



## Digital Innovation and the Evolution of Tourism in a Challenging Environment

A webinar organised by the CARPE DIGEM project

4 November 2020

- ✚ Tourism has been one of the hardest hit industries by COVID-19 and is evolving to reduce its contribution to climate change and meet the new social, digital and environmental objectives of the European Green Deal
- ✚ COVID 19: Losses in tourism range from 60 to 80% and it is expected that Tourism will be the last industry to recover, looking towards 2022-2023
- ✚ Tourism is a complex Industry, composed by a very fragmented value chain where SMEs represent around 80% of the value chain, their resilience in the face of current challenges has to be improved
- ✚ Digital Innovation Hubs and wider Digital Innovation Ecosystems (DIGEMs) are providing solutions to the challenges of the sector
- ✚ CARPE DIGEM partners and external experts will explore in the Webinar how Digital Innovation, local and international cooperation can help tourism to evolve in the face of these challenges and contribute to boosting rural and peripheral communities.

The four key themes tackled:

- 🌐 Safety, security and well being
- 🌐 Sustainability (economic, social, cultural and environmental)
- 🌐 Digital transformation
- 🌐 Policy Change and Strategies to support the evolution of the sector

# Programme

## **11.00 CET     Introduction COVID, Climate change + Green Deal**

The new parameters for the evolution of tourism: Safety, Sustainability and Digital Transformation and how Digital Innovation Ecosystems (DIGEMs) can support this transition.

### **11.10            “Safety, security and well-being and digital innovation”**

Tourists need to be reassured that:

- Health risks are minimised in travelling and during the stay
- If there are problems these will quickly and easily dealt with
- The ‘relax + enjoy’ factor of holidaying is not diminished.

Two CARPE DIGEM good practices:

- A. Madeira: SAFE Madeira (with a practical demonstration!): Tourism tech working against COVID19
- B. Mallorca: Safe Beaches App, a solution for safe and smart destinations

Q&A – Key Messages

### **11.30            “Sustainability and digital innovation: How to optimise impact on the local economy, communities and environment”**

- Local supply chains – accessing ‘local’ products and markets (B-B & B-C)
- Minimising climate impact – travel/transport/energy/circular
- Cultural, environmental and social ‘sensitivity’ – enhancing the experience and impact for the both tourists and locals
- ‘New horizons’ Changing or widening the customer base to ‘local’ or national visitors (and permanent residents)

#### a) **Slovenia: Meet the Local Producer Platform**

New ways of seeking sustainable supply chain solutions and promoting tourism

#### b) **Mallorca: Circular Hotels**

Circularity generating synergies between Tourism and Agri-food

#### c) **Ireland: Digital participatory tools for sustainable tourism**

d) The North West Region in Ireland is engaging with their communities and tourists to preserve their cultural and natural heritage, two important pillars for tourism in the North West Region in Ireland.

#### e) **Essayez la Nièvre/Let’s try the Nièvre**

An initiative as part of the COVID 19 recovery plan to attract new tourists and residents to the County

+ A CARPE DIGEM Sustainable ‘SNAPSHOT’ from Sweden

## Q&A – Key Messages

### 12.15 How policy is evolving to meet the challenges – snapshots of Policy change and strategies from CARPE DIGEM partners

#### **Bulgaria; Mallorca, Madeira and Slovenia**

##### Q&A – Key Messages

### 12.30 Round Table and Interactive session

Tourism as Local and European strategy:

What are the digital transformation and other needs to evolve until 2030. How to increase interaction with other sectors and between European SME's and stakeholders in Tourism

**Panel Members:** Dolores Ordoñez, CARPE DIGEM and; Janja Viher, Štajerska Tourism, Slovenia organization, .... European Speaker TBC

### 13.00 Close

#### Register in advance for this meeting:

<https://uni-lj-si.zoom.us/meeting/register/tJMsf-CpqDkuE9eVBQWd-gYvSDfVgLPIsedb>

After registering, you will receive a confirmation email containing information about joining the meeting.