

THE EUROPEAN TOURISM DATA SPACE: POSITIONING THE EUROPEAN TOURISM INDUSTRY

Data spaces are the new initiative that promotes reliable data sharing while ensuring that the data owner remains in control of them. Data spaces will promote a more competitive economy by generating efficiencies, reducing costs, improving products and services, as well as developing new business models. For the tourism industry, this will be a direct benefit, allowing them to better understand the profile of tourists and thus to personalise their experience and make it more enjoyable.

For those reasons the event held on June the 8th organised by Anysolution under the title '**The European Tourism Data Space: positioning the European tourism industry**' has been the perfect occasion to present the Dates project in a more in-depth way.

The main objective of the DATES project is to explore approaches and options for the deployment of a secure and reliable tourism data space, ensuring transparent control of access, use and re-use of data. The project will therefore focus on the development of governance and business models.

In broader terms, the outcome of the activity will support the digital transformation of the sector, fostering competitiveness, resilience and sustainability as key success factors for maintaining Europe's leadership.

The first point is to create an integrated and complete tourism data ecosystem, "through common governance", working with small, medium and large companies, the public and private sector, research organisations and universities.

The second point is to identify high priority datasets and establish how the data will be shared. "We have to define what the rules of the game are going to be to ensure that all entities, regardless of their size or legal form, are going to be able to work on an equal footing in this new data economy".

A third pillar has to do with technology, developing a scheme with the technological and non-technological requirements that will make it possible to implement this European tourism data space.

And finally, to work incorporating resilience and sustainability as cross-cutting pillars in this data space, taking into account the aim of the European data strategy which is to create a genuine single market for data. Driving growth and creating value, while at the same time minimising the carbon and environmental footprint of human beings.

Data Spaces allow us to share data securely between participants who may or may not be part of your trusted environment, and to do this automatically, ensuring security and privacy. However, three challenges currently surround data sharing:

- Interoperability, because data needs to be shared easily and automatically.
- Trust and establish a degree of security around the data, as now exists with electronic cards.
- Scalability, because a data space is being built for all types of companies (large companies, SMEs and start-ups), so entry barriers must be lowered and there must be international deployment.

In conclusion, challenges, opportunities and how to create trusting environments for data sharing were the main topics addressed at the conference.

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