



# DEPLOYTOUR Common European Tourism Data Space

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AnySolution



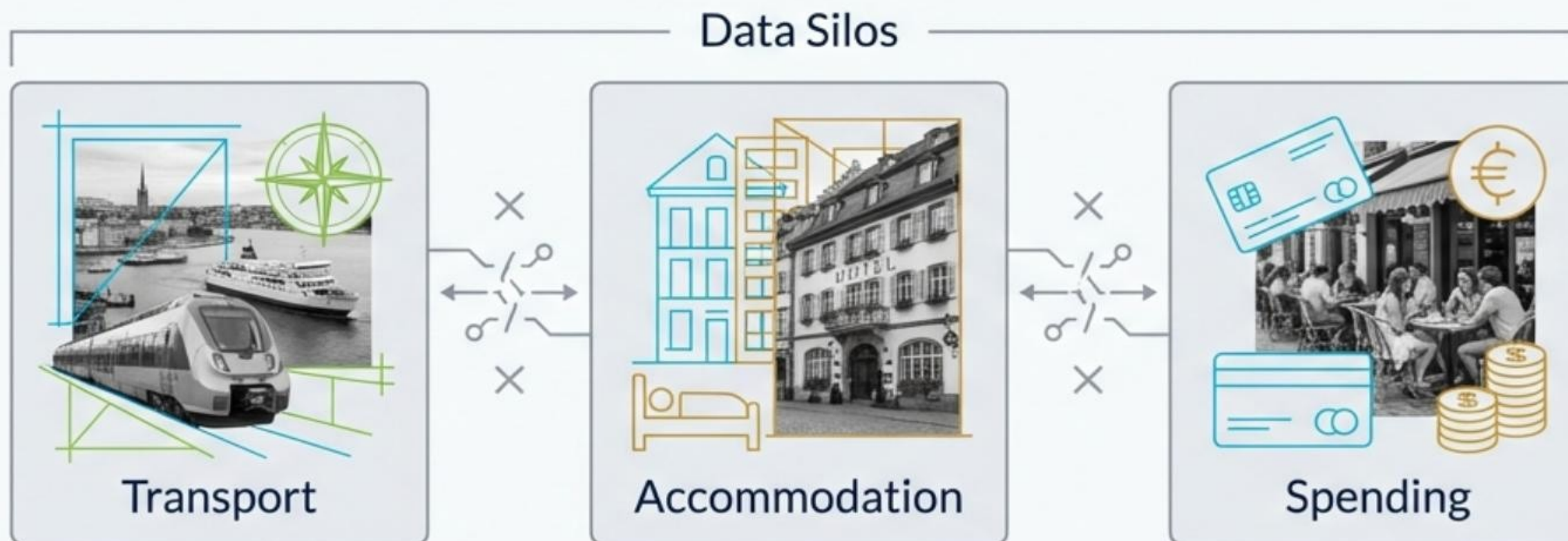
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# Tourism Management is Local, but the Data Landscape is Fragmented

Municipalities, DMOs, and SMEs are currently “flying blind” regarding the Green Transition and competitiveness.

## The Reality vs. The Need

## The Need



- Cross-border flows?



- Sustainability metrics?



- Visitor behavior?

Regions need integrated insights to make policy decisions, but data remains trapped in isolated systems, inaccessible to smaller entities.

# DEPLOYTOUR

European Tourism Data Space

In the framework of the European Digital Europe Programme, supported by the European Commission, DEPLOYTOUR aims to **develop a trusted Common European Tourism Data Space (ETDS).**

It is **built on the blueprint developed by two preparatory actions** for the



## Programme Digital Europe

DIGITAL- 2023-CLOUD-DATA-AI-05

DATATOURISM-Data Space for Tourism

**EU Funding:** 50%

**Consortium:** 15.3M euros



### Coordinator:



### Participants:

43 organizations from  
13 countries

### Duration:

3 years

### Kick off:

Mallorca  
November 2024

# A Consortium Built on Cross-Sector Expertise

Coordinated by AnySolution, the consortium ensures the solution works for everyone—from government bodies to tech providers.

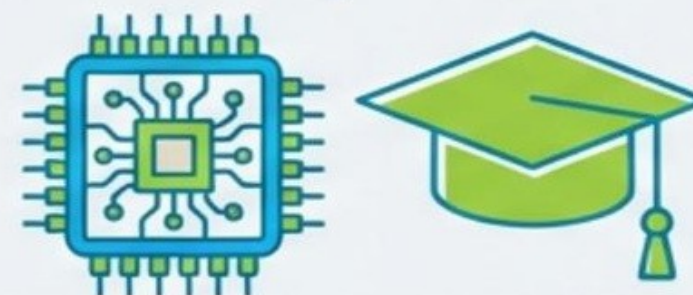
## Public Governance



## Public Governance

Ministries and National Tourism Organizations (NTOs) including Italy, Greece, Portugal, and Austria

## Technical & Academic Ecosystem



## Technical & Academic Ecosystem

Tech Providers, Universities, and SMEs

This diversity ensures that the Data Space is not just a technical exercise, but a practical tool for national and regional governance.

# OBJECTIVES

By enabling decentralized, secure, and trusted data sharing, DEPLOYTOUR unlocks new opportunities for collaboration, innovation, and growth in tourism.

## It aims to:



Develop a trusted and secure **Common European Tourism Data Space** to improve data access and sharing, fostering **innovation** and new business models.



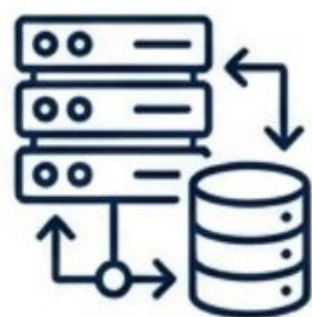
**Strengthen EU digital sovereignty** by establishing a federation of data spaces with common governance.



**Boost tourism competitiveness and sustainability** by supporting digital and green transitions while **empowering SMEs and DMOs** in their transformation.

# Four Pillars to Empower the Tourism Sector

DEPLOYTOUR supports the ETDS initiative through four simultaneous strategic actions:



## 1. Technical Infrastructure

Developing the backbone of the Common Data Space.



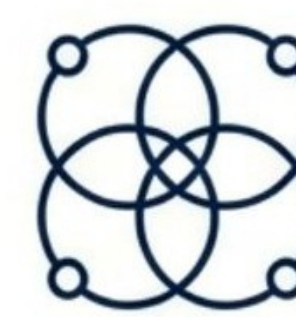
## 2. Governance Framework

Establishing rules, roles, and trust for stakeholders.



## 3. Real-Life Implementation

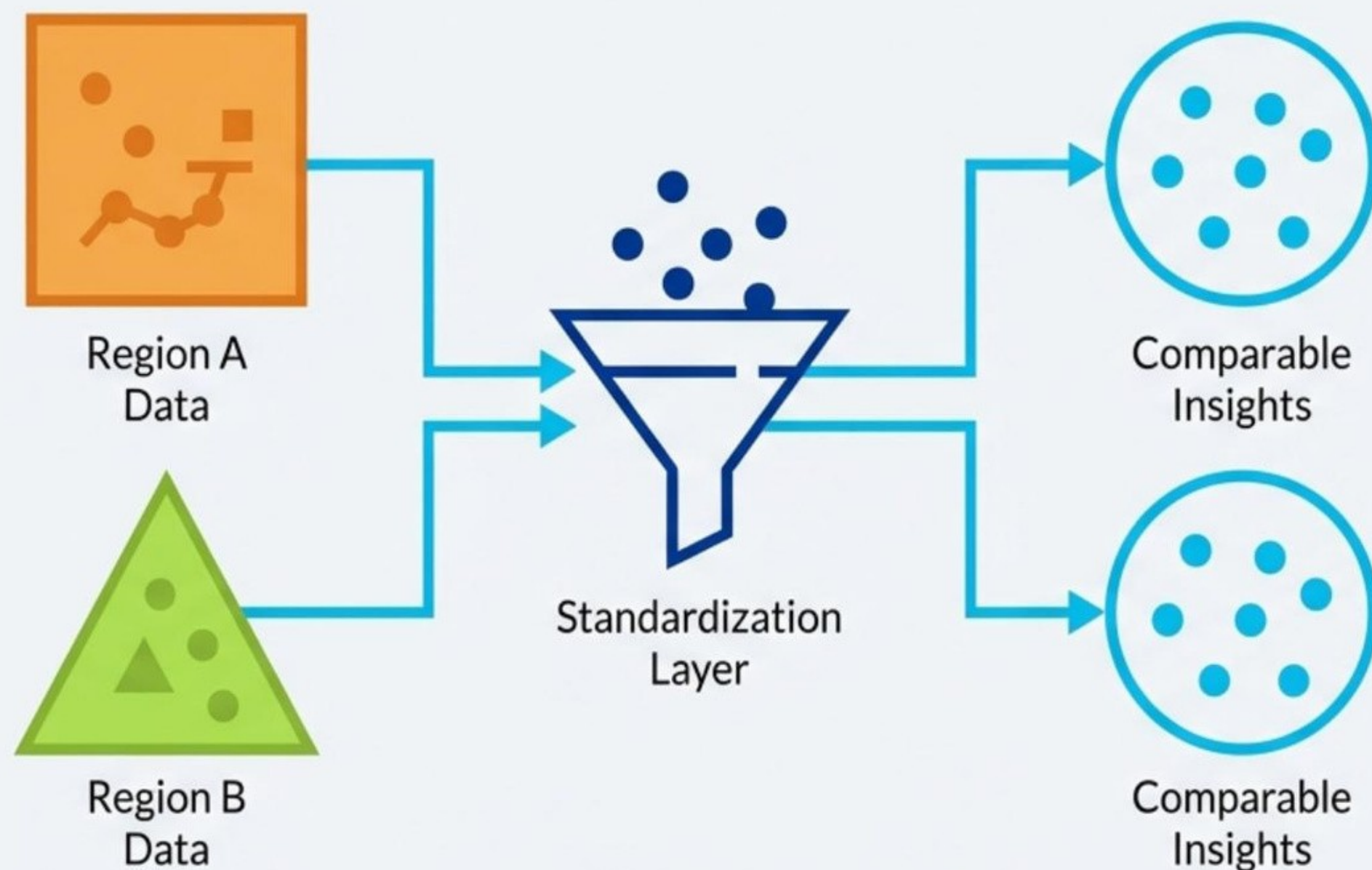
5 use case pilots to prove tangible advantages.



## 4. Synergies & Connections

Ensuring interoperability with other initiatives.

# Standardization: Creating a Common Language for Tourism



## The Problem:

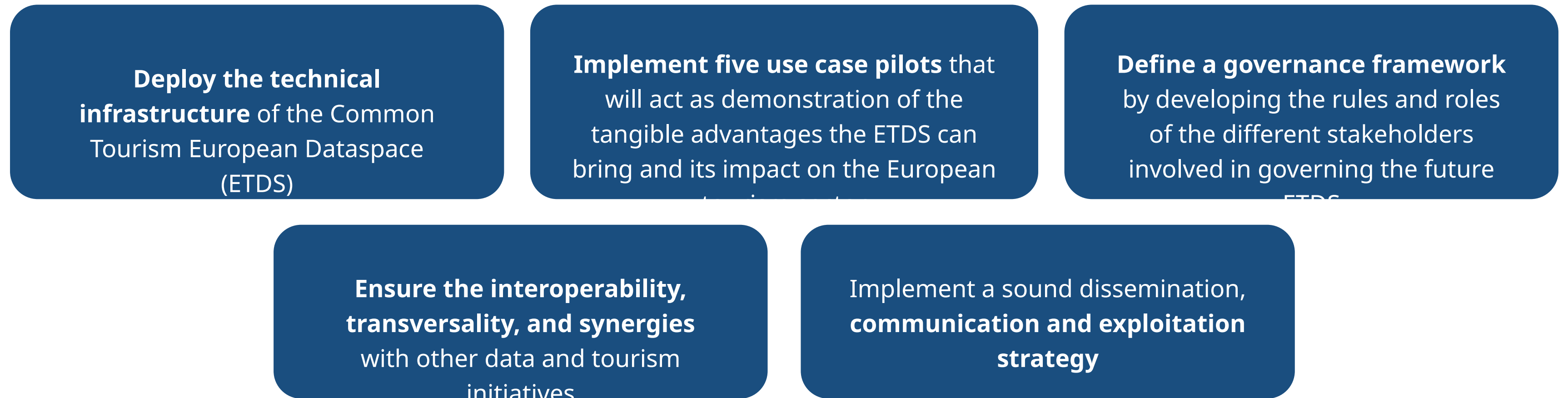
Inconsistent definitions prevent cross-border comparison.

## The User Benefit:

- **Benchmarking:** A municipality in Portugal can validly compare data with a region in Greece.
- **Cost Reduction:** Shared vocabularies reduce integration costs for SMEs and DMOs.
- **Upskilling:** Fostering innovative practices and productivity.

# PROJECT MILESTONES

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



Kick off meeting

Rolebook of the ETDS

Use Case Pilots Launch

ETDS minimum viable product

Minimum Viable Rulebook

On-line training programme

ETDS final prototype

2024

2025

2026

2027

# MVP definition

Minimum services and functionalities of the minimum viable data space for the European Tourism Data Space

## Business processes

Onboarding of participants

Data Product publication

Data Product discoverability

Data Exchange



# The Rolebook

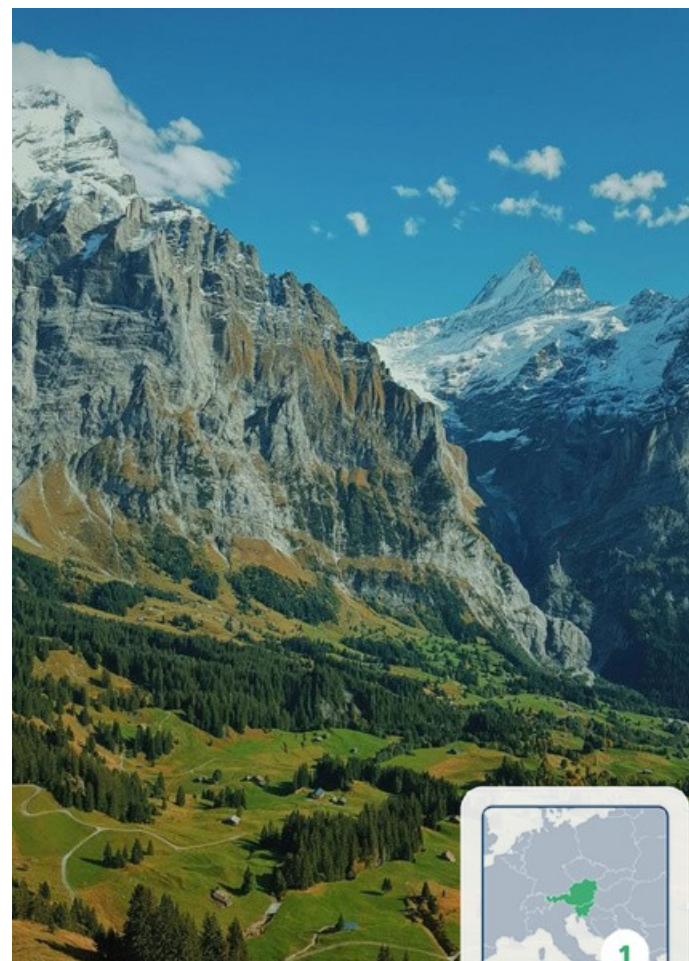
Identify mandatory and optional roles in the ETDS

Roles directly engaged in data sharing	
Data Provider	Data consumer
Service Provider	Use Case Teams
Data Space Governance authority and inherent expert roles	
DS-Governance authority (in the narrower sense)	DS-Executive
Use Case Coordination	Legal Experts
Technical Experts	Rulebook Maintainer
Data Modelling Experts	Financial Experts
Platform Operator/Core Service Provider	Marketing/Communication Experts
Supportive roles and external stakeholders	
Data Space Participants (as members of the organisation)	EC/Data Space Sponsor/Founder
EU Member States	Tourism Organisations/DMOs/SMEs
External subject matter experts	Other Common European Data Spaces (same sector or cross-sectoral)

Tourism Focused Roles
Administrative Roles
Technical Roles
Miscellaneous Roles

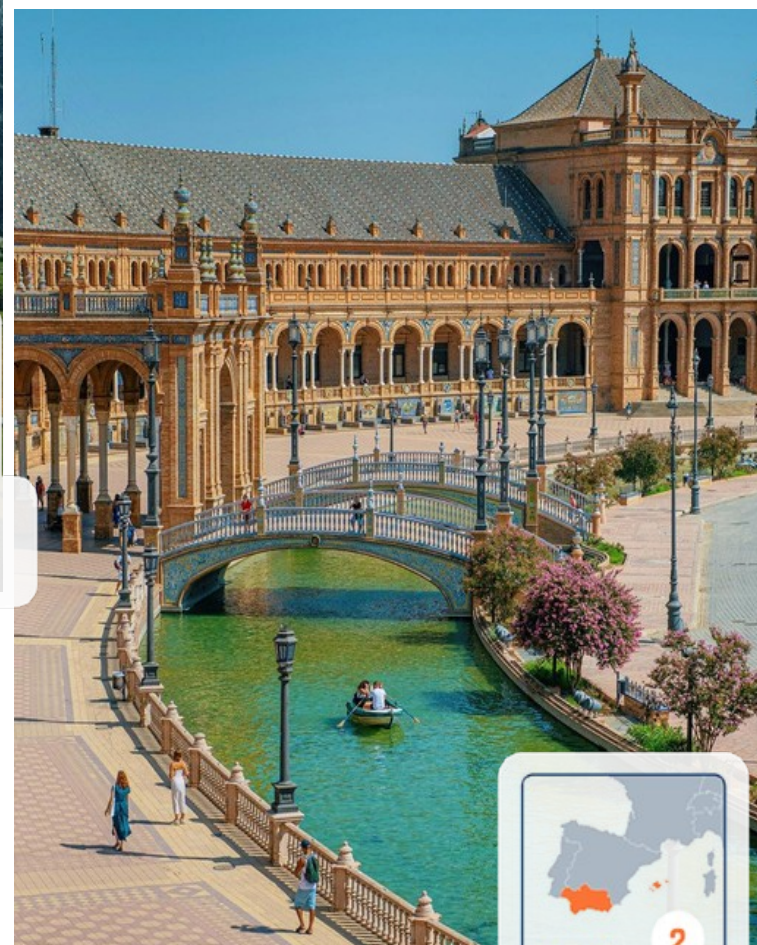
- Organization independent
- Redistributable
- Scalable
- “Shareable”

# USE CASE PILOTS



Contributors:

Lead:



Contributors:

Lead:



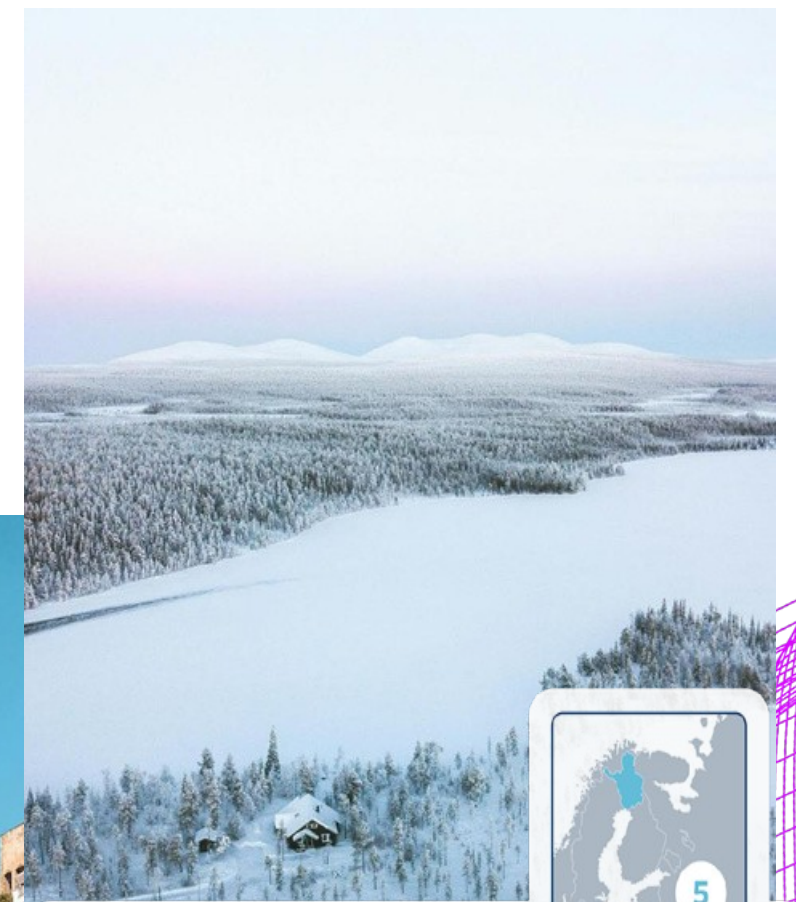
Contributors:

Lead:



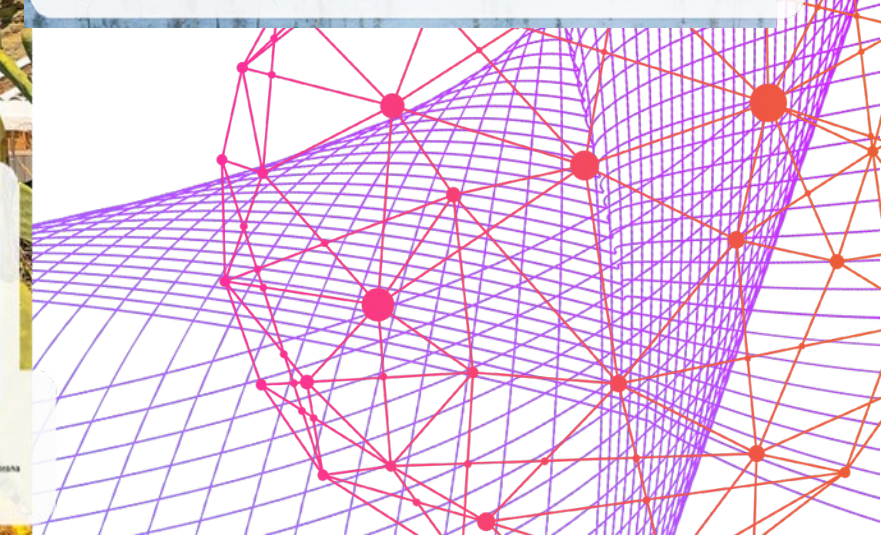
Contributors:

Lead:



Contributors:

Lead:



# Validating Value for Municipalities and Regions



**Access:** Giving SMEs access to big data they couldn't afford alone.



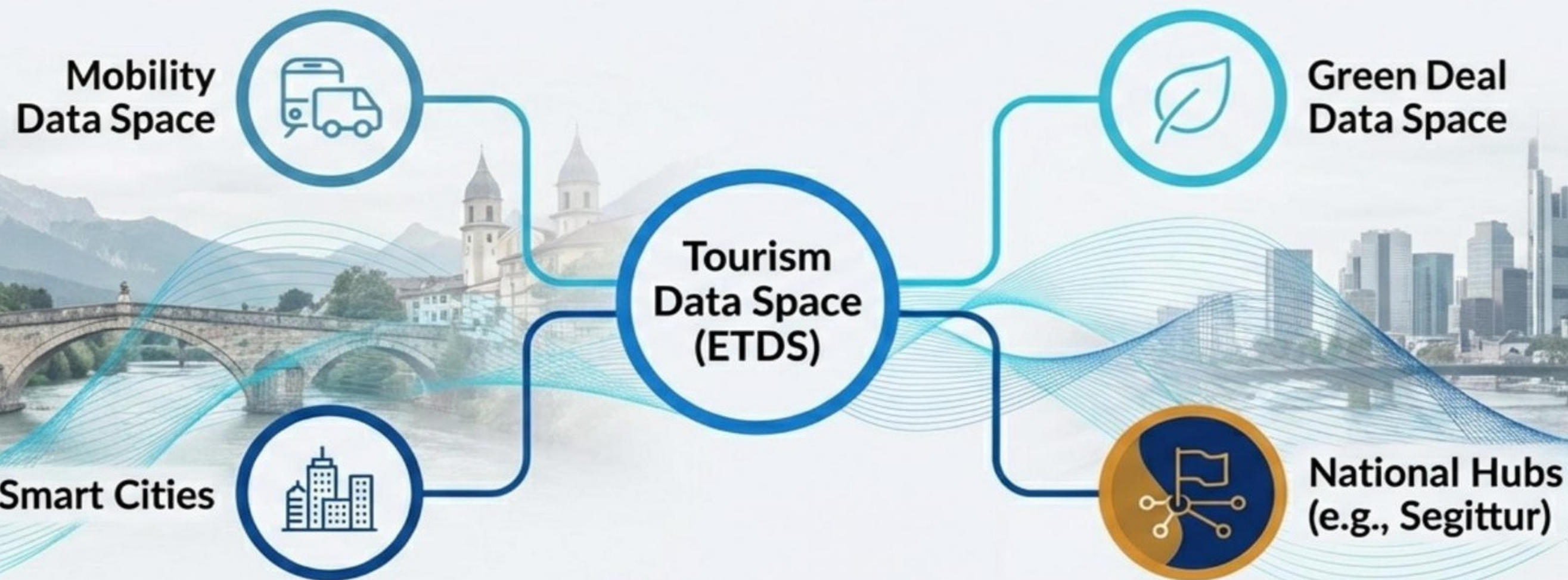
**Resilience:** Providing data for better crisis management.



**Green Transition:** Measuring sustainability metrics to guide regional policy.

Feedback from these pilots defines the standards, ensuring the ETDS addresses real needs

# Breaking Down Silos: Interoperability & Synergies



**Core Concept:** We are not building an island. The goal is Transversality.

**Synergy with National Hubs:** Aligning with initiatives like Segittur (Spain) to integrate national best practices into the European framework.

**Goal:** Complementarity rather than competition.

# THE COMMON EUROPEAN DATA SPACE

A tool for:



a) Raising awareness about data spaces for tourism stakeholders and

encouraging their participation in data sharing ecosystems

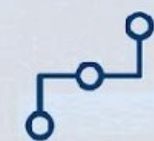


b) Improving the availability and discoverability of data through a federated

catalogue in the tourism ecosystem and with other sectors



c) Enhancing data interoperability at the semantic or structural level



d) Helping apply rules and governance models to conform with EU legislations regarding data in the digital world



e) Providing services (training, mentoring, consulting) for the adoption and

operationalization of the pilot data spaces



f) Promoting scenarios that show the potential of data spaces as a tool for

collaboration or exchange, support the EU data strategy

# ENGAGE WITH THE PROJECT

## Synergies & Collaborations

- Meet DEPLOYTOUR at key tourism & data events across Europe
- Visit [www.deploytour.eu](http://www.deploytour.eu) to not miss any events!
- Participate in our regular webinars with other initiatives

## Communication and Dissemination activities

- Subscribe to the Newsletter to follow the updates of the project
- Follow DEPLOYTOUR on social media and visit our [website](http://www.deploytour.eu) for regular updates



**Follow us!**

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