



# DIGITALISATION AND SAFETY FOR TOURISM



TO  
OF TO  
Lab

## Digitalisation and Safety for Tourism

The partnership aims to enhance the competitiveness and fluent operations of businesses in tourism, to improve the productivity as well as to increase the travelers' feeling of safety and security.

### Thematic investment areas

1. Access to data
2. Green mobility, accessibility and connectivity
3. Resilience, new phenomena, climate change, risk and crisis management

#### Leading regions

Andalusia, Spain (ES)

Lapland, Finland (FI)

Slovenia (SI)

#### Participating regions

Castile and Leon, Spain (ES)

Catalonia, Spain (ES)

Lazio, Italy (IT)

Tuscany, Italy (IT)

Valencia, Spain (ES)

TOURISM OF TOMORROW Lab



**NECSTouR**

European Regions for  
Competitive and Sustainable Tourism



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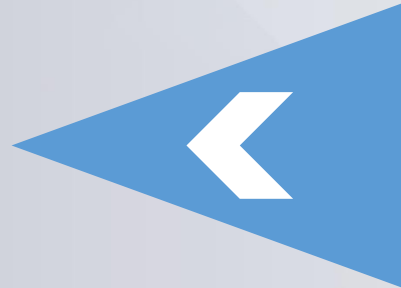
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# TOURISM OF TOMORROW Lab

proposed investment project



## Mission & Vision



**Vision:**  
Support transformation through **collaboration:** DMOs & private partners.

**Mission:**  
Help transform Destinations and SMEs into **Data oriented organizations.**



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## Questions for joint brainstorming

- How is your region boosting innovation in coastal and maritime tourism sector?  
Any projects, initiatives...
- Notion about public/private funding?  
Actors involved or to be mobilised, in particular private companies and clusters...
- What would you like to learn from other regions to help you implementing your S3 policy instruments in coastal and maritime tourism?
- Any synergy you would find with the above thematic areas?



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## Synergies to innovate in coastal and maritime Tourism

1. Recovery, rethink, regenerate and resilience of destinations' value chains
2. Intelligence for competitive business models and sustainable governance
3. "Greening" infrastructure and services targeting climate change action
4. Smart connectivity and sustainable mobility



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### Some lessons learnt to share

1. Involve the right players and be specific: Connect specifically tourism to S3 governance and sector
2. Think interregional since the beginning: who you need to solve your bottleneck and accelerate innovation
3. Build a strong governance and leadership capacity: The partnership must remain active...even without funding!



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## Smart Specialisation Platform of Digitalisation and Safety for Tourism

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Thanks for your attention!