Tourism Impact Alliance

outdooractive

Data-Set Workshop
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.
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
Agenda

1. Commitment
2. Working group
3. Goals
4. Workshop
<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Hartmut Wimmer</td>
<td>Outdooractive</td>
</tr>
<tr>
<td>Marco Giraldo</td>
<td>TourCert</td>
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Working group
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)?
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?
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

Scan this QR code and subscribe to the mailing list:
Thank you very much!

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