

## **DATES AT THE TOURISM FORUM IN PRAGUE**

The DATES Project and the upcoming European Data Space for Tourism initiative were presented at the Tourism Forum in Prague in March 2023. Tourism forum is an international conference intended for tourism experts organized by Czech Tourism Authority - CzechTourism 2023. The conference was dedicated to the current sustainability topics in tourism and took place in Prague.

The CzechTourism 2023 conference brought together key players from the travel sector, government representatives, and other stakeholders. The conference aimed to discuss the current state of Czech tourism, propose new strategies to revive the industry, and enhance its competitiveness in the coming years.

### **Topics Covered at the Conference:**

#### **Tourism Recovery Post-Pandemic:**

The opening discussions focused on analyzing the pandemic's impact on Czech tourism and exploring approaches to restore travelers' confidence in safe travel. Participants delved into emerging trends, such as the increased demand for sustainable travel experiences and individual vacations.

#### **Innovations in Tourism:**

The conference emphasized the need for innovation in tourism to attract new segments of travelers and enhance their experiences. Key themes included new technologies, digital marketing, and virtual experiences, which were presented and discussed during this segment.

#### **Sustainable Tourism:**

As the world witnessed profound changes and heightened environmental awareness, the tourism industry needed to incorporate sustainable practices. Discussions at the conference revolved around strategies and initiatives that the Czech Republic could adopt to protect its natural and cultural resources for future generations.

#### **Public-Private Partnership:**

Recognizing the importance of collaboration between the public and private sectors in supporting tourism, the conference explored effective ways both sectors could work together in developing new products, promoting destinations, and increasing the country's attractiveness to international visitors.

#### **Destination Marketing and Promotion:**

Supporting tourism in the Czech Republic was inseparable from successful marketing and promotion efforts. Discussions centered on new approaches in digital marketing, improving website content, and targeted marketing campaigns.

The significance of the CzechTourism 2023 conference lay not only in providing a platform for tourism revival post-pandemic but also in facilitating the exchange of experiences and ideas among experts from various fields. The conference fostered the creation of new sustainable strategies, contributing to the Czech Republic's long-term growth in the tourism sector.

We believe that the discussions and initiatives from this conference will lead to a stronger, more resilient Czech tourism industry, prepared for the future, and ready to guide visitors towards unforgettable travel experiences in the heart of Europe.

Creating a data space for tourism is one of the pillars of the digital transformation of tourism that Europe has set out to achieve. In the materials that formed one of the key documents for the 2030 Agenda for Tourism, which was approved under the Czech Presidency of the Council of Europe, this point is described as follows: “The aim is that by 2025, 25% of tourism stakeholders will be using this data space.”

The presentation of the particular activities which take place on the European level towards the digital transition of the tourism industry is an important part of the process of the involvement of a wide audience of national stakeholders in the process of implementing the European Council conclusions on European Agenda for Tourism.

The presentation at the Tourism Forum was the first attempt to activate the Czech and Slovak stakeholders and businesses and introduce the data spaces concept to this audience.

**About the authors:** DIH Tourism 4.0 is a joint initiative of the research company BizGarden Ltd., the Czech union of 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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