

Data Spaces Symposium

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Tourism sector and Data Spaces: The need to bridge the gap

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Data Spaces for
Mobility, Tourism, Cities

DSBA

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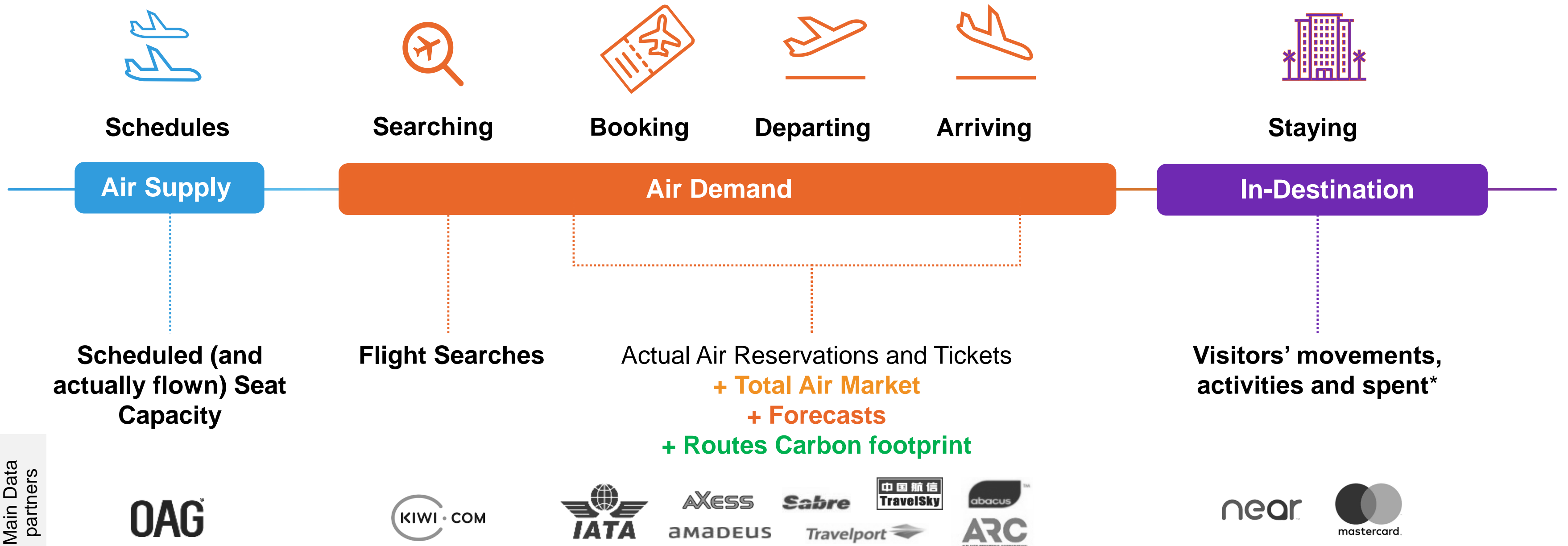
Forward Keys brief overview

Data Spaces for
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FK has 15 years experience providing Destinations and Travel Retail companies with products and services based on data to predict traveller impact.

FK monitors and predicts air travel, from demand and supply perspectives, gathering, processing and enriching air travel data to provide the most comprehensive vision of the market:



Main Data partners

Forward Keys in Data Economy

Data Spaces for
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- Analyse** historical travel trends
- Understand** passenger behaviour
- Optimise** operational & marketing costs
- Predict** future demand



4,750
airports world-wide

900+
airlines

180
low cost carriers

10+ years
historical data

40 million
flights analyzed

100+ million
daily flight searches

70,000
unique routes

Customers and partners



Tourism sector and Data Spaces: The gap

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Technical challenges upstream (with data providers)

- Diversity of sources and lack of industry standards.
- Data produced for transactional purposes and not fit for analytics purposes.
- Low maturity of data providers in data sharing.

Technical challenges downstream (with data consumers)

- Huge effort is required in data cleansing and quality control.
- Low data and tech-savviness of data consumer.
- Strict constraints due to compliance vs. regulations, Intellectual Property ownership and business legal limitations

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Tourism sector and Data Spaces: The gap

Tourism companies challenges (>99% SMEs)

- Tourism companies are hardly able to evaluate the intrinsic value of Data Spaces and the required investment (technical, economic, knowledge)
- *Data Management as a Product* is not a reality in organizations, especially in the ones of Tourism sector
- Tourism SME's generally perceives Data Spaces as something disconnected of their businesses

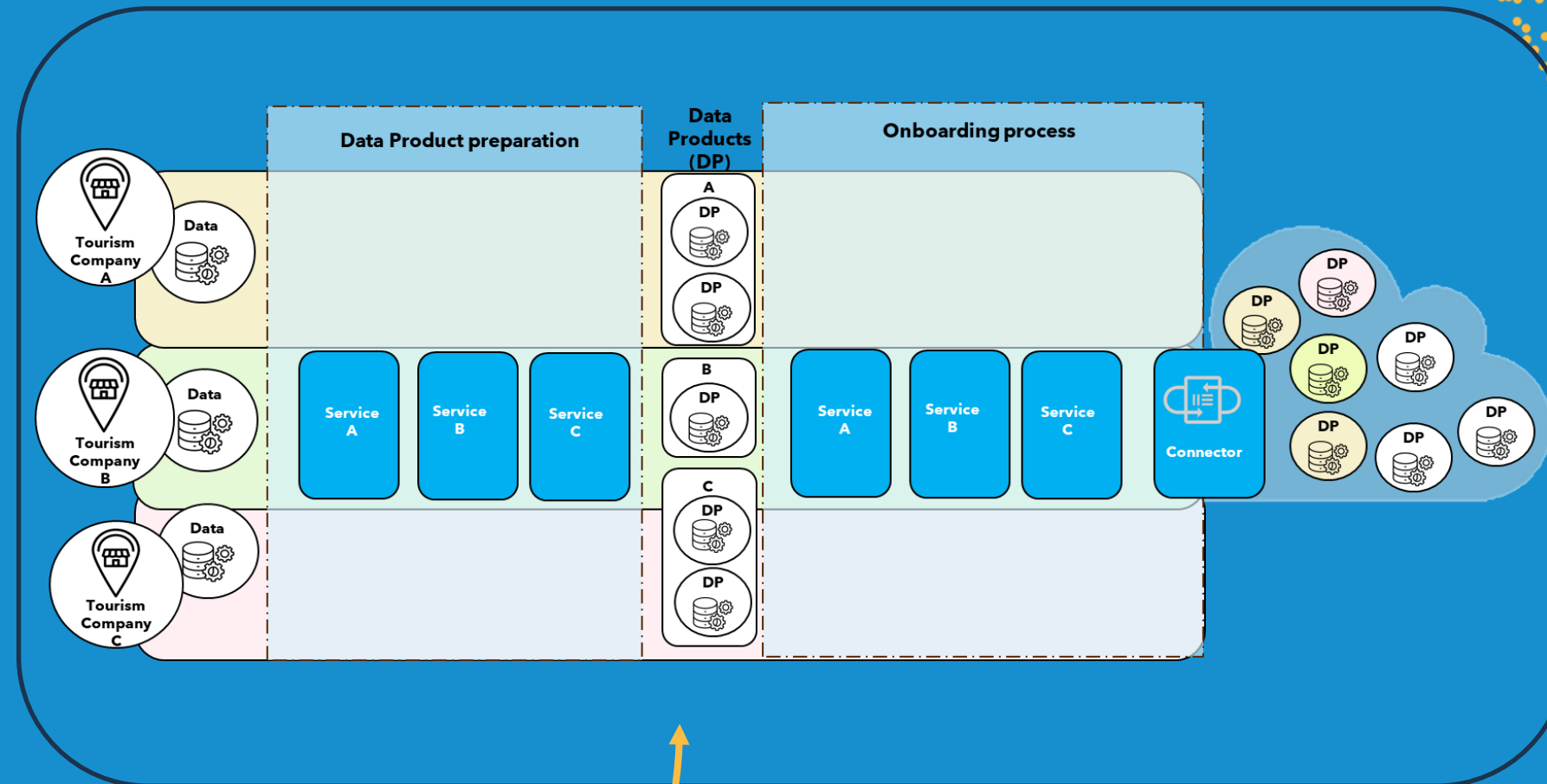
Data Spaces challenges

- Gaia-X Trust Framework defines an advanced onboarding process. However, it is still WiP and in constant evolution + not supported by digital tools.
- IDSA is developing the Data Space Protocol, being adopted as "de facto" standard by the Connectors' developers. But currently the process is complex and cannot be done by non-technical experts.
- Although the European Data Strategy, funding programmes, frameworks and initiatives are already in place, there are no real success stories yet to showcase in the Tourism sector.

Tourism sector and Data Spaces: The bridge

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TOURISM COMPANIES



- 1.- Services to help data flow outside of the organisations
- 2.- Services to help create high-quality and interoperable Data Products
- 3.- Services to facilitate the Onboarding Process
- 4.- Train companies and give them autonomy with easy-to-use tools
- 5.- Demonstrate it with real use cases



Conclusions: ForwardKeys' perspective

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- The tourism sector has vast amounts of valuable data (mobility of travellers, spent, reservations, type of product/services consumed...)
- The tourism sector is very atomized, so bilateral data exchanges cannot solve most of the Business questions.
- Data Spaces are the perfect ecosystem to see the benefits of data sharing and improve competitiveness in Tourism.
- Currently, there is a gap that prevents tourism companies from embracing Data Spaces: Technical barriers, knowledge and organisational challenges and Data Spaces inner challenges
- Now that the framework and rules are in place, there is a need for a set of tools and services to facilitate tourism companies to join Data Spaces, starting from managing Data as as high-quality Products in the organisations.

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The need to bridge the gap**

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Many thanks for your
attention!