



Interreg



**smart
DESTINATION**

MARITTIMO-IT FR-MARITIME

Cross-border digital infrastructure for tourism data

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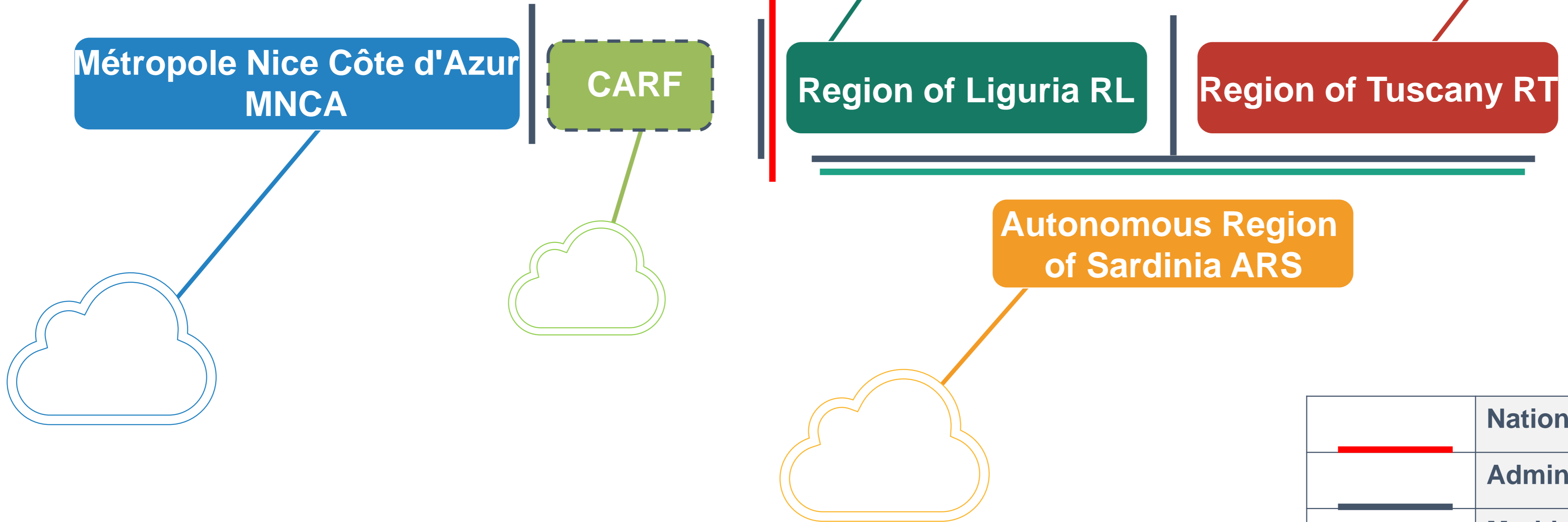
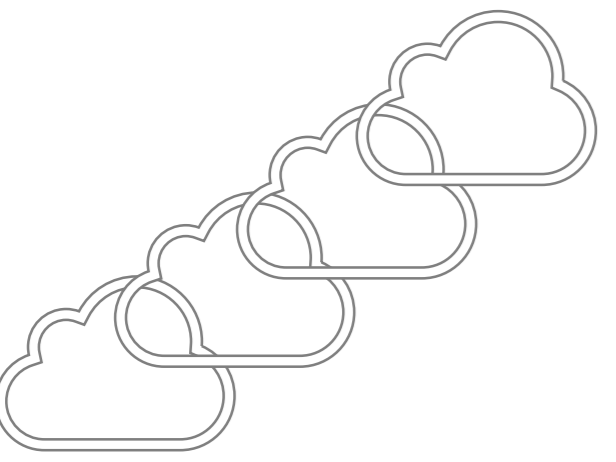
PROJECT FOR THE DEVELOPMENT OF THE TOURISM INDUSTRY




Developing the tool enabling enterprises to access standardised public tourism data and to create cross-border tourism products

Fostering cross-border tourism promotion between destinations through interoperability of data

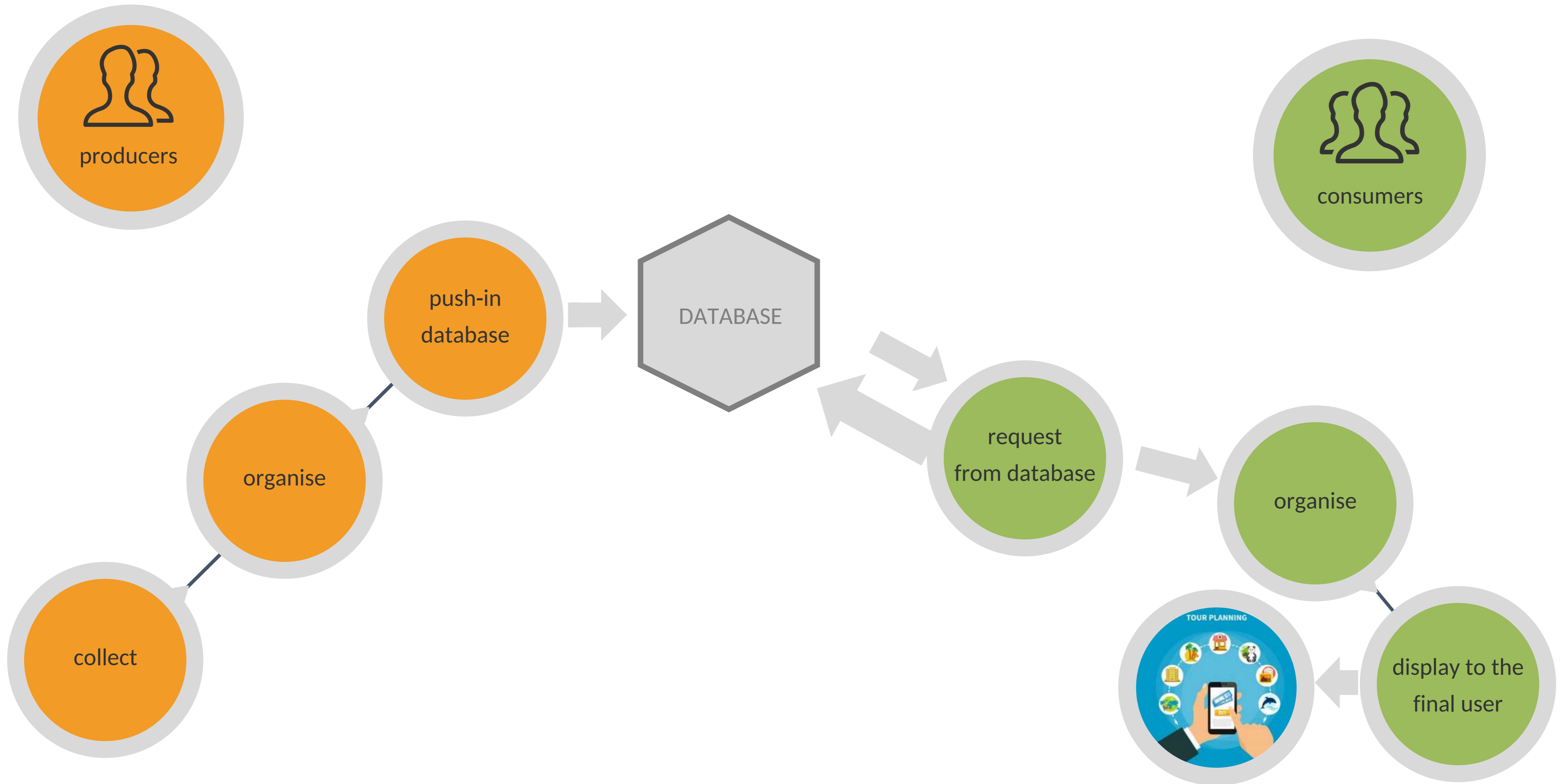
Improving the management of the cross-border tourist destination through a system of homogeneous data exchange

The Current Situation: 5 Separate Systems, in addition to Private Entities

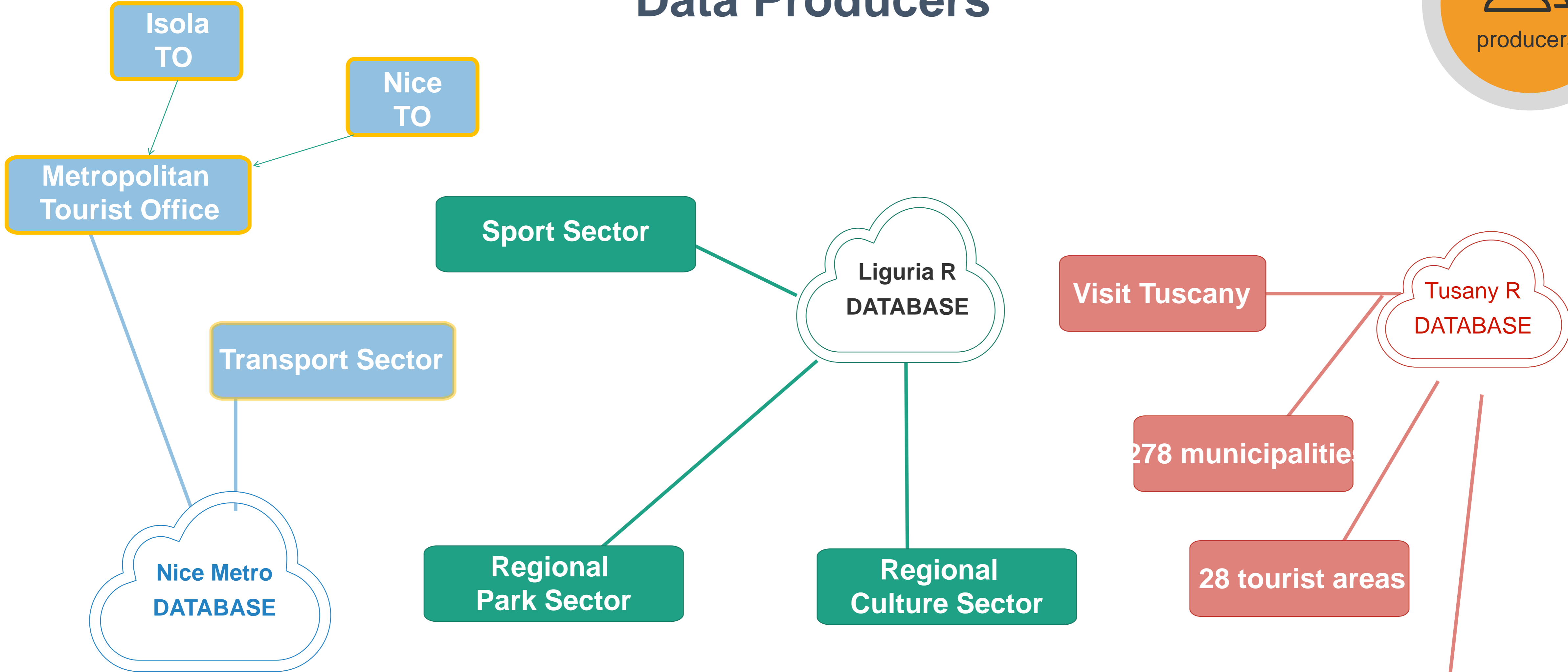


	National Border
	Administrative Border
	Maritime Border

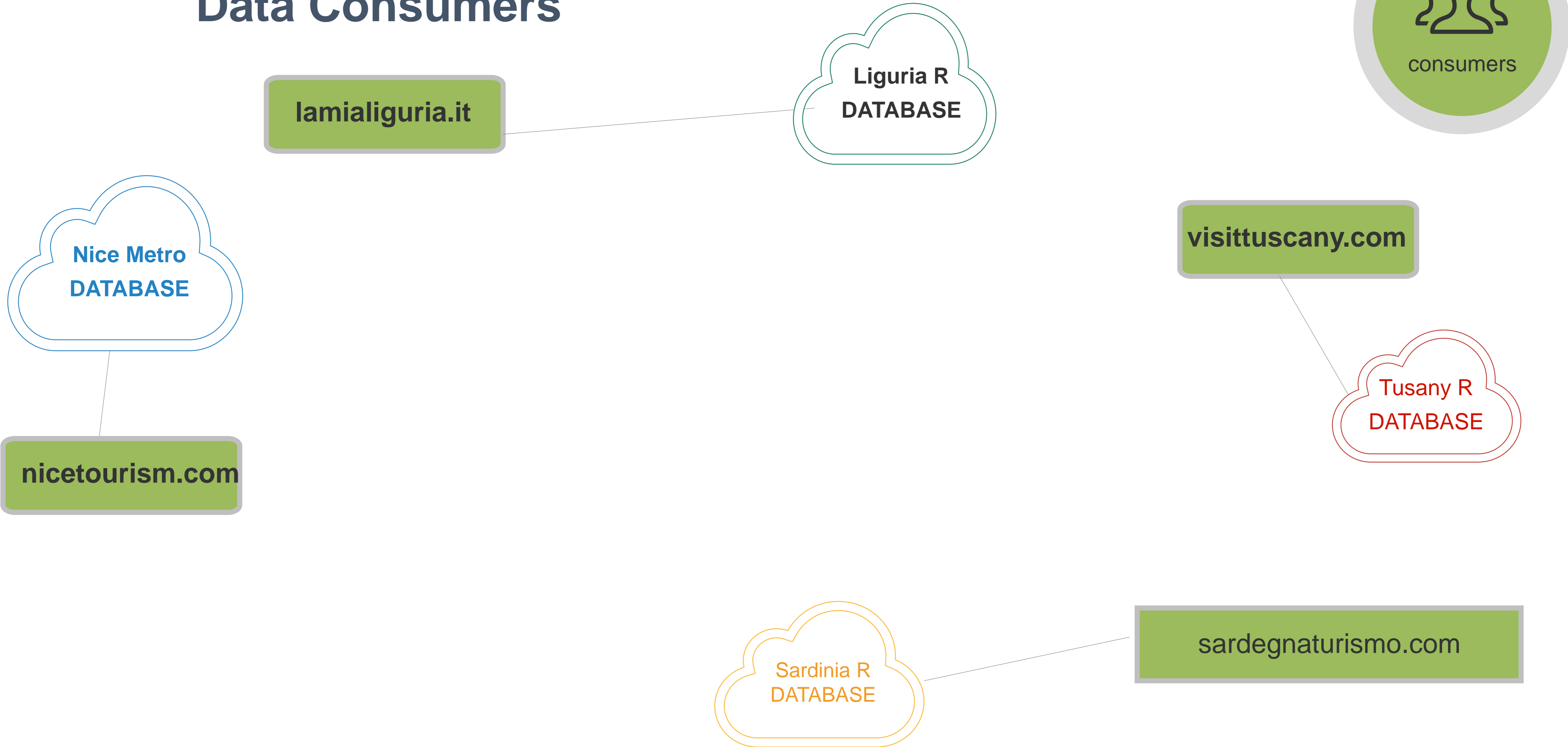
Logic Data Flow



Public Side Data Producers



Public Side Data Consumers





Private Side

Data production / Data Consumption



Manual input by public data controllers

Purchase of databases

Data entry through private partners

Direct contributions from end-users

TRANSPORT, LOGISTICS, RENTAL

OPINION SITES

ACCOMMODATION, BEACH
FOOD AND WINE OFFERING

CULTURAL OFFERING, EVENTS,
MICE

TRAVEL AGENCIES,
TOUR OPERATORS AND OTHER
INTERMEDIARIES

TOURIST GUIDES AND OTHER SERVICES



NUGO

Sardinia Ferries

Tripadvisor

Alpitour

lastminute.com

THE CHINESE WALL



producers



consumers

Public bodies
produce quality data and display the data on their own local application

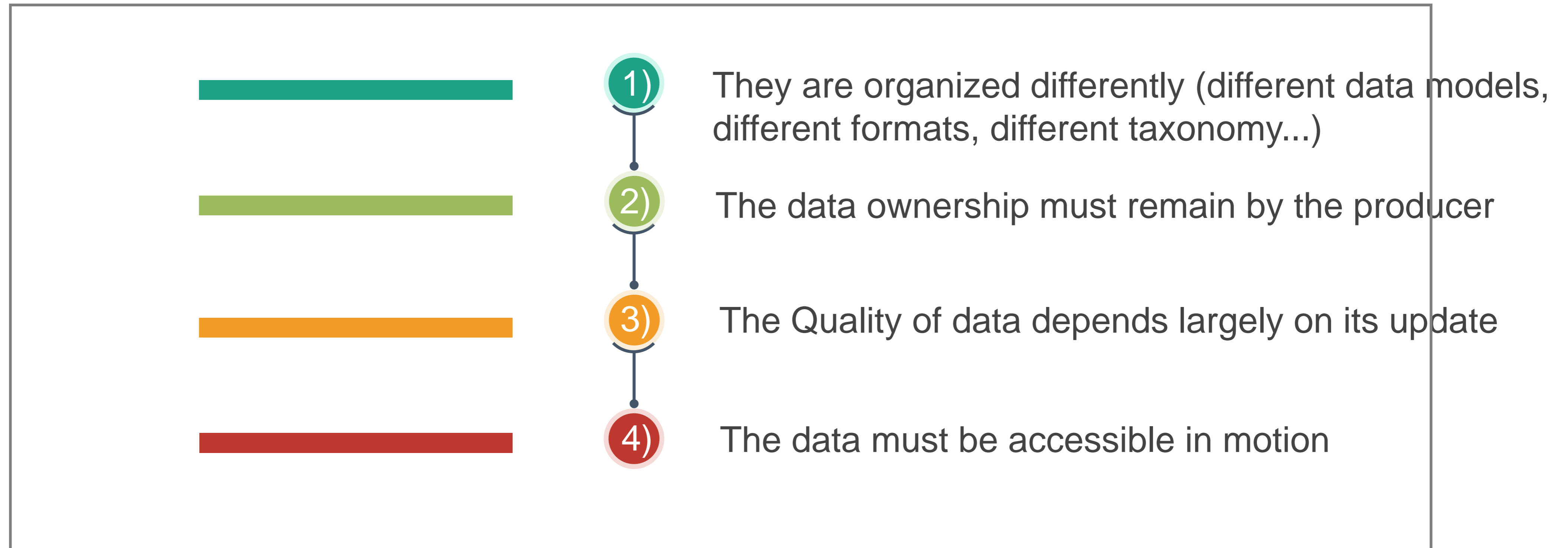
Private bodies
Gather data from different private sources and display the data on their international application

- 1) Public bodies do not have access to other public data
- 2) Private bodies do not have access to public data

If we want cross border promotion, if we want more visibility of our destinations, we need to facilitate exchange and access of public data

Implementation of the Cross-Border Digital System

Challenge : How to make databases communicate with each other knowing that...



→ T2 Smart Destination Architecture

Step 1

Develop a virtual platform (= informatic programme) to be installed in the servers of each partner , allowing:

- To receive data from local databases
- To stock data in a common format
- To exchange data with the other platforms

<https://gitlab.com/sd-team1/smart-destination>

Step 2

Define common standards (on the basis of international standards)

- We define common data models (POI, EVENTS, TRIPS, SEAPORTS) and we check if all the important information contained in our local data models fits into the common one
- We define common categories (culture, sport, outdoor...) and we check how the local categories fit into the common one

Step 3

Develop an informatic programme allowing to

- Take data in local databases and send these into the platform,into the common datamodel with the common categorises
- Send updates from local data bases to the platform

✓ We do not change the internal workflow of collecting and updating data of each territory

✓ Everyone remains the owner of its data

Step 4

Develop an informatic programme « Discovery service » allowing to get information from several platform in real time

-An app (data consumer) can ask data from several platform

Example

→ Nicetourism.org is connected to the Smart Destination Platform

→ A tourist uses the search tool and click: « Around me » « 30 km » « Trips » « Gastronomy »

→ Nicetourism.org will send a request to the Liguria Platform, Menton Platform and Nice Platform

→ The tourist will see on his phone the proposition of trips of Nice (The salt route), Menton (The Lemon route) and Ventimiglia (The wine route)

Without Smart Destination, the data stops at the administrative border

RESULT

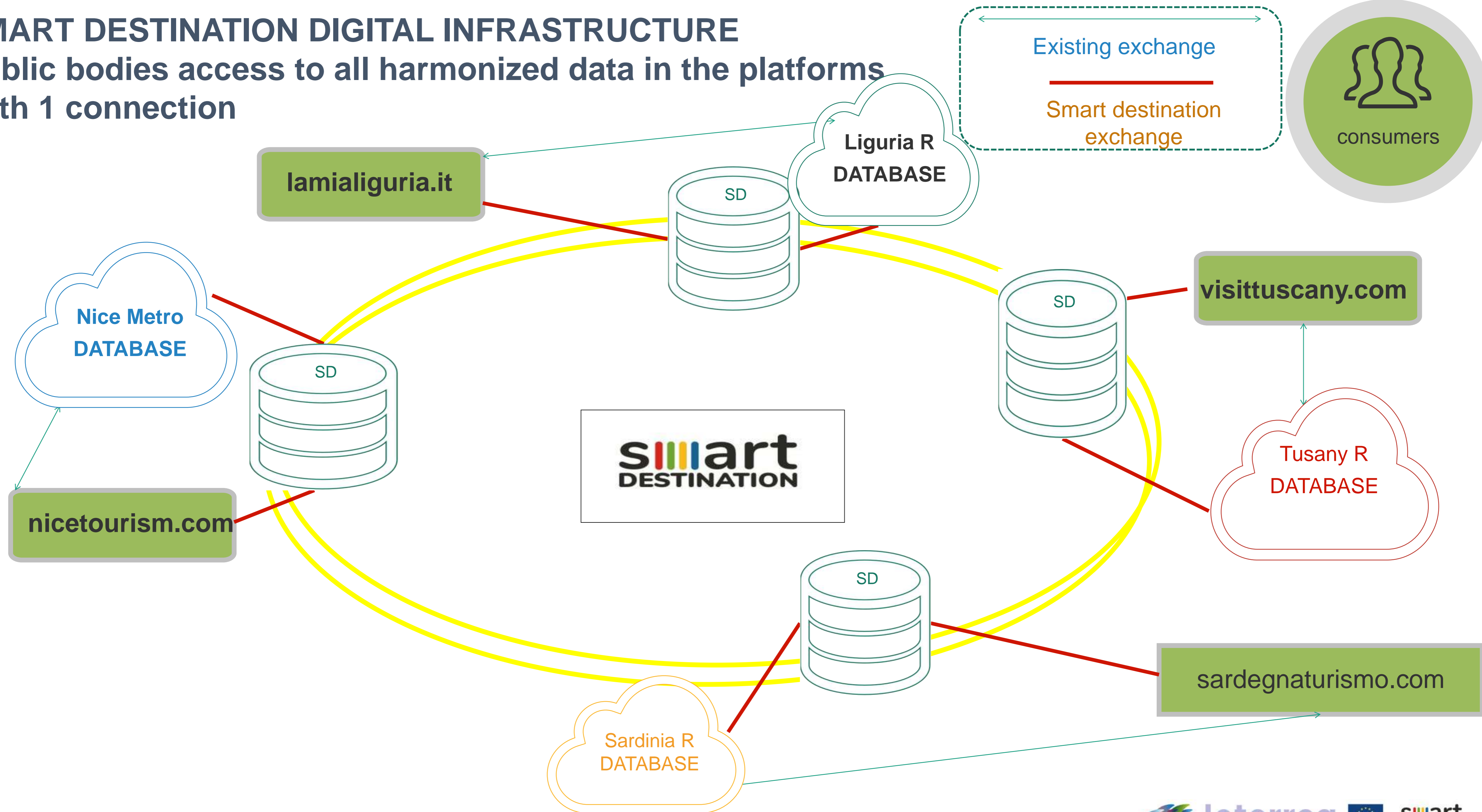
SMART DESTINATION DIGITAL INFRASTRUCTURE

DIGITAL ECOSYSTEM OF DATA EXCHANGE FOR THE TOURISM SECTOR

SMART DESTINATION DIGITAL INFRASTRUCTURE

Public bodies access to all harmonized data in the platforms

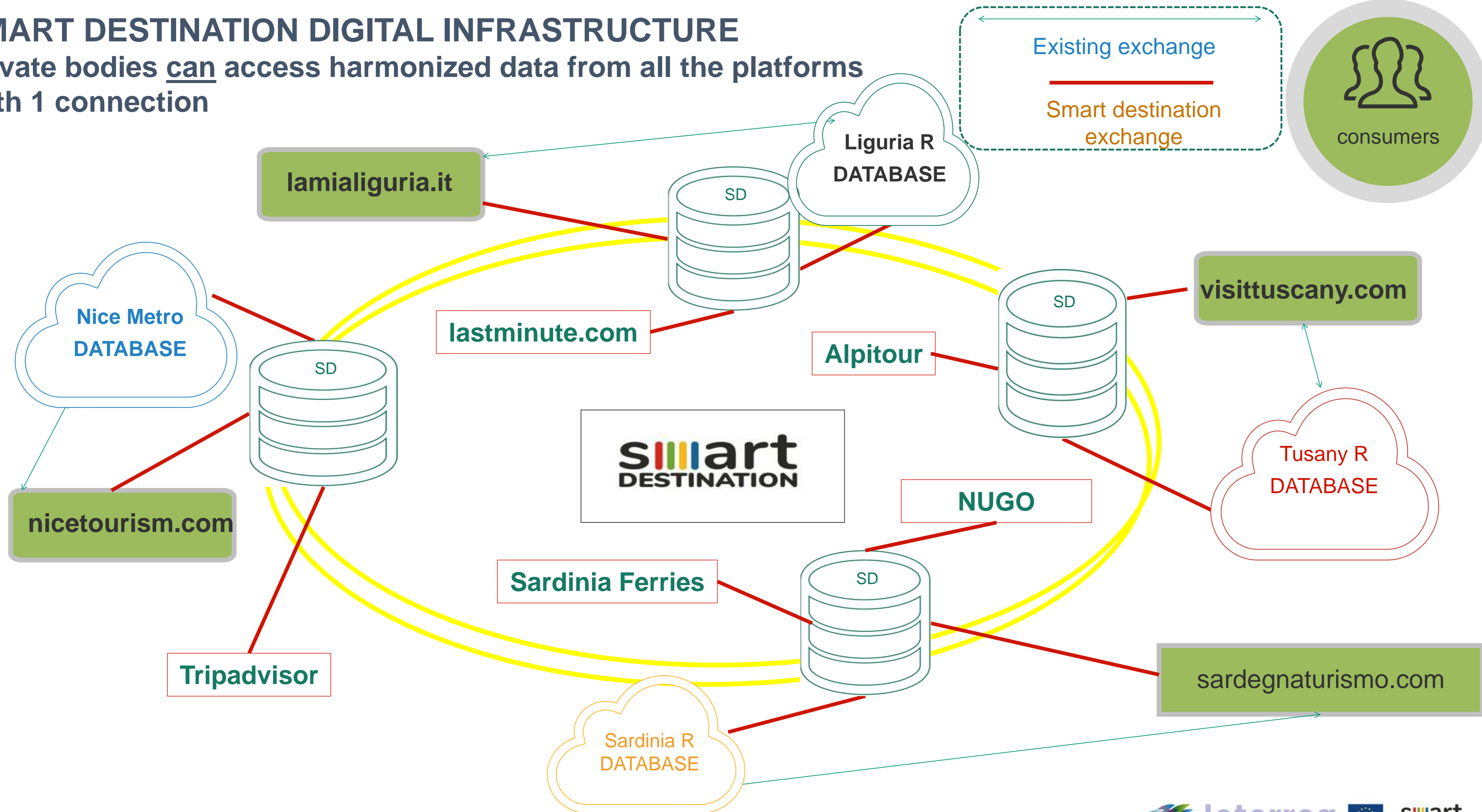
With 1 connection



SMART DESTINATION DIGITAL INFRASTRUCTURE

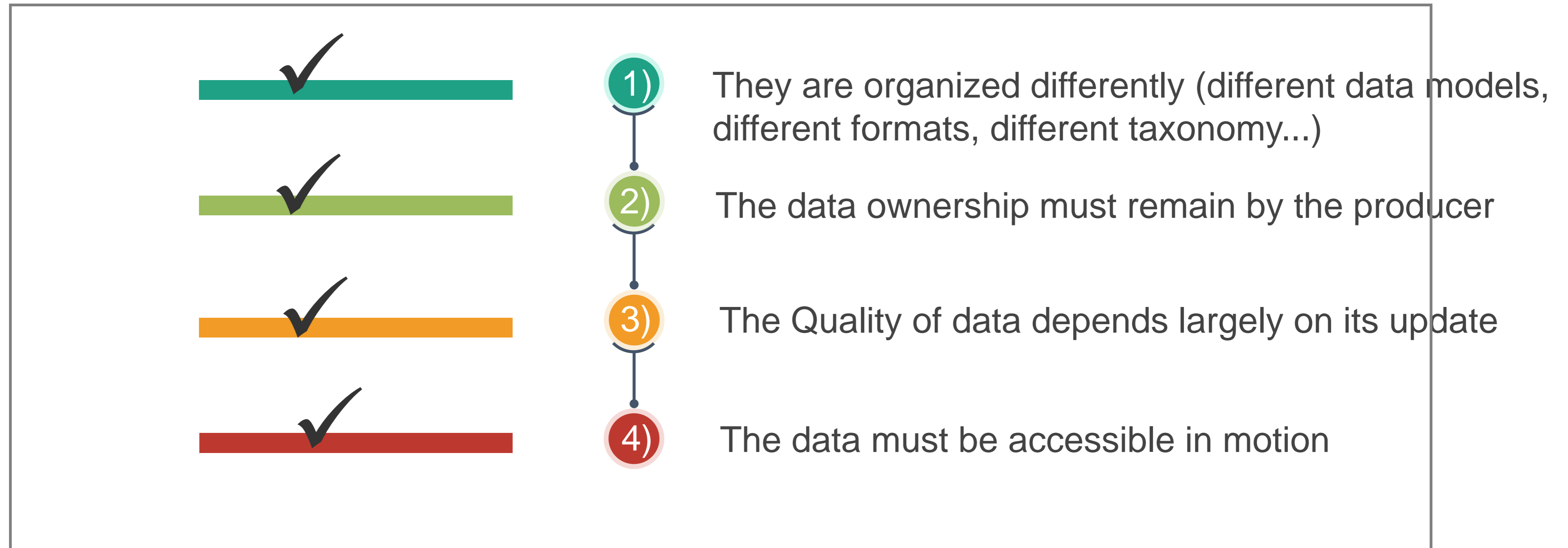
Private bodies can access harmonized data from all the platforms

With 1 connection



Implementation of the Cross-Border Digital System

Challenge 1: How to make databases communicate with each other knowing that...



→ Challenge 2: DEMONSTRATOR

SMART TOUR APP

“Online Tour Operator for sailers connected to Smart Destination”

- Tourist can plan cross border activities
- Tourist can choose activities on site

WHAT IS IT

Trilingual APP for Sailing Tourism in cross-border area



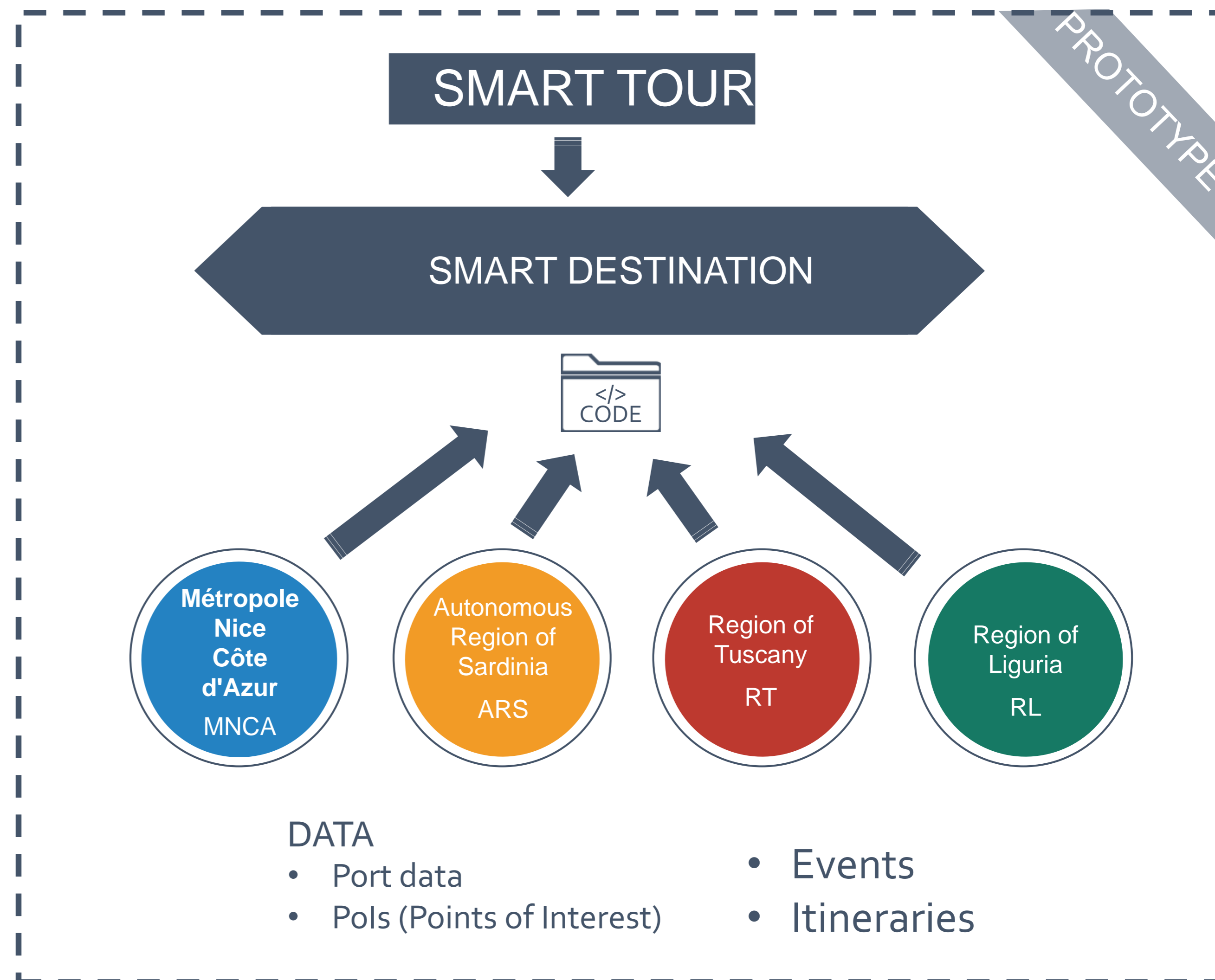
FUNCTIONS

- Info menu
- Interactive map
- Search with filters
- User profiling (e.g. topics of interest, position)

WHO NEEDS IT

Not only data consumers (direct and indirect)

- e.g. OTA NaviTour can use quality data for customer service
- e.g. The yachting tourist can plan the trip and receive updates *in situ*
- e.g. Fondazione Toscana di Arte Barocca can integrate its database to promote their baroque art sites
- The tourist offering works as a system without having to establish consortia



SMART MONIT APP

“Governance tool to monitor tourism activities”

WHAT IS IT

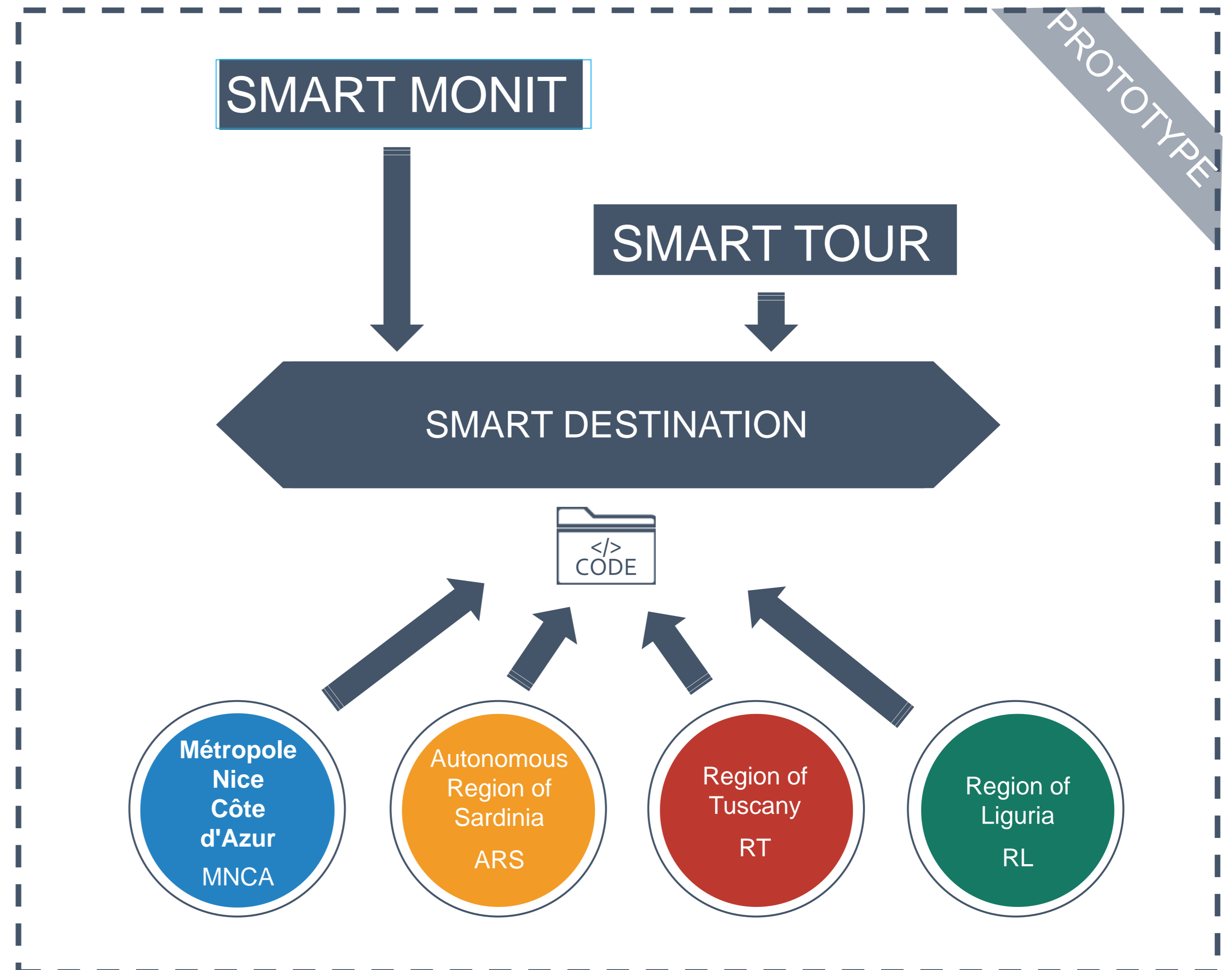
Monitoring dashboard offering the opportunity to view heterogeneous data (target and in-app platforms) in real time

FUNCTIONS

Data analysis of territorial platforms (e.g. content statistics -> no. of parks in the various destinations)
In-app data analysis (e.g. research, topics of interest, position)
Flow control with advanced features (e.g. Heat Map)

WHO NEEDS IT

- Tourism Governance: data for enhancing the tourism offering and competitiveness of the destination
- Tourism Companies: data for optimizing investments and proposing products of interest



Where are we ?

Platforms developed and installed
Taxonomy validated
3/4 data model validated
Test with big data volume ok

Next ?

Now and March 2021

Send tourism data into platforms with harmonized data model
Develop the demonstrator apps and test them
Decide the governance model
Promote the system to public and private bodies
Organise an international conference presenting the result



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THANK YOU

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