

EEN Webinar
"Digital Innovation for Smart Tourism & Cultural Heritage"

Market & Industry Perspective (10 minutes)

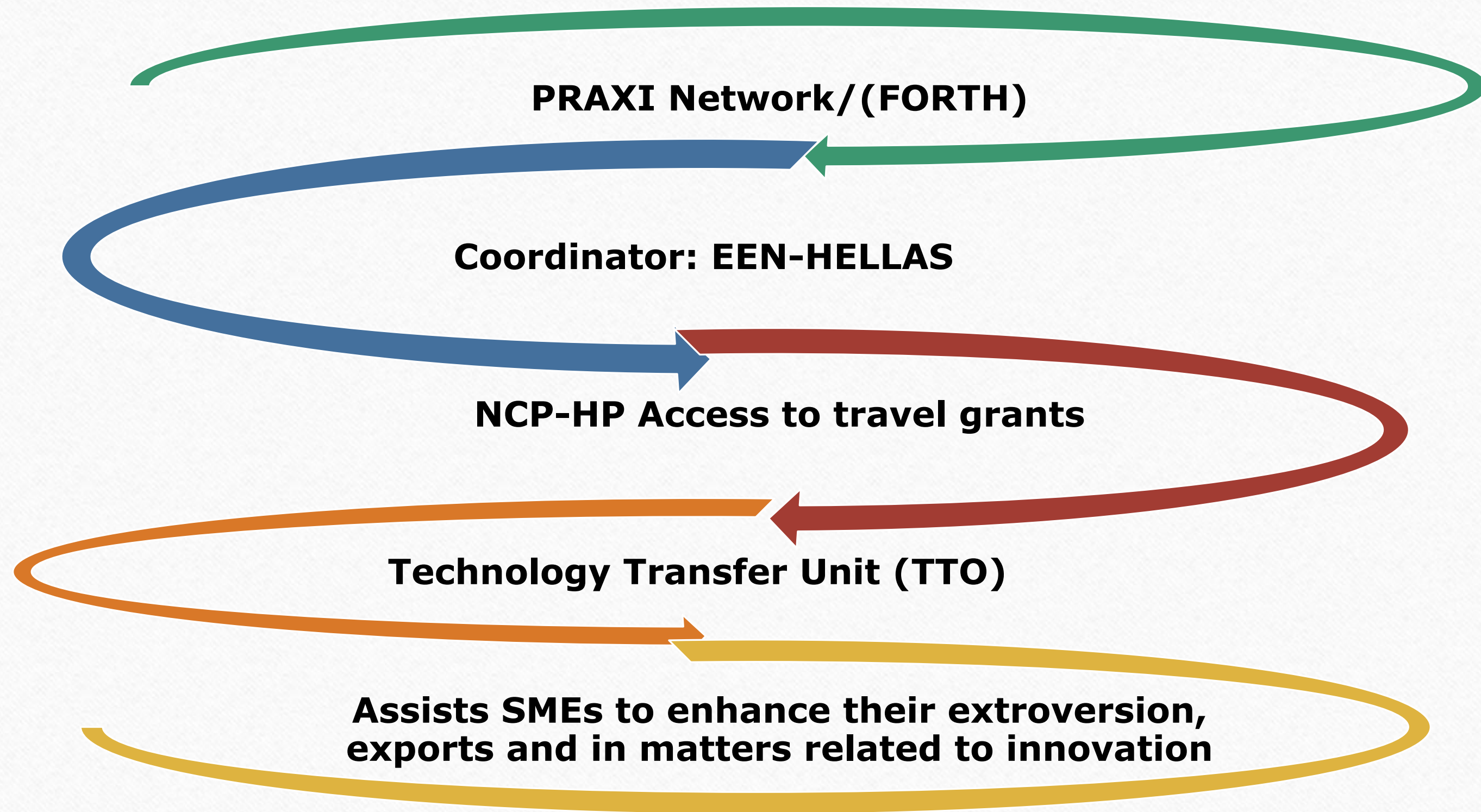
- Current market & technology trends
- Industrial needs, challenges & demand drivers
- Opportunities for collaboration, partnerships & technology transfer

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Introduction to PRAXI Network



Current market trends

Tourism: from post-crisis recovery towards recalibration

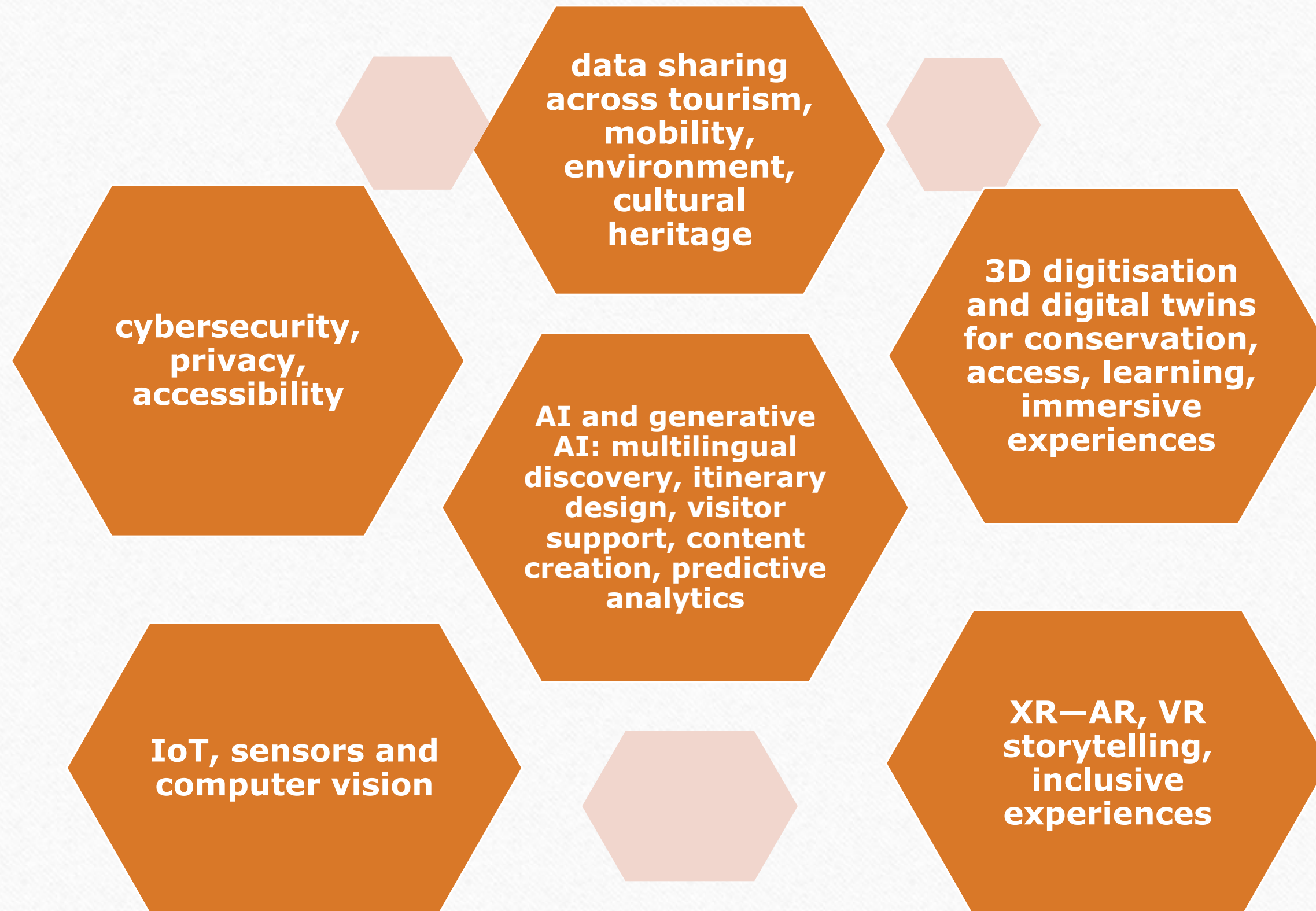
- measured growth
- resilience
- value creation

Sustainability: embedded in mobility, energy procurement, water, waste and destination management

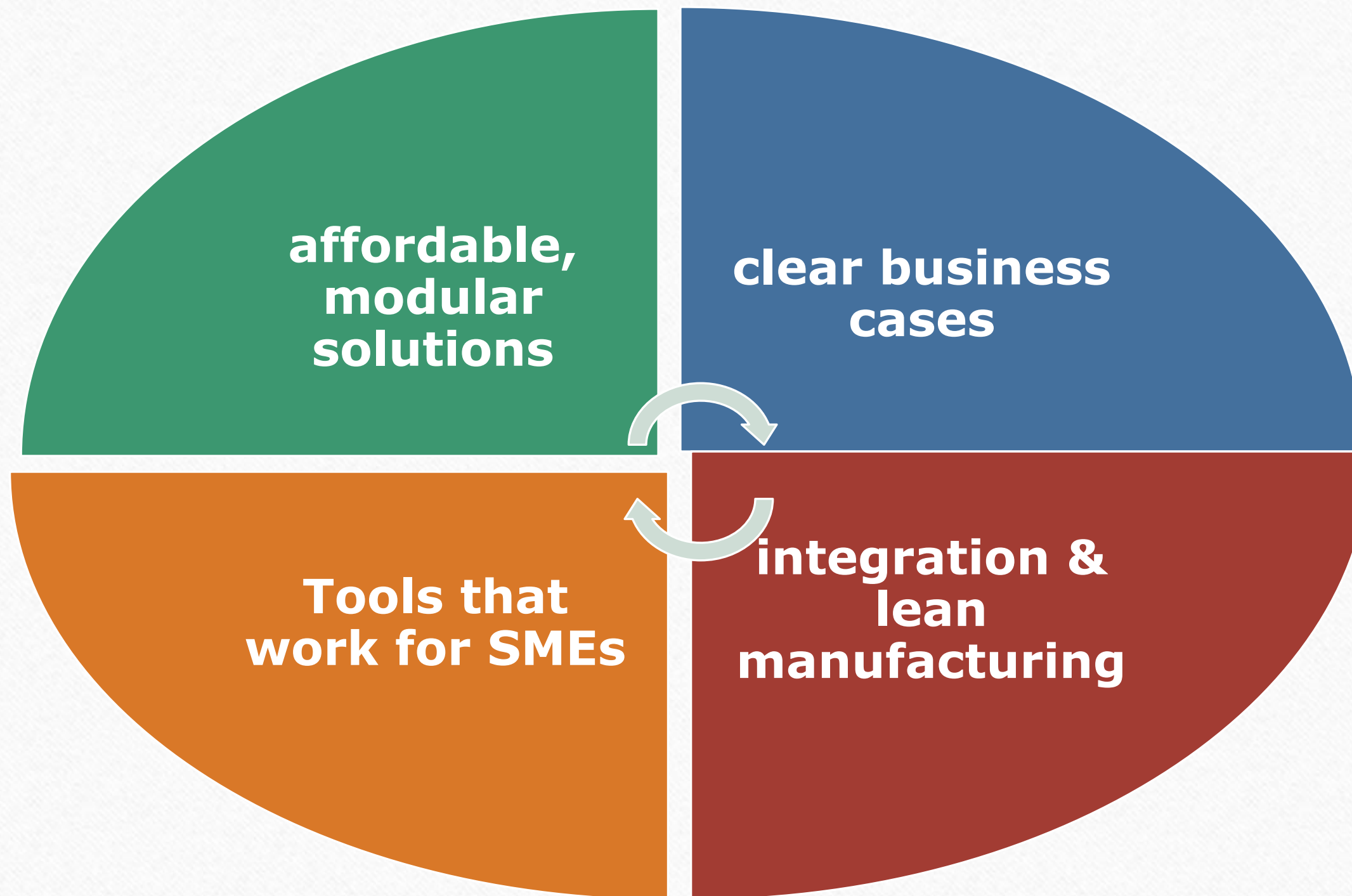
Visitor expectations: shifting towards personalised, seamless, authentic and accessible experiences

Overtourism and uneven spatial/seasonal demand: increasing need for data-driven visitor-flow management

Technology trends



Industrial needs



Industrial challenges

Seasonality and crowding in flagship destinations; need to spread visitor flows across places and months.

Workforce gaps in skills, training, recruitment, and retention.

Sustainability pressures, including climate and environmental impacts.

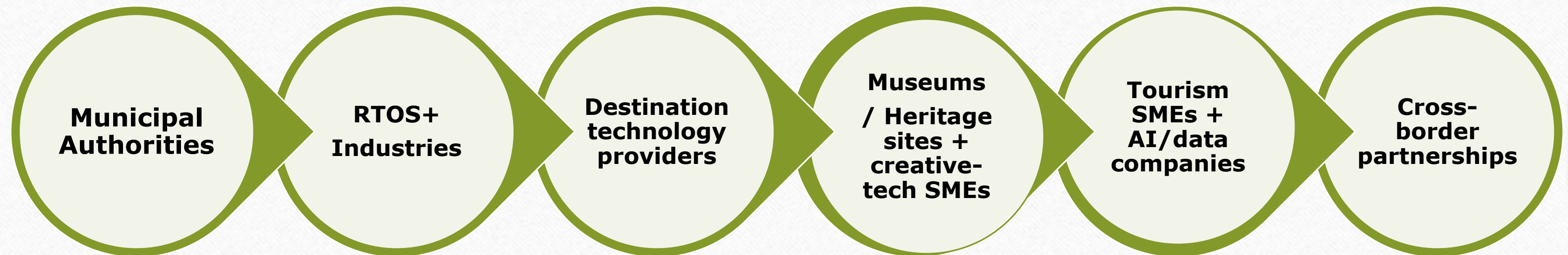
SME competitiveness constraints: especially access to finance, innovation, digitalisation, and business networks.

Destination coordination and data gaps, which make planning and measuring tourism impacts harder.

Demand drivers



Collaboration opportunities



Technology transfer models

Licensing or white-label deployment: allow tourism organisations to commercialise or brand a proven solution

Living lab / testbed: involve visitors, residents, staff and businesses in iterative testing

Technology-supported destination-management

Cross-border digital-platform

Scale-up pathway: documents interoperability, procurement readiness, training, maintenance and replication conditions

Best-practice and toolbox transfer

Network-based knowledge and skills transfer



Thank you

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