

Leverage EU digital innovation hubs to develop and deliver data literacy training for tourism management organisations and SMEs to improve their understanding of the existing data sources, indicators, tools and systems and of their use and limitations

Level

European

To whom is directed

European Commission, EDIHs

Who should be involved?

National Tourism Authorities (NTA), Regional Tourism Authorities (RTA), National Tourism Organisations (NTO), Regional and Local Destination Management Organisations (DMO), Professional Associations, Tourism Businesses (SMEs)

Time bound

Short-term

Effort

Moderate Effort

Why?

There is a significant **lack of skills and awareness among stakeholders in the tourism ecosystem regarding the use of data for tourism development, resilience building and crisis preparedness.**

The lack of knowledge about how to interpret data insights in order to support informed decision-making processes hinders stakeholders from fully leveraging data-driven approaches to enhance crisis management and strategic planning and tourism activity monitoring.

For these reasons, it is important to develop and deliver a data literacy program to ensure that public and private tourism organisations have the appropriate understanding of the existing data sources, indicators, tools and systems and of their use and limitations.

European Digital Innovation Hubs (EDIHs) are one-stop shops supporting companies and public sector organisations to respond to digital challenges, such as this one, helping them become more competitive. EDIHs combine the benefits of a regional presence with the opportunities made available by a pan-European network.

This regional presence across Europe and their scope of action make them well-placed to develop and deliver the data literacy training and services that tourism organisations need.



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High-level  
implementation  
steps and  
options

*European Commission to engage EDIHs whose focus is data, big data and tourism*

- Identify and engage with EDIHs whose focus and area of expertise is relevant for data literacy, for crisis management, and for the tourism ecosystem.
- Incentivise them to develop and offer tailored data literacy training programmes, workshops, mentorships and technical expertise to tourism organisations.

*European Commission to promote data literacy training and material within the tourism ecosystem*

- Promote the availability of the training, services and material provided by EDIHs.
- Incentivise tourism organisations and businesses to reach out to EDIHs.

*EDIHs to provide training for the EU tourism ecosystem (public and private organisations)*

- Develop a comprehensive curriculum covering the basics of data literacy, including understanding data sources, indicators, tools, systems, and their use and limitations.
- Develop training on big data analytics, correlation of data and predictive models for more mature businesses and organisations.
- Incorporate practical modules on data collection, data analysis, data interpretation and data application in crisis preparedness and strategic planning.
- Develop user-friendly training material, such as guides, manuals and online courses, and video tutorials, and make them available at EU academy, in the Knowledge Hub of the EDIH Network Website and in the EU Tourism Platform.

*EDIHs to offer technical assistance and support for the EU tourism ecosystem*

- Offer continuous support through mentorship programmes to assist stakeholders in applying their data literacy skills.
- Support tourism organisations in the development and implementation of their data collection and analysis tools and platforms.