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From data to action: The Interreg Euro-MED Network of Sustainable Tourism Observatories

Online WEBINAR
Friday, 28 March 2025 10:00 – 12:00 CET

Enhancing a Shared Data-Driven Decision-Making for Sustainable Tourism

Loredana Giani, Annarita Iacopino, Valentina Castello
Università Europea di Roma





(Associated partner of Interreg Euro-MED Dialogue4Tourism Project)



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Assuring sustainable tourism requires:

- **informed, (shared) data-driven** and **coordinated** actions;
- shared, organic and robust ex-ante, in itinere and ex post **impacts' evaluation** of those actions as well as of specific practices/interventions.

Data-driven decision-making is a powerful tool to drive sustainable tourism policies, models and practices.

Understanding the informational needs, fostering an efficient/effective data flow and ensuring its **effective application in (planning and evaluating) policy making, research, industry and education.**




This in turn requires **collaboration** - among governments, businesses, academia, and technology providers – that is crucial to making this vision a reality.

We can play a major role!

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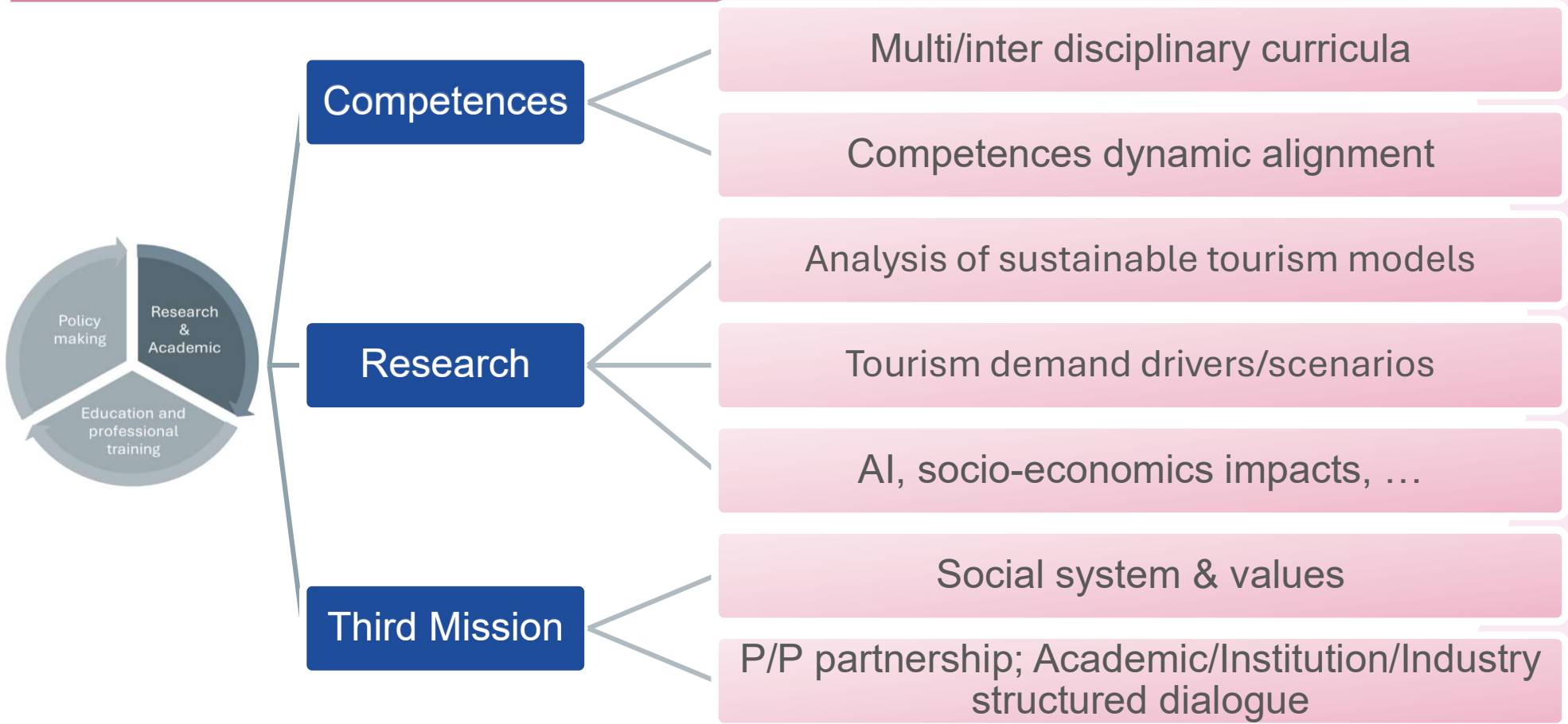


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Investing in the overall education & training system – boosting its dynamic holistic approach and its dynamic alignment - ensures that:

- future tourism “leaders” (industry & institutions) are equipped with the necessary analytical and strategic skills to support sustainable development and effectively respond to the evolving needs of the industry;
- “professionals” can interpret tourism-related big data (emerging job profiles will require expertise in data analytics, digital marketing, and sustainability) assessment,...)

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educational and professional training alignment to emerging job profiles (data analytics, sustainability assessment, tourism-related big data, ..)

continuous professional development programs (supporting current tourism professionals adapt to data-driven strategies, incorporating online learning modules, workshops, and industry collaborations)

interdisciplinary programs & Internships and collaborations with DMOs, travel companies, STOs and policy-makers encouraged to give hands-on experience in utilizing data for sustainable tourism planning





vocational training programs should emphasize practical skills in data analysis, smart tourism management, and customer experience optimization to prepare frontline workers for the evolving digital landscape

lifelong learning initiatives should be promoted for tourism professionals to stay updated with the latest technological advancements and sustainability strategies

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Open Data Platforms
(P/P collaboration in open-data initiatives, ensuring accessibility to real-time insights)

Standardization and Interoperability
(common data frameworks enabling smooth integration and comparison of tourism metrics)

Data Ethics and Privacy (ensuring compliance with data protection regulations, e.g., GDPR)

Artificial Intelligence and Big Data Analytics (advanced analytics tools can uncover patterns, predict trends, and enhance personalized services)





Transversal key elements of a robust data-sharing ecosystem to be addressed

Public-Private Partnerships - a stronger collaboration – enhanced by a shared data-driven approach - fosters innovation in tourism practices and policies, creating practical solutions that can be directly implemented by tourism stakeholders

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The roadmap designed by the D4T project for NSTO can surely enhance a shared data-driven decision-making, that is a powerful (eco)system to drive sustainable tourism practices.



Addressing all the levels & topics briefly reported allow a continuous and deepen understanding of the informational needs, foster an efficient/effective/timely flows of data, ensure its effective application in policy-making, research and education. It also supports a “significant” collaboration among governments, businesses, academia and technology providers, crucial to making this vision a reality.

Let us work together to enhance shared data-driven decision-making for a more sustainable and resilient tourism future.

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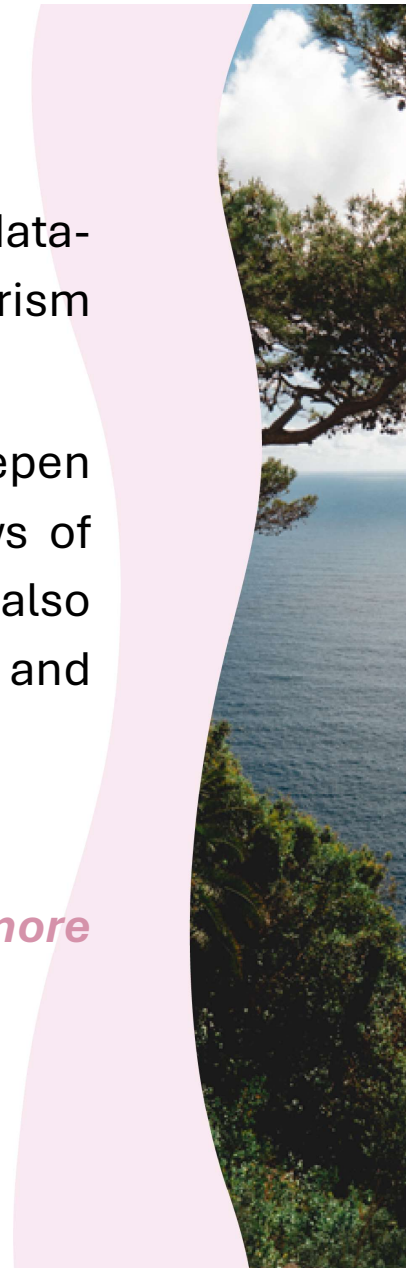
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Thanks for your attention



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<https://www.uer.it/>

loredana.giani@unier.it
annarita.iacopino@unier.it
valentina.castello@unier.it

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