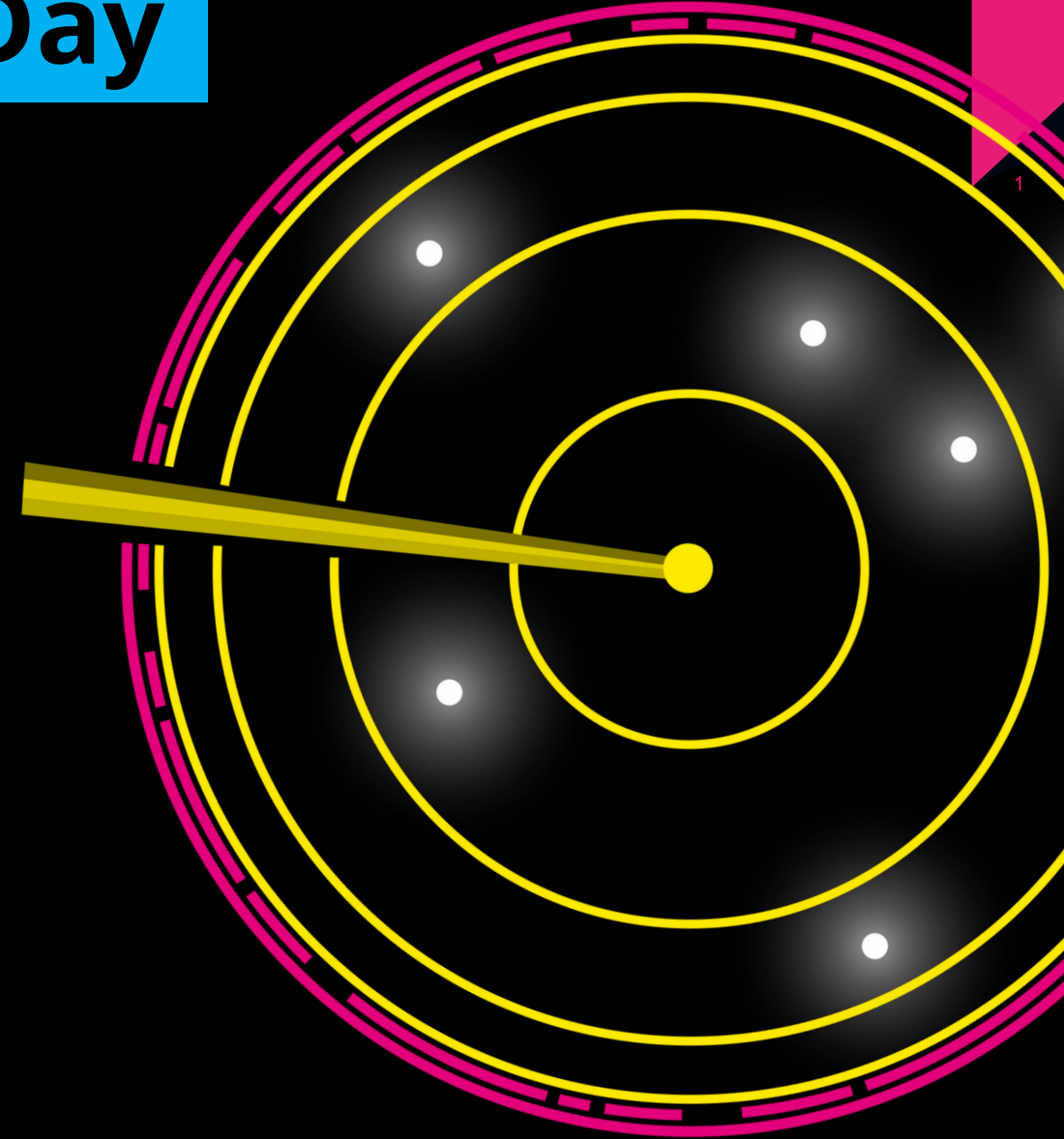


# Data Spaces Discovery Day

October 19, 2023 | Vienna

## Tourism Data Space Usecase Mobility

Christina Hubin  
Upstream – next level mobility GmbH





# Instagram

Mayrhofen Tirol – Schlegeis Stausee – Olperer Brücke





# vs. Reality

Mayrhofen Tirol – Schlegeis Stausee – Olperer Brücke





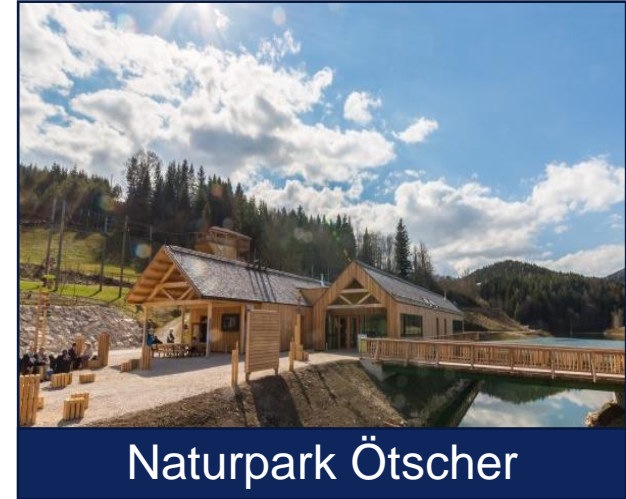
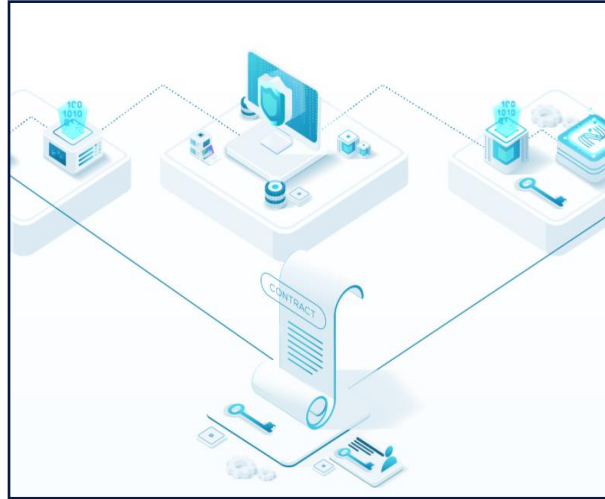
# Project goal

The aim was to **provide information** about the **characteristics and behavior of guest profiles** at the tourist hot spot for the **tourism organizations** through the **analysis and visualization** of data.

Based on this, **measures are to be identified** in order to **equalize an unhealthily high concentration of tourist frequency** in terms of space and time and to **achieve an increase in value** that is **compatible with the ecosystem**.



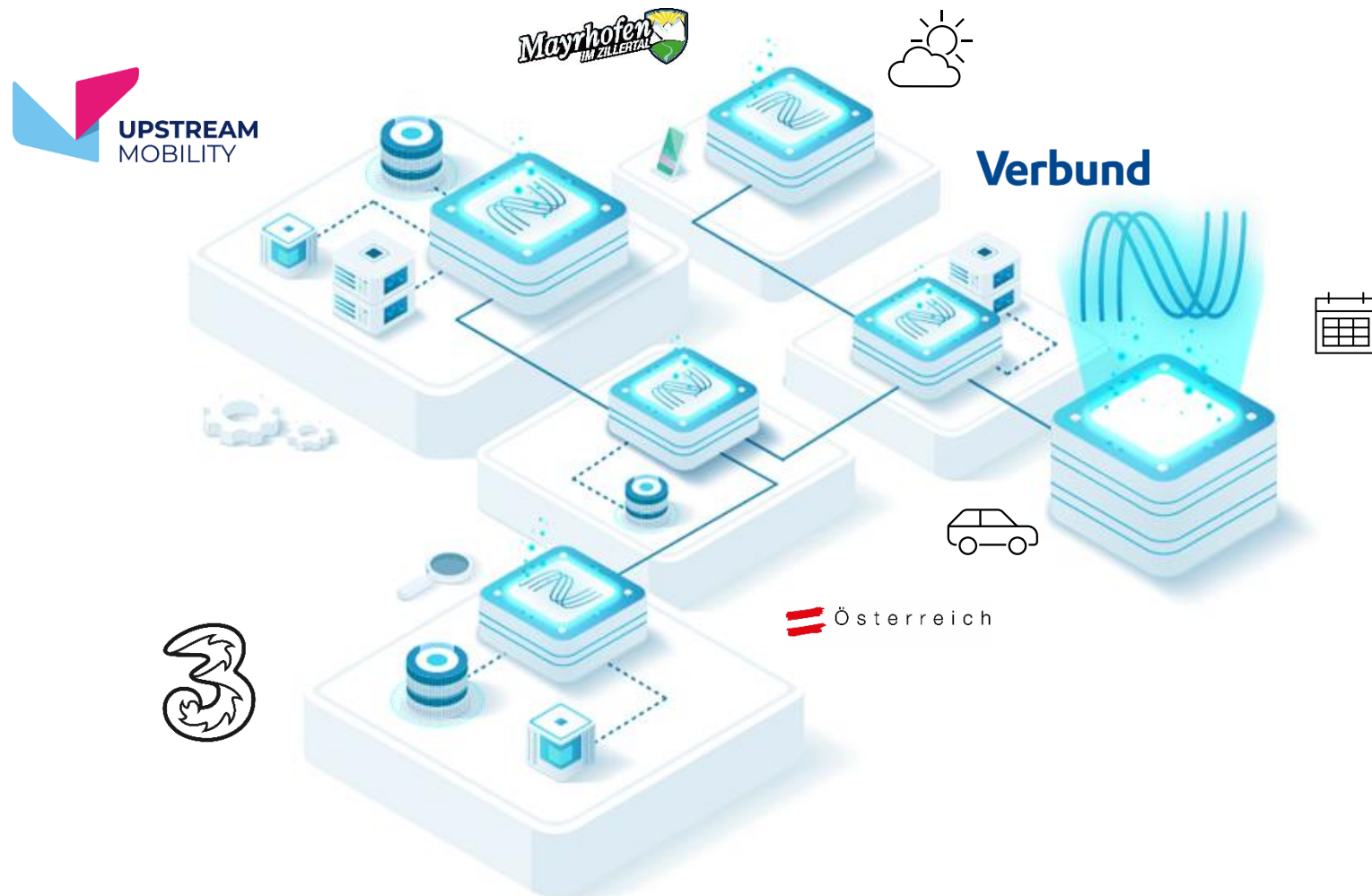
# Scalable solution implemented



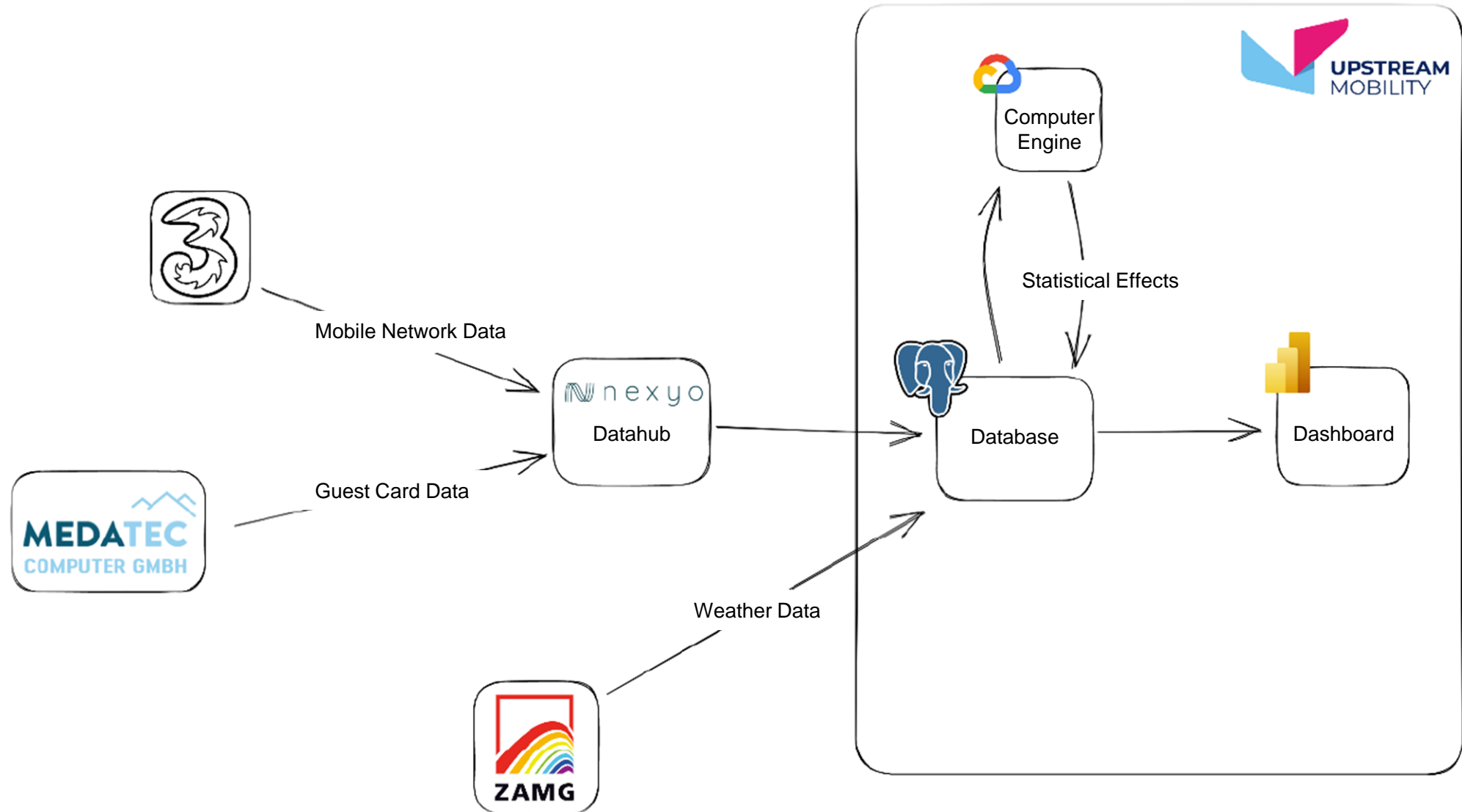


# Creation of the tourism data space

Defining the roles of the project partners and usable data sources



# Tourism - Use Case Architecture



# 1. Data Understanding

The organization needs to understand what data is available, where it comes from, and its quality.

In the context of Data Understanding, it's crucial to not only share data within the Data Space but also **assess data quality**. In our project example, we **compared mobile network data** and **guest card data** to evaluate data quality. After mapping guest card Points of Interest (POIs) to mobile network POIs, we found a correlation between the two datasets.

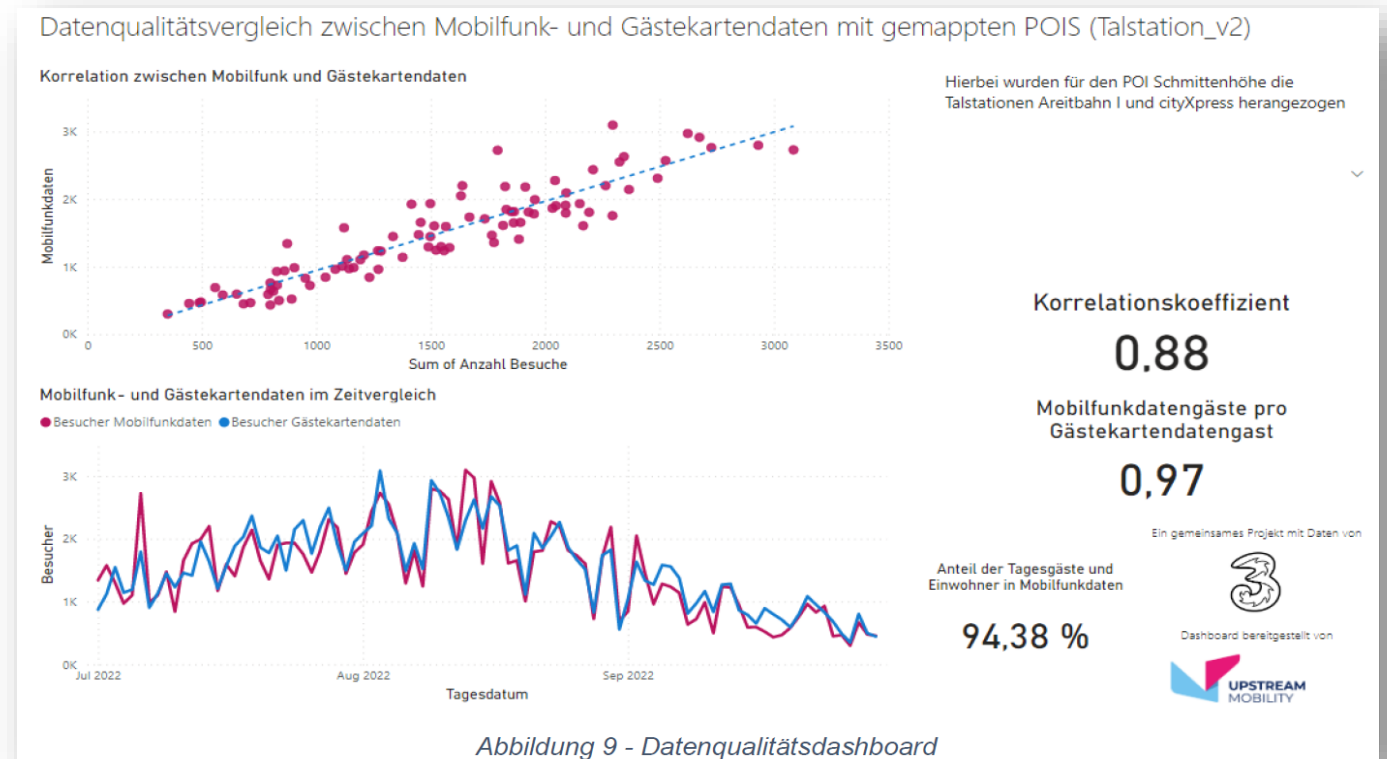


Abbildung 9 - Datenqualitätsdashboard



## 2. Data Cleansing and Transformation

Data must be cleaned, transformed, and put into the desired format. Data **cleansing** and **transformation are critical steps in data management**, ensuring that the data is accurate, consistent, and in a **suitable format for analysis and decision-making**. This process goes beyond just cataloging data and providing access; it involves several key aspects:

1. Duplicate Removal
2. Error Correction
3. Data Structure Adjustment
4. Normalization
5. Handling Outliers
6. Data Quality Assessment
7. Documentation
8. Data Governance
9. Data Security



# 3. UseCase Definition

Identifying and defining specific use cases for data within the Data Space is essential. This involves understanding the organization's goals, processes, and objectives, and then mapping them to potential data-driven solutions

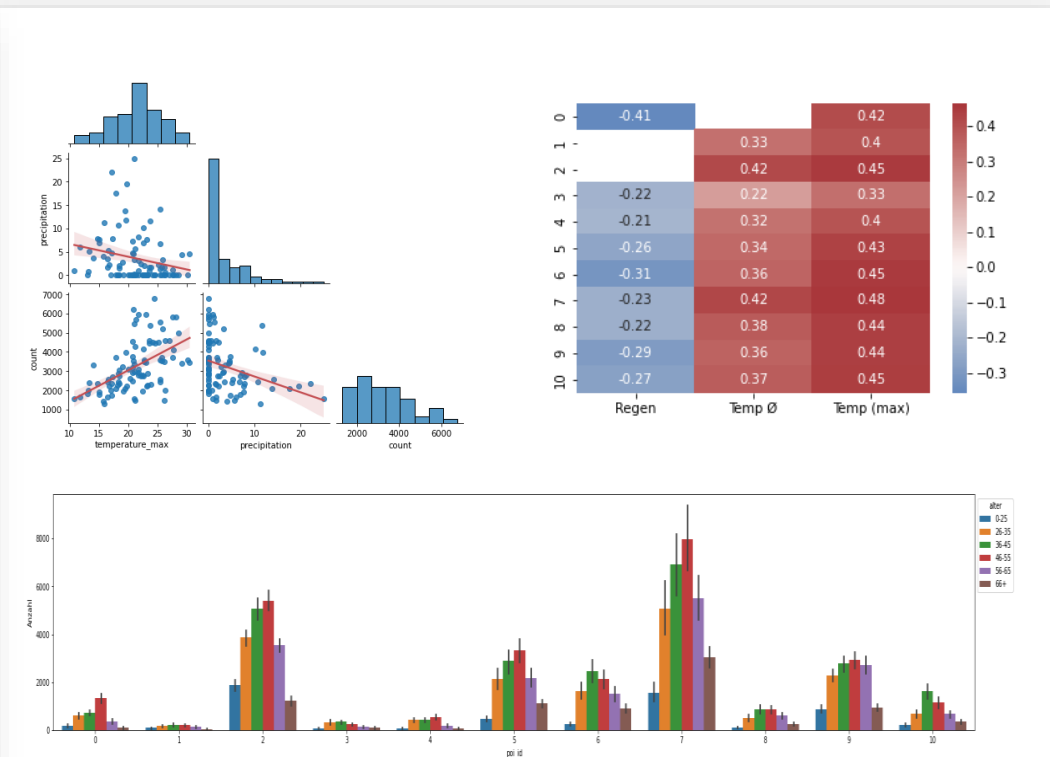
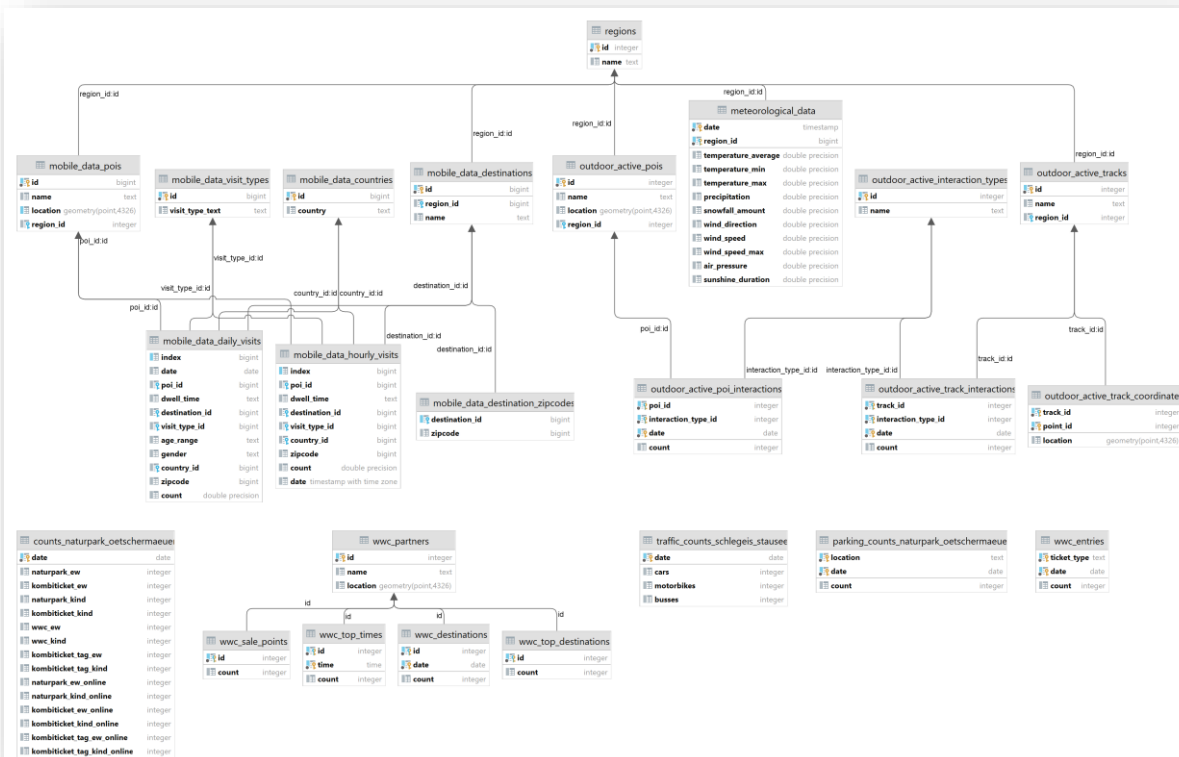
**Data Relevance Assessment:**  
Upstream possess the knowledge to assess whether the available data is sufficiently informative for the identified use cases. We can determine if additional data sources are necessary to enhance the relevance and accuracy of the analyses.





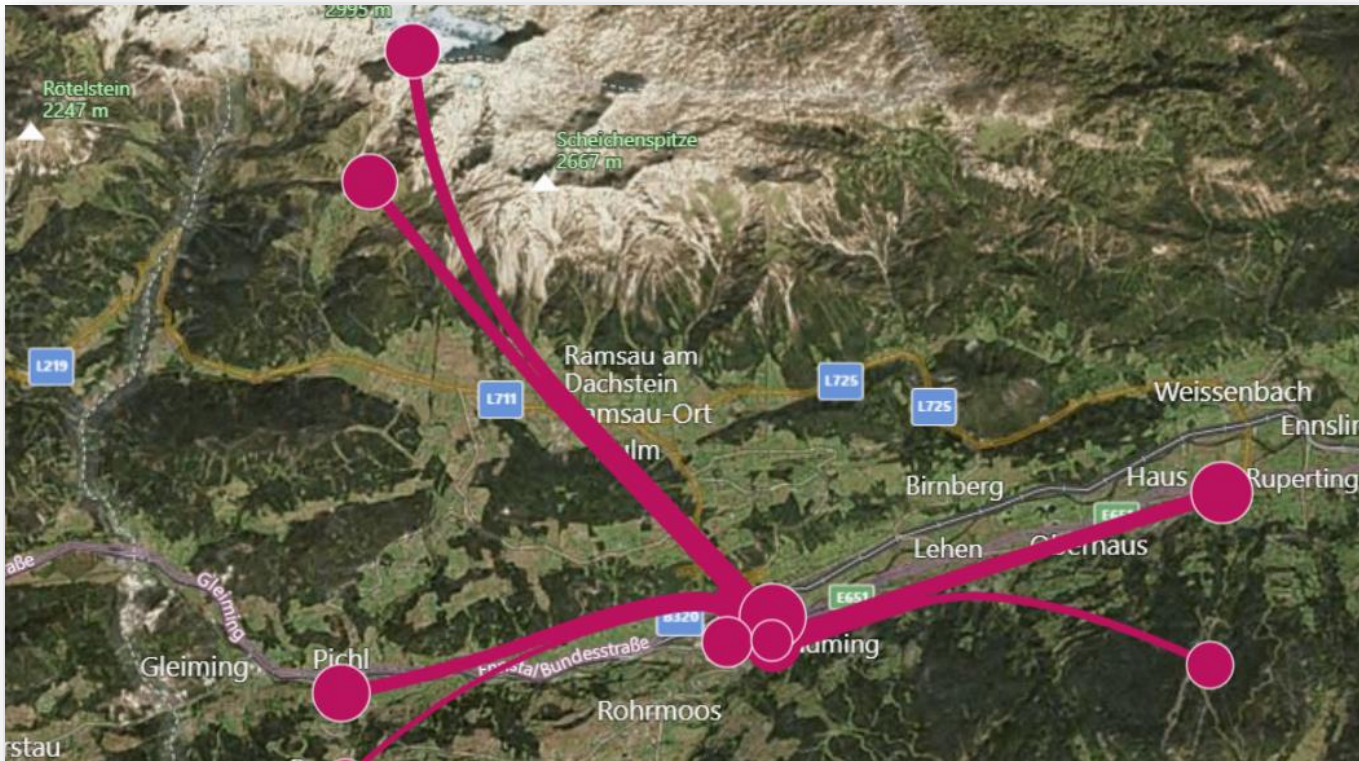
# 4. Data Import & Analysis

Data should be analyzed to identify insights and patterns that can support business decisions.



# 5. Data Visualization

The results of data analysis should be presented in understandable and meaningful visualizations to make them accessible to decision-makers.

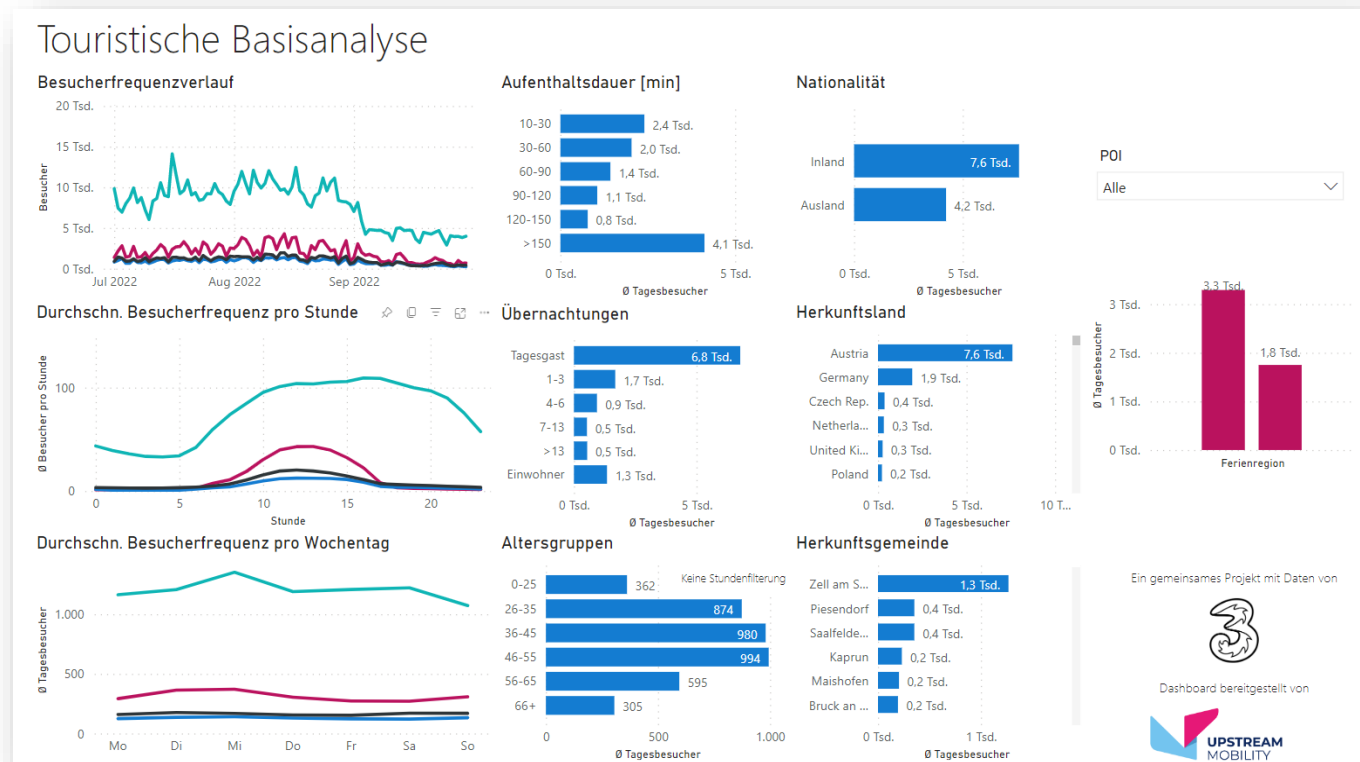


Visualization depicting which Points of Interest (POIs) were most frequently visited by various accommodation locations



# 5. Data Visualization

The results of data analysis should be presented in understandable and meaningful visualizations to make them accessible to decision-makers.



A sample dashboard developed for tourism regions, providing comprehensive information about the top 5 key tourist attractions in the area.

## 6. Continuous Improvement

The true value of data requires

**a commitment to continuous improvement.**

By aligning data utilization with business strategy, implementing data-driven processes, and consistently refining actions based on analysis.





...mit Leidenschaft am Beitrag zur Smart City  
#lovemycity

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