



# Common European data spaces

Tourism data sharing, governance and integration

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# Why sharing data in the tourism sector

## Market Analysis:

Data sharing allows tourism organizations and businesses to gather information about customer preferences, behaviors, and trends. This data can be used to analyze market demand, identify target audiences, and develop effective marketing strategies.

## Personalized Experiences:

Sharing data enables tourism businesses to create personalized experiences for their customers. By analyzing data on customer preferences, past behaviors, and demographics, businesses can offer tailored recommendations, customized itineraries.

## Resource Optimization:

Data sharing facilitates better resource allocation and optimization in the tourism sector. For example, destination management organizations can analyze data on visitor flows, peak periods, and attractions' popularity to distribute tourists more evenly, reduce overcrowding, and enhance visitor experiences.

## Collaboration and Partnerships:

Sharing data encourages collaboration and partnerships within the tourism sector. When different stakeholders share relevant data, such as tourist arrival statistics, visitor profiles, or market trends, it fosters cooperation and enables the development of joint marketing campaigns, destination planning, and infrastructure improvements.

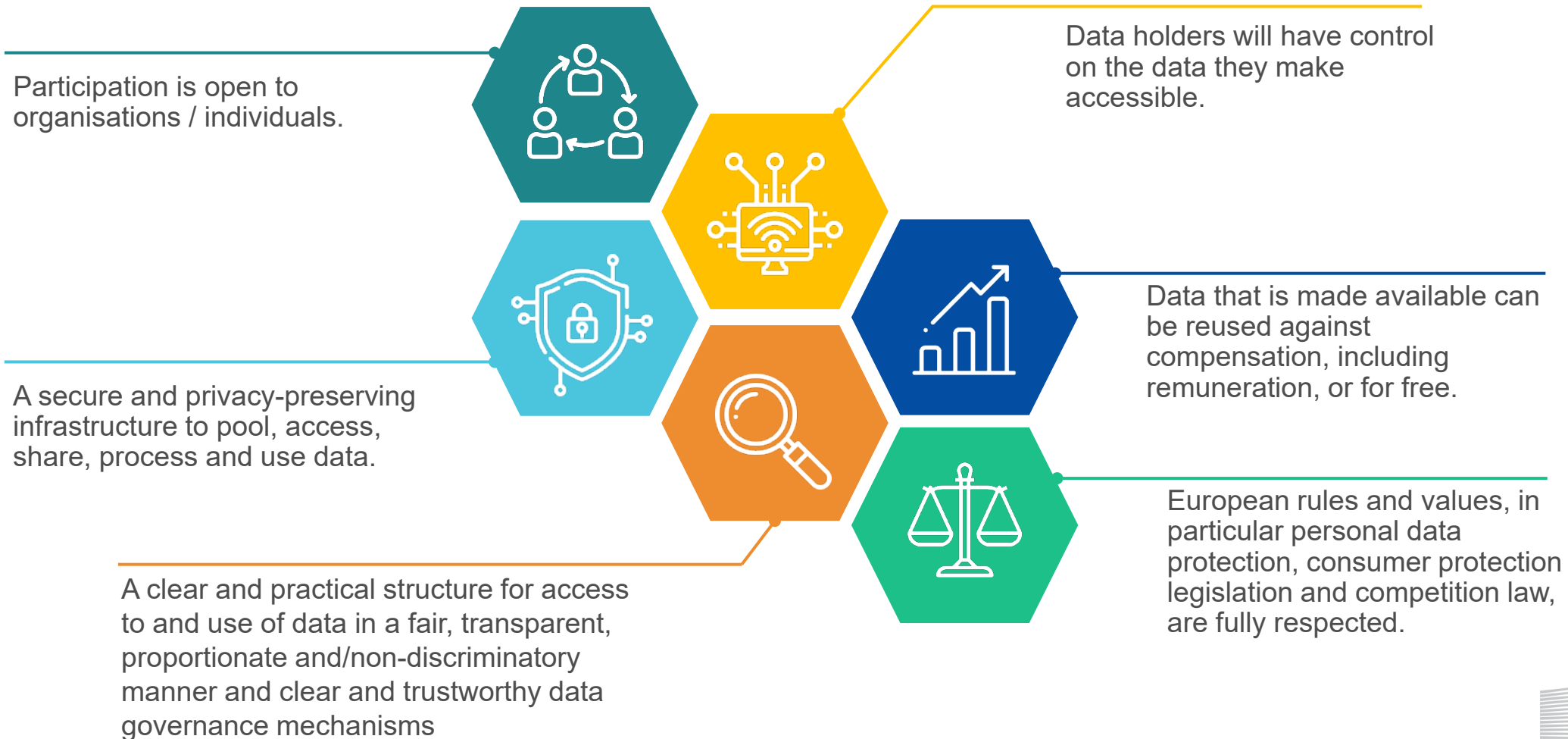
## Crisis Management:

Data sharing plays a crucial role in crisis management within the tourism sector. In case of emergencies or unforeseen events like natural disasters or disease outbreaks, timely and accurate data sharing is essential for effective response and recovery.

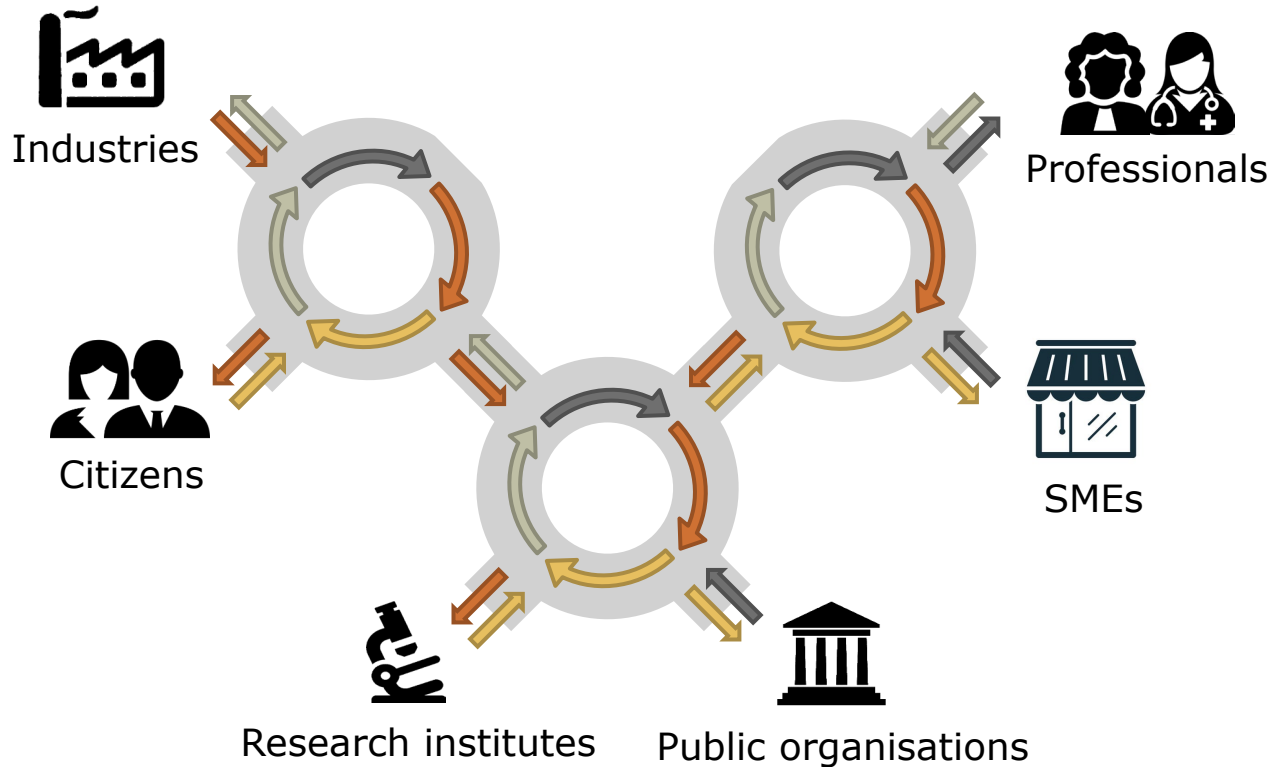
## Policy Development:

Data sharing provides valuable insights for policymakers in the tourism sector. By analyzing data on tourist arrivals, expenditure patterns, and market trends, policymakers can make informed decisions regarding infrastructure development, and sustainability initiatives.

# Why sharing data through a data space



# Data Spaces

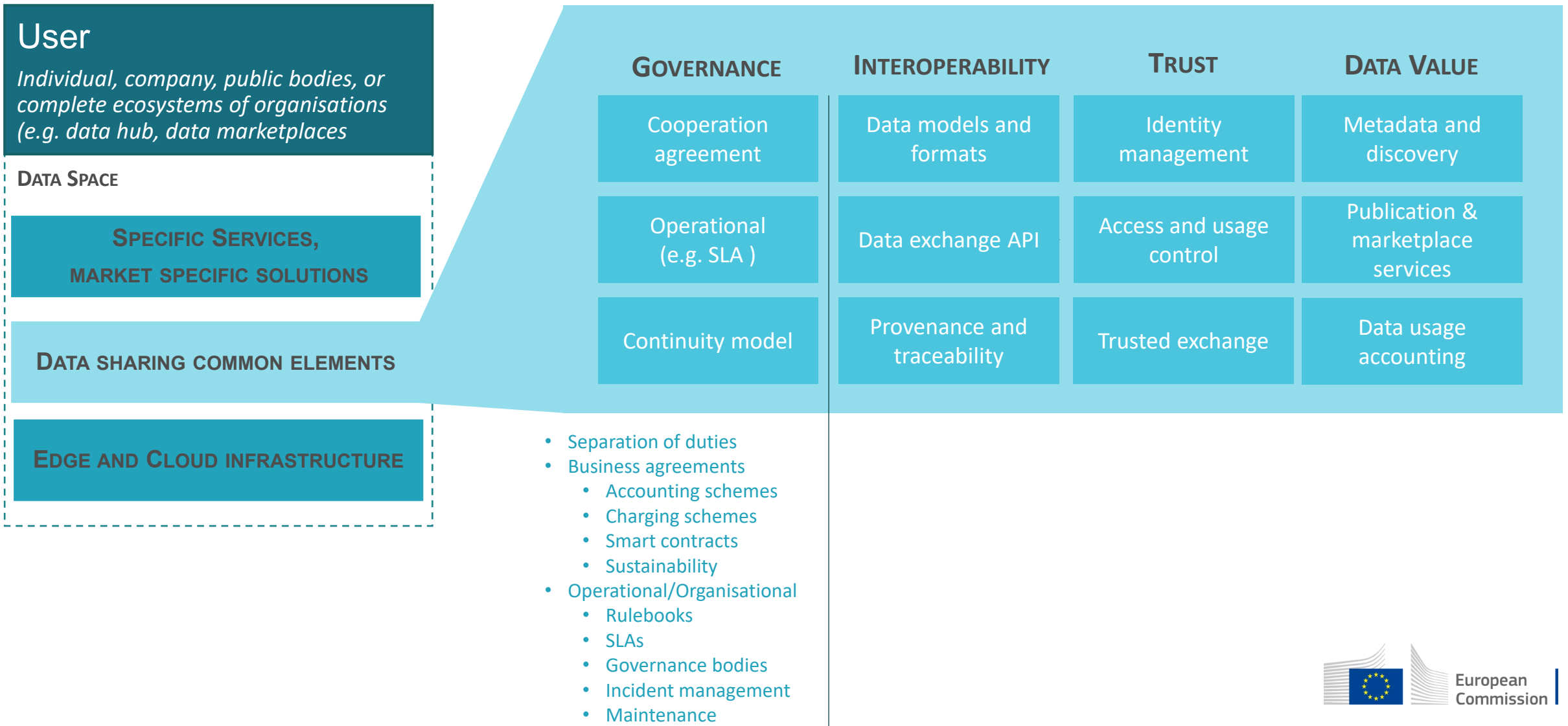


It can be defined as a federated data ecosystem based on shared policies and rules. The participants of such data spaces are enabled to access data in a secure, transparent, trusted, easy and unified fashion.

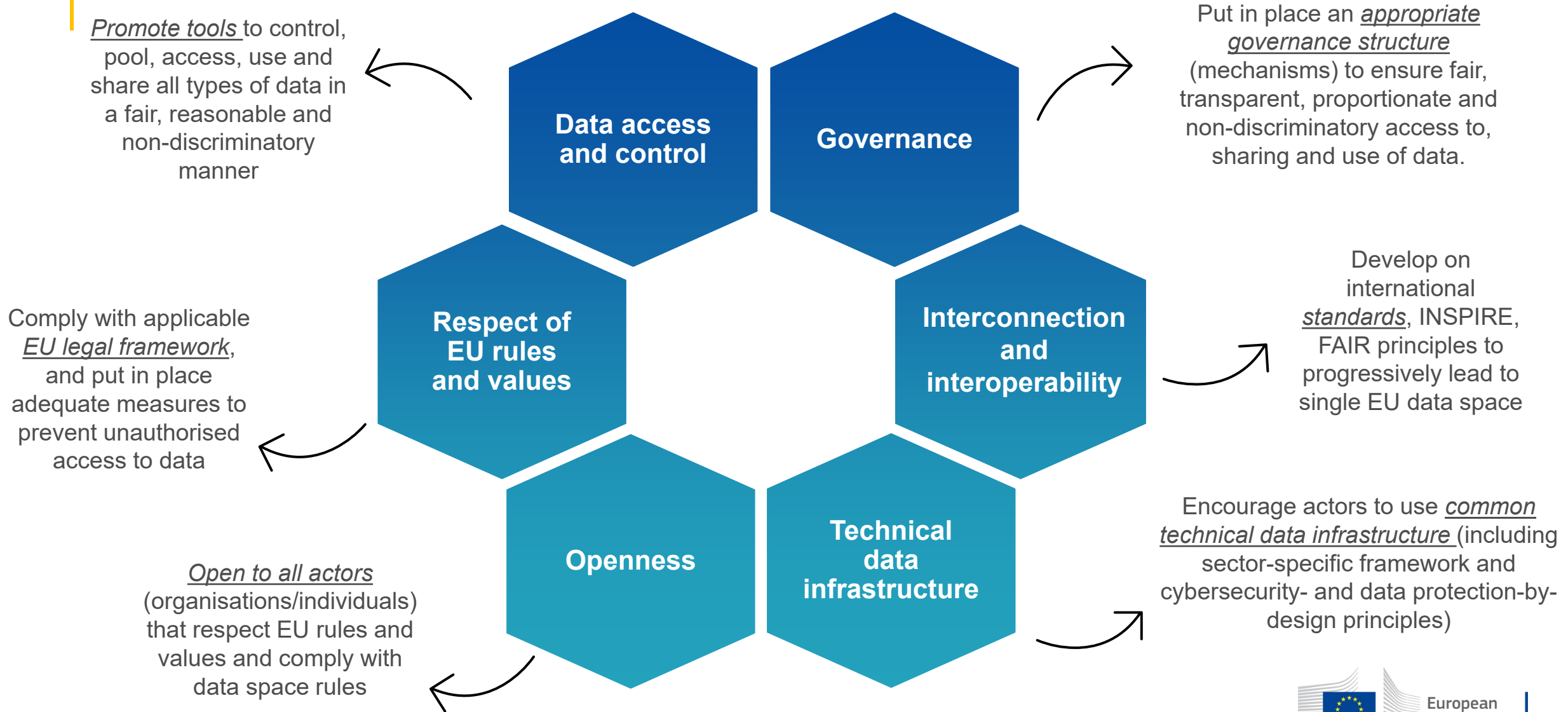
Data holders are in control of who can have access to their data, for which purpose and under which conditions it can be used.

From a technical perspective, a data space can be seen as a data integration concept which does not require common database schemas and physical data integration, but is rather based on distributed data stores and integration on an “as needed” basis.

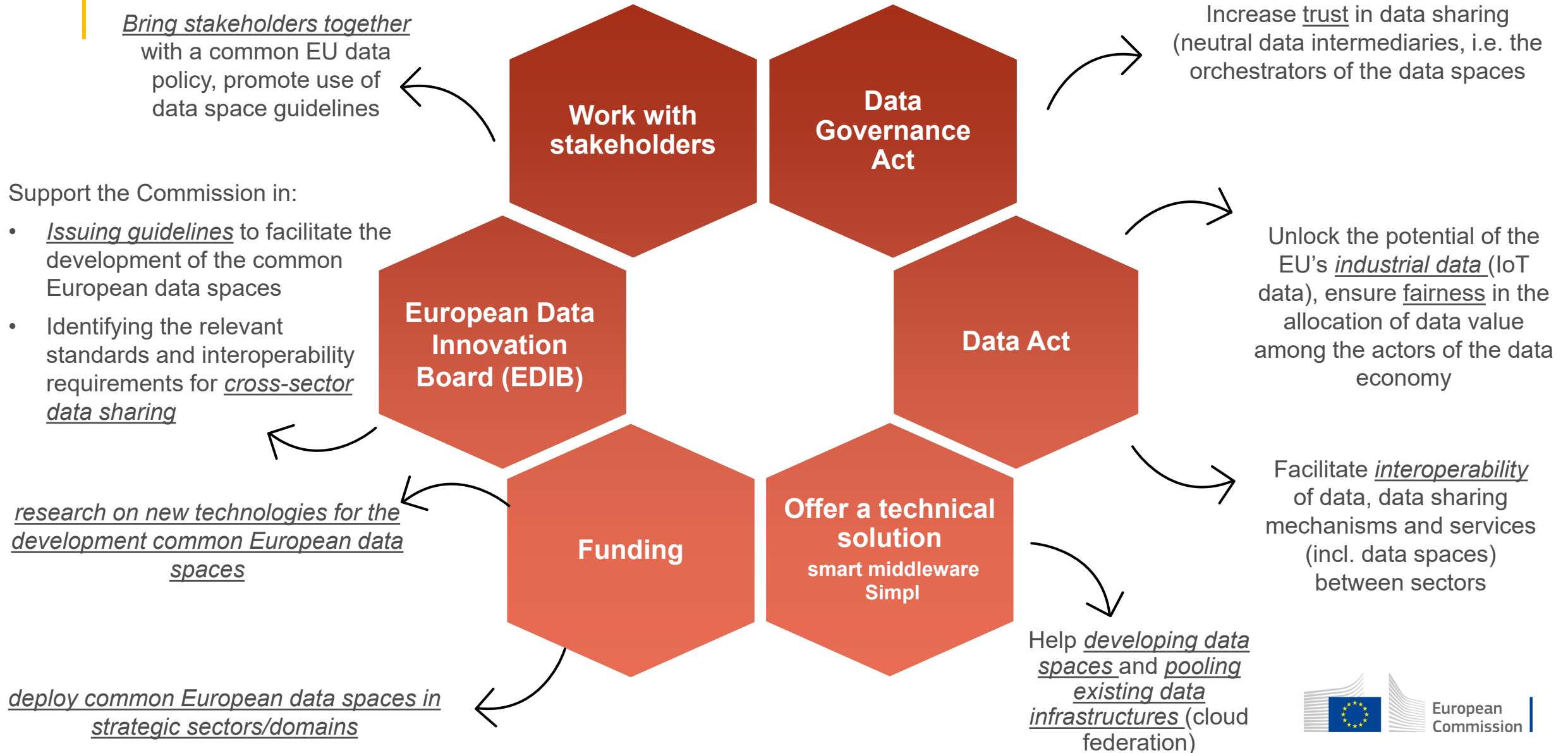
# Data spaces common elements



# Design principles for common European data spaces



# The EC's role in supporting the creation of data spaces



# Common European data spaces



- Driven by stakeholders
- Rich pool of data of varying degree of openness
- Sectoral data governance (contracts, licenses, access rights, usage rights)
- Technical tools for data pooling and sharing

## Data Spaces Support Centre

- Coordinating the development of data spaces
- Assuring common standards and interoperability

## Technical infrastructure for data spaces



Edge & cloud Services

Smart Middleware solutions (Simpl)

Marketplace

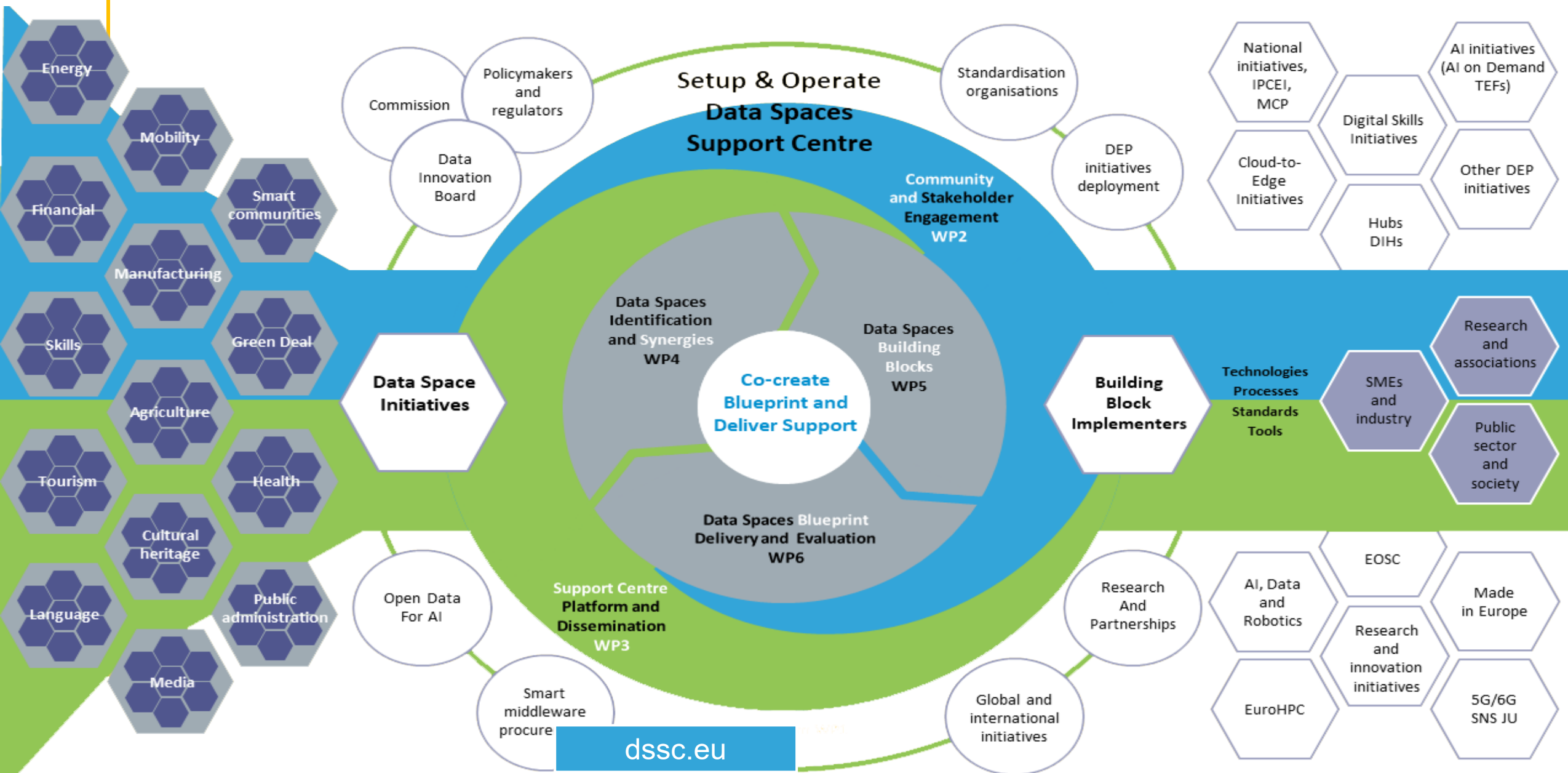
High-Performance Computing

AI on demand platform

AI Testing and Experimentation Facilities



# Data Spaces Support Centre



# Thank you



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