

USING DATA IN THE TOURISM INDUSTRY EDINBURGH NAPIER UNIVERSITY

WEEK 4

WHAT DO YOU WANT FROM YOUR DATA

Professional help - signposting and benchmarking

Now that you most likely have an idea about what it is you want from data for your business and what tools you would want to make use of, you may look for initial help and guidance. Here are a few sources for external professional advice and benchmarking. It is usually good to start with approaching your current providers and your local or national tourism board, who have access to data.

Make contact through your business relationship manager

If you don't know where to start as a small business, it is usually advisable to reach out to your business relationship manager for local Destination Marketing Organisation or Scottish Enterprise contact via business gateway. They are the route into securing the best advice and introducing you to the best people to take that forward.

Public sector networks

Public sector networks are also there to help you so approach them. Scottish Enterprise (<https://www.scottish-enterprise.com/>) may be approached initially to find out what options there are and who you may approach for solutions. They may take you through a tender system to find suitable partners. The local council may also have advice on local resources, consultants and agencies similar businesses have worked with in the past. There is also a lot of online support through your partners or software providers e.g. Expedia, Mailchimp. Put your feelers out for similar-sized businesses and follow businesses you aspire to. Benchmark by looking and seeing what they are doing. This can be a great source of industry advice.

Locally you can engage with your tourism membership organisation, in Edinburgh that would be the Edinburgh Tourism Action Group (<https://www.etag.org.uk/>), a public-private partnership. They run free training sessions and events throughout the year. They can help you understand your local geographical area. On a national level, it is about inputting to strategies Scotland-wide through the Scottish Government, the Scottish Tourism Alliance, or through Digital Tourism Scotland. It's about making sure your voice is being heard by using them as a platform to get your ideas across.

National tourist Boards

National tourism boards, such as Visit Scotland also have enormous amounts of data on the national market and create interesting reports on visitor country profiles per region and interest. They can be quite useful as a starting point to see who is visiting your

particular destination and to compare your data against to see if this insight is represented in your data. ASVA, the Association of Scottish Visitor Attractions also collates similar data on historic visitor numbers. Their data can be used as a benchmarking tool to see whether your data is unique or reflected across the region. ETAG may also provide you with data on trends in your area. Essentially, there is a lot of data and expertise out there that you can make use of. Think about your specific problems and reach out to your wider trade network for support.

Universities

As a small business with limited resources, **universities** can provide a great source of skills and expertise. Innovation can come about through the creative capacity of student resources and academic staff support. Collaboration with universities brings mutual benefits through learning from each other without the need for formal commercial contracts. Universities represent a generous network for creative diversity, be it through student projects or interns or expertise from workshop and conferences speakers

Other useful support from the public sector

Primarily for Scottish businesses but some useful materials freely accessible to all. It may also inspire you to search for equivalents in the region/country where your business is based:

Business Gateway's Digital Health Check

(<https://www.bgateway.com/resources/digitalboost>)

Would you like you to know how your business could benefit from digital upskilling?

Training, guides, tutorials, workshops, 1:1 advice and consultancy – all for free

Be safe in cyberspace – Scottish Business Resilience Centre (<https://www.sbrcentre.co.uk>)

Placement and internship hires

Hire placement students with digital skills and more via e-Placement Scotland

(<https://www.e-placementscotland.com>)

Adopt an intern, UK-wide (<https://www.aai-talent.co.uk>)

From the private sector

CENSIS – Scotland's Innovation Centre for sensing, imaging and Internet of Things (IoT) technologies. (<https://censis.org.uk>)

We work with private and public organisations of all sizes to de-risk and accelerate innovation and overcome technology barriers to achieve business transformation

For-Sight – helps the hospitality sector to make the most of insights on guest data from their databases (<https://for-sight.co.uk>)

Bokun – online booking software for tours and activities (<https://bokun.io>)