Gaia-X Tourism Data Space Event

How can dataspaces contribute to Tourism development in Europe through citizen centred offerings?

Tourism Data Space report – 9th June 2022

Gaia-X editorial team

Event Scope

As a transversal industry, tourism is an integral and important part of the European economy, directly linked with other sectors such as mobility, logistics, health, agriculture, culture, media, automotive, food and beverage, etc. The interdependencies of tourism with other industries could be well observed during the COVID-19 pandemic, when many of the sectors mentioned above were directly affected by travel restrictions and lockdowns for tourism businesses. Consequently, there is a great need for efficient data exchange in all directions, as different applications need to access and combine data to provide an added value for users and decision makers across all sectors.

The vision set out in the European data strategy took also into account structural challenges to enhance EU potential in the data economy, namely: data fragmentation, availability of data, imbalances in market power, data interoperability and quality, data governance, data infrastructures and technologies, empowering individuals to exercise their rights, skills, and data literacy. Within the EU data strategy, the development of common European data spaces is considered one of the main priority actions. The creation of a European Data Space in Tourism will accelerate the tourism recovery and its competitiveness.

How can dataspaces contribute to the development of tourism activities in Europe and better serve travellers?

During the Tourism data space event on 9 June 2022, multi-disciplinary keynote speakers and panels addressed this important question and analysed specific topics in further detail during the breakout sessions.

Gaia-X ambition in the tourism domain

The European Tourism sector is highly beneficial, yet highly fragmented. In this instance, Gaia-X is aiming at making European tourism data available to improve the capacity to attract tourists by receiving improved and tailored experience offers through centering the sector on the customer and their needs. Better data availability would aid in the development and establishment of new businesses. Personal data must be kept private so that citizens have complete control. The Gaia-X framework allows for the creation of sovereign and federated tourism data spaces that can be deployed with confidence and at scale. These data spaces federate existing data initiatives and invite new initiatives to join the federation in order to better manage tourism for both tourists and local inhabitants by predicting tourists' and marketeers' demands in real time and responding almost immediately.

Session highlights

This event counted with the participation of the main international tourism entities as the United Nations World Tourism Organisation and the World Travel and Tourism Council.

Important keynotes from the European Commission represented by the Director for Data, DG CNECT, Mr Yvo Volman, and Misa Labarile, DG GROWTH

- The importance of tourism for the European Economy
- Tourism recovery will be accelerated by the use of data
- Most of the companies of the tourism value chain are SMEs and a special attention should be paid on them
- Education is key
- Connectivity allows travellers to access much more immersive content in relation to places they want to discover
- Tourism and sustainability go together
- Tourism has a direct impact in other industrial sectors
- EONA-X is the first Tourism data space in Europe
- Data sharing between public and private actors across the different sectors can really contribute to establish innovative tourism services that can also contribute to sustainability
- Giving control of data to individuals and companies

Target: 75% of the enterprises should take up technologies by 2030 such as clouds, big data, and artificial intelligence.

They offered guidance for achieving this goal, including building on what is already in place and seizing economic and value-creation opportunities, particularly those based on voluntary data sharing and the requirement for workable business models. Recall that the preparatory activity for a European data space for tourism will provide a thorough analysis of the entire landscape of hospitality efforts and help to utilise past work and expertise more effectively.

On the legal front, a review of the EU Data Act Proposal Legal Environment for Data Spaces with the B2B/B2C Data Sharing Framework for IoT Data, as well as a topic review to enable the interoperability of smart contracts inside their services and activities, were conducted. Important issues were brought up, like who is ultimately responsible if there are multiple operators (governing body, operational company/ies, etc.). How simple is it to assign duties in a highly decentralised data space? Can the operator make each and every necessary declaration? Should all of these statements be made public?

EU Data Governance Act is described as being the backbone of the trust in data sharing and voluntary data sharing. To this, the EU data act will contribute to the regulatory landscape through aligning FAIR principles in the data economy. Specifically, the EU Data Act is about who can use what data under which circumstances, and who amongst the stakeholders are going to get the value of the data.

Important keynotes from the United Nations represented by the Director for Innovation, Education, and Investments Ms Natalia Bayona, UNWTO

Challenges that tourism is facing:

- Innovation
- Education
- Investments
- Added value jobs

-   Sustainability

On an institutional note, it is highlighted that there is a need to improve the tourism innovation ecosystem, respectively the connection between startups, institutions and the national governments. In 2021, 22bn dollars were invested in tourism startups, where 80% of these entrepreneurs and their startups received such investments from the US and China. UNWTO tourism tech adventure forums are part of the key strategies in order to foster a more mature tourism innovation ecosystem. We need to help the internationalization process of the entrepreneurs.

According to the OpenDei study, the Technological Working Group of the Gaia-X Data Space Business committee gave an inventory of the many technical components that have already been chosen by some dataspaces, including the Agriculture dataspace and Catena-X. A procedure of data exchange in a trustworthy environment was explained using a specific connector-based EONA-X demonstrator as a concrete example. Once they have completed their work, it is anticipated that the working group will publish a white paper regarding best practises in the upcoming weeks.

In order to have effective mechanisms for sharing information, standards for data interchange were then investigated. The primary standards employed by the Tourism players and their maturity level were presented in a practical and quite helpful review by FIWARE Foundation, Tecnalia, Dalactee and Digital Twins. In the sessions that followed, the significance of standards was also emphasised because using artificial intelligence-based applications depends on them.

The final agenda may be viewed below.

Topic	Name	Company/Title	Timing (indicative)
Welcome	Francesco Bonfiglio	Gaia-X CEO	9:30
Event Keynote Opening - Recording	Carme Artigas Brugal	Secretary of State Secretary of State for Digitalisation and AI	9:35
Keynote: European Commission perspective on a Tourism Data Ecosystem to accelerate the economy	Yvo Volman	Director for Data, DG CNECT	09 :45
Keynote: The UN perspective to create Tourism Data Space ecosystem	Natalia Bayona	Director Innovation, Education, and Investments World Tourism Organization UNWTO	10:00
Overview of the Gaia-X Tourism dataspace landscape in Europe			
The European Regional Practice for Competitive and Sustainable Tourism	Cristina Nuñez Ana Moniche	Director, Necstour Senior analyst, Junta de Andalucía	10:15
Spanish Hub of Gaia-X	Dolores Ordóñez	Director AnySolution, vice-president Spanish hub GAIA-X	10:30
Data sharing and transition of tourism	Misa Labarile	Policy officer, DG GROW	10:45
Portugal	Sérgio Guerreiro	Visit Portugal – National Ministry of Tourism of Portugal	11:00
Italy	Francesco Paolo Schiavo	General Director – National Ministry for Tourism Italy	11:15

Greece	Dr Panayiota Dionysopoulou Stavroula Kefala	General Director for Tourism Policy Head, Directorate of Research Ministry of Tourism	11:30
EONA-X	Karine Feige	Apidae	11:45
Mastercard	Petr Zlamalik	Director Government and Public Services, Advisors Business Development, Mastercard	12:00
Tourism Data Space Pillars			
Keynote: The European Tourism Landscape & its digitalisation	Maribel Rodriguez	Vice President, WTTC	12:15
Architecture/platforms	Alberto Palomo	Governmental Advisory, Gaia-X	12:30
Setting up a roadmap	Jean-François Cases	Amadeus Vice-President-Associate General Counsel Intangibles, Data Value and R&D EONA-X President Mobility, Transport & Tourism Data Space	12:45
Regulations	Eric Pol	Chairman, aNewGovernance	13:00
Code of Conduct for data sharing in tourism	Emmanuel Mounier	Secretary General, EUTravelTech	13:15
Lunch Break: 13:15 – 13:50			
Breakout/Panel sessions			
Smart Destinations:	Moderator 1: Olivier Dion, CEO OneCub and Themis	• Giovanna Galasso, Intellera • Carlos Romero, Segittur • Steven Valcke, Tourism Flanders • Pedro Homar, Palma 365 Foundation, Municipality of Palma	14:00-14:45
Tourism value chain:	Moderator 2: Alessio Sidoti- Intellera	• Martin Soutschek, Director R&D, Outdooractive • Richard Hunkel, GNTB-Deutsche Zentrale für Tourismus • Dolores Ordóñez, Director, AnySolution	14:45-15:30
Technological enablers:	Moderator 3: Silvia Castellvi, IDSA	• Juanjo Hierro, FIWARE Foundation • Ivan Gutierrez , Tecnalia • Patrick Hebant, Amadeus Associate Director - Dataspace ecosystem- Dalactee • Jesús Alonso, Digital Twins ATOS	15:30-16:15
WRAP UP: Moderation 1: Key points - Smart Destinations Moderator 2: Key Points - Tourism Value Chain Moderator 3: Key Points – Technological Enablers			
Concluding Remarks			