

# 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 | How can data from navigation devices and outdoor apps be used to guide and inform visitors?


Inputs and Q&A sessions

 Outdoorvision/F, Christophe Martinez (to be confirmed)

 Digitize the Planet/D, Sebastian Sarx

15:15 - 16:15 | How can artificial intelligence contribute to visitor management?

Inputs and Q&A sessions

 AIR - Artificial intelligence based recommender for sustainable Tourism/D, Lisa Naschert

 River Sentinel/SI, Boris Nardin

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“)

speciAlps2

The speciAlps 2 project is coordinated by CIPRA International and Alliance in the Alps. It is funded by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV).

Further information about the project:



**CIPRA**  
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