



Hochschule  
Kempten

University of Applied Sciences



Fakultät  
Tourismus-Management

# Digitalization 4.0

## Towards an Open Digital Data Infrastructure for Tourism

4th UNWTO Euro-Asian Mountain Tourism Conference - Berchtesgaden

Prof. Dr. Guido Sommer





22-36  
Ausgang Arrivierhalle →  
14:29 Dachau Hf - Petersthausen  
RB 59156 Nürnberg Hbf  
Frühersterge  
14:35 RB 59095 von Nürnberg Hbf  
15:00 RE 59692 Ingolstadt Hbf

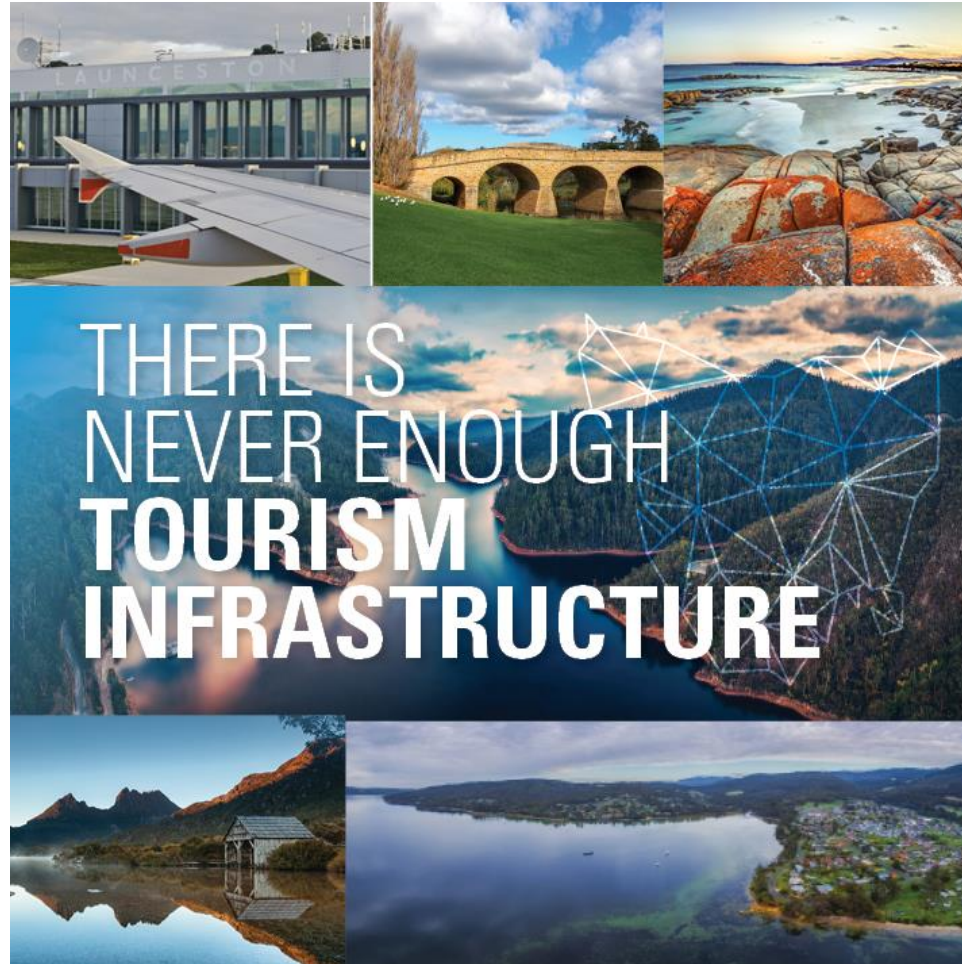
21

Treuchtlingen

22



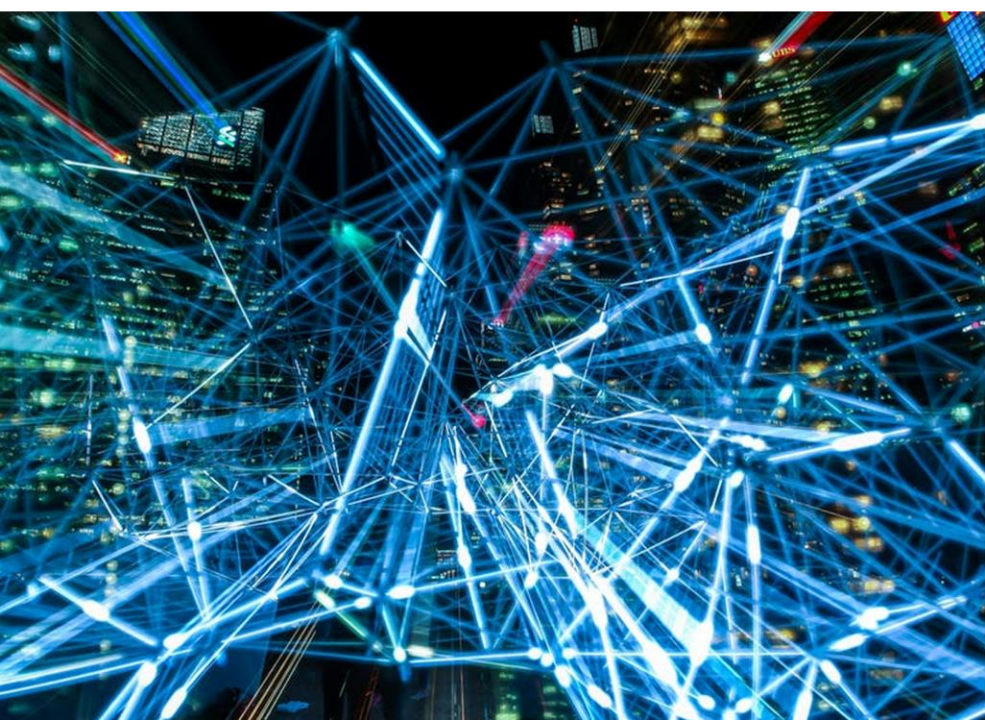
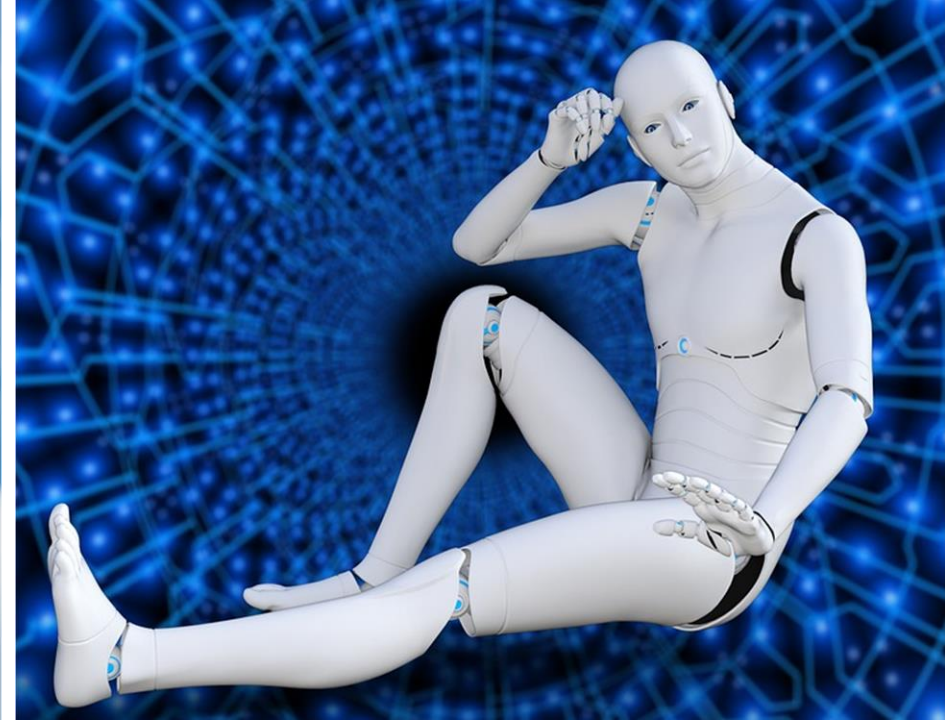
# Tourism Infrastructure





# Tourist Information







# Personal Experience



# Artificial Intelligence



**„In the Information Age, travelers now demand *immediate knowledge* that goes *beyond the status quo*;**

**they become *easily frustrated* when they cannot access critical information *in an instant.*”**

Michael Bayle, Executive Vice President for Mobile, Amadeus 2019

A promotional graphic for Amadeus Destination X. The background is a dark, blurred cityscape at night with bokeh light effects. A person's hand is visible in the foreground, holding a smartphone that displays a cityscape. The Amadeus logo is in the top right corner. The text 'Get ready for Destination X' is prominently displayed in the center-right, with a subtitle 'Win traveler trust and loyalty in the post-booking ancillary game' below it. In the bottom left, there is a QR code and contact information for Amadeus mobile services. The bottom right corner contains a URL.

amADEUS

Get ready for  
*Destination X*

Win traveler trust and  
loyalty in the post-booking  
ancillary game

amADEUS

mobile@amadeus.com  
amadeus.com/DestinationX  
#AmadeusDestinationX  
@AmadeusTGroup  
AmadeusTGroup

<https://amadeus.com/en/insights/white-paper/destination-x>

# Digital Infrastructure?



**Digital  
Infrastructure?**



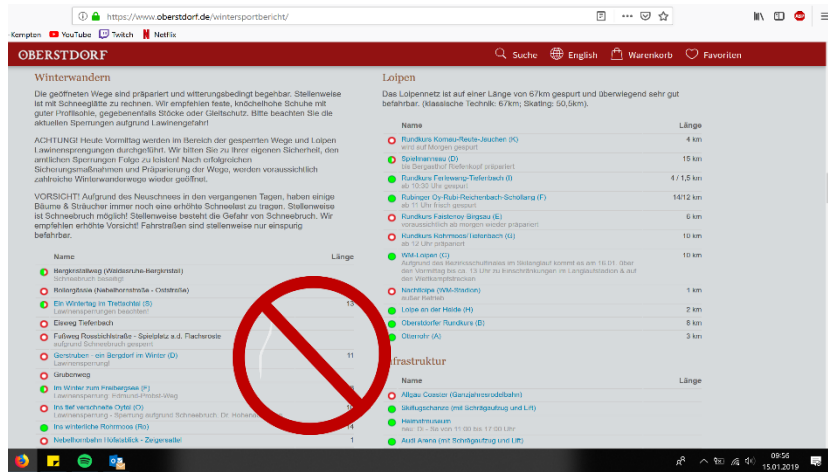
**Infrastructure  
for Digital Data!**

**15 Jan 2019**

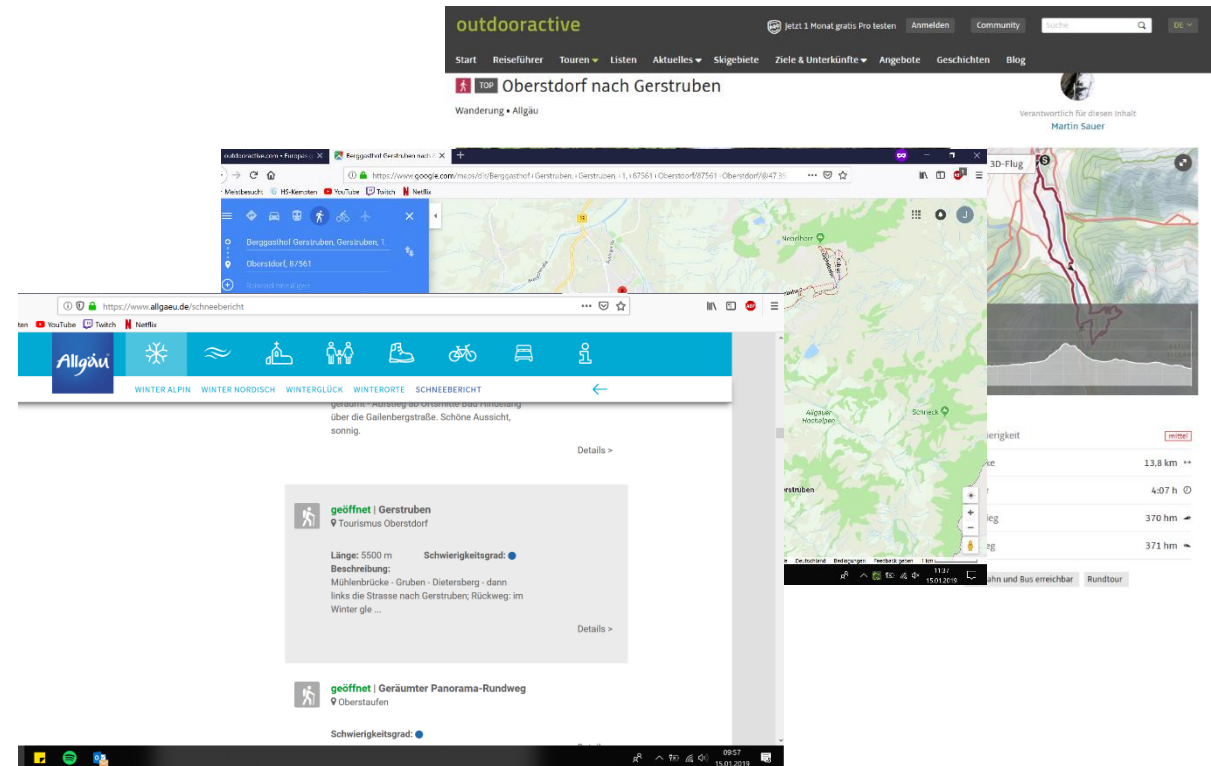


# Track Closure

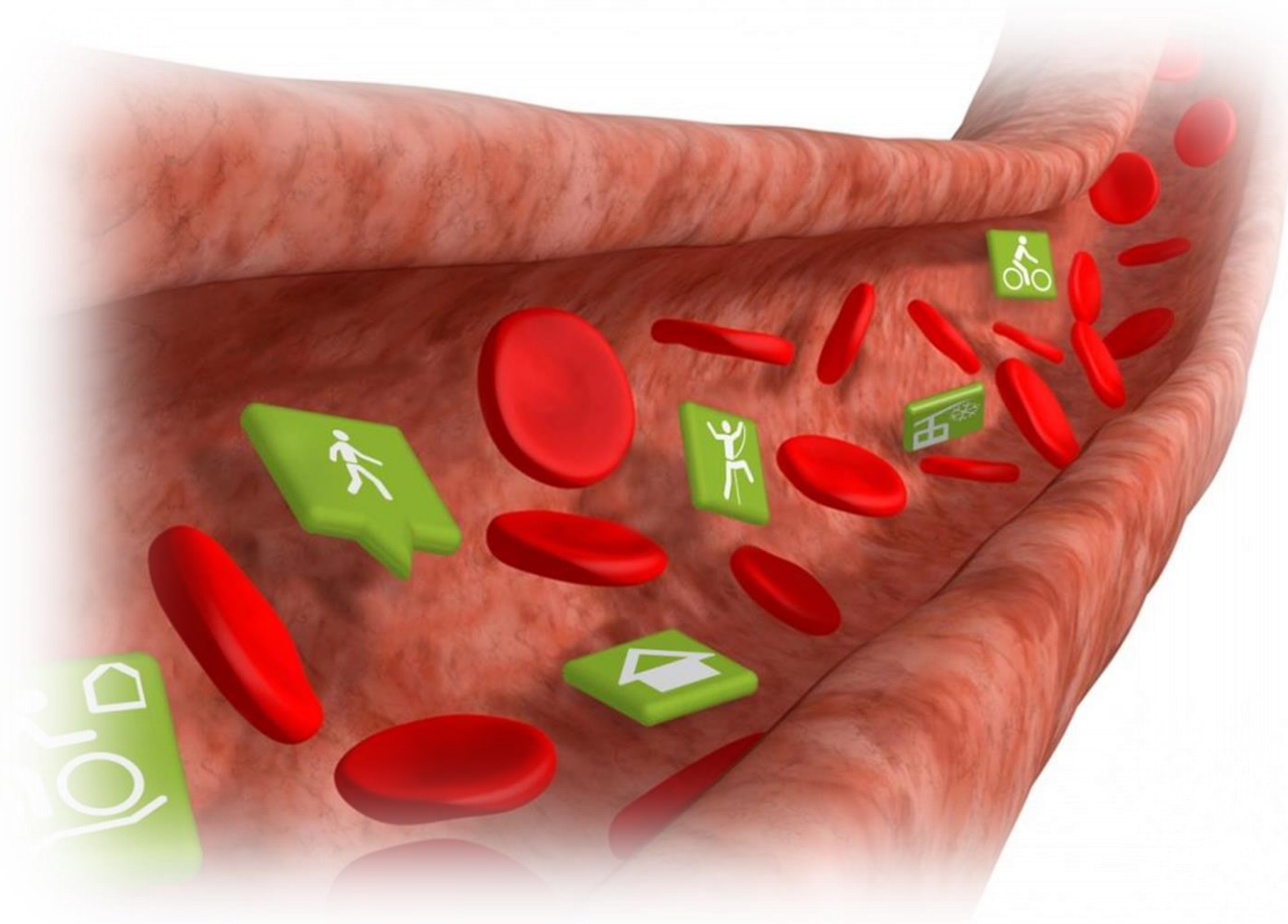
## Destination Website



## Tourism Channels



# Open Digital Data Infrastructure





# Building the Open Digital Data Infrastructure



7300	9007
7300	34 min
Titisee Bahnhof, Titisee-Neustadt Planmäßig · 13:25	
7300	39 min
Bahnhof (Bus), Zell im Wiesental Planmäßig · 13:30	

# Think Tank “Open Data in Tourism”



# White Paper



## CHALLENGES AND OPPORTUNITIES OF AN OPEN DIGITAL DATA INFRASTRUCTURE FOR TOURISM

Results of the first Think Tank on Open Data in  
Tourism and current developments

Prof. Dr. Guido Sommer (2018)

# Challenges



Technology

Leadership

1. Develop a common moonshot vision
2. Promote leadership
3. Initiate cross-border and cross-industry action
4. Use open standards
5. Improve data quality
6. Create legal certainty
7. Ensure data security
8. Build networks
9. Explain the added value
10. Just do it!

HOMEWORK

## Round Table Open Data at the Tourism Camp 2018

Berchtesgaden, Germany, 26 Jan 2018

## Workshop Open Data at the Destination Camp

Hamburg, Germany, 26 May 2018

### Open Data Tourism Destination Strategies

Thuringia and Brandenburg (Germany) Tyrol and Vorarlberg (Austria) and South Tyrol (Italy)

### Alpine Bits Destination Data Initiative

Bolzano, Italy

### Open Data Panel at the 2nd UNWTO World Conference on Smart Destinations

Oviedo, Spain, 27 June 2018

### Destination Data Space

Switzerland

### Think Tank "Linked Open Data in Tourism"

Immenstadt, Germany, 18 Sep 2018

### DATAtourism Initiative of the Direction Générale des Entreprises (DGE)

France

### "DACH-KG" Initiative

Austria, February 19 Feb 2019

### 4th UNWTO Euro-Asian Mountain Tourism Conference

Berchtesgaden, Germany, 2-5 March 2019

### Project "BayernCloud in Tourism"

Funded by the Bavarian State Ministry of Economic Affairs, Energy and Technology since May 2018



HOMEWORK

