i-TAG – International Tourism Analytics Group
Enhanced Data and Statistical Literacy for Sustainable Tourism Development

Kick-Off Meeting
Palermo, Italy
16/02/2024

Agenda

14:00 – 14:10	**Welcome and introduction** **Introduction of the event and its agenda**
14:10 – 14:20	**WP1** **- S. De Cantis, *Updates about the project, schedule of calendar of next online meetings***
14:20 – 14:45	**WP2 – D.2.1** - Y. Jehan, *From Data to Decision: Unleashing the Potential of Tourism Statistical Literacy* - G. L. Lo Mascolo, *Data-Driven Strategies: Revolutionizing the Hospitality Industry's Operational Landscape* - S. De Cantis, **The State of the Art Report [D2.1] of Tourism Statistical Literacy (TSL): the tentative summary of the report**
14:45 – 15:00	**WP2 – D.2.2** - A. Dickinger, C. Weismayer, S. Sedlacek, *Conceptualization of the Needs Analysis*
15:00 – 15:15	**WP2 – Events** - X. Delclòs-Alió, **Preliminary Ideas for the Conceptualization, Design and Structure of the Workshop on "Analysis of Gaps in Official Statistics and New Data Sources"**
15:15 – 15:30	**WP3** - E. Braun, A. B. Sanchez, S. Gymothy Mørup-Petersen, **Designing Modularized Online Content for Tourism Practitioners and Students**
15:30 – 15:45	**WP4** - M. Ferrante, N. Shoval, **Tourism Analytics Platform: Preliminary Steps and First Activities Plan**
15:45 – 16:00	**WP5** - J. Mazaj, M. D'angelo, **Dissemination & Communication: Strategy and Tools**
16:00 – 16:30	**General discussion of the updates, final remarks and event closing**

http://tinyurl.com/i-TAGKoF