

Investing in the European Tourism of Tomorrow: Smart Specialisation Platform

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Digitalisation and Safety for Tourism


SMART SPECIALISATION PLATFORM


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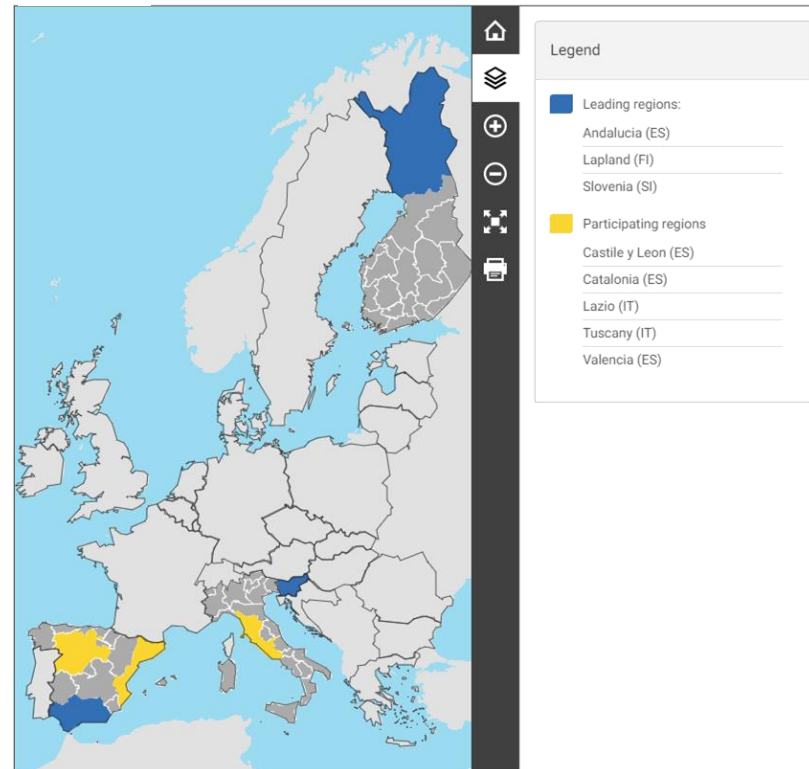
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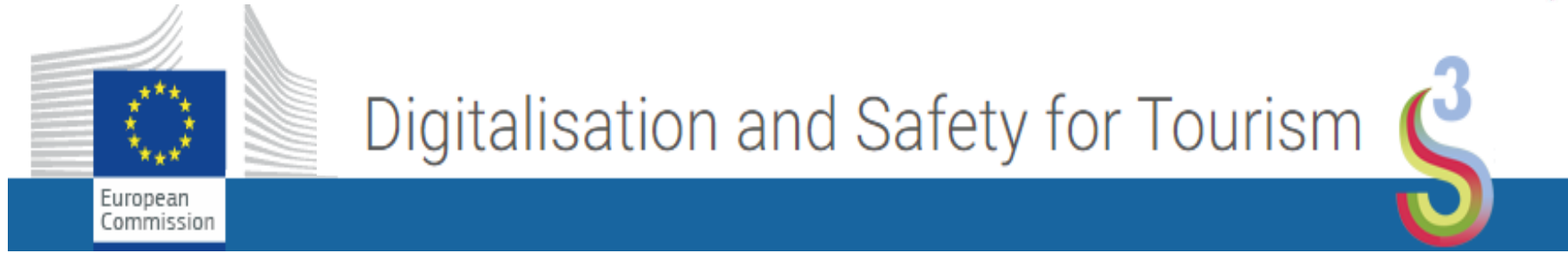
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Digitalisation and Safety for Tourism





Access to data: Tourism of Tomorrow Lab proposed investment project

System of basic sustainable tourism indicators

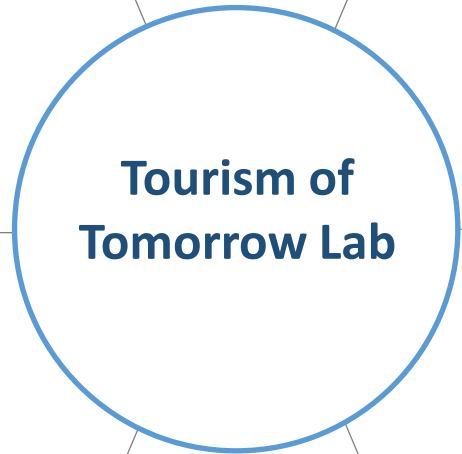
Agreed and sustainable over time

Dialogue between users and
producers

Eurostat, National Statistical
Institutes, UNWTO

Focus on

Big Data, social dimension,
online platforms



**Tourism of
Tomorrow Lab**

SMEs support

Revenue Management, georeferenced
data

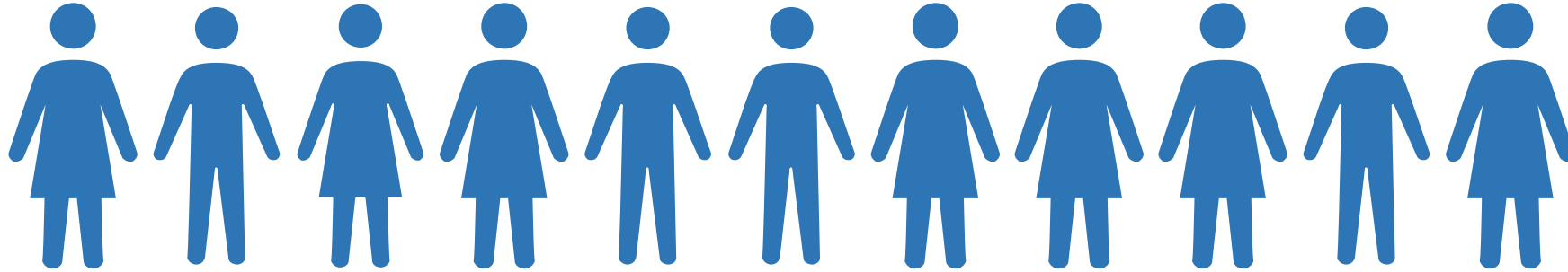
Hubs for EU funded projects / initiatives

EU strategy for Tourism Statistics

Capacity building

For SME's, destinations, producers of statistics

Smart Specialisation Platform of Digitalisation and Safety for Tourism



A successful alliance

Thanks for your attention!