BLUTOURLSISTEEM

Del. 3.1.1
SMART CROSS BORDER DATA SYSTEM (SCBDS)

rev. 1.1 – 01/01/2019
Document references

Project: BLUTOURSYSTEM “Knowledge platform, skills and creative synergies for blue tourism ecosystem development”

Axis: BLUE INNOVATION

Specific Objective: 1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area

Work Package N.: WP3

Work Package Name: Knowledge based tools (KBT) creation CB knowledge networks development

Activity N.: act 3.1

Activity Name: Calibrating Tourmedasset DSS on CB area for new knowledge based tools

Deliverable N.: D n.3.1.1

Deliverable Name: SMART CROSS BORDER DATA SYSTEM

Credits

Partners in charge: Ca Foscari University of Venice
Partners Involved: University of Split
Edited by: Dario Bertocchi¹, Nicola Camatti², Jan van der Borg², Raffaella Lioce²
Checked and reviews by: Quality Project Manager
Approved by: Steering Committee

Info

Status Final Version Rev 1.1

Date: 01/01/2019

For public dissemination: YES
Scope of the documents
The scope of this document is to describe the creation, design and utility of the SMART CROSS BORDER DATA SYSTEM (SCBDS), a knowledge tool able to support the development of blue tourism in Cross-border area.
Data system design

The creation of the SCBDS has benefited primarily from the experience developed in two European projects, TOURMEDASSET and SHAPETOURISM both with the aim of developing innovative analyses on the performance of the tourism destination and on the monitoring of tourism sector and impacts. The first project had the objective of using, processing, aggregating public data, trying to extract value useful to destinations, DMOs and all tourism stakeholders from the open data available on the web in the official statistics sites. ShapeTourism project, on the other hand, tested the procedures for collecting, cleaning, analysing and aggregating data created by users using the open data available on the web, with the aim of monitoring the performance of the destination also from the point of view of users.

BlueTourSystem has as its first objective, and one of the first steps of the project, to combine the lessons learned from these two projects and make the product intelligible, easy to read and share, proposing a data-driven approach that will be defined and developed among the project itself. To implement this approach, which will later take the form of an operational methodology, it is relevant to define some standards for processing and quality of data used. These steps on the use and re-elaboration of the data are:
- the quality of the data;
- the sizes of the data quality;
- the value of the data;
and then this entity defined as "data" is activated thanks to these following processes:
- data collection;
- data management (storage);
- data analysis;
- the re-use of the processed data.

The definition of "data quality" can therefore be: "A set of characteristics that a data item must have in order to perform the tasks for which it was designed; these characteristics are specifically related to the values and format of the data item". The analysis of data quality should be carried out in four main steps:
1. **Definition of quality dimensions**: the objectives and the different quality dimensions that will be applied to the information being analysed are defined;

2. **Data Analysis**: the dimensions of the data quality are analysed. These are linked to the analysis of the process in which the data are used, identifying the computer procedures and databases;

3. **Measurement of quality dimensions**: in this phase of data analysis, the individual dimensions of data quality are calculated by means of continuous data monitoring;

4. **Improvement of data quality**: Improvement is achieved through data inspection and correction, process improvement and control, and the design of new processes.

Regarding the quality dimensions it is useful to distinguish the data into three main categories of quality: logic scheme (contents, coverage area/topic, level of detail, solidarity); value of raw data (accuracy, comprehensiveness, currency); data visualization (iterability, portability, flexibility).

After having an overview about the dimensions is necessary to define metrics able to consider the context passes from the definition of the dimensions through which to evaluate the quality of the data. The main dimensions to take into account are:

- **Syntactic accuracy**: defined as the closeness of the value of the data item to a value in the syntactic definition domain considered correct;

- **Semantic accuracy**: defined as closeness of the value of the data item to a value in the domain of semantic definition considered correct;
- **Time accuracy**: defined as the closeness of the value of the data item to the temporally correct value;

- **Actuality**: defined as the adequacy of the value of the data item with respect to the temporal needs of the context of use;

- **Completeness of values**: defined as the extent to which the values of the data items are present in the database. A data item must have a value, otherwise it is null; the null values should be limited and in any case their meaning must be specified;

- **Internal Consistency**: relative to the degree of consistency of data item values within the same entity. For example, the values of the CAP, Municipality, Province data items must be consistent within the Person entity;

- **External Consistency**: relative to the degree of consistency of data item values within different entities.

**Data source**

For the design and creation of the SCBDS and to obtain an information repository that allows tourist destinations to develop strategies, adapt operational actions and guide the development of innovative activities for blue innovation through a data-driven approach, two main data sources were used:

1. **official data at European level**, related to national and international tourism statistics, with standards shared and adopted by all member states for data collection, presentation and sharing. The official source of the data is the EUROSTAT website - http://ec.europa.eu/eurostat and the systematic collection has been done using the database section and collecting the data related to the following macro-sectors:
   - General and regional statistics;
   - Economy and finance;
   - Population and social conditions;
   - Industry, trade and services;
   - Agriculture, forestry and fisheries;
• International trade;
• Transport;
• Environment and energy;
• Science, technology, digital society

The task of the SCBDS, through the integration and analysis of this public and open databases, is to extract the value of the data through the creation of indicators that will be described in this document.

2. **unofficial data coming from the web** (Social media) and definable as user-generated contents (UGC), able to offer specific insights on destinations and tourist facilities and also present qualitative values and information compared to quantitative ones. Using the UGC, the thoughts, experiences and opinions of the user, in our case tourists and city-users, are also included in official and modern statistics. In this way, the data that are used for the
construction of the SCBDS also contain end-user information and are created directly by the tourist and not only by public offices delegated to the investigations and statistical reworkings. In order to provide significant information on the world of tourism, attractions, accommodation and tourism facilities, it has been decided to use the information present in the major web site 2.0 relating to the travel that is TripAdvisor.com. This site is able to illustrate the tourist situation of various European and world destinations, specifically describing the experiences of visitors in tourist attractions (e.g. museums, monuments, squares, churches, beaches, etc..), in accommodation (e.g. hotels, B & Bs, hostels, holiday homes, etc..) and in the food and beverage sector (restaurants, pizzerias, bars, clubs, shops).

Data quality structure

Regarding the structure of the data collected, processed and analysed to build the SCBDS, it is possible to evaluate the quality and the dimensions of the data in correlation of the used data sources

<table>
<thead>
<tr>
<th>DATA DIMENSIONS</th>
<th>EUROSTAT</th>
<th>SOCIAL NETWORK - TRIPADVISOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syntactic accuracy</td>
<td>European standard</td>
<td>Subjective information with some common details (e.g. price, number of reviews)</td>
</tr>
<tr>
<td>Semantic accuracy</td>
<td>European standard</td>
<td>Subjective information with a common rate standard</td>
</tr>
<tr>
<td>Time accuracy</td>
<td>Annual update</td>
<td>Flow of data</td>
</tr>
</tbody>
</table>
### Data System Development

The analysis and processing of the data must take place through technical guidelines (methods, formulas, algorithms, aggregations) and method guidelines. The technical guides are not the subject of this report, but what is important is to describe the method with which the data were aggregated and reworked indicators. The guidelines for the development of the data system were taken directly from the World Economic Forum through the re-reading and study of the document called "The Travel & Tourism Competitiveness Report 2017 Paving the way for a more sustainable and inclusive future". The index is built studying 4 main areas and dimensions of the competitiveness:

1. **Enabling environment**;
2. **Travel and Tourism policy and enabling conditions**;
3. **Infrastructure**;
4. **Natural and Cultural Resources**.

<table>
<thead>
<tr>
<th>Actuality</th>
<th>High level</th>
<th>Very High level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completeness of values</td>
<td>High performance - Nearly 100%</td>
<td>Few null fields</td>
</tr>
<tr>
<td>Internal Consistency</td>
<td>High level – European standard</td>
<td>Low level – users mapping</td>
</tr>
<tr>
<td>External Consistency</td>
<td>Metadata file are available</td>
<td>Low level – it is not possible to create a description without analysis and interpretation</td>
</tr>
</tbody>
</table>

*Table 1: Quality dimensions applied to the SCBDS data source - author's elaboration*
To elaborate the data the “Data Presentation” section has been used: “The Report contains an extensive data section, which features individual scorecards for each of the 136 economies covered by the travel & Tourism Competitiveness index (TTCI). These provide a complete snapshot of a country’s performance in all the components of the TTCI, including the 90 individual indicators as well as additional key indicators, to offer a complete picture of a country’s T&T’s sector. In addition, the data tables reporting global rankings and scores for each of the indicators provide an overview of the global situation of the most relevant T&T measures available”.

As far as the processing of unofficial data is concerned, a method has been developed that adds to the performance indicators of the destination also the information coming from the user. These are to be grouped into (experience satisfaction, asset utilisation rate, price level, seasonality, type of traveller).

**From raw data to indicators**

In order to extract value from the data, it is necessary to process it and develop analyses capable of producing synthetic indicators with which the performance and work of the destination is measured and compared. The SCBDS contains three macro-indexes of the destination’s assets, a web reputation macro-index (composed of categories and variables) and a user type index macro-
The first three are created by processing official European-level data (nuts 2) from the Eurostat website to obtain information on:

1. Tourism competitiveness;
2. Tourist attractiveness;
3. Tourism sustainability.

The other macro indicators instead concern the web reputation of:

- Attractions,
- Accommodation,
- Food and beverage sector,
- vacation rentals

and the study of the tourist profile that has used and reviews those facilities and attractions.

Going deep to the created indicators is possible to understand the components of every single index:

- **COMPETITIVENESS INDEX:**

  - Business environment, 1-7 (best)
  - Safety and security, 1-7 (best)
  - Health and hygiene, 1-7 (best)
  - Human resources and labour market, 1-7 (best)
  - ICT readiness, 1-7 (best)
  - Prioritization of Travel & Tourism, 1-7 (best)
  - International Openness, 1-7 (best)
  - Price competitiveness, 1-7 (best)
  - Environmental sustainability, 1-7 (best)
  - Air transport infrastructure, 1-7 (best)
  - Ground and port infrastructure, 1-7 (best)
  - Tourist service infrastructure, 1-7 (best)
  - Natural resources, 1-7 (best)
  - Cultural resources and business travel, 1-7 (best)
- **ATTRACTIVENESS INDEX:**

  - Antropic capital index, 1-7
  - Economic capital index, 1-7
  - Environmental capital index, 1-7
  - Institutional capital index, 1-7
  - Social capital index, 1-7

- **SUSTAINABILITY INDEX:**

  - Coverage rate of municipal waste collection by NUTS 2 regions, 1-7
  - KIT Poli Data, Patents in green technologies per capita, Average patents in green technologies per capita, Energy indicators (ReRisk), Wind energy potential, 1-7
  - Arrivals of tourists/km2, Nights spent/km2, Arrivals of tourists/1000 people, Nights spent/1000 people, 7-1
  - Heating degree-days by NUTS 2 regions, 1-7
  - Environmental treaty ratification
  - Baseline water stress
  - Threatened species
  - Forest cover change
  - Wastewater treatment
  - Costal shelf fishing pressure

- **WEB REPUTATION INDEX:**

  - Rating
  - Weighted Rating
  - Price
  - Usage rate (number of reviews)
  - Seasonality
- Shannon index
- And other index related to the type of point of interest (e.g. quality of the food, number of rooms, star rating, etc.).

- USE PROFILE INDEX:

- Nationality
- Type of traveller
- Personal info (not always available)
- Rating score of the experience

Dataset structure
For each macro indicator we propose screenshots related to the structure of the database that recall the attached SCBDS_dataset file that contains all the indicators of synthesis and the aggregation of the data.
## ATTRACTIVENESS

### ATTRACTIVENESS INDEX IN EUROPEAN COUNTRY - NUTS 2 LEVEL

**SOURCE DATA: EUROSTAT**

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<th>EN</th>
<th>IN</th>
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</table>
SUSTAINABILITY

SUSTAINABILITY INDEX IN EUROPEAN COUNTRY - NUTS 2 LEVEL

SOURCE DATA: EUROSTAT

WEB REPUTATION – ATTRACTION

WEB REPUTATION ATTRACTION INDEX IN EUROPEAN COUNTRY - NUTS 2 LEVEL

SOURCE DATA: SOCIAL MEDIA (Million)

REGION CODE | rating | rating_a | rating_b | rating_c | rating_d | rating_e | rating_f | rating_g | rating_h | rating_i | rating_j | rating_k | rating_l | rating_m | rating_n | rating_o | rating_p | rating_q | rating_r | rating_s | rating_t | rating_u | rating_v | rating_w | rating_x | rating_y | rating_z

BG31 | 3.727524 | 1,225788 | 1,247162 | 3.981976 | 2,431178 | 5.666667 | 5.666667 | 5.466667 | 4.466667 | 3.442282 | 2.303653 | 2.303653

BG32 | 3.726274 | 1,225788 | 1,247162 | 3.981976 | 2,431178 | 5.666667 | 5.666667 | 5.466667 | 4.466667 | 3.442282 | 2.303653 | 2.303653

EUROPEAN REGIONAL DEVELOPMENT FUND

European Regional Development Fund

www.italy-croatia.eu/blutoursystem

15
### WEB REPUTATION – RESTAURANT

**WEB REPUTATION RESTAURANTS INDEX IN EUROPEAN COUNTRY - NUTS 2 LEVEL**

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### WEB REPUTATION – HOTEL

**WEB REPUTATION HOTEL IN EUROPEAN COUNTRY - NUTS 2 LEVEL**

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WEB REPUTATION - RENTALS

WEB REPUTATION RENTALS INDEX IN EUROPEAN CONTRY - NUTS 2 LEVEL

SOURCE DATA: SOCIAL MEDIA (tripAdvisor)

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Benchmarking thanks of common indicators

All the indicators are weighed and compared among all the European and/or Mediterranean destinations in order to offer first of all, a single scale of values that is easy to read, then a more detailed possibility of comparison not to obtain simple performance rankings, but operational ideas on which sectors should be developed and strengthened (because they are lower within the score or in comparison with other destinations) and which should be consolidated (strengths of the destination). In view of interoperability in a context of cross boarding between Croatia and Italy, two European destinations with similar products, but with different strategic assets and priorities, the comparison of results becomes the first tool that can be activated following the creation of the SCBDS.
References

The Travel & Tourism Competitiveness Report 2017 – World Economic Forum

Annexes

Excel file named “3.1.1del_SCBDS_dataset”