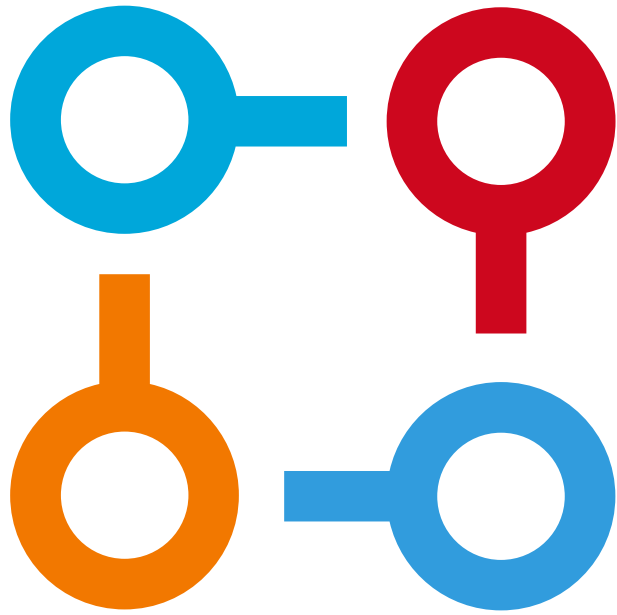




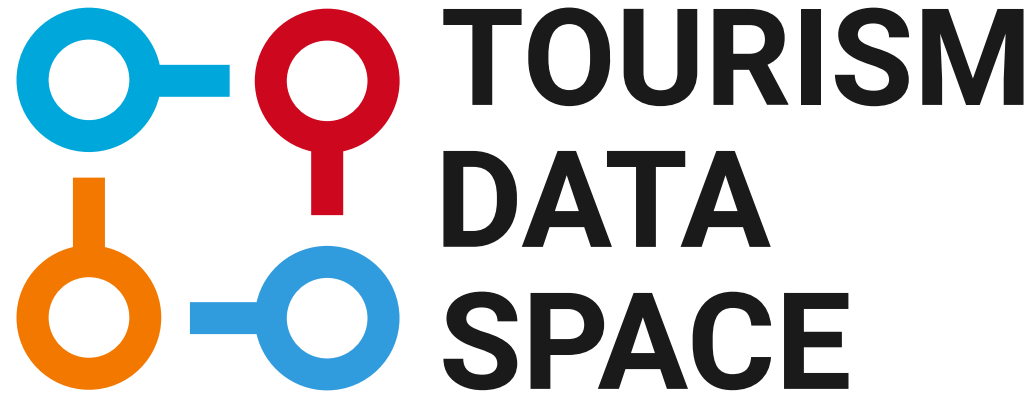
TOURISM DATA SPACE



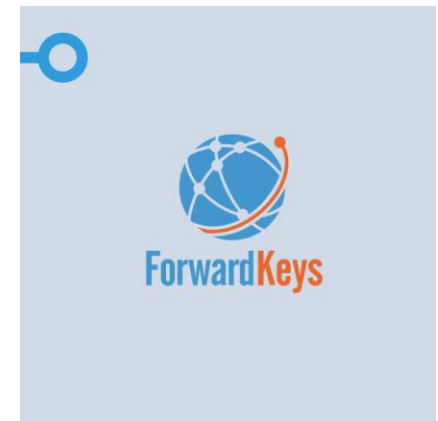
Funded by
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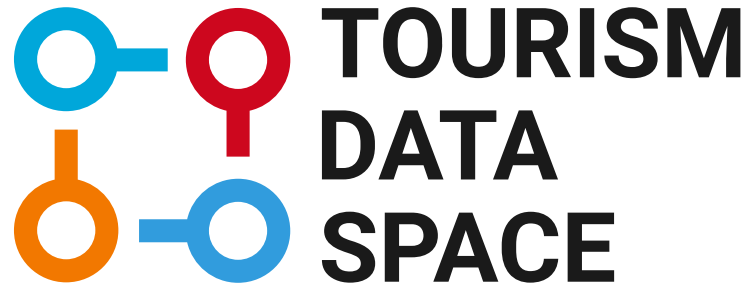


The purpose of this project is to set the foundation for the development of a secure and trusted **Data Space for Tourism (DSFT)** which enables all sector stakeholders to share and access the data they require when they need it. For the DSFT to be a sustainable solution, a **bottom-up approach** which builds a “**culture of data sharing**” among all relevant tourism stakeholder groups (e.g., SMEs, governmental agencies, technology firms, tourism entities at the European, national, regional, and local scales of operation) is required.



Consortium Partners





Objective 1: Create and Analyse the Tourism Data Inventory

Objective 2: Establish sustainable, multi-stakeholder governance mechanisms and data sharing business models

Objective 3: Provide a set of technical specifications for the interoperability of the Data Space for Tourism

Objective 4: Detail the blueprint and provide the roadmap for deploying the Data Space for Tourism

Objective 1

It is essential to understand what data are available and what data should be prioritized for inclusion in the DSFT. The Tourism Data Inventory (TDI) will be an open-access tool that facilitates the identification of all available data based on the type of information needed (data theme).

The TDI will spur additional innovation and competition among private data providers by providing clear and transparent information regarding data offerings, as well as improve the accessibility of data to key tourism stakeholders, including SMEs, and can contribute to the competitiveness of European tourism by aligning providers with the expectations and wishes of their customers.



Create and Analyse the Tourism Data Inventory of existing data platforms and repositories relevant to tourism stakeholders



Tourism Data Inventory Analysis

- Data theme (Built Capital, Economic Impact, Social Impact, etc.)
- Data frequency
- Data availability lag
- API availability
- Data abstraction (raw data → data-driven insights)
- Data cost and accessibility
- Data scale (LAU → NUTS 0)
- Data geographic coverage
- Language
- Data relevance and value to tourism stakeholders

Objective 2

Risk and uncertainty have previously been identified as major barriers preventing private entities from sharing data. To mitigate this risk, it is necessary to establish clear and fair governance models that can provide the requisite legal certainty.

Likewise, sharing data may not be the primary activity of many private entities, and there is often a lack of incentives to participate in data sharing schemes.

It is critical that all tourism sector stakeholders understand each other's needs so that business models that are mutually beneficial to data holders and data users can be established.



Establish sustainable, multi-stakeholder governance mechanisms and data sharing business models for the DSFT (02)



Tourism Stakeholder Engagement

This project will take a participatory approach to understanding the stakeholder requirements regarding both governance models and business models related to the creation of the DSFT.

Several methodologies will be used to further engage with European tourism stakeholders:

- Four Lego® Serious Play® Workshops
- Delphi Expert Opinion Survey

Objective 3

A core principle of the European Data Strategy is interoperability of data systems and services and the establishment of technical solutions for sharing data across organisations. Interoperability is essential for the data ecosystem to foster a free flow of data within the EU and across sectors.

By prioritising common data space reference architecture, common building blocks, and established toolboxes, standards, and protocols, this project will deliver a set of technical specifications for the DSFT that will ensure compatibility with the European Data Strategy.



Provide a set of technical specifications for the interoperability of the DSFT with the EDSTF



Data Spaces Support Centre

As a core activity, the project will draw upon the technical expertise of the consortium partnership and consult closely with the Data Spaces Support Centre (DSSC) and the Alliance for Industrial Data, Cloud, and Edge (AIDCE) to ensure alignment with the European Data Spaces Technical Framework.

Objective 4

Bringing together the tourism data set priorities, requisite technical specifications, governance models and business models will result in a detailed plan for the design and deployment of the Data Space for Tourism.

Stakeholder buy-in will be essential for the sustainable success of the DSFT, and as such the project aims to empirically identify those technical solutions, data governance models, business models, and strategies for managing the DSFT that take the specific needs of the tourism sector into consideration and that are practical, fair, and transparent for multiple stakeholder groups.



Detail the DSFT blueprint and provide the roadmap for deploying the DSFT that is in line with national initiatives and the European Data Strategy

The background of the slide features a photograph of a man and a woman in a professional setting, looking at a laptop. Overlaid on this image are several semi-transparent blue circular and line graphics, along with icons representing people, location pins, and a bar chart, suggesting a data-driven or collaborative work environment.

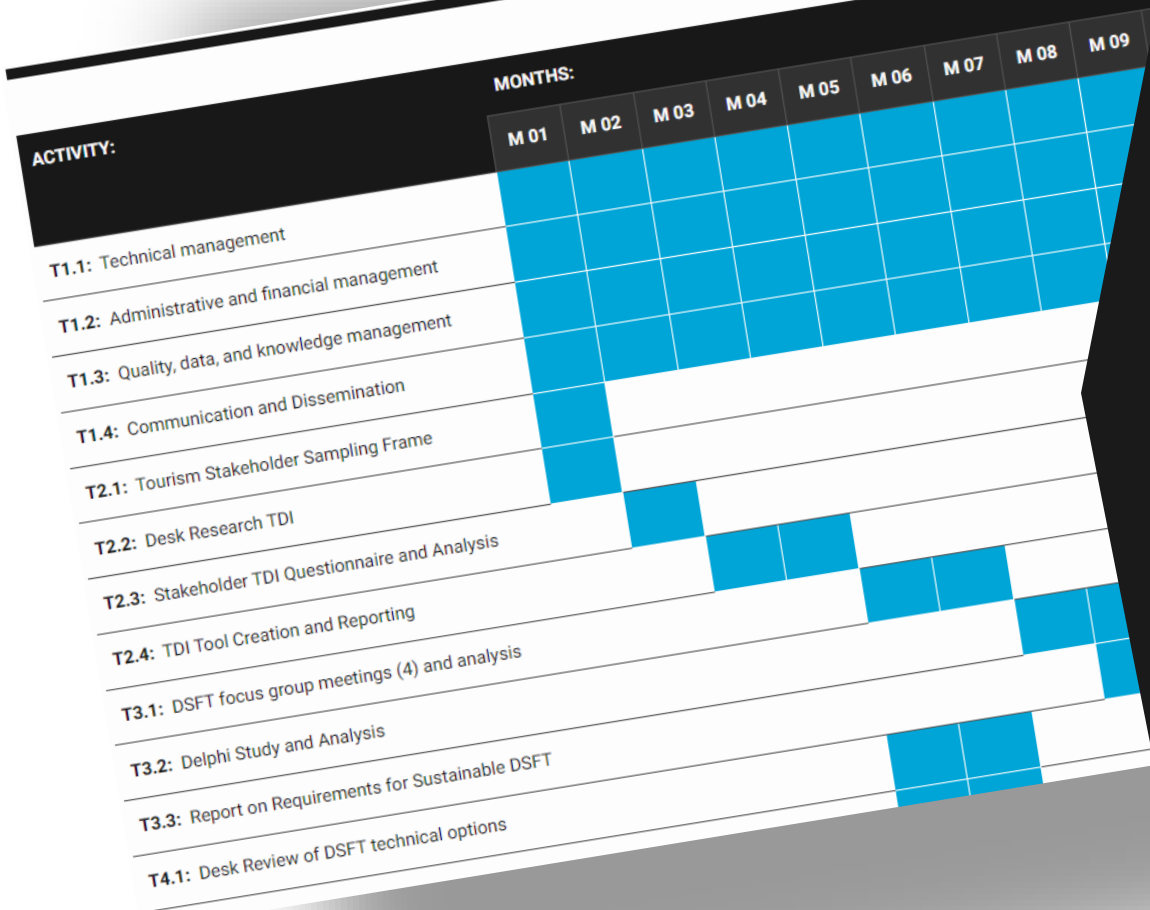
DSFT Blueprint Evaluation

Final recommendations will be based upon empirical evidence including conjoint model experiments to evaluate the utility of specific design features.

- Priority datasets to be part of the DSFT
- Technical specifications for the DSFT
- Business models that are mutually beneficial and incentivize data sharing
- Governance models that reduce risk and uncertainty among participants

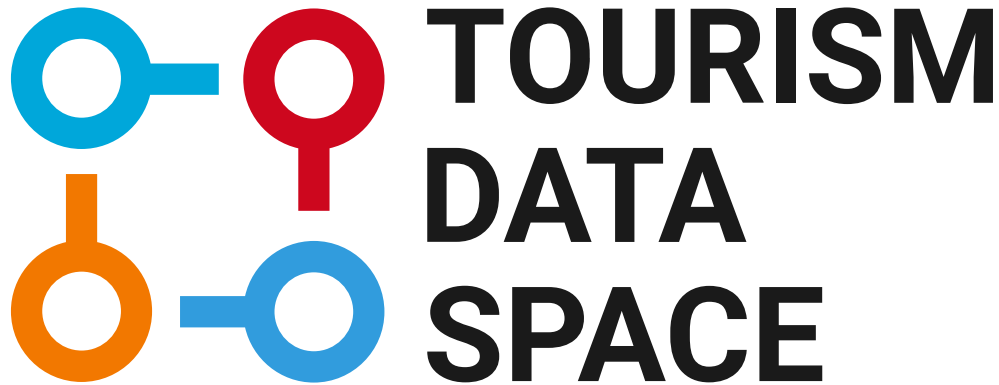
12-month Project Timeline:

Nov. 2022
through
Oct. 2023



Shape the future of tourism in Europe!

For the **Data Space for Tourism** to reflect the needs of your organization, we invite you to share your opinions related to the access and sharing of data by taking part in online questionnaires and in-person workshops that will inform the design of the DSFT. Please follow the link below and opt-in to participate in the project.



For more information:

dsft@modul.ac.at

<https://etc-corporate.org/data-space-for-tourism-preparatory-actions/>