

UNDERSTANDING DATA IN TOURISM

Overview of the project

The Team

- Prof. Jane Ali-Knight, Dr Ross Tinsley, Edinburgh Napier University + Tanja Furger recent graduate
- Kim Robertson & Aileen Lamb, Scottish Enterprise
- Datalab Team + Joshua Ryan-Saha, University of Edinburgh
- Amy Woodgate, Educational Technologist, Woodgate Consulting
- FutureLearn: MOOC learning platform
- Supporting partners: Highland and Islands Enterprise (HIE) Scottish Tourism Alliance (STA), Edinburgh Tourism Action Group (ETAG), Expedia, Criton apps, The List, 80 days, Travel Massive, VisitScotland (VS), Skyscanner Travel Nest

Rationale

- Tourism businesses who want to **grow, develop & innovative** require to use **data driven insight** and take a **digital first approach**. Vital for modern operations but also expected by tourism consumers.
- Uptake and **use of data** in the sector has been **mixed**, with larger global businesses leading the way and smaller businesses (who make up the majority of Scottish tourism companies) have been slower to recognise and realise the opportunities.
- **Tourism** as a sector has particularly **strong demand-side needs** and has strong potential to **benefit from data-driven innovation**.
- Great sector benefits through the **provision of online resources** to overcome **gaps in skills, knowledge and awareness**.

Online course outline

- **Five unit themes**
 - Importance of data to your business
 - The importance of data-drivenness
 - How to improve business productivity through data
 - Tools to help you make the most of your data
 - Data beyond your own business – data collaboration

Online course expectations

- fundamental concepts
 - simple tools people can use
 - applied industry case studies
 - online videos
 - real life application of data use in the Scottish tourism sector
 - not overly technical
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- Start dates: 11 Nov / 20 Jan / 24 Feb (initial three, more to come)

Learning outcomes

1. Evaluation of the **value and impact of data** in the tourism sector and how businesses are making effective use of data to **drive business decisions**
2. Consider **what data can reveal about visitor behaviour** and how it can be applied to promote and deliver services, while **increasing productivity**.
3. Identify **business problems** and **data solutions**, mindful of costs and benefits
4. Create opportunities for 'data in tourism' **community engagement and collaboration**

Understanding Data in Tourism

The UK's first free online learning resource on understanding data opportunities for tourism businesses

Aimed at Tourism SMEs from an introductory level

- 5 key interactive modules introducing:
 - Fundamental concepts
 - Simple tools people can use
 - Applied industry case studies
 - Online videos
 - Real life application of data use in the Scottish tourism sector
 - Not overly technical
- Devised by the Tourism subject group at Edinburgh Napier University in partnership with Scottish Enterprise and funded by DataLab
- Hosted by the FutureLearn global platform



Courses start: 11 Nov / 20 Jan / 24 Feb

Sign up here > www.futurelearn.com/courses/data-in-tourism

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Module Themes

- The importance of data to your business
- Using data to make your business more robust
- How to improve business productivity through data
- Tools to help you make the most of your data
- Broader data collaboration

Courses start: 11 Nov / 20 Jan / 24 Feb

Course Objectives

- Understand the value and impact of data in the tourism sector
- Role of data in visitor behaviour, promoting and delivering experiences, while increasing productivity
- Identify business problems and how data could be used to address them
- Create opportunities for 'data in tourism' community engagement
- Broader data collaboration

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