

S.LI.DES.

Smart strategies for sustainable tourism in  
Lively cultural DEStinations

Open Regional Workshop

# Open data vs Public data

## Research and practical applications

## Abstract

In the framework of the Project S.LI.DES. - Smart strategies for sustainable tourism in Lively cultural DESTinations (Italy-Croatia CBC Programme), the Department of Management at Ca' Foscari University of Venice, organizes an Open Regional Workshop on Open data vs Public data. The workshop will be the second event of the main event "Data challenge: issues on management and valorisation of data", which is organized by the Department of Management together with PINK - Promoting Innovation and Knowledge.

Following the first outputs produced by the project, the creation of a data hub and a dashboard for tourism planning, the Department aims to focus the workshop on the process of data collection in order to share its experience with relevant researchers from this field.

Analytics is one of the most important tools available to researchers, government agencies, and companies to gain information on needs, desires, and behaviours of their citizens and customers and to support decision makers in optimizing processes, services, and products. Big Data space is set to reach over \$273 Billion by 2023 (Frobes, 2020) and companies like Microsoft, Amazon and Google invested in collecting data and enabling data for the enterprise and government.

The open data movement, supported also by EU, promote the idea that data should be freely available to everyone to use and republish as they wish, without restrictions from copyright, patents, or other mechanisms of control (Wikipedia).

Unfortunately, open data have not lived up to their potential. They represent only a small fraction of what is available and often are of the scarce interest for players (companies, governmental and non-governmental organizations, universities, and research centres). Specifically, In Italy, lack of resources prevents building a national program for open data and the constitution of a dedicated body for its governance. In addition, the frequent lack of automation and the consequent manual updating of data make it difficult to make it accessible at national level (EU, Italian open data maturity, 2019).

On the other hand, much public data are freely available but unstructured, and whose usage requirements and restrictions are at best vague. Furthermore, companies and organizations are often reluctant to share data as a common even if the see is as a possible way of improving their performance.

The purpose of this workshop is to discuss the technological and legal tools and issues for the use of public data and how to boost the sharing of data among companies and organizations in a perspective "I contribute/I receive" that can contribute to the development of innovative services, the creation of new business models, the incentive of research.

The workshop will see the contribution of experts from universities, companies and public policy makers.

### **Draft Agenda**

Tuesday 1<sup>st</sup> December 2020

16:30 – 18:30

16,30 Introduction: S.LI.DES. project, the collection of data, issues arisen – Prof. Pesenti e Prof. Tamma

16,45 Prof. Rullani – “Open data – open source”

16.30 Prof. Nuccio - Synapta (open data, - OLAF and dataset of cultural heritage)

17.00 Mirko Lalli - Travel Appeal

17.45 Marco Baldan - Nozio (tbc)

18.00 Stefano Marchioro (Osservatorio del Turismo Regionale Federato del Veneto)