MYT SUMMIT – TALENT AND DATA

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.

Data spaces are a new initiative to accelerate the competitiveness and sustainability of the tourism industry through data sharing. Spain is leading the European Tourism Data Space through the DATES project, coordinated by Anysolution. This Congress will present the progress made in this project, as well as various initiatives which are being developed in the field of the data economy.

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 European spaces for them "in which it is possible to share data in a secure and equitable way, increasing the companies' competitiveness".

The Mallorcan technology company AnySolution is the coordinator of the DATES project, which its general manager has distinguished from the concept of 'database' to turn it into "federated architectures that will be deployed in such a way that each company can share the specific data selected with other companies in the tourism sector, whether or not they belong to the same field of work, as well as with public bodies in all EU countries".

But clearly not everything is accepted and there are certain red lines when it comes to sharing and exchanging information, such as those set by data protection laws and personal privacy, as well as the strategic nature that certain data may have for the competitiveness of the companies concerned. It is the responsibility of the European legislator to establish a guaranteeing framework which regulates according to values such as digital sovereignty, that we have control over our data, with a code of ethics and consensus. For all these reasons, the proper deployment of the Data Governance Act is essential.