

MYT SUMMIT, DATES CONSORTIUM MEETING AND EURACTIV ARTICLE

The beginning of June was a moment of precious exchange on the topic of data sharing and data space for the tourism sector! The IV edition of the [MyT Summit](#) and **DATES Consortium meeting** took place in Mallorca respectively of the 1st and 2nd of June. Right before that, Intellera Consulting published an [article](#) on Euractiv, regarding the lessons learned from data space support actions.

Let's have a closer look to these happenings:

MyT Summit - Palma de Mallorca held the main touristic congress at the Balearic Islands, the IV edition of the MyT Summit. This year the chosen topics were: **Talent and Data**.

This Congress aims to position itself as an event of reference at national and international level and is intended as a forum for debate and exchange where professionals from different sectors, directly or indirectly related to tourism, bring their experiences and contributions, from the balance in the participation of women and men, helping to generate references, as well as contribute to achieving a more competitive and sustainable tourism sector.

According to this year's themes - Talent and Data -, the key topics discussed are indeed digitisation, data-driven decision making, talent and skills. **Digitisation** has accelerated the importance of data and the information it generates, driving a global data economy that pushes us to improve the way we manage, analyse, and share it to generate greater efficiency, new products and services, or to develop new experiences. It is obvious that making **data-driven decisions** ensures greater competitiveness of the tourism industry and helps to improve its sustainability. In terms of **talent**, the pandemic has meant that many tourism workers have not wanted to return to a sector that creates insecurity in terms of job stability and has also shown that **new skills and adaptation** to a changing market are required. In terms of data, this talent must ensure protection and a high level of privacy by making them interoperable with each other: that they are digitally represented in the same language so that they can be exchanged.

The congress featured different round table discussions on the scenario that new technologies offer in the use and sharing of data in tourism, highlighting the importance of creating a **common European data space** "in which it is possible to share data in a secure and equitable way, increasing the companies' competitiveness".

The upcoming data space for tourism has been of course a topic of major importance. Common EU data spaces are initiatives aiming to accelerate the competitiveness and sustainability of the tourism industry through data sharing. The ground for the deployment of the European Tourism Data Space is being prepared by the DATES project, coordinated by AnySolution - a Mallorcan technology company - and partnered by an international team including Amadeus, aNewGovernance, ARCTUR, AVORIS, DIH Tourism 4.0, IDC, IDSA, Intellera Consulting, Italian Ministry of Tourism, NECSTOUR, Outdooractive, and Tecnalía. The progress made in this project was presented in the Summit.

DATES Consortium meeting - Following MyT Summit, all DATES partners attended the project meeting in Mallorca. The meeting was a great occasion to share vision about the project and about data spaces in general. It also served as an opportunity to reinforce the team bonds among partners, always collaborating from different EU countries.

The meeting focused on the progress of the work. Discussion regarding the Work Package (WP) of "Context analysis and agreed components" focused on the few left activities to close the WP by the end of June. The discussion regarding WP about "Governance and Business Framework" and

“Technical Framework and Design” focused on presenting the works carried out so far, also with practical simulations. Moreover, they presented the activities and the methodology foreseen for the next steps.

An important part of the meeting focused on the final **Blueprint**. There was consensus that this document needs to function as a guide for data space deployment, therefore focusing mainly on the technical and governance components. The consortium agreed on a preliminary table of content for the blueprint, which will need to be developed in collaboration with the DESF (Data Space for Tourism) project in November.

[Euractiv article](#) - On the 31st of May, Intellera Consulting published the article “[EU Strategy for data: lessons from data ecosystems and data spaces](#)” on Euractiv, based on its hands-on experience with relevant projects linked to the **EU Data Strategy**.

Through its work on the media and tourism data space, Intellera uncovered relevant insights on the state of the art of data sharing in these sectors - including shortcomings and ways forward. The shortcomings include a lack of data sharing culture in both sectors, and a lack of cooperation and coordination mechanisms of data exchange in the tourism field, leading to issues such as lack of data accessibility and interoperability. Moreover, workers in both sectors often lack data analytics and data management skills, which prevent a meaningful exploitation of the value of data. Suggestion for improvement include recommendations to use a practical approach based on use cases for incentivising data sharing; to invest in digital and data analytics skills in both sectors, and to adopt innovative approaches to data sharing - such as sandboxing - to test possible solutions and foresee bottlenecks.

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