

Develop openly available learning material for the sector about available data sources and how to use them for developing their tourism activities and for recognising issues to be addressed for better resilience

Level	European
To whom is directed	Professional Associations
Who should be involved?	Tourism Businesses
Time bound	Medium-term
Effort	High Effort
Why?	<p>Developing openly available learning material on data sources is essential for improving crisis management in the tourism ecosystem because data-driven insights are crucial for informed decision-making. By equipping tourism stakeholders with the knowledge of available data and how to use it, businesses and organisations can better anticipate challenges, identify emerging trends, and respond proactively to potential crises. Access to relevant data can help tourism operators assess risks, optimise their operations, and adapt to changing circumstances, enhancing overall resilience in the sector.</p> <p>Moreover, making this learning material openly accessible ensures that all tourism stakeholders, including small and medium-sized enterprises (SMEs), have equal opportunities to benefit from data-driven strategies. SMEs often lack the resources to independently gather and analyse data, so providing free, accessible learning tools empowers them to strengthen their operations and crisis preparedness. This collective increase in resilience across the entire ecosystem not only benefits individual businesses but also helps safeguard the long-term sustainability of the tourism industry as a whole.</p>
High-level implementation steps and options	<p><i>Develop learning resources that explain the various data sources and how to leverage them effectively for tourism activities and resilience building</i></p> <ul style="list-style-type: none"> • Design a training framework that outlines key data topics such as data collection, analysis, and application in tourism. • Create diverse formats of learning material, including: <ul style="list-style-type: none"> ○ Guides and Manuals: Step-by-step guides on accessing and using tourism-related data. ○ Interactive Online Modules: Self-paced courses or tutorials that cover data usage, analysis tools, and real-world applications in tourism. ○ Case Studies: Real-life examples showing how data-driven decisions have led to improved resilience and business growth in tourism. ○ Video Tutorials and Webinars: Easy-to-follow video content that walks users through the process of leveraging specific data sources. ○ Data Source Directories: Curated lists of key public and private data sources relevant to tourism, along with explanations on how to use them. • Ensure that all materials are accessible to a wide audience, including non-experts, and provide translations if necessary to reach a broader audience.

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High-level implementation steps and options

Partner with data experts, academic institutions, and government agencies to develop and validate the content

- Work with data analysts, tourism researchers, and statisticians to ensure accuracy and relevance.
- Collaborate with local tourism boards, universities, and government agencies to gather regional data and insights.
- Leverage partnerships with tech companies and data platforms to provide specialised tools and software for data analysis in tourism.

Ensure that the developed material is freely accessible to all stakeholders in the tourism sector

- Host the material on a dedicated online platform, such as a resource hub, which is easy to navigate and open to all users.
- Distribute material via industry associations, tourism boards, and government websites.
- Promote the material through newsletters, social media, and e-mail campaigns to ensure a broad reach.
- Organise periodic virtual events, such as live Q&A sessions and forums, to engage users and encourage interaction with the content.

Provide additional support to small and medium-sized enterprises (SMEs) that may lack the expertise or resources to fully use data

- Offer one-on-one mentoring or coaching from data experts who can guide SMEs in applying the learning material to their specific needs.
- Develop simplified versions of the material for SMEs with limited capacity or resources.
- Create a peer-to-peer learning network where businesses can share experiences and best practices related to data use.

The information and perspectives presented in this document represent the findings and conclusions of the European Commission's project "Crisis Management and Governance in Tourism" funded under the SME Pillar of the Single Market Programme and developed by Deloitte. These findings are based on data and context available during the study period and are intended solely to provide insights on the project's objectives. The interpretations herein do not necessarily reflect the views of the involved organisations and should not be construed as definitive conclusions applicable to all contexts or as a commitment to implement the recommendations. Further, the European Commission and Deloitte are not liable for any consequence stemming from the reuse of this document.

For more detailed information on project's results and outputs, please visit the project webpage [Crisis Management and Governance in Tourism - European Commission](#).