Sea of data in mountain tourism
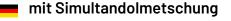
Webinar: How does digital visitor guidance work?

27 February 2023, 2–5 p.m., online, de | fr | it | sl

🇩🇪 mit Simultandolmetschung   🇮🇹 con interpretazione simultanea

🇫🇷 avec interprétation simultanée   🇸🇮 s simultanim tolmačenjem

How do I travel comfortably and in an environmentally friendly way? Which tour is not overcrowded? Our journey to the mountains often starts at home on the computer, on the way we orientate ourselves on the smartphone via apps. On site, we leave traces in nature and often also in the digital space. Digitalisation helps us as visitors, but it also helps protected areas, tourism offices and hosts. But what data is collected? Who uses it and for what purpose? What can digitalisation contribute to the protection of sensitive areas in the Alpine region? Learn about exciting projects, present your initiative or simply join in the discussion. We cordially invite you!

Programme

14:00 – 14:10 | Welcome and introduction

14:10 – 15:10 | Inputs and Q&A sessions: How can data from navigation devices and outdoor apps be used to guide and inform visitors?

Outdoorvision/F, Christophe Martinez

Digitize the Planet/D, Sebastian Sarx

15:15 – 16:15 | Inputs and Q&A sessions: How can artificial intelligence contribute to visitor management?

River Sentinel/SI, Boris Nardin

AIR – Artificial intelligence based recommender for sustainable Tourism/D, Lisa Naschert and Marina Bergler

16:15 – 17:00 | Open discussion, wrap-up and outlook

Register here until 20 February 2023
You will receive the access link to the webinar shortly before the event.

We look forward to seeing you!
Magdalena Holzer and Michael Gams (CIPRA International),
Kathrin Holstein (Community Network „Alliance in the Alps")

Supported by:

Further information about the project: CIPRA LIVING IN THE ALPS   Alliance in the Alps *The Community Network*   Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection