



TOURISMO

Interreg
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Co-funded by
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TOURISMO Final Conference

Data-driven solutions for smart crowd flow management.

Visitor counting with sensors and AI at tourism hotspots.

9th of June 2026

Valletta, Malta

TAAS project and 360° Tourism-as-a-Service Framework: From data to co-planning and back

Glykeria MYROVALI

Contract Researcher

Centre for Research and Technology Hellas / Hellenic Institute of Transport (CERTH/HIT)



What is TAAS for?

360° TOURISM EXPERIENCE

4 | EMPOWER TO INFLUENCE

Post visit sharing
Coming back
Reviews by the passionate tourists for enhancing tourism services & products



3 | DURING THE VISIT

Touristic Card
Bike & e-bike sharing
Cruise experience
Integrated touristic packages
Walking & Cycling & PuT nexus
Personalized information
Alerts



Raising awareness

Rewarding / Incentivizing & Crowdsourcing

Travel as a Service (TaaS)

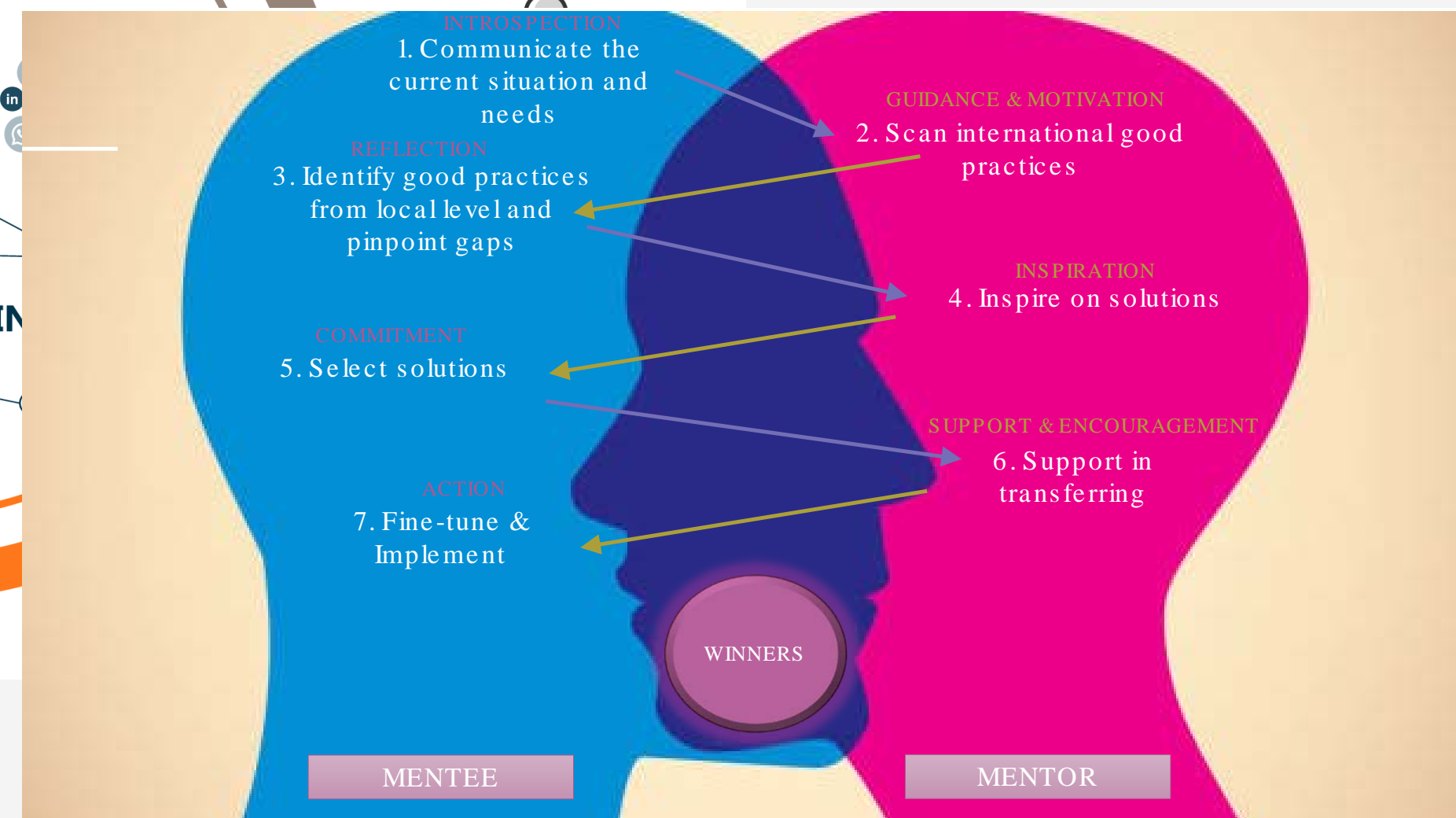
BLOCK CHAIN

1 | TRIGGERING / IMAGINING

Interactive images, virtual tours, virtual & augmented reality, digital material (concerts, events etc.)



TAAS project website



TAAS Indicative Smart Tourism Good Practices



Sustainable tourism indicators for smart destinations

Collecting 40 Sustainable tourism indicators for destination and use for smart and evidence-based planning

04 Dec 2024 | By project TAAS

Expert approved

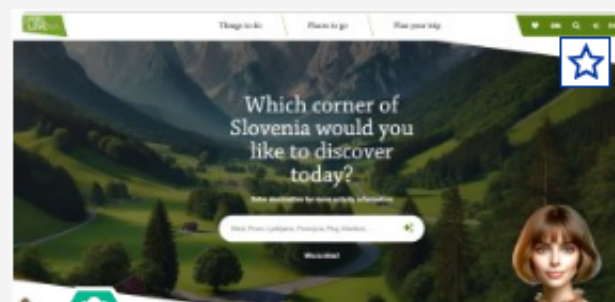


The Atlantic Sustainable Tourism Observatory Ireland [The Observatory].

The Observatory is a UN Tourism INSTO observatory dedicated to monitoring economic, environmental, and social impact of tourism at the destination level.

16 Dec 2024 | By project TAAS

Expert approved

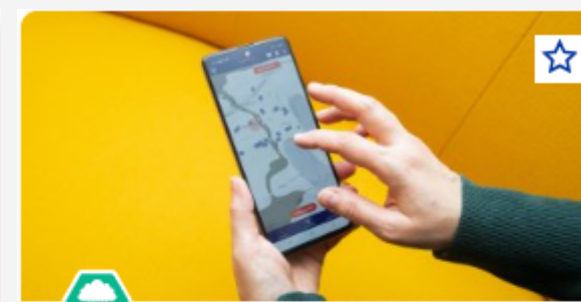


Alma - Slovenian AI travel guide

Alma is an advanced virtual travel advisor powered by AI. It offers personalized travel informations for discovering Slovenia in 7 languages, 24/7.

11 Jul 2025 | By project TAAS

Expert approved



Tampere.Finland mobile app for visitors

Tampere.Finland app combines information, inspiration, discounts, mobility and sustainability features into one digital service guiding whole visitor journey.

28 Aug 2025 | By project TAAS

Expert approved



Visit Finland DataHub - Finnish travel product database

Visit Finland DataHub is a joint national database where tourism companies can store information about their business, products and services free of charge.

25 Sep 2025 | By project TAAS

Expert approved



#TTB; The Blockchain-Powered Thessaloniki Tourism Card

TTB Card is a blockchain-powered tourism card for Thessaloniki, combining destination information, personalised services & sustainable mobility solutions.

11 Feb 2026 | By project TAAS

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Sustainable Tourism Indicators for Smart Destinations

- Introduces a common measurement framework to understand destination performance
- Moves beyond tourism growth indicators towards sustainability, quality and resilience
- Transforms scattered information into structured destination intelligence
- Enables evidence-based decisions instead of perception-based planning

Atlantic Sustainable Tourism Observatory Ireland

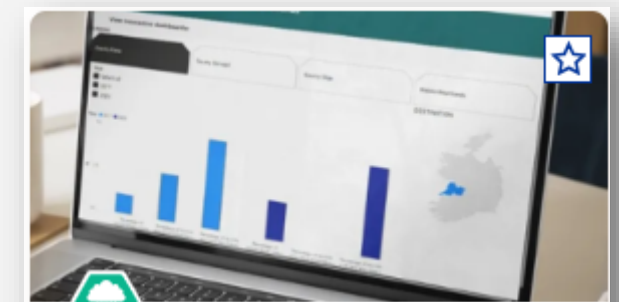
A shared tourism knowledge platform connecting data, research and stakeholders

Brings together tourism authorities, communities, academia and businesses

Monitors tourism impacts on:

- ✓ Environment
- ✓ Communities
- ✓ visitor experience
- ✓ destination sustainability


Turns monitoring into a continuous learning process



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Tampere.Finland Mobile App for Visitors
Creates a digital connection between the visitor and the destination
Brings services, attractions and information closer to tourists during their journey
Supports a more personalised and seamless visitor experience
Turns digital interaction into an opportunity to better understand visitor needs
Strengthens the relationship between destination and visitor before, during and after the trip

Visit Finland DataHub – Finnish Travel Product Database

- Creates a national shared digital tourism ecosystem
- Connects tourism businesses through one common data infrastructure
- Makes tourism products visible, accessible and reusable across platforms
- Improves data quality by avoiding fragmented and outdated information
- Enables destinations to build services based on shared and reliable tourism data



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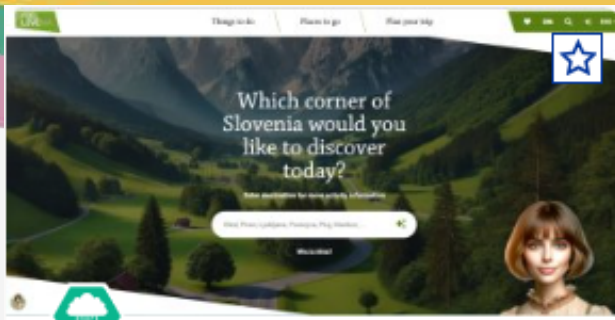


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ALMA – Slovenian AI Travel Guide

Uses AI to transform destination information into personalised visitor guidance

Provides travellers with more relevant, adaptive and interactive experiences

Makes tourism knowledge easier to access through conversational technologies

Creates a new relationship where destinations can better respond to visitor needs

Demonstrates how AI can support both experience quality and destination innovation

TTB – Blockchain Powered Thessaloniki Tourism Card


- Introduces a smart digital gateway connecting visitors with local tourism services
- Uses blockchain to support secure, transparent and reliable interactions
- Encourages cooperation between tourism providers through a common service environment
- Creates opportunities to understand visitor preferences and consumption patterns
- Supports more targeted destination management and local value creation



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How does TAAS rethink smart tourism?

- How can a destination become smarter, not just more digital?
- What makes tourism 'smart': technology or cooperation?
- Can one framework connect tourists, businesses and policymakers?
- What if tourism worked as a connected service ecosystem?
- How do we turn fragmented tourism data into shared decisions?



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Thank you very much!

On behalf of TAAS family
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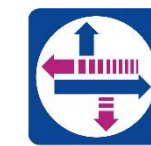
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Hellenic Institute
of Transport



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TAMPERE**



RRA LUR



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Teicneolaíochta
an Atlantaigh
Atlantic
Technological
University



Stockholms
stad



Visit **Zuid-Limburg**



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Primăria Municipiului
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Associated Partners



**Comhairle Contae
Dhún na nGall**
Donegal County Council



BEEKDAELEN



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Making
the **Mediterranean**
Green Transition
happen

