

# Unpacking the Transversality of the Tourism Industry

## I. Introduction

The tourism industry is an intricate and interconnected network that spans across different domains and industries. The transversality of the tourism industry produces synergies with sectors such as cultural heritage, transportation, skills, media, smart communities, and others.

The main aim of this blog post is to provide a comprehensive understanding of the concept of the transversality of the tourism industry from the perspective of the DATES (Digital Europe) project. The DATES project explores approaches and options for the deployment of a secure and trusted tourism data space to ensure transparent control of data access, use, and re-use.

## II. Heterogeneity and Convergence in the Tourism Industry

Two jargons that come up in tourism discussions are heterogeneity and convergence. But what do they really mean? And how do they relate to the sector's interdisciplinary nature?

**Two concepts have been used to explain the interconnectedness of the tourism ecosystem.** The diversity of components within a system is referred to as heterogeneity, whereas convergence refers to their merging or blending into a single entity. As a result, heterogeneous systems can be viewed as consisting of various parts that may or may not mesh well or operate in unison; they are separate entities with different intentions and functions. Conversely, convergent systems tend to gravitate towards greater coherence as they become more integrated over time; they become more similar to each other as they interact more frequently or share comparable goals or objectives.

Due to the variety of tourism products, **the tourism service sector has a high level of heterogeneity.** Notwithstanding this heterogeneity, the sector exhibits some degree of convergence in terms of core business models and client needs. This **confluence is driven by technological breakthroughs and the demand for sustainable tourism practices.**

## III. Tourism as an Integral Part of the European Economy and Data Economy

**The tourism industry is experiencing rapid and dynamic transformation,** as it progresses with new advancements, a growing demand for personalisation, and an increasing emphasis on sustainability.

**The interconnection among various sectors is vital for the industry's sustainable advancement.** The transversality of the tourism industry produces synergies with sectors such as cultural heritage, transportation, skills, media, smart communities, and others. The correlation among these fields is imperative in creating a smooth tourist experience.

**The DATES project which seeks to examine possibilities for the deployment of a secure and trusted tourism data space emphasises the importance of interconnectedness,** as the project's goal is to devise a strategy that ensures transparent control of data access, usage, and re-usage, and emphasises the importance of the development of data governance and business models for the digital transformation of the European tourism industry.

## IV. Developing Data Governance and Business Models for the Digital Transformation of the European Tourism Industry

The European tourism industry is undergoing an intense transformation. It produces massive amounts of data, and it is important for tourism professionals, digital private organisations, government entities, academia, and research institutions to stay in touch with ongoing developments.

**Proper data governance is vital to guaranteeing data privacy, security, and transparency. It also ensures GDPR-compliant dynamic data interchange with regard to the tourism industry's transversality.**

## V. Conclusion

In conclusion, the significance of interconnectedness and convergence in generating a sustainable and integrated tourist experience points out the importance of the DATES project, as setting the basis of the European Data Space for Tourism is crucial for the digital transformation of the European tourism industry.

## VI. References

Alexandros A. 2003, The convergence process in heritage tourism, *ResearchGate*, accessed 8. 3. 2023, < [\(PDF\) The convergence process in heritage tourism \(researchgate.net\)](#)>

Catarina M., Elizabeth R. 2015, How to deal with heterogeneity among tourism constructs?, *ScienceDirect*, accessed 8. 3. 2023 <[How to deal with heterogeneity among tourism constructs? - ScienceDirect](#)>

European Commission 2022, 'A European strategy for data', accessed 3. 3. 2023, <<https://digital-strategy.ec.europa.eu/en/policies/strategy-data>>

Eurostat, 2022, 'Tourism statistics', accessed 6. 3. 2023, <[https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism_statistics)>

European Comission 2022, 'European data strategy', accessed 6. 3. 2023, [https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age/european-data-strategy\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age/european-data-strategy_en)