

DATES AT THE EXPERT CONFERENCE OF THE TRAVEL INDUSTRY IN BUDWEIS, TRAVELCON, CZECH REPUBLIC

The DATES project and the upcoming European Data Space for Tourism initiative were presented at the TRAVELCON 2023 conference in Budweis. One of the main topics of this year's conference was the development of digital technologies, their impact on tourism and data as a raw material of the 21st century.

This professional event welcomed prominent players from the travel industry, technological leaders, government representatives, and other relevant stakeholders to come together and collectively forge an innovative path to global tourism in the Czech Republic.

Topics Covered at TRAVELCON 2023:

Building Resilience Post-Pandemic:

In the aftermath of the global pandemic, the travel industry faced new challenges. The opening discussions focused on the significance of building industry resilience against future crises and restoring travelers' confidence. Experts shared proven practices and strategies that can help the Czech Republic overcome adversities and expedite the journey towards tourism recovery.

Digitalization and Technological Innovations:

In the era of rapid technological advancements, the travel industry requires adaptation to new trends and innovations. TRAVELCON 2023 emphasized the importance of digitalization and technological innovations that can transform travelers' experiences. Topics of discussion included smart destinations, augmented and mixed reality, and the utilization of artificial intelligence to enhance personalized services for visitors.

Sustainable Tourism for the Future:

A key goal of the conference was to create a sustainable travel industry for future generations. Experts discussed environmental responsibility, social sustainability, and the economic benefits of tourism. Efforts to minimize negative impacts on nature and local culture, along with supporting the local community, were pivotal themes in this segment of the conference.

Innovative Marketing Strategies:

The conference also delved into novel approaches in marketing travel destinations. Participants learned from successful marketing campaigns that could serve as inspiration for the Czech Republic. Discussions covered effective digital marketing tools, influencer marketing, and the use of social media to increase visibility and attractiveness of the country to travelers.

Journey Towards Inclusive Tourism:

Discussions on inclusive tourism addressed topics such as improving accessibility for people with disabilities, promoting diversity and inclusion in the industry, and creating equal opportunities for all stakeholders.

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In the workshop, which followed the presentation on data spaces, we had the opportunity to work with experts from DMOs, academia and tourism businesses on concrete models for using data to define sustainable tourism concepts in destinations.

TRAVELCON 2023 provided an opportunity for experts in travel, technology, and policy to join forces and explore new ways to invigorate and innovate the Czech travel industry. The results of this conference are expected to contribute to the strengthening of tourism in the Czech Republic and enhance the country's appeal to visitors from around the world. With hopeful anticipation, we look forward to the realization of new ideas and initiatives that will create unforgettable experiences for tourists while respecting and preserving the cultural and natural richness of this beautiful Central European destination.

About the authors: DIH Tourism 4.0 is a joint initiative of the research company BizGarden Ltd., the Czech union of the tourism industry and the Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic. The institute supports stakeholders and tourism businesses on their path to digitization and digital transformation. DIH Tourism 4.0 is a member of the DATES consortium and works on the definition of the data spaces for tourism in Europe.

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