristic) services while travelling
- ❑ **Demand and offer data** allow an estimation of the "amount" of services requested and supplied
- ❑ **Local/Residents' satisfactions and emotions** are about communities' emotions related to local tourism
- ❑ **Tourists' satisfaction & emotions** are about customers' opinion regarding their experience
- ❑ **Mobility data** are related to the use of transportation in and to the destination
- ❑ **Purchase habits** are data about how and in which occasions tourists spend their money while travelling
- ❑ **Related industry data** concern industries related to tourism (e.g. real estate, entertainment, agriculture…)
- ❑ **Typology of tourists** are about profiling of tourists (e.g. socio-demographic characteristics and personal data)
- ❑ **Tourists flow** relates to tourists' movement on a specific destination/point of attraction

DATES
European Data Space for Tourism

Challenge 6

Sustainable mobility

- The **European Green Deal** calls for a 90% reduction in greenhouse gas emissions from transport, in order for the EU to become a **climate-neutral economy by 2050**, while also working towards a **zero-pollution ambition**

- The approach of providing sustainable alternatives for mobility is connected to the **EU strategy of multimodal ticketing**

- As set out in the **2030 climate target plan**, increasing the modal shares of collective transport, walking and cycling, as well as automated, connected and multimodal mobility will significantly lower transport pollution and congestion and improve the health and well-being of people

DATES
European Data Space for Tourism

Challenge 6

Sustainable mobility

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

DATES
European Data Space for Tourism

Challenge 6

Sustainable mobility

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
❑ **Behavior of tourists** refers to their preferences related to the choice and fruition of (touristic) services while travelling
❑ **Demand and offer data** allow an estimation of the "amount" of services requested and supplied
❑ **Local/Residents' satisfactions and emotions** are about communities' emotions related to local tourism
❑ **Tourists' satisfaction & emotions** are about customers' opinion regarding their experience
❑ **Mobility data** are related to the use of transportation in and to the destination
❑ **Purchase habits** are data about how and in which occasions tourists spend their money while travelling
❑ **Related industry data** concern industries related to tourism (e.g. real estate, entertainment, agriculture…)
❑ **Typology of tourists** are about profiling of tourists (e.g. socio-demographic characteristics and personal data)
❑ **Tourists flow** relates to tourists' movement on a specific destination/point of attraction

DATES
European Data Space for Tourism

Challenge 7

Improve the supply and visibility of accessible tourism services

- Accessible and inclusive tourism is key to help all people to **fully participate in society**

- It is important to ensure the supply of tourism **services accessible to people with any kind of disability** in all destination/structures

- It is important to ensure the supply of tourism **services to people without economic means**, as unemployed, retired and people with low income

- It is crucial to provide clear, accessible and easy to find information about these services

DATES
European Data Space for Tourism

Challenge 7

Improve the supply and visibility of accessible tourism services

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

DATES
European Data Space for Tourism

Challenge 7

Improve the supply and visibility of accessible tourism services

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
❑ **Behavior of tourists** refers to their preferences related to the choice and fruition of (touristic) services while travelling
❑ **Demand and offer data** allow an estimation of the "amount" of services requested and supplied
❑ **Local/Residents' satisfactions and emotions** are about communities' emotions related to local tourism
❑ **Tourists' satisfaction & emotions** are about customers' opinion regarding their experience
❑ **Mobility data** are related to the use of transportation in and to the destination
❑ **Purchase habits** are data about how and in which occasions tourists spend their money while travelling
❑ **Related industry data** concern industries related to tourism (e.g. real estate, entertainment, agriculture…)
❑ **Typology of tourists** are about profiling of tourists (e.g. socio-demographic characteristics and personal data)
❑ **Tourists flow** relates to tourists' movement on a specific destination/point of attraction

DATES
European Data Space for Tourism

Challenges 1-7

Question – How would you rank the priority of the 7 aforementioned challenges? *Rank the challenges*

> **Support the growth of sustainable parameters awareness among the tourism industry**

> **Manage tourism seasonality**

> **Reduce negative impacts of tourists' behavior on local communities and environment**

> **Meet the demand for more sustainable tourism**

> **Measure and reduce environmental footprint**

> **Sustainable mobility**

> **Improve the supply and visibility of accessible tourism services**

Indications:
* **First position** represents the highest priority
* **Last position** represents the lowest priority

DATES
European Data Space for Tourism

Missing challenge

Question 1 – Is there any missing challenge related to this data purpose that we might have missed?

Question 2 – How important is this challenge for you on a scale 1 to 5? (1 is absolutely not important and 5 is very important)

Answer <u>both</u> question in one single message in the chat

Question 3 – Which types of data are the most useful to solve the challenge you have just expressed?
Select <u>all</u> relevant answers among:

- ❑ Accessibility data
- ❑ Behavior of tourists
- ❑ Demand and offer data
- ❑ Local/Residents' satisfactions and emotions
- ❑ Mobility
- ❑ Purchase habits

- ❑ Related industry data
- ❑ Sustainability data
- ❑ Typology of tourists
- ❑ Tourists flow
- ❑ Tourists' satisfaction & emotions

DATES
European Data Space for Tourism

Closing remarks

Next steps

Activity	Timing
Analysis of data gaps and overlaps • Which are the data already shared by the existing data sharing initiatives • Which data purposes are already covered by the existing data sharing initiatives • Whether there are data overlaps in the existing data sharing initiatives	By end of February
Identification of potential use cases and related priority lists of datasets: • Use cases will help the team to define how the data space will be used • Based on use cases, the team will define which are the needed datasets	By end of April
Post workshop report • Results of todays' break out rooms (*Increase of tourism sustainability & accessibility, market analysis and inform decision making, Improvement of the interaction and engagement, Improving planning and operation*)	By next week

DATES
European Data Space for Tourism

Thank you for your participation!

www.tourismdataspace-csa.eu

Contacts

Giovanna Galasso – Associate Partner - Intellera Consulting
giovanna.galasso@intelleraconsulting.com

Marco Codastefano – Manager- Intellera Consulting
marco.codastefano@intelleraconsulting.com

DATES
European Data Space for Tourism