



**TOURISMO**

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## D.3.3.1 – Use Case Scenarios for Pilot Outputs Exploitation

WP3 - Exploitation, Sustainability and Scaling up of  
Project Results

Activity 3.3 Use Case Scenaria  
and Diffusion of Project's Results

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## Deliverable ID

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## Executive summary

Deliverable D.3.3.1 – Use Case Scenarios for Pilot Outputs Exploitation represents a pivotal procedural document within Activity 3.3 – Use Case Scenarios and Diffusion of Project Results, establishing a unified methodological pathway to synthesise empirical data from the eight TOURISMO pilots, transforming partner inputs into actionable, stakeholder-oriented scenario models.

The document focuses strictly on the operational framework used to steer the identification, modelling, and subsequent refinement of potential use cases. This aligns directly with the core objective of Activity 3.3, which foresees the conceptualisation of use cases stemming from TOURISMO pilots and the specification of scenarios for new commercial opportunities based on project results, both within the pilot areas and beyond.

To support this objective and ensure high analytical comparability, a standardised questionnaire was designed and circulated across the consortium, serving as the collaborative mechanism to capture uniform and context-specific insights on data generation, potential ecosystem applications, relevant target groups, decision-making benefits, and associated implementation risks or scalability factors.

The procedure first outlines the evidence base, categorising partner inputs into sensor-based quantitative metrics, qualitative feedback, and complementary contextual datasets. This robust analytical model enables a consistent cross-examination of heterogeneous materials while fully preserving the distinct territorial and operational specificities of each pilot context.

Subsequently, the deliverable details how these insights were formulated into use case profiles organised around key stakeholder typologies, specifically public authorities and municipalities, Destination Management Organisations (DMOs), tourism SMEs, solution and technology providers and other relevant actors, where applicable. Through a common presentation layout, each scenario explicitly links data utilisation to concrete operational choices, expected crowd-management impacts, socio-economic benefits, and transferability parameters.

Moving beyond mere data availability, D.3.3.1 explores wider ecosystem dynamics and synergy creation. It highlights how shared TOURISMO data can foster unprecedented cooperation among public bodies, private operators, cultural managers, and local communities. Concurrently, it maps the precise technical skills, resources, and regulatory mitigation measures essential for the



future execution of these models.

Stakeholder engagement is treated as the operative validation mechanism of the pathway. Through dedicated workshops, local actors actively review, enrich, and refine the proposed scenarios. This collaborative feedback loop ensures that the use cases remain firmly anchored to real-world administrative needs, actual market demands, and territorial capacities.

In conclusion, this deliverable establishes a consolidated matrix of scenario pathways. By bridging raw technical data and collaborative governance, D.3.3.1 provides the groundwork for the future uptake, refinement, and dissemination of TOURISMO outputs across the partnership and within comparable Mediterranean destinations.



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# 1. Introduction

## 1.1 Purpose of the deliverable

Deliverable D.3.3.1 – Use Case Scenarios for Pilot Outputs Exploitation has been developed within Activity 3.3 – Use Case Scenarios and Diffusion of Project Results. Classified in the project planning as a procedural document, it sets out the methodological pathway used to synthesise the information provided by TOURISMO pilot partners and translate it into structured, stakeholder-oriented use case scenarios.

Within Activity 3.3, partners are required to conceptualise use cases stemming from the TOURISMO pilots and to outline scenarios for new business opportunities based on project results, both within the pilot areas and beyond. In line with this objective, D.3.3.1 explains how the consortium gathered, reviewed and systematised partner inputs to identify how data generated by the tested solutions can be capitalised on by local tourism ecosystem actors.

Consequently, this deliverable is not intended as a descriptive report on individual pilots. Instead, it details the procedure adopted to guide the identification, structuring and subsequent refinement of use case scenarios. This distinction is central to the document: scenarios are treated not as isolated descriptions, but as the outcome of a unified methodological framework applied across all TOURISMO pilot contexts.

To support this process, a standardised questionnaire was designed and circulated to the partners responsible for the eight pilots. This provided the operational baseline for collecting comparable, analytically robust and context-specific information from each implementation setting. The questionnaire guided partners in documenting the data and evidence emerging from their activities, the practical applications of this information for local ecosystem actors, the relevant stakeholder groups, the expected decision-making benefits, potential impacts, and any constraints, risks or scalability factors.

Therefore, this deliverable documents both the rationale behind the questionnaire and the subsequent application of partner contributions within the scenario development process. It clarifies why this instrument was adopted, how it was designed, the specific types of information it aimed to capture, and how the resulting insights support the formulation of the use case scenarios.

While the partner contributions form the empirical and contextual foundation of D.3.3.1, the main body of the document builds upon this material through a shared analytical framework.



This approach supports the development of scenarios that can be further assessed, enriched and disseminated through upcoming stakeholder engagement activities.

## 1.2 Scope of the use case scenarios

The use case scenarios addressed in D.3.3.1 focus on the potential exploitation of the data, evidence and practical results generated by the TOURISMO pilot activities, specifically by actors within local tourism ecosystems. They are designed to demonstrate how this information can be translated into practical applications that support tourist flow management, operational and strategic decision-making, service quality, commercial performance, and broader exploitation opportunities.

To this end, the deliverable encompasses all eight TOURISMO pilot contexts:

- Rhodes City, Greece
- City of Varna, Bulgaria
- Island of Biševo, Croatia
- Limassol Old Town, Cyprus
- City of Florence, Italy
- Ramla tal-Mixquqa, Malta
- Valencia City Centre, Spain
- Valencia Port, Spain





*Figure 1. Geographical distribution of the eight TOURISMO pilot contexts*

These pilots represent a wide range of territorial and operational settings, including urban destinations, heritage sites, port-related tourism environments, coastal areas and island contexts. Each pilot features distinct local challenges, data sources, tested solutions and stakeholder ecosystems. This diversity is central to the scope of D.3.3.1, as it enables the methodology to be applied across heterogeneous destination types while maintaining a unified structure for scenario identification, organisation and comparison.

The scenarios are structured around the core stakeholder typologies identified in Activity 3.3: public authorities and municipalities, Destination Management Organisations (DMOs), tourism SMEs, technology and solution providers, and other relevant actors where applicable. For each stakeholder group, the procedural framework examines how TOURISMO data can be utilised, which decision-making processes can be enhanced, what impacts can be expected regarding tourist flow management, and what commercial, operational or wider added value may emerge.

The scope of this deliverable is exploratory and procedural rather than prescriptive. It is not intended to replace the expertise of local partners, nor does it impose predetermined scenarios on the pilot areas. Instead, it provides a common structure through which each pilot can articulate its own use case scenarios based on available data, target stakeholders and emerging ecosystem opportunities. Consequently, D.3.3.1 underpins the exploitation of TOURISMO pilot



results and supports the identification of transferable approaches to be further assessed, refined and disseminated through subsequent stakeholder engagement activities.

### 1.3 Link with TOURISMO pilot activities

Deliverable D.3.3.1 is directly grounded in the TOURISMO pilot activities, as the use case scenarios are built upon the data, tools, tested solutions and operational evidence developed within the eight pilot contexts. These pilots provide the empirical foundation for understanding how information generated through monitoring and engagement activities can be leveraged to enhance tourist flow management, improve decision-making and create new opportunities for local stakeholders.

The evidence base considered in this deliverable is organised into three interrelated components:

- **Sensor-based data:** encompassing visitor counts, density patterns, flows, trajectories, queue sizes, cruise passenger movements, peak periods, mobility patterns, environmental conditions, and other monitoring results generated by the technologies deployed across the pilots.
- **Qualitative information:** comprising visitor feedback, sentiment questionnaires, stakeholder consultations, workshop inputs, information gathered during events, and other context-specific contributions provided by local actors.
- **Complementary contextual datasets:** where relevant, including weather conditions, event calendars, transport schedules, cruise call forecasts, mobility data, or other datasets available within the pilot settings.

Within the procedural framework adopted for D.3.3.1, this evidence base is not treated as a collection of standalone technical results. Instead, it is directly mapped to the needs of tourism ecosystem actors and the decisions they can make based on the available insights. The investigation instrument was therefore conceived to help partners translate their pilot experiences into potential use case scenarios by linking data sources, stakeholder requirements, expected benefits, implementation conditions, and possible exploitation pathways.

Stakeholder engagement represents a crucial subsequent step in this process. The scenarios identified through the questionnaire were assessed, enriched and refined through workshops involving both public and private actors. In this context, validation is understood in a practical and operational sense: stakeholders contribute their expertise on the local ecosystem, helping to evaluate the relevance, feasibility and added value of the proposed scenarios.



Consequently, the procedure described in this deliverable connects three core dimensions:

- The empirical evidence generated by the TOURISMO pilots;
- The systematic collection of partner inputs through the questionnaire;
- The subsequent refinement of scenarios through stakeholder engagement.

This approach underpins the exploitation of pilot outputs by transforming data and local expertise into actionable, stakeholder-oriented use case scenarios for more sustainable, data-driven and transferable tourism management.

The main steps of this procedure are summarised in Figure 2.



Figure 2. Procedural pathway from TOURISMO pilot outputs to use case scenarios

## 1.4 Procedural approach and role of the questionnaire

The approach adopted for D.3.3.1 centred on a dedicated questionnaire designed to support the systematic collection of partner inputs. This instrument served as the operational baseline for identifying and organising the use case scenarios emerging from the TOURISMO pilots.

The questionnaire was framed to guide partners through a shared reflective process, while ensuring each pilot retained its specific territorial, technological and stakeholder characteristics. It enabled the collection of detailed information regarding the data generated by the tested solutions, the potential application of these data by tourism ecosystem actors, the relevance of different datasets for each stakeholder group, the expected impacts on tourist flow management and commercial performance, and any potential constraints, risks or scalability factors associated with the emerging scenarios.

This bottom-up approach ensured that the identification of use case scenarios was firmly rooted



in the actual experiences of the pilot partners rather than based on predefined assumptions. Partner inputs were gathered through a unified template, allowing each contribution to be integrated into a shared procedural and analytical structure. The D.3.3.1 table of contents was provided as a reference framework to clarify how these collected inputs would directly inform the development of the deliverable.

A key feature of this procedure was the clear distinction made between data generation, data utilisation and expected impact. This allowed the document to move beyond a merely descriptive account of the tested solutions and focus on how the information generated within each pilot could address concrete decision-making processes, stakeholder needs and exploitation opportunities. The questionnaire thus acted as a bridge between the technical evidence produced by the pilots and the formulation of stakeholder-oriented use case scenarios.

Furthermore, the procedure allowed scenarios to emerge organically from the local ecosystems. No predetermined scenarios were imposed on partners at the outset. Instead, the questionnaire invited them to identify potential use cases based on available data, active stakeholders, emerging opportunities from pilot activities, and the practical conditions required for future development.

The partner contributions collected through this process constitute the empirical and contextual foundation of D.3.3.1. They demonstrate how the common procedure was applied across the eight TOURISMO pilot contexts, providing the core material through which the scenarios can be structured, compared, assessed, enriched and further disseminated within Activity 3.3.

## 1.5 Structure of the deliverable

Deliverable D.3.3.1 is arranged to reflect the procedural pathway adopted to transform partner inputs into stakeholder-oriented use case scenarios. The document first establishes the evidence base gathered through the questionnaire, before explaining how this material was systematically organised, interpreted and leveraged to support scenario development within Activity 3.3.

Following this introduction, the deliverable is organised as follows:

- **Section 2 sets out the information framework emerging from the partner questionnaires.** It presents the pilot contexts, the responsible partners, and the main categories of data and evidence considered, focusing on how this material supports the subsequent development of use case scenarios.
- **Section 3 details the scenario modelling process.** It explains how partner inputs are organised through a common scenario template, linking each proposed use case to its



relevant stakeholder group, pilot reference, data utilisation, supported decision-making processes, expected impacts, potential benefits, implementation conditions, and any identified scalability elements.

- **Section 4 focuses on synergies, collaborations and ecosystem evolution.** It demonstrates how the procedure captures potential forms of cooperation within local tourism ecosystems, the involvement of additional actors, the required resources or skills, and the risks, barriers, or mitigation measures that may affect the future uptake of the scenarios.
- **Section 5 addresses stakeholder engagement and scenario refinement.** It explains how workshops and exchanges with public and private actors contribute to assessing the relevance, feasibility, and added value of the scenarios, in line with the practical and operational definition of validation adopted in D.3.3.1.
- **Section 6 provides a consolidated summary of the scenario selection by stakeholder typology.** It brings together the primary use case pathways emerging from the procedure, enabling comparison across the different categories of actors considered in Activity 3.3.
- **Section 7 presents the conclusions and next steps.** It summarises the main opportunities identified through the procedure and outlines how the use case scenarios can be further refined, disseminated, and utilised to support future exploitation activities.

The **Annexes** include the questionnaire template and the deliverable table of contents circulated to partners, while the comprehensive partner responses are retained as supporting documentation within the project repository on Basecamp.



## 2. Overview of pilots and data sources

This section describes how the evidence collected from the TOURISMO pilot partners was organised into the information framework required to develop the use case scenarios. The procedure was based on a systematic review of the contributions provided through the questionnaire, with specific reference to the data generated within each pilot and the potential application of TOURISMO insights by tourism ecosystem players.

The gathered information was organised around three primary dimensions:

- The pilot context;
- The categories of data and evidence made available;
- The relevance of these elements for stakeholder-oriented scenario development.

This approach made it possible to consolidate diverse territorial settings, technological solutions and local ecosystem perspectives within a common analytical layout.

### 2.1 Pilots contexts and partner contributions

The eight TOURISMO pilot contexts provided the territorial and operational baseline for the scenario development process. For each pilot, the responsible partner contributed detailed information on the local implementation area, the solutions tested, the data generated or anticipated, the stakeholder groups involved, and the potential application of these insights to tourist flow management, service enhancement and exploitation opportunities.

The questionnaire enabled these contributions to be gathered according to a unified format, while preserving the unique characteristics of each pilot area. This was particularly vital because the TOURISMO pilots target highly heterogeneous destinations facing varied tourism-related challenges. These encompass urban tourism management, heritage site monitoring, port-city mobility, coastal pressure, island accessibility, and visitor flow control in environmentally or culturally sensitive areas.

The information provided by partners therefore constitutes the operational evidence base for D.3.3.1. It underpins the transition from raw data and pilot experiences to the formulation of use case scenarios categorised by stakeholder typology.





## 2.2 Data generated through the tested solutions

The second element of the procedure focused on categorising the data and evidence generated through the tested solutions. Partners outlined the specific types of data collected or anticipated within their pilots, the tools and platforms utilised, the qualitative inputs gathered through engagement activities, and the complementary information required to interpret tourist flow dynamics in each local context.

The evidence emerging from the investigation instrument was organised into three interrelated categories:

- Sensor-based and quantitative data;
- Qualitative information;
- Complementary contextual datasets.

This classification rendered partner inputs fully comparable without flattening the distinct features of the individual pilots.

- **Sensor-based and quantitative data** provide empirical, measurable metrics on visitor flows and operational conditions.
- **Qualitative information** helps interpret these metrics in relation to visitor experience, stakeholder needs and local expertise.
- **Complementary contextual datasets** outline the broader conditions necessary to evaluate the relevance and feasibility of specific scenarios.

Table 2 summarises the evidence categories considered for scenario development, based on the insights provided by the pilot partners.

| Pilot context           | Sensor-based and quantitative Data                                                                                                                                                                                  | Qualitative information                                                                                                                                              | Complementary contextual datasets                                                                                                        |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Rhodes City<br>(Greece) | <ul style="list-style-type: none"> <li>Real-time counts of visitors entering and exiting each gate</li> <li>Direction of movement (inbound/outbound flows)</li> <li>Flow intensity and speed of movement</li> </ul> | <ul style="list-style-type: none"> <li>Sentiment questionnaires</li> <li>Stakeholder consultations</li> <li>Workshops</li> <li>Feedback from local actors</li> </ul> | <ul style="list-style-type: none"> <li>Heritage management context</li> <li>Seasonal patterns and tourism-related information</li> </ul> |



|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                          |                                                                                                                                                                                                                     |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                               | <ul style="list-style-type: none"> <li>• Hourly, daily and seasonal visitor flow trends</li> <li>• Peak congestion periods and gate-level pressure indicators</li> <li>• Comparative datasets between high and low tourism seasons</li> </ul>                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                          |                                                                                                                                                                                                                     |
| City of Varna<br>(Bulgaria)   | <ul style="list-style-type: none"> <li>• Drone-based counts</li> <li>• Real-time counts of visitors at each location during the morning and afternoon hours of the day in June, July and August 2025/2026</li> <li>• Flow intensity at different times of the day</li> <li>• Hourly, daily and seasonal visitor flow trends</li> <li>• Peak congestion periods and location-level pressure indicators</li> <li>• Comparative datasets between high and low tourism months</li> <li>• Visitors using cycles, scooters or wheelchairs</li> <li>• Cars/electrical cars availability and parking lots occupation</li> </ul> | <ul style="list-style-type: none"> <li>• Sentiment questionnaires</li> <li>• Stakeholder consultations</li> <li>• Workshops</li> <li>• Feedback from tourism ecosystem actors</li> </ul> | <ul style="list-style-type: none"> <li>• Urban hotspots</li> <li>• Mobility conditions</li> <li>• Parking and public space information</li> </ul>                                                                   |
| Island of Biševo<br>(Croatia) | <ul style="list-style-type: none"> <li>• Visitor presence near the Blue Cave and access-related monitoring</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>• Exchanges with local authorities, tourism operators and transport providers</li> </ul>                                                          | <ul style="list-style-type: none"> <li>• Transport-related data: ferry services and organised boat transfers from nearby coastal destinations</li> <li>• Weather conditions and seasonal access patterns</li> </ul> |





|                                 |                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                         |                                                                                                                                                                               |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Limassol Old Town<br>(Cyprus)   | <ul style="list-style-type: none"> <li>Thermal camera data on visitor presence, density, movement patterns, peak hours and spatial distribution</li> </ul>                                                                                                                                                         | <ul style="list-style-type: none"> <li>Multilingual QR-code questionnaire</li> <li>Visitor and stakeholder feedback</li> </ul>                                                                                                          | <ul style="list-style-type: none"> <li>Weather conditions</li> <li>Tourism statistics</li> <li>Event calendars</li> <li>Mobility information</li> </ul>                       |
| City of Florence<br>(Italy)     | <ul style="list-style-type: none"> <li>Wi-Fi/Bluetooth sniffers and thermal cameras for visitor flows, trajectories, dwell time and behavioural patterns</li> </ul>                                                                                                                                                | <ul style="list-style-type: none"> <li>QR-code feedback</li> <li>Sentiment-related inputs</li> <li>Stakeholder interactions</li> </ul>                                                                                                  | <ul style="list-style-type: none"> <li>Weather conditions</li> <li>Environmental indicators</li> <li>Traffic</li> <li>Scheduled events</li> </ul>                             |
| Ramla tal-Mixquqa<br>(Malta)    | <ul style="list-style-type: none"> <li>People counting</li> <li>Vehicle counting</li> <li>Density and occupancy analysis</li> <li>Crowd flow monitoring</li> <li>Dwell time</li> <li>Origin-destination patterns</li> <li>Weather data and sea conditions</li> <li>Air pollution and UV index and ozone</li> </ul> | <ul style="list-style-type: none"> <li>Visitor perceptions</li> <li>Operational feedback relevant to beach management</li> </ul>                                                                                                        | <ul style="list-style-type: none"> <li>Beach capacity</li> <li>Mobility</li> <li>Access and safety-related information</li> </ul>                                             |
| Valencia City Centre<br>(Spain) | <ul style="list-style-type: none"> <li>Visitor counts</li> <li>Internal circulation patterns</li> <li>Environmental parameters in selected heritage sites</li> </ul>                                                                                                                                               | <ul style="list-style-type: none"> <li>Multilingual sentiment questionnaire on crowding, environmental comfort and visitor experience</li> <li>Visitor and stakeholder feedback</li> <li>Workshops</li> <li>Regular meetings</li> </ul> | <ul style="list-style-type: none"> <li>Heritage management context</li> <li>Open datasets including real-time parking occupancy data and environmental information</li> </ul> |



|                          |                                                                                                                                                                                     |                                                                                                                                                                                                                                                      |                                                                                                                                                                         |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                          |                                                                                                                                                                                     | with public authorities and tourism SMEs                                                                                                                                                                                                             |                                                                                                                                                                         |
| Valencia Port<br>(Spain) | <ul style="list-style-type: none"> <li>• Wi-Fi sensor/intelligent camera data for cruise passenger flows, visits in the four monitored areas and queue size measurements</li> </ul> | <ul style="list-style-type: none"> <li>• Multilingual sentiment questionnaire on crowding, environmental comfort and visitor experience</li> <li>• Workshops, events</li> <li>• Regular meetings with public authorities and tourism SMEs</li> </ul> | <ul style="list-style-type: none"> <li>• Cruise call forecasts</li> <li>• Weather conditions</li> <li>• Open data sources for port-city mobility information</li> </ul> |

Table 1. Summary of evidence categories for scenario development

## 2.3 Role of data sources in the procedure

The organisation of data sources into common categories supported the procedural development of the use case scenarios. It allowed the information collected from different pilots to be read through a shared framework and connected to the stakeholder typologies identified in Activity 3.3.

Sensor-based and quantitative data contributed to identifying observable patterns, pressure points, peak periods and operational situations requiring management responses. Qualitative information supported the interpretation of these patterns by linking them to perceptions, expectations, practical barriers and stakeholder needs. Complementary contextual datasets helped situate the scenarios within the wider territorial, environmental, mobility and service-related conditions of each pilot area.

This systematic reading of the evidence provided the basis for the next stage of the procedure. Building on the data sources and local knowledge documented by the partners, the subsequent Section 3 presents the use case scenarios according to the stakeholder groups that may benefit from the exploitation of TOURISMO pilot outputs.



### 3. Use Case Scenarios for Pilot Outputs Exploitation

Following the organisation of the evidence base described in Section 2, the next step consists of modelling the use case scenarios for pilot outputs exploitation. This step translates the information provided by TOURISMO pilot partners into a common scenario format, allowing heterogeneous inputs to be read through the same methodological lens.

The scenarios are developed from the information collected through the questionnaire, with particular reference to the data generated within each pilot, the possible use of TOURISMO data by local ecosystem players, the relevance of different datasets for each stakeholder group and the expected impacts, benefits, constraints and scalability elements identified by partners.

The purpose of this section is to describe how the scenarios are organised within D.3.3.1. The common analytical layout adopted for their presentation ensures that each use case can be linked to:

- The stakeholder group concerned;
- The pilot context from which the scenario emerges;
- The data and evidence utilised;
- The decision-making processes supported;
- The expected impact on tourist flow management;
- The potential commercial, service-related or governance benefits;
- The implementation conditions, risks or barriers identified;
- The potential scalability or transferability beyond the pilot area, where applicable.

This paradigm supports the comparability of the scenarios while preserving the specificities of each local ecosystem. It also makes it possible to move from partner contributions to a set of stakeholder-oriented applications of TOURISMO pilot outputs, in line with the exploitation objectives of Activity 3.3.



### 3.1 Stakeholder typologies used for scenario structuring

The scenarios are classified according to the stakeholder typologies identified in Activity 3.3 and further reflected in the questionnaire circulated to pilot partners. This stakeholder-based approach allows the same evidence base to be examined from different operational perspectives, depending on the actors that may use TOURISMO data and the decisions they may support.

The stakeholder typologies considered in D.3.3.1 are the following:

- Public authorities and municipalities;
- Destination Management Organisations (DMOs);
- Tourism SMEs;
- Solution and technology providers;
- Other relevant actors, where applicable.

This organisation reflects the fact that the same type of data may generate different forms of value depending on the user. For example, information on visitor density may support public authorities in managing congestion or allocating resources, while the same information may help tourism SMEs adapt staffing, opening hours or service provision. Similarly, real-time monitoring data may support technology providers in developing dashboards, predictive tools or data-driven services.

By centring the scenarios around stakeholder typologies, the deliverable highlights the potential uses of TOURISMO data in relation to different responsibilities, needs and exploitation opportunities. This approach also supports the later refinement of scenarios through engagement workshops, where relevant actors can assess their practical relevance, feasibility and added value.

### 3.2 Common scenario template

A common scenario template was used to organise the information drawn from partner contributions. The framework of the common template stems directly from the design of the investigation instrument circulated to pilot partners, ensuring that each scenario is described through the same core elements, making the material easier to compare, refine and use in the following stages of Activity 3.3. It is based on the layout of the investigation instrument and on the information requested from pilot partners, connecting data sources, stakeholder needs, decision-making processes, expected impacts and possible exploitation pathways.



| Template element                                                 | Purpose within the scenario modelling process                                                                                                                         |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Stakeholder group</b>                                         | Identifies the category of actor to which the scenario is addressed.                                                                                                  |
| <b>Pilot reference</b>                                           | Indicates the pilot context from which the scenario emerges.                                                                                                          |
| <b>Scenario description</b>                                      | Summarises the practical situation, opportunity or use case identified.                                                                                               |
| <b>Data used</b>                                                 | Specifies the data, evidence or information sources supporting the use case.                                                                                          |
| <b>Stakeholders involved</b>                                     | Clarifies the actors that may use, support, implement or benefit from the scenario.                                                                                   |
| <b>Supported decision-making processes</b>                       | Explains which operational, strategic or governance decisions may be informed by the data.                                                                            |
| <b>Expected impact on tourist flow management</b>                | Identifies how the scenario may contribute to monitoring, managing, redistributing or improving tourist flows.                                                        |
| <b>Expected business, service-related or governance benefits</b> | Describes the potential value generated for local stakeholders, including improved services, better planning, operational efficiency or new commercial opportunities. |
| <b>Implementation conditions, constraints or risks</b>           | Records the practical, technical, organisational, regulatory or financial elements that may affect implementation.                                                    |
| <b>Potential scalability or transferability</b>                  | Indicates whether the scenario may be adapted beyond the pilot area or applied in similar destination contexts, where identified by partners.                         |

Table 2. Common template for structuring use case scenarios

This template does not impose predefined scenarios on the pilots. It provides a common analytical framework through which the scenarios emerging from the partner responses can be organised and further developed in strict alignment with the procedural guidelines of D.3.3.1.

### 3.3 From partner inputs to structured scenarios

The scenario formulation process was based on the systematic review of the information provided by pilot partners. The questionnaire responses were read in relation to three main elements: the data made available through the pilot activities, the stakeholder groups that could use these data and the decisions or opportunities that the information could support.



First, the relevant data and evidence were identified for each pilot context. This included sensor-based and quantitative data, qualitative information and complementary contextual datasets, as described in Section 2.

Second, the potential users of these data were mapped according to the stakeholder typologies defined in Activity 3.3. This made it possible to distinguish between different forms of use, such as public decision-making, destination management, SME operational planning, technology development or wider ecosystem coordination.

Third, the information was translated into scenario elements by linking data sources to possible decisions, expected impacts, commercial or governance benefits and implementation conditions. This step was essential to move from the description of available data to their possible exploitation by local tourism ecosystem actors.

The outcome of this process is a set of use case scenarios organised by stakeholder group. These scenarios are presented in the following subsections according to the common template described above. Their formulation remains grounded in the partner contributions and will be further assessed and enriched through stakeholder engagement activities.

### 3.4 Scenario structuring by stakeholder group

The following subsections organise the use case scenarios according to the main stakeholder typologies considered in D.3.3.1. For each group, the procedure examines how TOURISMO pilot outputs may support specific forms of action, decision-making or exploitation.

- **Public authorities and municipalities** are mainly concerned with the use of data for governance, planning, resource allocation, congestion management, public space management, accessibility, safety and the coordination of local services.
- **Destination Management Organisations** may use TOURISMO data to improve destination-level coordination, support visitor information strategies, promote alternative routes or time slots, strengthen communication with tourism operators and enhance the overall visitor experience.
- **Tourism SMEs** may benefit from data-driven insights to adapt services, plan staffing, manage demand, customise offers, improve customer experience and respond more effectively to variations in visitor flows.



- **Solution and technology providers** may use the pilot evidence to develop, test or refine digital tools, dashboards, predictive models, monitoring services, data integration systems or other technological solutions for tourism management.
- **Other relevant actors** may include cultural institutions, mobility and transport operators, local communities, residents' associations, research organisations, port-related actors or other ecosystem players identified in the partner contributions. Their role depends on the specific context and on the type of scenario considered.

This stakeholder-based categorisation provides the basis for the detailed scenario presentation and supports the comparison of use case pathways across different pilot contexts.





## 4. Synergies, collaborations and ecosystem evolution

This section describes how the procedure used in D.3.3.1 captures the wider ecosystem implications of the use case scenarios. After the organisation of data sources and the modelling of stakeholder-oriented scenarios, the next step consists of identifying how TOURISMO pilot evidence may support new forms of collaboration, involve additional actors and generate longer-term opportunities within local tourism ecosystems.

The questionnaire asked partners to reflect on the synergies that could emerge from the data gathered through TOURISMO and from the information expected to be collected in the near future. Partners were also invited to consider which actors could become more closely involved as a result of data-related opportunities, which scenarios could be more difficult to implement, what resources or skills would be required, which use cases could have scalable or long-term effects and what risks or barriers could affect dissemination.

This part of the procedure is essential because the exploitation of pilot outputs does not depend solely on the availability of data. It also requires the capacity of local ecosystems to interpret information, coordinate actions, assign responsibilities, mobilise skills and translate evidence into operational or strategic decisions. The following subsections therefore organise the elements emerging from partner inputs into six procedural dimensions.

### 4.1 New forms of collaboration within local tourism ecosystems

The first dimension concerns the forms of collaboration that may be strengthened or created through the utilisation of TOURISMO data. Across the partner contributions, the most recurrent direction is the shift from isolated data use to coordinated decision-making among actors that manage, experience or influence tourist flows.

The procedure identifies several types of collaboration that may be supported by the pilot evidence:

- Cooperation between public authorities, municipalities and DMOs for visitor flow management, planning, communication and service coordination;
- Collaboration between destination managers and tourism SMEs to adapt services, opening times, staffing, offers or visitor information according to flow patterns;



- Interaction between public bodies, site managers and mobility or transport operators to improve access, routing, arrival management and crowd distribution;
- Cooperation between technology providers and local stakeholders to develop dashboards, monitoring services, data integration tools, predictive models or other digital solutions;
- Involvement of cultural institutions, research organisations and local communities in the interpretation of data and in the co-creation of context-sensitive responses.

These forms of collaboration support a more integrated approach to tourism management. They allow data to become a shared resource for understanding pressures, planning interventions and improving the quality of the visitor experience, while also supporting the needs of residents, businesses and public authorities.

## **4.2 Potential integration of new actors due to data-related opportunities**

The second dimension concerns the possible integration of additional actors into the local tourism ecosystem. The partner inputs show that the utilisation of TOURISMO data can extend the range of stakeholders involved in tourism flow management, particularly where the scenarios require technical, operational, mobility-related, cultural or community-based expertise.

New or more actively involved actors may include:

- Mobility and transport providers, particularly where visitor flows depend on public transport, ferry connections, cruise operations, parking availability or last-mile access;
- Technology and innovation companies, where monitoring systems, dashboards, alerting tools, data platforms or predictive models are required;
- Cultural institutions and heritage managers, especially in contexts where visitor pressure affects sensitive urban or cultural areas;
- Environmental and sustainability actors, where tourism flows interact with natural areas, beach capacity, climate exposure, waste management or environmental quality;
- Research organisations and universities, where data analysis, policy support, impact assessment or modelling activities may strengthen local decision-making;



- Local communities and residents' associations, where tourism-related pressure affects liveability, access to public space or perceptions of destination quality.

The integration of these actors is not treated as an additional activity separated from scenario development. It is part of the procedural reading of each use case, as the relevance, feasibility and potential impact of a scenario depend on the actors required to support it.

### 4.3 Critical scenarios and associated challenges

The third dimension concerns scenarios that may be more complex to implement. The procedure captures these elements because they help distinguish between scenarios that can be activated through limited operational adjustments and those requiring stronger coordination, technical capacity, institutional commitment or longer-term investment.

Critical issues emerging from partner inputs can be grouped into several categories. Some scenarios may be technically demanding because they rely on continuous data availability, interoperability between systems, sensor maintenance, data quality control or advanced analytical capacity. Others may require organisational coordination among actors with different responsibilities, priorities, timeframes or operational constraints.

In some cases, the challenge lies in translating data insights into concrete management actions. For example, information on congestion, visitor density or peak periods can support better planning only if local actors are able to agree on the measures to be adopted, communicate them effectively and implement them within the relevant governance framework.

Other difficulties may be linked to regulatory or administrative conditions, particularly where monitoring devices are installed in public spaces, heritage areas, port environments or environmentally sensitive locations. Financial and human resource limitations may also affect the ability to maintain monitoring systems, interpret data continuously or scale up promising solutions beyond the pilot phase.

Within the procedure, these challenges are not considered as obstacles to scenario development. They are treated as implementation elements that help assess the maturity, feasibility and requirements of each use case.

### 4.4 Additional resources or skills required

The fourth dimension concerns the resources and skills needed to support the further development of the scenarios. The partner inputs indicate that the exploitation of TOURISMO



pilot evidence requires a combination of technical, analytical, organisational and communication capacities.

The main needs emerging from the procedure include:

- Data analysis and interpretation skills, to transform monitoring outputs into actionable insights;
- Technical capacity for the management of sensors, dashboards, data platforms and digital tools;
- Interoperability and system integration expertise, particularly where different datasets or platforms need to be combined;
- Stakeholder coordination and governance skills, to support collaboration among public authorities, DMOs, SMEs, technology providers and other local actors;
- Communication capacity, to translate data insights into clear messages for operators, visitors, residents or decision-makers;
- Legal, ethical and data protection expertise, where privacy, anonymisation, access rights or data-sharing arrangements need to be addressed;
- Operational resources for implementation, including staff time, maintenance capacity, infrastructure adaptation and financial support.

These resources are relevant to the procedural development of the scenarios because they indicate the conditions under which a use case may move from conceptualisation to practical application. They also help identify where further support, capacity-building or partnership arrangements may be needed.

## 4.5 Scenarios with scalable or long-term effects

The fifth dimension concerns the potential scalability and long-term relevance of the use case scenarios. The procedure captures this element in order to identify which applications may remain useful beyond the immediate pilot context or may be adapted to other destinations facing similar tourism management challenges.

Several scenario directions show potential for longer-term uptake. These include the use of monitoring data for visitor flow management, dashboard-based decision support, predictive tools for congestion or mobility planning, smart routing and communication systems, coordination mechanisms between public authorities and tourism operators, and data-informed approaches to heritage, coastal, island or port-related tourism management.



Scalability does not mean that a scenario can be transferred automatically from one pilot area to another. It requires adaptation to the territorial context, the data available, the governance model, the technological infrastructure and the stakeholder ecosystem. For this reason, D.3.3.1 treats scalability as a procedural assessment dimension rather than as a fixed outcome.

This approach allows the deliverable to identify transferable elements, such as data categories, stakeholder roles, decision-making needs, implementation conditions and mitigation measures. These elements can inform the future replication, refinement or adaptation of TOURISMO results in other Mediterranean destinations.

## 4.6 Risks or barriers to dissemination and mitigation measures

The final dimension concerns the risks or barriers that may affect the dissemination, uptake or further use of the scenarios. The partner contributions show that these risks are not limited to technical aspects. They also concern governance, trust, resources, communication and the capacity of local actors to act on the basis of shared information.

The main barriers identified through the procedure include:

- Privacy and data protection concerns, particularly in relation to sensor-based monitoring and public acceptance;
- Limited interoperability between datasets, platforms or monitoring systems;
- Insufficient financial or human resources for maintaining tools, updating data or supporting implementation;
- Reluctance to share data, especially where information may be commercially sensitive or institutionally fragmented;
- Limited digital skills among smaller operators or local actors;
- Regulatory, administrative or authorisation constraints;
- Lack of clear responsibilities for turning data insights into operational action;
- Limited stakeholder engagement, which may reduce the practical relevance or acceptance of proposed measures.

Possible mitigation measures include the use of anonymised and aggregated data, transparent communication on data collection methods, clear governance arrangements, training and capacity-building activities, technical support for smaller actors, shared protocols for data



exchange, pilot testing of proposed measures and continuous dialogue with the stakeholders concerned.

By organising risks and mitigation elements within the same procedural framework, D.3.3.1 supports a more realistic approach to scenario development. The scenarios are therefore presented not only as possible applications of TOURISMO data, but also as pathways that require coordination, resources, governance and stakeholder engagement in order to become operationally meaningful.



## 5. Stakeholder engagement and scenario validation

This section describes how stakeholder engagement contributes to the procedural development of the use case scenarios. **Within D.3.3.1, validation is understood in a practical and operational sense:** it refers to the involvement of relevant public and private actors in assessing the relevance, feasibility and added value of the scenarios emerging from the partner contributions.

The engagement process is therefore an integral part of the scenario development pathway. It helps connect the information collected through the questionnaire with the knowledge, expectations and operational experience of local ecosystem actors. Through workshops and related exchanges, stakeholders can contribute to refining the scenarios, identifying possible implementation conditions, highlighting barriers and strengthening the connection between TOURISMO data and concrete decision-making needs.

### 5.1 Stakeholders involved in validation workshops

The questionnaire invited partners to identify the categories of stakeholders that could contribute to the assessment and enrichment of the emerging scenarios. The focus was placed on stakeholder typologies rather than on individual organisations, in order to maintain consistency across the different pilot contexts and support comparison at project level.

The stakeholder groups considered in this step reflect the structure of Activity 3.3 and the scenario typologies developed in the previous sections. They include public authorities and municipalities, Destination Management Organisations, tourism SMEs, solution and technology providers and other relevant actors, depending on the specific features of each pilot area.

**Public authorities and municipalities** are relevant because they are directly involved in policy decisions, urban and destination management, public space regulation, mobility planning, safety, accessibility, environmental quality and the coordination of local services. Their contribution is important for assessing whether the proposed scenarios can support governance needs and be integrated into existing decision-making processes.

**Destination Management Organisations** can contribute by assessing the relevance of scenarios for destination coordination, visitor information, communication strategies, promotion of alternative routes or time slots, and cooperation with tourism operators. Their role is



particularly important where the utilisation of TOURISMO data can support a more balanced distribution of visitor flows and improve the overall destination experience.

**Tourism SMEs** bring operational knowledge of visitor behaviour, demand patterns, service needs and commercial constraints. Their contribution helps assess whether the scenarios can support staffing, opening times, customer management, product customisation, targeted offers or service adaptation in response to changes in tourist flows.

**Solution and technology providers** are relevant where scenarios depend on dashboards, monitoring systems, predictive tools, data integration, alerts, digital platforms or other technological applications. Their input helps clarify technical feasibility, interoperability requirements, maintenance needs, data quality issues and possible development pathways.

**Other relevant actors** may include cultural institutions, heritage site managers, mobility and transport providers, port-related actors, environmental organisations, research institutions, local communities and residents' associations. Their involvement depends on the specific scenario and on the territorial, operational or social conditions of each pilot context.

## 5.2 Role of workshops in refining and validating scenarios

Workshops represent the primary engagement mechanism foreseen within Activity 3.3 for the practical assessment and refinement of the use case scenarios. Their role is to create a structured space where the scenarios emerging from the instrument-based procedure can be discussed with the actors that may use, support, implement or be affected by them.

Within the procedure, workshops contribute to scenario refinement in several ways:

- First, they help verify whether the scenarios respond to actual needs within the local tourism ecosystem. Stakeholders can confirm the relevance of the issues addressed, suggest adjustments and indicate whether the proposed use of data corresponds to realistic decision-making situations;
- Second, workshops support the assessment of feasibility. Participants can identify practical conditions that may affect implementation, such as data availability, institutional responsibilities, technical requirements, financial resources, staff capacity, authorisation procedures, privacy considerations or the need for coordination among several actors;
- Third, engagement activities help enrich the scenarios by adding contextual knowledge that may not be fully captured through the investigation instrument alone. Local stakeholders can provide insights on visitor behaviour, operational constraints,





communication needs, seasonal variations, resident concerns, mobility issues, service gaps or opportunities for collaboration;

- Fourth, workshops support the identification of exploitation pathways. By involving actors from different parts of the tourism ecosystem, the procedure makes it possible to explore how TOURISMO pilot outputs may generate value for public governance, destination management, tourism businesses, technology providers and other local stakeholders.

The outcomes of stakeholder engagement are therefore utilised to strengthen the scenarios, not to replace the evidence collected through the partner responses. The procedure combines partner inputs and stakeholder feedback in order to move from initial scenario identification to a more grounded understanding of relevance, feasibility and potential uptake.

### 5.3 Operational meaning of validation

In D.3.3.1, **validation does not refer to a formal approval process** or to the final certification of the scenarios. It refers to a practical assessment carried out through interaction with stakeholders who can evaluate the usefulness and applicability of the proposed use cases within their local context.

This operational meaning is important for the procedural nature of the deliverable. The scenarios are developed from partner contributions and then further assessed through stakeholder engagement. This allows the procedure to remain flexible, while ensuring that the scenarios are not only technically plausible, but also connected to local needs, governance conditions and implementation capacities.

The validation process therefore focuses on three main aspects:

- **Relevance**, meaning whether the scenario addresses a recognised need or opportunity within the local tourism ecosystem;
- **Feasibility**, meaning whether the scenario can be supported by the available data, actors, resources and governance conditions;
- **Added value**, meaning whether the scenario can improve tourist flow management, service provision, commercial or governance performance, stakeholder coordination or the wider exploitation of TOURISMO results.

This approach allows validation to be understood as a step of refinement and learning. It supports the progressive improvement of the scenarios and helps identify which elements may require further development, adaptation or dissemination in the following stages of Activity 3.3.



## 5.4 Use of stakeholder feedback within the procedure

Stakeholder feedback collected through workshops and related exchanges provides an additional layer of information for the scenario development process. It helps clarify how the scenarios may be applied, what conditions are needed for their implementation, which actors should be involved and what barriers may need to be addressed.

Within the procedure, feedback is utilised to:

- Refine scenario descriptions and make them more closely aligned with local needs;
- Confirm or adjust the stakeholder groups associated with each scenario;
- Identify practical implementation requirements;
- Highlight risks, barriers or enabling conditions;
- Strengthen the connection between data use and decision-making processes;
- Identify potential exploitation, dissemination or transferability pathways.

This feedback-oriented approach supports the transition from scenario formulation to scenario consolidation. It also reinforces the role of Activity 3.3 as a bridge between pilot evidence, local stakeholder engagement and the broader exploitation of TOURISMO results.

The stakeholder engagement process therefore completes the procedural pathway developed in the previous sections. After the evidence base has been organised and the scenarios have been modelled by stakeholder typology, engagement activities provide the practical assessment needed to refine the scenarios and prepare them for dissemination, uptake and potential adaptation beyond the pilot contexts.



## 6. Summary of scenario selection by stakeholder typology

This section consolidates the scenario pathways emerging from the partner contributions, organised according to the stakeholder typologies considered in D.3.3.1. It represents the final step of the scenario modelling process before the conclusions and next steps.

The aim of this section is to provide a synthetic reading of the scenarios identified through the instrument-based procedure. The focus is not on listing each pilot contribution separately, but on showing how recurrent use case pathways can be grouped around the actors that may use TOURISMO data and benefit from its exploitation.

The scenario selection reflects the information provided by partners in relation to the data available, the stakeholders concerned, the decision-making processes that may be supported, the expected impacts and the potential conditions for further development. The categories presented below are therefore intended as a consolidated procedural output of the analysis carried out in the previous sections.

### 6.1 Public authorities and municipalities

For public authorities and municipalities, the scenarios mainly concern the utilisation of TOURISMO data to support governance, planning, operational coordination and the management of visitor pressure. The partner contributions show that public actors may utilise sensor-based and contextual data to better understand where, when and how tourist flows create pressure on urban areas, heritage sites, ports, beaches, islands or access points.

The main scenario pathways identified for this stakeholder group are:

- Visitor flow management and congestion mitigation, based on real-time or historical monitoring data;
- Resource allocation and operational planning, including staff deployment, infrastructure maintenance, public services, safety measures and access management;
- Zoning, routing and redistribution strategies, aimed at directing visitors towards less congested areas or alternative time slots;
- Evidence-based policy and destination governance, using pilot data to support strategic planning and longer-term tourism management;



- Coordination with transport, mobility, cultural heritage and environmental actors, where visitor flows interact with wider public responsibilities.

These scenarios are particularly relevant where tourist pressure affects public space, heritage conservation, mobility, accessibility, safety or resident liveability. The procedural value of this category lies in connecting pilot evidence with public decision-making needs and in identifying how data can support more responsive and coordinated governance.

## 6.2 Destination Management Organisations

For Destination Management Organisations, the scenarios focus on the utilisation of TOURISMO data to improve destination-level coordination, visitor information and tourism management strategies. DMOs can act as intermediaries between public authorities, tourism businesses, cultural or natural sites and visitors, translating data insights into communication, promotion and management actions.

The main scenario pathways identified for this stakeholder group are:

- Visitor information and guidance strategies, using data on density, flows or peak periods to promote alternative routes, sites or visiting times;
- Destination coordination mechanisms, supporting alignment between public bodies, operators and service providers;
- Communication campaigns for balanced visitor distribution, especially during high-pressure periods;
- Support to thematic or alternative tourism experiences, where data highlight opportunities to promote less visited areas or complementary offers;
- Monitoring of destination performance, using quantitative and qualitative information to assess the visitor experience and the effectiveness of management measures.

These scenarios highlight the role of DMOs in turning data into coordinated destination responses. Their procedural relevance is linked to the capacity to connect evidence with communication, promotion, stakeholder coordination and the overall visitor experience.

## 6.3 Tourism SMEs

For tourism SMEs, the scenarios mainly address operational adaptation, service improvement and commercial opportunities deriving from a better understanding of tourist flows. The partner



contributions show that local businesses may benefit from data that help anticipate demand, adjust services and respond more effectively to variations in visitor presence.

The main scenario pathways identified for this stakeholder group are:

- Context-aware staff scheduling, based on expected visitor volumes, peak periods or real-time flow information;
- Service adaptation and operational planning, including opening hours, capacity management, inventory or customer support;
- Targeted offers and promotional actions, aligned with visitor flows, seasonality, alternative routes or less crowded time slots;
- Dynamic pricing or demand management approaches, where appropriate and feasible in the local context;
- Development of complementary tourism experiences, particularly in areas where visitor redistribution can create opportunities for local products, gastronomy, cultural activities or guided services.

These scenarios are relevant because tourism SMEs are often directly exposed to changes in visitor flows and service demand. The procedure therefore considers them not only as beneficiaries of TOURISMO data, but also as actors able to provide practical feedback on feasibility, market relevance and service-related value.

## 6.4 Solution and technology providers

For solution and technology providers, the scenarios concern the development, testing and refinement of digital tools and data-driven services for tourism management. The pilot evidence provides a basis for exploring how monitoring systems, dashboards, analytics, integration tools and predictive models can respond to concrete needs emerging from local tourism ecosystems.

The main scenario pathways identified for this stakeholder group are:

- Dashboards and decision-support tools, enabling public authorities, DMOs or operators to visualise flows, density, environmental conditions or operational indicators;
- Predictive analytics and alert systems, supporting the anticipation of congestion, peak demand, mobility pressure or environmental risk;
- Data integration and interoperability solutions, connecting sensor-based data, qualitative inputs and complementary contextual datasets;



- Smart tourism applications, providing information for visitors or supporting a more balanced distribution across destinations;
- Testing and validation of technological solutions in real-life tourism contexts, supporting scalability, product development and market readiness.

These scenarios are particularly relevant where the value of TOURISMO data depends on its transformation into usable digital services. Their procedural importance lies in connecting local needs with technological development, while considering data quality, interoperability, maintenance, privacy and user accessibility.

## 6.5 Other relevant actors

Other relevant actors vary according to the pilot context and the type of scenario considered. They may include cultural institutions, heritage managers, mobility and transport providers, port-related actors, environmental organisations, research bodies, local communities, residents' associations, event organisers or infrastructure managers.

The main scenario pathways identified for this group are:

- Cultural and heritage management support, where visitor flows affect conservation, site access, visitor experience or interpretation strategies;
- Mobility and transport coordination, especially in port, island, coastal or high-pressure urban contexts;
- Community and resident-oriented monitoring, where tourism pressure interacts with liveability, public space or local services;
- Environmental and climate-related applications, particularly where visitor management is linked to beach capacity, heat exposure, air quality, sea conditions or sensitive natural areas;
- Research, evaluation and policy support, using pilot data to inform studies, modelling activities, impact assessment or evidence-based decision-making.

This category allows the procedure to capture actors that do not fit neatly into the main stakeholder groups but may be essential for the practical application of specific scenarios. Their involvement helps broaden the exploitation potential of TOURISMO results and supports the adaptation of scenarios to the complexity of each local ecosystem.



## 6.6 Consolidated scenario directions

The scenario selection by stakeholder typology shows that TOURISMO pilot evidence can support different but complementary forms of action.

- Public authorities and municipalities are mainly linked to governance, regulation and operational coordination;
- DMOs are associated with destination-level communication, visitor guidance and stakeholder alignment;
- Tourism SMEs focus on service adaptation and commercial opportunities;
- Solution and technology providers contribute to digital innovation, analytics and data integration;
- Other actors support context-specific applications related to heritage, mobility, community, environment or research.

Table 3 summarises the consolidated scenario pathways emerging from the procedure.

| Stakeholder typology                  | Main scenario directions                                                                                                                 | Procedural relevance                                                                         |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Public authorities and municipalities | Flow management, congestion mitigation, resource allocation, zoning, routing, safety, accessibility and evidence-informed governance     | Connects pilot evidence with public decision-making and coordinated management actions       |
| Destination Management Organisations  | Visitor guidance, communication campaigns, destination coordination, alternative routes, thematic experiences and performance monitoring | Translates data insights into destination-level strategies and stakeholder alignment         |
| Tourism SMEs                          | Staff scheduling, service adaptation, targeted offers, demand management, dynamic pricing where applicable and complementary experiences | Supports operational planning, service quality and business or service-related opportunities |
| Solution and technology providers     | Dashboards, predictive analytics, alert systems, data integration, smart tourism applications and digital                                | Links local needs with technological solutions and scalability potential                     |



|                       |                                                                                                                                                                                        |                                                                                        |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
|                       | service development                                                                                                                                                                    |                                                                                        |
| Other relevant actors | Indicates the pilot context from which the scenario emerges. Heritage management, mobility coordination, community monitoring, environmental applications, research and policy support | Captures context-specific roles needed for implementation, refinement and wider uptake |

*Table 3. Consolidated scenario pathways by stakeholder typology*

This consolidated reading provides the basis for the final conclusions and next steps. It shows how the procedure developed in D.3.3.1 supports the transition from partner inputs to a structured set of scenario pathways that can be further assessed, refined and disseminated through stakeholder engagement and exploitation activities.





## 7. Conclusions and next steps

Within Activity 3.3, deliverable D.3.3.1 has defined the methodological pathway adopted to transition from partner inputs to stakeholder-oriented use case scenarios for pilot outputs exploitation. The work was based on a standardised questionnaire addressed to the partners responsible for the eight TOURISMO pilots, with the aim of collecting comparable, context-specific and analytically robust insights regarding the data generated through the tested solutions, stakeholder needs, possible applications, expected impacts, implementation conditions and scalability potential.

The adopted framework enabled the information provided by the consortium to be organised consistently, while preserving the specificities of each pilot area. This was essential to connect heterogeneous data sources and local knowledge with stakeholder-oriented scenario development. The models emerging from this process reflect different ways in which TOURISMO pilot outputs may support public governance, destination management, tourism services, technological innovation and wider multi-actor cooperation.

### 7.1 Key opportunities emerging from pilot data exploitation

The work carried out through D.3.3.1 highlights several strategic paths linked to the exploitation of TOURISMO pilot data and evidence. These core fields of action are not limited to the technical use of monitoring systems, but concern the capacity of local tourism ecosystems to translate information into decisions, services, coordination mechanisms and future applications.

A first key area concerns evidence-based tourist flow management. Data on visitor presence, density, movements, peak periods, queue sizes, access conditions or cruise passenger flows can support more responsive decisions by public authorities, municipalities and destination managers. This may include congestion mitigation, routing strategies, resource allocation, safety measures, mobility coordination and the planning of visitor services.

A second aspect relates to the improvement of service quality and operational planning. Tourism SMEs and other local operators may utilise information on demand patterns, visitor flows, seasonality and customer perceptions to adapt opening hours, staffing, offers, communication or service provision. In this sense, TOURISMO data can contribute to commercial or service-related opportunities that are directly connected to the functioning of local tourism ecosystems.



A third focus concerns digital innovation and technology development. The pilot evidence provides a basis for dashboards, predictive tools, monitoring services, alert systems, data integration solutions and smart tourism applications. These technological applications are relevant for solution and technology providers, but also for public and private actors that require accessible and actionable information to support daily or strategic decisions.

A fourth advantage is linked to collaboration and ecosystem evolution. The use case scenarios show that the exploitation of TOURISMO data may encourage stronger interaction among public authorities, DMOs, tourism SMEs, mobility providers, cultural institutions, technology companies, research organisations, local communities and other actors. This collaborative dimension is particularly important where tourist flow management depends on shared responsibilities and coordinated responses.

Finally, the methodological paradigm highlights the potential transferability of selected scenario pathways. While each use case must be adapted to its territorial, technological and governance context, several elements may inform future applications beyond the original pilot areas. These include the categories of data considered, the stakeholder typologies involved, the decision-making needs addressed, the barriers identified and the mitigation measures proposed.

## **7.2 Further refinement and dissemination of use case scenarios**

The scenarios identified through D.3.3.1 represent a structured basis for further assessment, enrichment and dissemination within Activity 3.3. Their development does not end with the organisation of partner contributions; rather, it has progressed through stakeholder engagement activities, where public and private actors provided practical feedback on relevance, feasibility, added value and possible implementation conditions.

To operationalise this collaborative phase, the workshops foreseen within Activity 3.3 play a central role, allowing the emerging scenarios to be discussed directly with the actors that are set to use, support or be affected by them. Through this process, the proposed models can be refined in relation to local needs, operational constraints, governance arrangements, technical requirements, communication needs and potential exploitation pathways.

This targeted refinement process focuses on four main aspects:

- Clarifying the practical decisions or actions that each scenario may support;
- Identifying the actors required for implementation or uptake;
- Assessing the resources, skills, data conditions and governance arrangements needed;



- Strengthening the link between TOURISMO pilot evidence and concrete exploitation opportunities for local stakeholders.

In parallel with these evaluative actions, dissemination remains essential to ensure that the scenarios contribute to the wider capitalisation of TOURISMO results. The outcomes of engagement activities directly support communication through project channels, website articles, newsletters, social media posts or other dissemination tools foreseen within Activity 3.3. This helps make the use cases understandable and relevant not only for project partners, but also for external stakeholders interested in data-driven tourism management.

Ultimately, within this broader perspective, D.3.3.1 establishes the procedural foundation for transforming TOURISMO pilot evidence into stakeholder-oriented use case scenarios. By documenting how partner inputs were collected, organised and translated into scenario pathways, the deliverable supports the exploitation of project results and prepares the ground for their future assessment, refinement and uptake within local tourism ecosystems and, where relevant, in comparable Mediterranean contexts.



## Annexes

This section contains the official supporting documentation utilised throughout the implementation of the procedural framework. Annex I contains the standardised template questionnaire deployed across the consortium as the primary investigation instrument, while Annex II presents the deliverable table of contents provided to partners as a reference framework for their contributions.

In line with the data-management and transparency protocols of the TOURISMO project, the comprehensive, unedited responses submitted by the eight pilot partners are securely retained and accessible within the official project repository on Basecamp.



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## Annex 1



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### D3.3.1 – Use Case Scenarios for Pilot Outputs Exploitation QUESTIONNAIRE

Activity 3.3 Use Case Scenaria  
and Diffusion of Project's Results

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### D3.3.1 – Use Case Scenarios for Pilot Outputs Exploitation

#### Activity 3.3 Use Case Scenarios and Diffusion of Project's Results

In Activity 3.3, partners will conceptualise use cases deriving from TOURISMO pilots, as well as their initial design, and will work on specifying scenarios for new business opportunities based on TOURISMO results, both in the pilot areas and beyond.

**These use cases will be validated, enriched, and disseminated through engagement workshops** with public and private actors, to support the exploitation of opportunities deriving from TOURISMO outcomes for the local economic stakeholders, namely public authorities, Destination Management Organisations (DMOs), solution and technology providers, and traditional tourism SMEs, in order to validate scenarios and explore additional use cases.

In addition, incentives designed for each specific group of stakeholders will be introduced.

**A deliverable in the form of workshop reporting will be developed for each workshop**, and their results will be disseminated through social media posts, website articles, and newsletters.

#### Deliverable

##### D.3.3.1 - Use Case Scenarios for Pilot Outputs Exploitation (led by FRI)

Description: Partners elaborate scenarios on how data collected through the tested solutions can be used to create business opportunities for local stakeholders.

#### Purpose of the questionnaire

This questionnaire supports the development of *Deliverable D3.3.1 - Use Case Scenarios for Pilot Outputs Exploitation*, which will define the procedure adopted within TOURISMO for identifying, structuring, validating, and disseminating use case scenarios for the exploitation of pilot outputs, based on stakeholder engagement and data-driven analysis.

**Its objective is to collect structured input from partners** on how data generated through TOURISMO pilots can be used to improve tourist flow management and create business opportunities for local stakeholders, as well as how these scenarios can be validated and further enhanced through stakeholder engagement activities.

#### Definitions

For the purpose of this questionnaire:

- **Use case** refers to a structured description of how TOURISMO pilot outputs can be used by specific stakeholders, building on the results of the pilot activities and their initial design.
- **Scenario** refers to a future-oriented description showing how one or more stakeholders could exploit TOURISMO results to generate business opportunities and improve tourist flow management, in the pilot areas and potentially beyond.
- **Use case scenario** refers to the combined and integrated description of a specific use case within a defined future scenario, illustrating concrete application pathways, stakeholder roles and expected impacts related to the exploitation of TOURISMO results.



## Pilot Identification Details

**Name of the pilot:**

**Responsible partner:**

## QUESTIONS

To facilitate the drafting of Deliverable D3.3.1, **this questionnaire includes guiding sub-questions and indicative length recommendations** to support partners in providing structured, comparable and sufficiently detailed information relevant to the development and validation of use case scenarios.

### 1. Data generated within the pilot

*Indicative length: at least 1,500 characters (including spaces)*

**Please list and briefly describe the data expected to be collected within your pilot.**

*Consider the following suggestions:*

- *Qualitative data collected from a limited number of entities (e.g., responses to the sentiment questionnaire, feedback from decision-makers on certifications, learning practices from other project partners, information gathered during events, and other relevant data);*
- *Sensor-based data (e.g., the number of visitors on site at a given time, visitor characteristics, such as gender and age group, visitor itineraries, traffic, and other relevant data).*
- *Which tools or platforms will be used to collect these data?*
- *Are there any limitations or constraints in data collection (privacy, access, resources)?*
- *Will data be collected continuously or at specific moments during the pilot?*
- *If applicable, refer to the following tourism ecosystem players:*
  - *Public authorities and municipalities;*
  - *Destination Management Organisations (DMOs);*
  - *Tourism SMEs;*
  - *Solution and technology providers;*
  - *Other relevant actors (please specify).*

### 2. Use of TOURISMO data to support ecosystem players

*Indicative length: at least 3,000 characters (including spaces)*

**How can TOURISMO data and external complementary data support the players in your ecosystem in the realm of tourist flow management and in supporting the tourism business community?**

*Kindly respond to these questions with due regard to the TOURISMO project's objectives of optimising tourist flows and enhancing business performance.*

- *Consider both qualitative and sensor-based data, as listed in Question 1.*
- *Indicate how these data may impact the decision-making processes of the different players*





(public authorities and municipalities, DMOs, SMEs, solution and technology providers, and others).

- Which specific decisions could be influenced by the data collected?
- Which performance indicators will stakeholders use to measure the impact of data-driven actions?
- You may refer both to actions carried out independently by single actors and to coordinated actions involving multiple players within the ecosystem (e.g., public authorities, businesses, community groups).
- Structure your answer by addressing, where relevant:
  - Type(s) of data used (qualitative / sensor-based / combined);
  - Main stakeholder(s) involved;
  - Decision-making processes supported by the data;
  - Expected impact on tourist flow management;
  - Expected impact on business performance or service quality.

### 3. Data relevance by sector or stakeholder

Indicative length: at least 2,000 characters per sector or stakeholder group (including spaces)

**Are there specific types of data that you consider particularly relevant or useful for certain sectors or stakeholder groups in your ecosystem, with a view to improving tourist flow management and/or supporting the tourism business community?**

Please specify:

- Sector or stakeholder group concerned;
- Type of data;
- Expected added value.

| Ecosystem Players                     | Relevant data per subcategory | Expected Added Value |
|---------------------------------------|-------------------------------|----------------------|
| Public authorities and DMOs           |                               |                      |
| Tourism SMEs                          |                               |                      |
| Solution and technology providers     |                               |                      |
| Other relevant actors (if applicable) |                               |                      |





#### 4. Synergies, collaborations and ecosystem evolution

*Indicative length: at least 3,000 characters (including spaces)*

**Based on the data gathered through TOURISMO and the data expected to be collected in the near future:**

- **What new synergies or forms of collaboration could emerge within your local tourism ecosystem?**
- **Could new actors be integrated into the ecosystem as a result of data-driven opportunities?**

*In this phase, we are not asking partners to validate predefined scenarios, but rather to help surface potential ones based on their ecosystem dynamics.*

*Please consider the following suggestions:*

- *Which scenarios are considered the most critical or difficult to implement, and why?*
- *What additional resources or skills would be needed to implement each scenario?*
- *Which scenarios or use cases could have scalable or long-term effects beyond the pilot area?*
- *What risks or barriers might prevent the dissemination of results, and how could they be mitigated?*

#### 5. Stakeholder engagement and workshops

*Indicative length: at least 1,500 characters (including spaces) for each bullet point and for the co-creation question.*

**Please list key stakeholders from your ecosystem who could be invited to the engagement workshops foreseen under Activity 3.3 in order to:**

- **Validate the proposed use case scenarios;**
- **Enrich them with practical feedback;**
- **Support the exploitation and dissemination of TOURISMO results.**

*This question is not about formal validation procedures, but about identifying which ecosystem actors could meaningfully contribute to refining and strengthening the scenarios. Consider the following suggestions:*

- *Which stakeholders could actively co-create specific use case scenarios during the workshops?*
- *What would be their respective roles in this process?*

#### TOURISM ECOSYSTEM PLAYERS

*An example table to be completed is provided below; partners are invited to populate and adapt it as appropriate to their specific ecosystem context.*



| Ecosystem Players           | Sub-Category                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Public authorities and DMOs | <ul style="list-style-type: none"> <li>• <b>National Bodies:</b> <ul style="list-style-type: none"> <li>◦ Ministries and government departments (e.g., Ministry of Tourism);</li> <li>◦ National tourism boards promoting the country abroad.</li> </ul> </li> </ul>                                                                                 |
|                             | <ul style="list-style-type: none"> <li>• <b>Regional and Local Bodies:</b> <ul style="list-style-type: none"> <li>◦ Regions, provinces, municipalities, and their tourism departments;</li> <li>◦ Destination Management Organisations (DMOs) /Destination Management Companies (DMCs) managing local promotion and offerings</li> </ul> </li> </ul> |
|                             | <ul style="list-style-type: none"> <li>• <b>Local Communities and Residents.</b></li> </ul>                                                                                                                                                                                                                                                          |
|                             | <ul style="list-style-type: none"> <li>• <b>Financial Institutions and Investors</b> (banks, investment funds active in the tourism real estate sector).</li> </ul>                                                                                                                                                                                  |
| Tourism SMEs                | <ul style="list-style-type: none"> <li>• <b>Accommodation Providers:</b> <ul style="list-style-type: none"> <li>◦ Hotels and hotel chains (both international and local);</li> <li>◦ Non-hotel accommodations (B&amp;Bs, agriturismos, holiday homes, hostels);</li> <li>◦ Short-term rental platforms.</li> </ul> </li> </ul>                       |
|                             | <ul style="list-style-type: none"> <li>• <b>Transport:</b> <ul style="list-style-type: none"> <li>◦ Airlines, railways, and shipping companies (ferries and cruises);</li> <li>◦ Car rental companies and local mobility services (taxis, ride-hailing).</li> </ul> </li> </ul>                                                                      |
|                             | <ul style="list-style-type: none"> <li>• <b>Travel Intermediaries:</b> <ul style="list-style-type: none"> <li>◦ Travel agencies and tour operators (national and international);</li> <li>◦ Online Travel Agencies (OTAs).</li> </ul> </li> </ul>                                                                                                    |



|                                              |                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                              | <ul style="list-style-type: none"> <li>• <b>Activities and Hospitality:</b> <ul style="list-style-type: none"> <li>○ Restaurants, bars, and cafés;</li> <li>○ Tourist attractions (museums, archaeological sites, amusement parks);</li> <li>○ Providers of experiential tourism services (tour guides, outdoor activity operators, historical reenactments).</li> </ul> </li> </ul> |
|                                              | <ul style="list-style-type: none"> <li>• <b>Trade Associations</b> (hotel associations, business confederations, local tourism promotion groups).</li> </ul>                                                                                                                                                                                                                         |
| <b>Solution and technology providers</b>     | <ul style="list-style-type: none"> <li>• <b>Technology Companies</b> (for booking, management, marketing, and data services, digital infrastructure, IoT developers, drone specialists).</li> </ul>                                                                                                                                                                                  |
| <b>Other relevant actors (if applicable)</b> |                                                                                                                                                                                                                                                                                                                                                                                      |

## 6. Scenario selection by stakeholder typology

*Indicative length: approximately 600–800 characters per scenario (including spaces).*

**For each of the following stakeholder typologies (as listed in Table 5), please recommend two scenarios that should be further developed and validated:**

| Ecosystem Players                     | Scenarios                  |
|---------------------------------------|----------------------------|
| Public authorities and DMOs           | Scenario 1:<br>Scenario 2: |
| Tourism SMEs                          | Scenario 1:<br>Scenario 2: |
| Solution and technology providers     | Scenario 1:<br>Scenario 2: |
| Other relevant actors (if applicable) | Scenario 1:<br>Scenario 2: |



### *Potential Scenarios:*

*Note: The following list is provided as indicative examples to support scenario selection and development. Partners are invited to contextualise scenarios based on their pilot and local ecosystem.*

- *Specifically, partners should:*
  - *Contextualise each scenario according to their specific pilot;*
  - *Specify the stakeholder(s) involved;*
  - *Describe the actions each stakeholder would take;*
  - *Identify which data will be used to implement the scenario.*
  - *Propose additional scenarios not included in the list below.*
- *Indicative list of potential scenarios:*
  - *Dynamic Pricing for Peak Hours*
  - *Context-Aware Staff Scheduling*
  - *Optimisation of Supplier Deliveries*
  - *Post-Flow Product Development*
  - *Climate and Infrastructure Resilience*
  - *Alternate Route Campaigns*
  - *Zoning Strategies*
  - *Peak-Hour Resource Allocation*
  - *VR/AR Digital Twin Development*
  - *AI-Powered Transport Optimisation*
  - *Predictive Maintenance Scheduling*



## Annex 2

### D3.3.1 – Use Case Scenarios for Pilot Outputs Exploitation

*(Draft – compiled by FRI for partners' review)*

#### 1. Introduction

- 1.1 Purpose of the deliverable
- 1.2 Scope of the use case scenarios
- 1.3 Link with TOURISMO pilot activities

#### 2. Overview of pilots and data sources

- 2.1 Pilots covered and responsible partners
- 2.2 Data generated through the tested solutions
- 2.3 Types of data considered (qualitative and sensor-based)

#### 3. Use Case Scenarios for Pilot Outputs Exploitation

##### 3.1 Use Case Scenarios for Public Authorities and Municipalities

###### 3.1.1 Scenario 1

- Pilot reference
- Scenario description
- Data used from the tested solution
- Stakeholders involved
- Supported decision-making processes (if identified)
- Expected impact on tourist flow management
- Expected business or service-related benefits
- Further expected added values
- Implementation constraints and risks (if identified)
- Potential scalability beyond the pilot area (if identified)

###### 3.1.2 Scenario 2 *(same structure)*

##### 3.2 Use Case Scenarios for Destination Management Organisations (DMOs)

###### 3.2.1 Scenario 1 *(same structure as 3.1.1)*

###### 3.2.2 Scenario 2 *(same structure)*

##### 3.3 Use Case Scenarios for Tourism SMEs

###### 3.3.1 Scenario 1 *(same structure as 3.1.1)*

###### 3.3.2 Scenario 2 *(same structure)*

##### 3.4 Use Case Scenarios for Solution and Technology Providers

###### 3.4.1 Scenario 1 *(same structure as 3.1.1)*

###### 3.4.2 Scenario 2 *(same structure)*



### **3.5 Use Case Scenarios for Other Relevant Actors (if applicable)**

3.5.1 Scenario 1

3.5.2 Scenario 2

## **4. Synergies, collaborations and ecosystem evolution**

4.1 New forms of collaboration within the local tourism ecosystem

4.2 Potential integration of new actors due to data-driven opportunities

4.3 Critical or difficult scenarios and associated challenges

4.4 Additional resources or skills required

4.5 Scenarios with potential scalable or long-term effects

4.6 Risks or barriers to dissemination and mitigation measures

## **5. Stakeholder engagement and scenario validation**

5.1 Stakeholders involved in validation workshops

5.2 Role of workshops in refining and validating scenarios

## **6. Summary of scenario selection by stakeholder typology**

6.1 Public Authorities and Municipalities – recommended scenarios

6.2 Destination Management Organisations – recommended scenarios

6.3 Tourism SMEs – recommended scenarios

6.4 Solution and Technology Providers – recommended scenarios

6.5 Other Relevant Actors (if applicable) – recommended scenarios

## **7. Conclusions and next steps**

7.1 Key opportunities emerging from pilot data exploitation

7.2 Further refinement and dissemination of use case scenarios



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