

# i-TAG

## international Tourism Analytics Group: Enhanced Data and Statistical Literacy for Sustainable Tourism Development

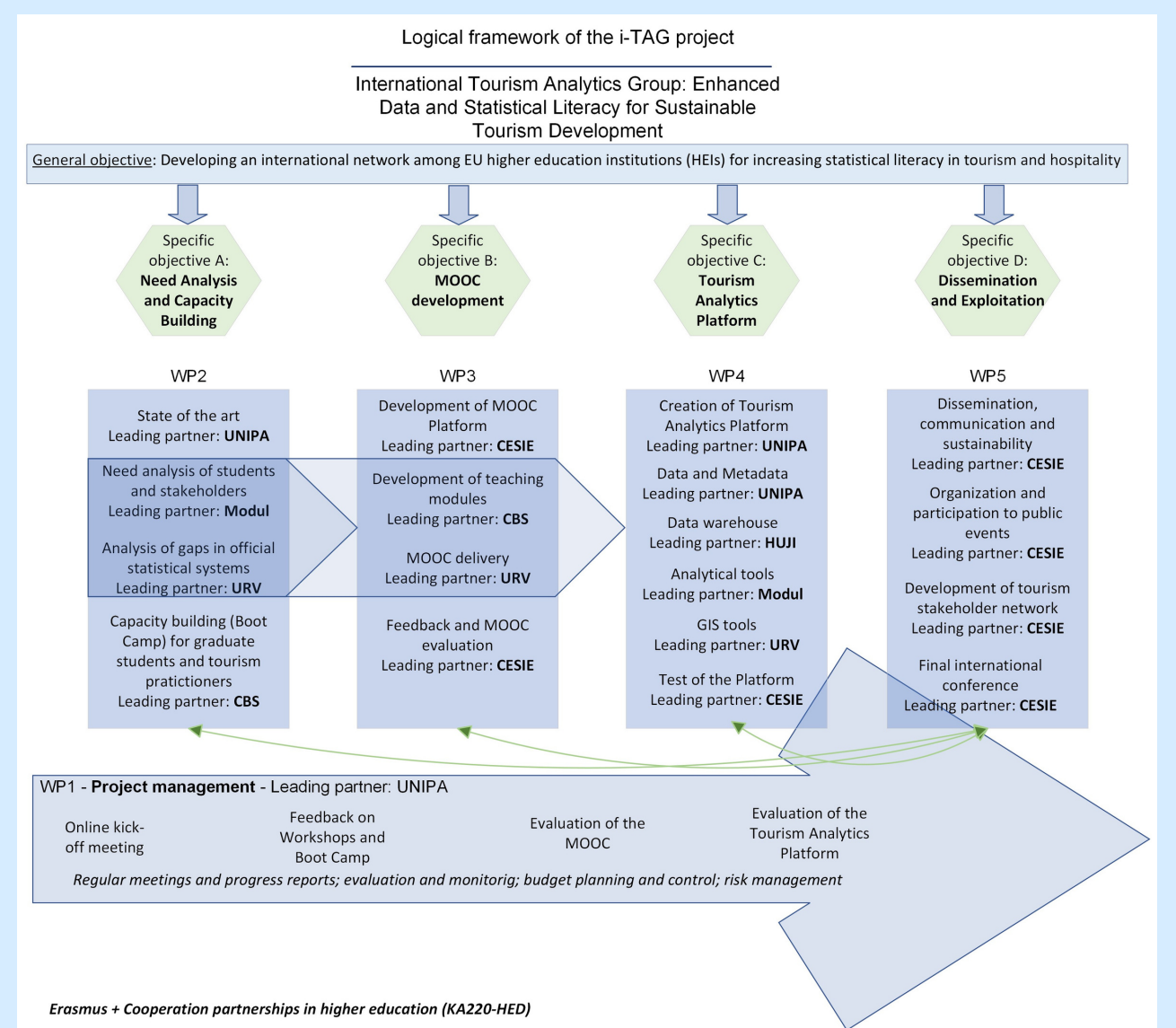
The project's objectives are to increase statistical literacy in tourism and hospitality and provide training in the use of tourism analytics for various stakeholders. The project achieves this by developing a MOOC on tourism analytics and statistical literacy. The project will also involve workshops and summer school to further enhance participants' skills and capacity building. The project will create a Tourism Analytics Platform (TAP) integrating data and models for tourism analysis and sustainability.

|                             |                                                                                                                                                                                                                               |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Project Coordinator:</b> | <b>Stefano De Cantis</b>                                                                                                                                                                                                      |
| <b>Leader:</b>              | <b>UNIVERSITA' DEGLI STUDI DI PALERMO</b>                                                                                                                                                                                     |
| <b>Partners:</b>            | <ul style="list-style-type: none"> <li>• MODUL UNIVERSITY VIENNA GMBH</li> <li>• COPENHAGEN BUSINESS SCHOOL</li> <li>• THE HEBREW UNIVERSITY OF JERUSALEM</li> <li>• UNIVERSITAT ROVIRA I VIRGILI</li> <li>• CESIE</li> </ul> |

## Project Details

### Activities:

1. Organization of workshops and summer school for students and tourism professionals
2. Development of Tourism Analytics Platform with data and tools to support decision making
3. Planning and development of MOOC specifically tailored to the tourism industry, to improve statistical literacy in tourism
4. MOOC launch and marketing campaign
5. Finalize report and article publication
6. Dissemination of findings and resources
7. Final evaluation and conclusion



### Expected results:

1. Enhanced knowledge and skills of students, researchers, and tourism stakeholders in the field of Tourism Analytics and Statistical Literacy.
2. Development of a comprehensive and interactive MOOC on Statistical Literacy for Tourism Management
3. Strengthened collaboration and exchange of knowledge and best practices among the partner institutions.
4. Improved marketing strategies for sustainable tourism destinations.
5. Increased visibility and dissemination of the project and its outcomes.

| Work package, activities and tasks                             | Leading partner | Duration | First year |    |    |    | Second year |    |    |    | Third year |     |     |     |  |  |  |  |  |  |
|----------------------------------------------------------------|-----------------|----------|------------|----|----|----|-------------|----|----|----|------------|-----|-----|-----|--|--|--|--|--|--|
|                                                                |                 |          | 1Q         | 2Q | 3Q | 4Q | 5Q          | 6Q | 7Q | 8Q | 9Q         | 10Q | 11Q | 12Q |  |  |  |  |  |  |
| WP 1 Project management                                        | UNIPA           | 36 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 2 Need Analysis and Capacity Building                       | MODUL           | 21 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 2.1 State of the art                                        | UNIPA           | 12 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 2.2 Need analysis of students and stakeholders (Workshop 1) | MODUL           | 6 M      |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 2.3 Analysis of gaps in official statistics (Workshop 2)    | URV             | 6 M      |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 2.4 Boot Camp                                               | CBS             | 9 M      |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 3 MOOC development                                          | CBS             | 33 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 3.1 Creation and management of MOOC platform                | CESIE           | 33 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 3.2 Development of teaching modules                         | CBS             | 15 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 3.3 MOOC delivery                                           | URV             | 9 M      |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 3.4 Feedback and evaluation                                 | CESIE           | 12 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 4 Tourism Analytics Platform                                | HUJI            | 30 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 4.1 Creation and management of TAP platform                 | UNIPA           | 30 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 4.2 Data and Metadata                                       | UNIPA           | 12 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 4.3 Data warehouse                                          | HUJI            | 12 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 4.4 Analytical tools for decision making                    | MODUL           | 15 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 4.5 GIS tools for decision making                           | URV             | 15 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 4.6 Test of platform and improvement strategy               | CBS             | 9 M      |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 5 Dissemination and Exploitation                            | CESIE           | 36 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 5.1 Dissemination, Communication and Sustainability         | CESIE           | 36 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 5.2 Organization of public events and participation         | CESIE           | 27 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 5.3 Development of tourism stakeholder network              | CESIE           | 36 M     |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |
| WP 5.4 Final international conference                          | CESIE           | 6 M      |            |    |    |    |             |    |    |    |            |     |     |     |  |  |  |  |  |  |

Erasmus + Cooperation partnerships in higher education (KA220-HED)