ANYSOLUTION

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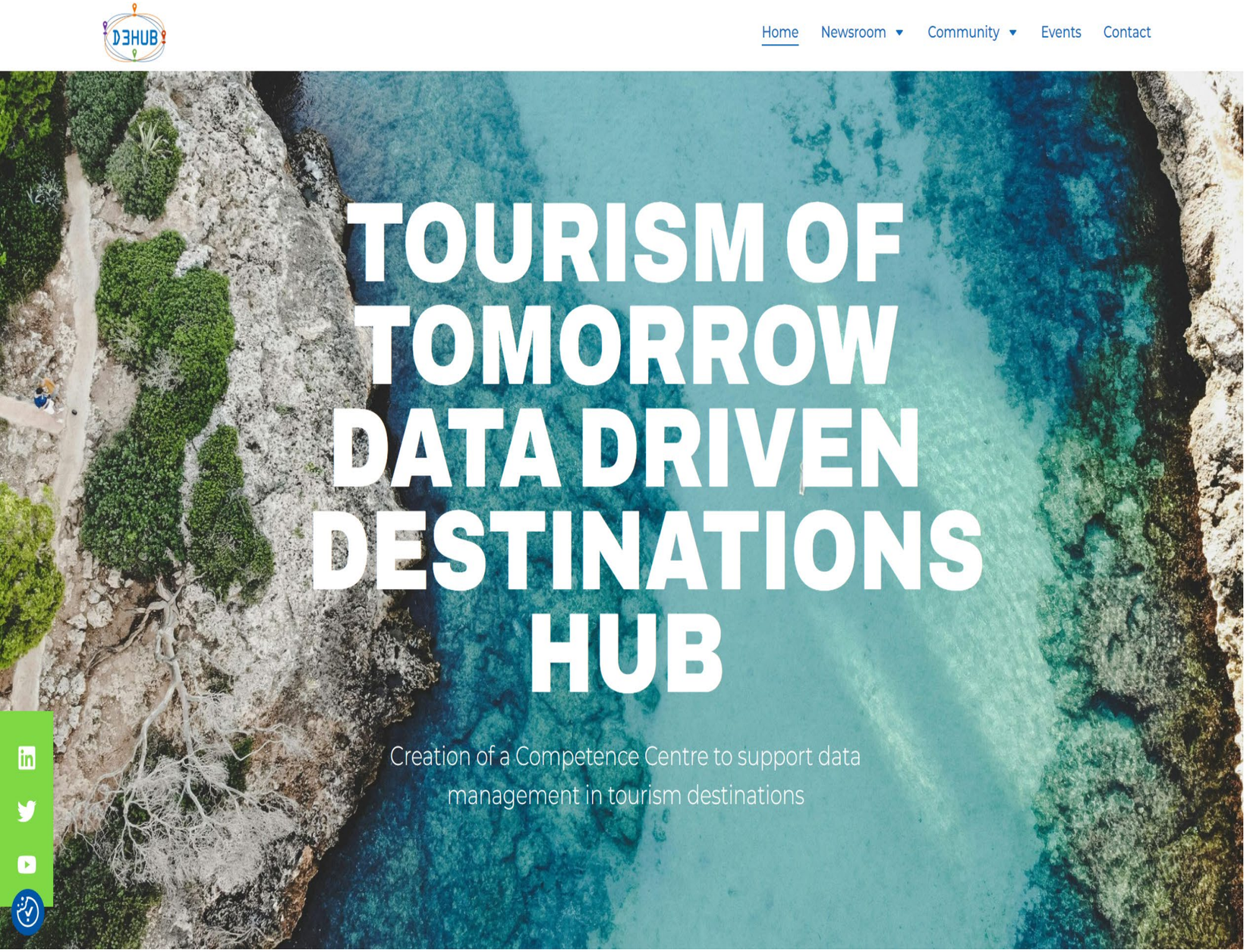
ANYSOLUTION

- Tourism will continue to grow in the next few years (especially in Europe).
- Saturation in time and space vs. overcrowding of the destination
- Tourism must be managed = recognise its weight and importance
- Involve key stakeholders
- Balances
- Data and technology

ANYSOLUTION



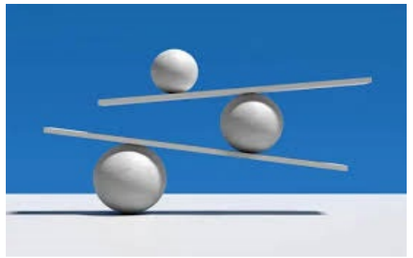
Tourism of Tomorrow

Data-Driven Destinations Hub

EU Competence centre to support data management in tourism destinations

Co-funded by the European Union

Four clusters selected based on data



Managing the balance between residents and visitors

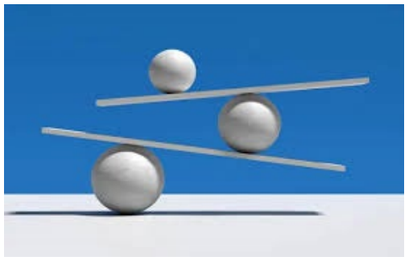
Climate change mitigation and adaptation

Redistributing tourist flows in space and time

Supporting emerging destinations to attract quality and sustainable tourism

Facing these challenges based on data, analysis and measurement

Skills → Dashboards → Community



Redistributing tourist flows in space and time

- Measuring visitors flows through local and remote sensors
- Measuring and managing seasonality and concentration
- Managing and redistributing local/regional tourism flows (e.g., within protected areas or cities)
- Managing and redistributing large-scale/international tourism flows

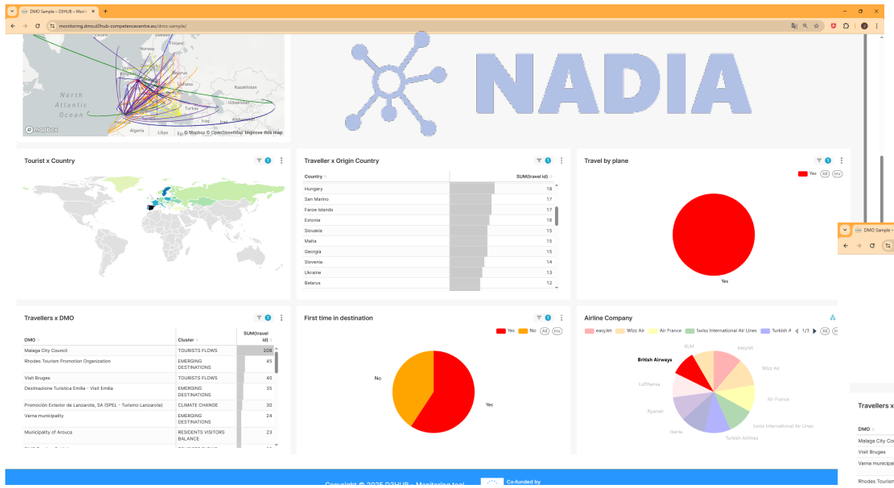
Managing the balance between residents, visitors, and stakeholders

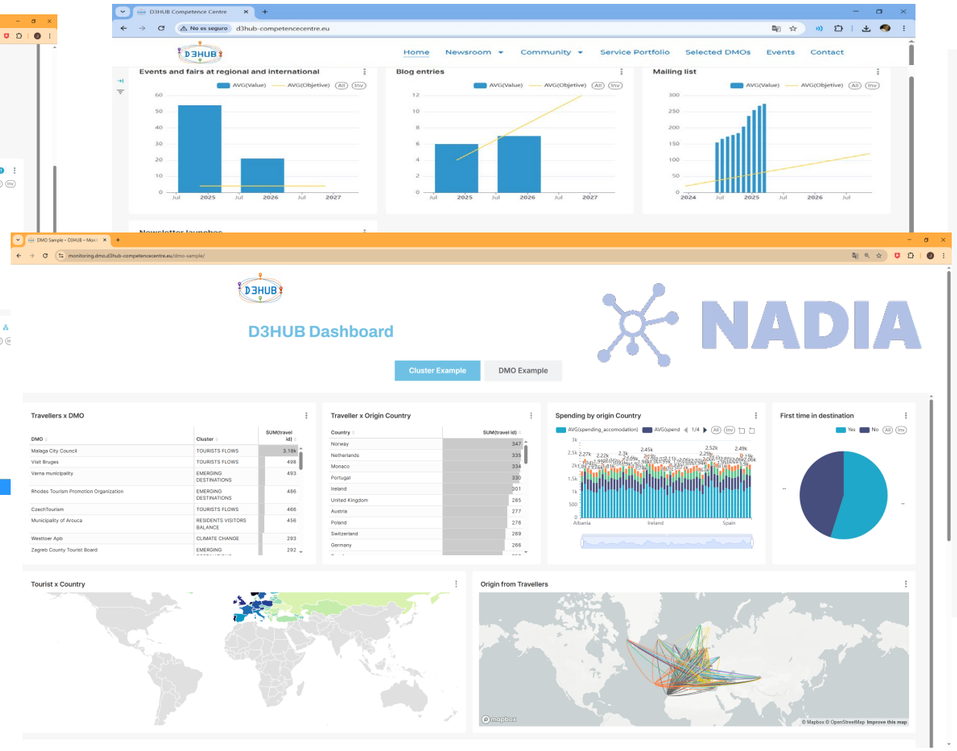
- Approaches to measuring resident attitudes to tourism.
- Analysing impacts of short-term rentals on local destinations.
- Constructing composite indicators of tourism intensity, density, touristification, and tourist-induced quality of life effects.
- Forecasting and prediction via advanced data models and AI.

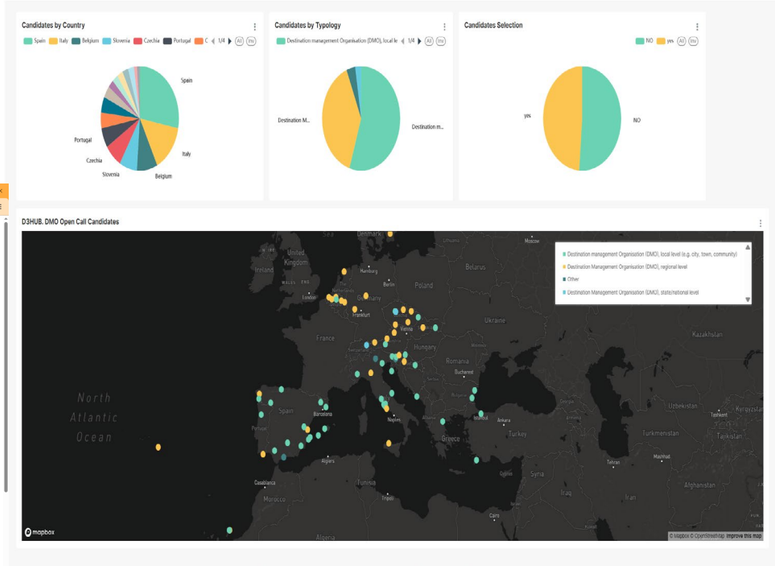
Transforming Data into VALUE

- Collecting data from heterogeneous sources
- Measuring sustainable tourism indicators
- Highly customised Dashboards

UN Tourism
UNITED NATIONS
WORLD TOURISM ORGANIZATION







ANYSOLUTION

DEPLOYTOUR
Common European Tourism Data Space

Co-funded by
the European Union

PROJECT MILESTONES

DEPLOYTOUR addresses the challenges of fragmented and inaccessible tourism data by enhancing access to information through:

Deploy the technical infrastructure of the Common Tourism European Dataspace (ETDS)

Implement five use case pilots that will act as demonstration of the tangible advantages the ETDS can bring and its impact on the European tourism sector

Define a governance framework by developing the rules and roles of the different stakeholders involved in governing the future ETDS

Ensure the interoperability, transversality, and synergies with other data and tourism initiatives

Implement a sound dissemination, **communication and exploitation strategy**

TRANSVERSALITY, COMPLEMENTARITY AND SYNERGIES

Synergies with other data spaces, projects and initiatives:

- Mobility data space, deployEMDS
- Smart Cities Data Space
- Green Deal
- Media data space, TEMS
- Skills data space
- Cultural Heritage data space
- D3HUB
- DSSC
- SIMPL
- EDIC
- National, local initiatives
- Ministries
- …

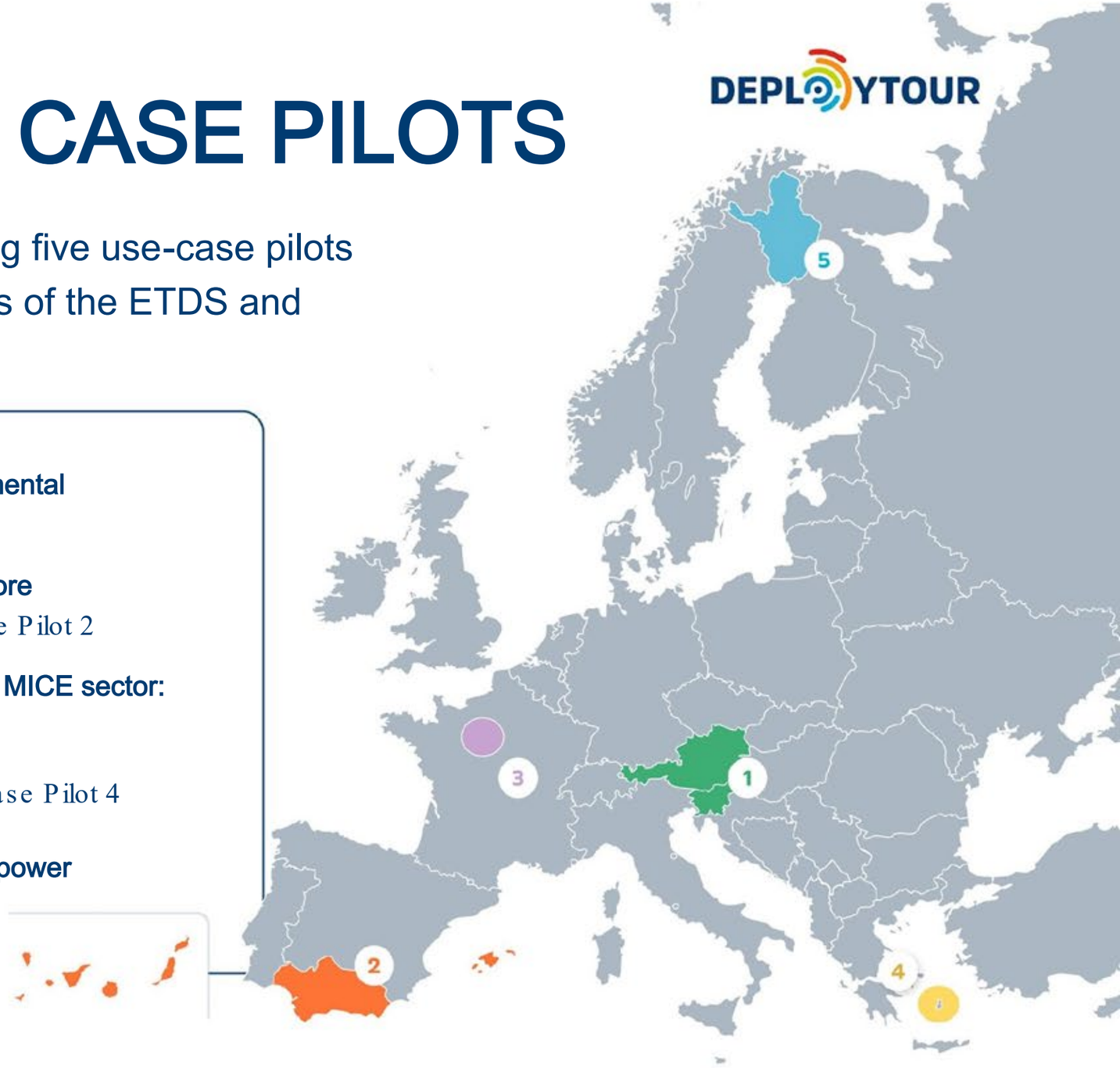
DEPLOYTOUR supports the Tourism Transition Pathway's pledges to advance the strategy for digital and sustainable transition.

To generate and ensure sound synergies to reinforce complementarities, avoid overlapping and generate new added value.

DEPLOYTOUR USE CASE PILOTS

The DEPLOYTOUR consortium is implementing five use-case pilots across Europe to show the tangible advantages of the ETDS and address key challenges in tourism:

1. **Tourist overcrowding in natural areas and environmental impacts:** Use Case Pilot 1
2. **Transforming mature destinations to make them more competitive, resilient, and sustainable:** Use Case Pilot 2
3. **Meeting hyper -personalized client demands in the MICE sector:** Use Case Pilot 3
4. **Managing high -seasonality destinations:** Use Case Pilot 4
5. **Addressing the lack of a centralized platform to empower tourism SMEs:** Use Case Pilot 5



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