DATES

European Data Space for Tourism

#Blueprint ● Towards a **secure and trusted tourism data space**, ensuring transparent control of data access, use and re-use.

CULTURAL HERITAGE

MEDIA

SKILLS

SMART COMMUNITIES

GREEN DEAL

TOURISM

MOBILITY

#Dates
#DatesTourism #DataSpaces
#DataSharing #SmartTourism
www.tourismdataspace-csa.eu

1	**1M**	**13**	**35**	**14**	**1**
YEAR	BUDGET	PARTNERS	MEMBERS	COUNTRIES	BLUEPRINT

Governance and business model

The European Tourism Data Space (ETDS) is a secure platform designed to accelerate the digital transformation of the European tourism industry. It will enable tourism stakeholders, particularly SMEs, to access and utilize a wide range of data to make informed decisions, enhance their competitiveness, personalize their offerings, and build stronger relationships with travellers.

Key benefits of the ETDS include:

- Accelerate the digitalisation process for tourism stakeholders, particularly local authorities and SMEs.
- Data-driven decision-making to improve competitiveness and personalize offerings.
- Knowledge exchange and relationship building among tourism stakeholders.
- Secure ecosystem for data from hundreds of destinations and thousands of SMEs.
- Enhanced traveller interaction through personalized communication across multiple channels.
- Support for Smart and Sustainable Tourism Destinations.
- Strengthened tourism data economy.
- Ecosystem of common services for deploying applications and enabling data exchange.
- Adherence to key design principles: trust, data sovereignty, federation, participatory governance, interoperability, flexibility, security, quality control, and openness.

Energizing the European Tourism Data Space

Advantages of ETDS:

1. Lower data access costs through a competitive data marketplace.
2. Promote open data models for public entities and enable data monetization.
3. Standardize use cases to streamline data collection and consistent quality.

Strategic Pillars for ETDS Success

Convergence

● **Analyze** European data initiatives, policies, and legislation ● **Evaluate** stakeholders' perceptions, resources, and potential costs ● **Determine** the optimal governance structure and technical solution.

Deployment

● **Establish** a robust governance structure and secure funding ● **Simplify** onboarding processes and minimize participation costs ● **Prioritize** compatibility with other sectoral data spaces ● **Address** organizational factors (social capital, skillsets, governmental support, and competitive pressures) ● **Align** with the Transition Pathway for Tourism and the European Strategy for Data.

Awareness

● **Promote** ETDS awareness, effectively communicating its long-term vision and tangible benefits ● **Highlight** the ETDS's advantages in data access and sharing.

● **Ensure** compatibility with existing practices and user expectations ● **Simplify** the ETDS to enhance user-friendliness and adoption ● **Provide** trial opportunities for stakeholders ● **Showcase** the observable benefits of using the ETDS.

Standardization

● **Establish** clear standards for data formats, types, and collection methods ● **Define** these standards in the ETDS rulebook, ensuring interoperability ● **Continuously** re-evaluate the applicability of standards in line with market trends and technological advancements.

Experimentation

● **Foster** continuous experimentation to identify promising use cases and explore market opportunities ● **Adapt** to evolving user needs, environmental factors, and technological advancements ● **Utilize** the ETDS as a catalyst for innovation within the European tourism sector.

Enriched Tourist Experiences

By seamlessly integrating data from the different European data spaces into the tourist experience, visitors can enjoy a personalised and enriching journey that enhances their understanding of the destination.

#Personalized #Immersive

Offer personalized recommendations and adapt tourist offerings to personal preferences to create a unique tourist experience. Imagine having access to up-to-the-minute updates on attractions, activities, and events, or taking a virtual tour of the destination in 3D before your visit, followed by on-site experiences enhanced by augmented reality.
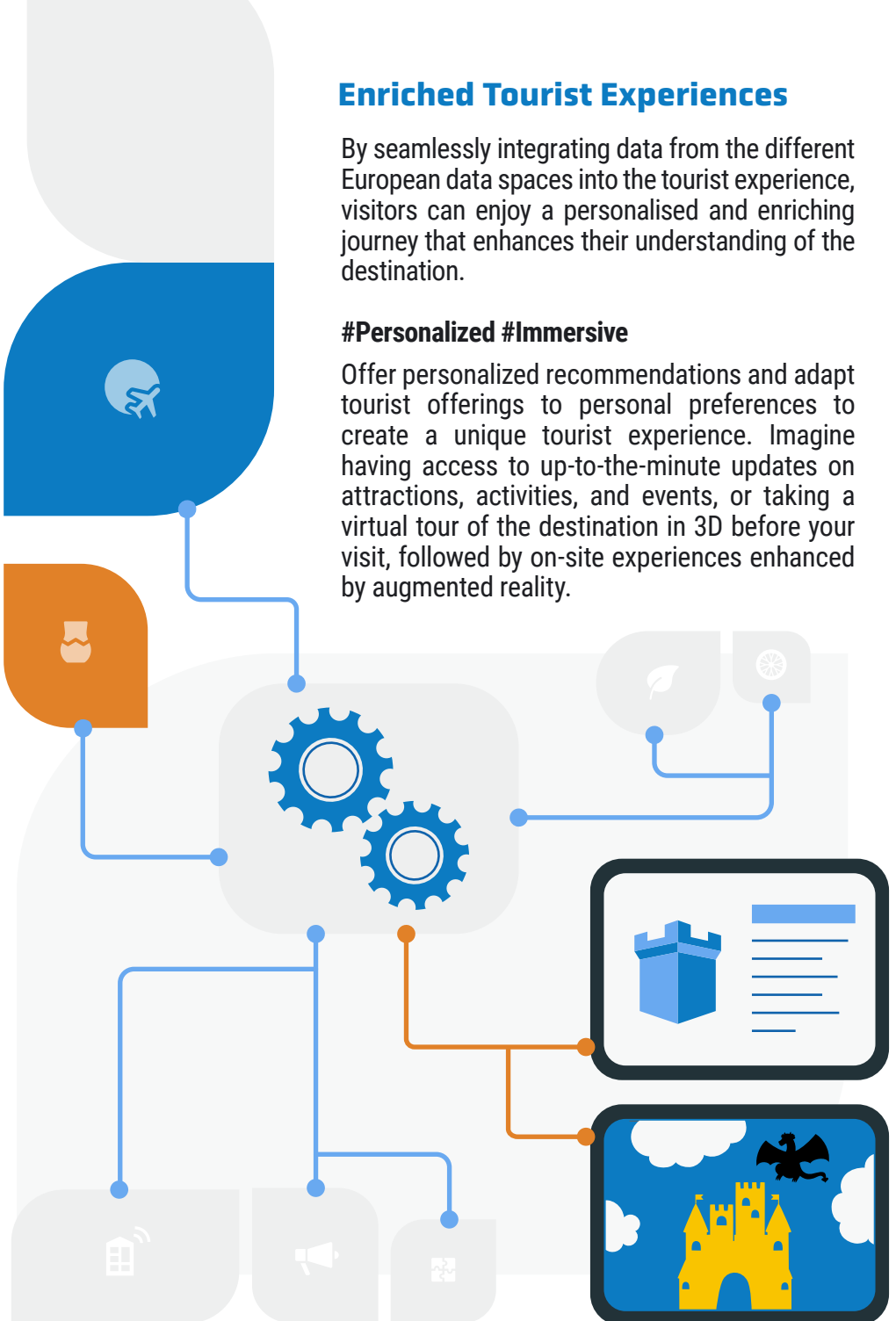
Unlocking the Power of Data

ETDS seamlessly integrates data sources to orchestrate tourist flows and enhance visitor experiences while preserving destination authenticity.

The ETDS will revolutionize the European tourism industry by promoting digitization, data-driven decisions, knowledge sharing, and sustainable practices, empowering tourism stakeholders to thrive in the digital era and deliver enhanced experiences for travellers.