



# Smart Tourism Capital Workshop 8.10.2019

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# Main results from the workshop



The workshop managed to identify wide range of challenges preventing efficient smart tourism city development.



Most pressing concerns were data management and analytics, bold decision making, measuring sustainability, and sharing best measurement practices.

Especially consistent sustainability measurements are still needed.



Cities share many common challenges.

Possibility to develop solutions together is important.

# 1st phase of workshop: defining challenges and problems

- The different themes under the six main topics are ranked according to order of importance that the workshop participants gave votes for.

# Digitalisation

Data management: ownership of data

Applying data analytics: AI for crowd flow management, gdpr

Sharing economy

Personnel: competence in private sector, know-how, education, skills, knowledge

Coordination at city level: tips for locals, integration and coordination, priorities for politics

Apps & tools: destination APPs, measurements (cell signal)

Social networks: managing social networks at international level, interpret information

Digital lifestyles: what people want with technology, digital detox?

# Cultural heritage & creativity

Collaboration with different institutions

Overtourism - > City center (city centers full of cultural attractions)

Globalisation: e.g. McDonalds, H&M in all cities

Culture not so widely recognized

- Unknown internationally (now promoted well enough)

Investments to culture can also bring money

- E.g. tourism business knowledge in cultural and heritage sites is lacking

How to make culture more interesting?

Identifying and communicating cultural heritage & creativity

Tourists don't spend enough time in the city to really integrate with the culture

# Sustainability

Bold decision making – all stakeholders sharing the same vision

Balancing sustainability

- Locals vs. tourists
- Seasonality
- Geography
- Quality vs. quantity

Measuring sustainability

- Dedicating resources
- Tourism impacts

Costs

- Stakeholders
- City / municipality

Education

Attitudes – citizens

Big events and sustainability

Awareness – Tourists, citizens, stakeholders

Fun factor

Gap between city government and tourism development organisation

Social migration and sustainable jobs

# Accessibility

Creating a global vision and coordinating all offerings across the city from the user perspective.

How to expand the tourist offering to all.

New mobility solutions like bicycles, scooters, and car sharing are not equipped for people with disabilities and can be dangerous.

Web pages and other digital content is not designed for people with special needs and lacks important information.

Adopting infrastructure, old buildings, and public spaces for solutions.

Educate and incentivise the service industry to consider all disabilities.

Partnerships with associations and special interest groups to better understand the needs of all types of disabilities.

Financial accessibility

# Measurements

## Digital

- Share best practices
- Information about guests
- Share data with big whales (Google et al.)
- Benchmarking
- Business intelligence software and solutions
- More data and analytics
- Collaboration with local companies

## Sustainability

- Ecological footprint
- Flow of people
- Ecosystem services
- Wellbeing of citizens
- Teaching citizens
- Economic impact
- Tourism sector local integration measurements

## Creativity

- Tools of support
- Sentiment index
- Old topics – new ways
- Events: production and attendance

## Accessibility

- Ecological transportation
- Number of attraction accessible and how accessible
- Infrastructure information

# Resources

Data: open data, data protection, data base of resources

Human resources: more staff, trained staff, visionaires and experts

Finances: Sponsors, money, banks

Natural and cultural resources

City strategy and partnerships: understanding stakeholders, strategy+plans+documents+concepts, link tourism to local economy, constantly changing local policies

Involvement: universities & students, participation of residents, change experiences

2nd phase of  
the workshop:  
examining the  
biggest  
problems

- Together with the workshop participants the biggest and most pressing challenges were identified and examined in greater detail.

# Data management and analytics

Open data, availability and use

Privacy issues, GDPR

Being able to talk with numbers is important

Ownership of data

Lack of analytics

Not enough business data

Interpreting data and knowing how to make decisions

Data to help with marketing

Are we doing good job or not? How to find out?

What are the important goals?

Data needed to make business work

Needed for everything

Global data systems, big city focus

Unknown data sets exist and could be useful

Data protection laws

# Bold Decision Making

More Gretas

Politicians

Industry leaders

Connecting public and private goals

Tourism offices have (should have) 360 degree view of what is going on

Common vision needed

Saving resources

Risk taking

Providing stakeholders with information about the whole tourism supply chain

Saying NO

# Measuring sustainability

Systematic measurements still rare

GDSI (Global Destination Sustainability Index)

Regional indicators

Economic impact

City attractiveness for citizens and tourists

Working together to develop measurements

# Share best measurement practices

## Networking and communicating

How was the process leading to an innovation?

- How to begin, how to proceed?
- What was tried but did not work?

## Sharing methodologies and experiences

How to maintain and expand the smart tourism city group?

- External experts