Data-Set Workshop

Tourism Impact Alliance
TourCert
Travel for Tomorrow
GSTC
Global Sustainable Tourism Council

outdooractive

Why:

We would like to show the data from the sustainability certifications to the tourists in a comprehensible form so that they can make informed decisions in the future.

How:

We want to create a uniform data structure for the results from the GSTC-based certifications on the basis of which the data can be exchanged between platforms.

What:

The relevant stakeholders agree on the goal of defining a uniform standard under the umbrella of the GSTC based on the GSTC criteria catalogs. The platforms can orient themselves in the implementation of the data structures.

Sustainability hierarchy

Destination

Tour / Tour Operator

Trail

Platforms

Certification Bodies → Data aggregators → OTA´s DMO´s Travel Websites
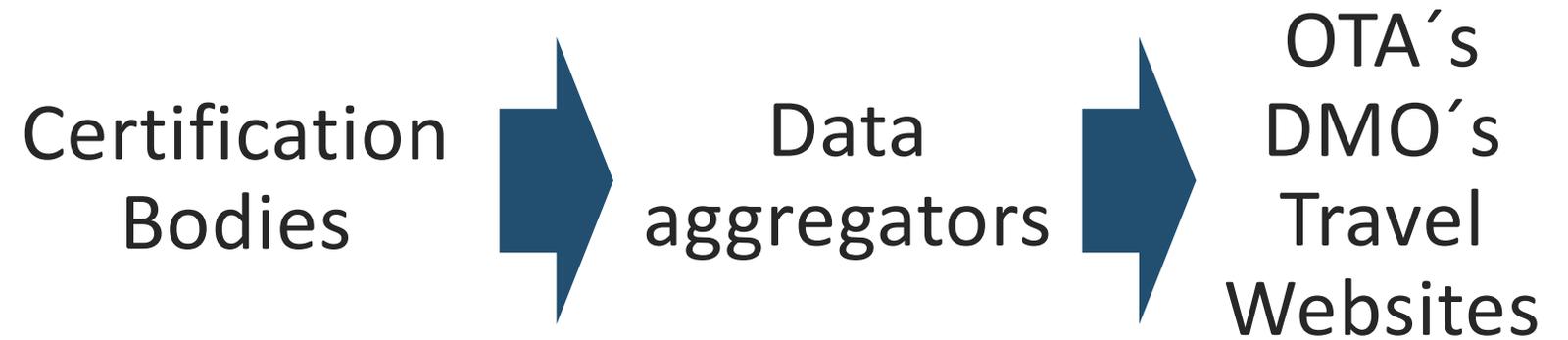
Agenda

1. **Commitment**

2. **Working group**

3. **Goals**

4. **Workshop**

Working group

	Name	Organization
1	Hartmut Wimmer	Outdooractive
2	Marco Giraldo	TourCert
3		
4		
5		
6		
7		
8		
9		
10		

Goals

1. Survey of existing data structures
2. Identify the matches
3. Find out what the consumers want
4. Find out which KPI´s can be measured objectively
5. Establish a common data structure
6. Publication as GSTC standard data structure

Workshop

3 Groups

- Hotels
- Tour operators
- Destinations

each with a moderator

Workshop

Question No. 1

15 Minutes

1. As a tourist, what information would you like to have in order to decide on a
   a) Destination
   b) Hotel
   c) Tour (Operator)?

Workshop

Question No. 2

30 Minutes

2. What information about a
   a)Destination
   b)Hotel
   c)Tour (Operator)
   can be available as a measurable
   KPI in the future and how is it
   measured?

Results

Each group moderator will present the results in 5 Min.

Next steps

1. Communicate the results of the workshop

2. Schedule a meeting of the working group

Stay in the loop

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Thank you very much!