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.

Project Coordinator: Stefano De Cantis

Leaders: UNIVERSITA’ DEGLI STUDI DI PALERMO

Partners:
- MODUL UNIVERSITY VIENNA GMBH
- COPENHAGEN BUSINESS SCHOOL
- THE HEBREW UNIVERSITY OF JERUSALEM
- UNIVERSITAT ROVIRA I VIRGILI
- CESIE

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.