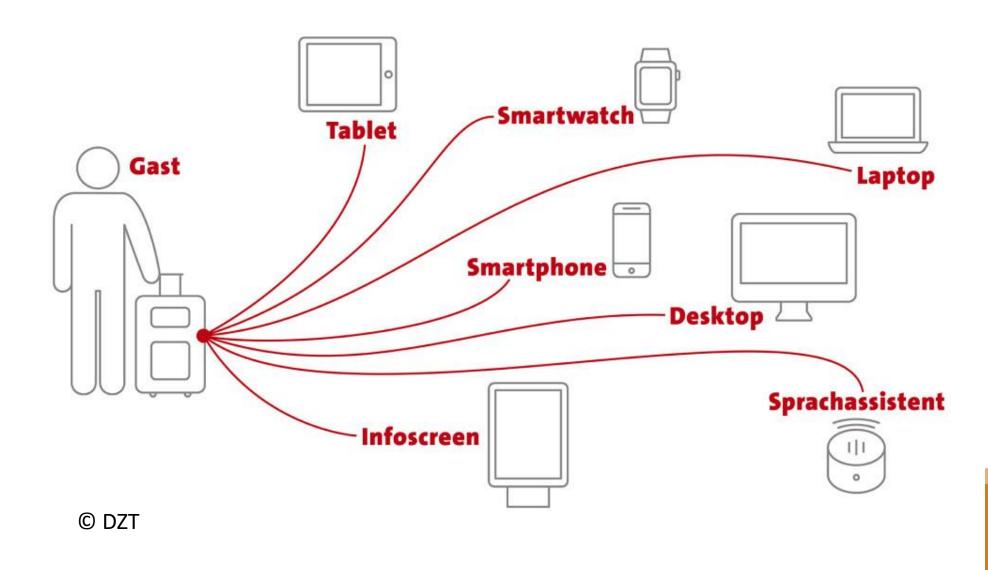


Guests are increasingly traveling digitally

The challenge of providing guests with the information they are looking for quickly and easily, regardless of the distribution channel.





Initial situation of touristic databases

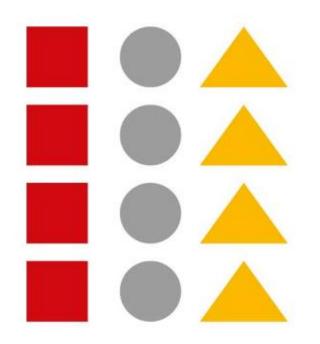
Status Quo des touristischen Datenbestandes



Daten liegen im Deutschlandtourismus oftmals noch heterogen ausgezeichnet und geschlossen vor.

Quelle: Herausgegeben von der Deutschen Zentrale für Tourismus e.V. (DZT). Horster und Kärle (2019): Braucht der Tourismus Open Data? Illustration: Lena Modrow.

Ziel des touristischen Datenbestandes



Ziel vieler Open Data Initiativen liegt in der Schaffung einer Interoperabilität der Daten. Dafür müssen touristische Daten geöffnet und für das Semantic Web strukturiert werden.



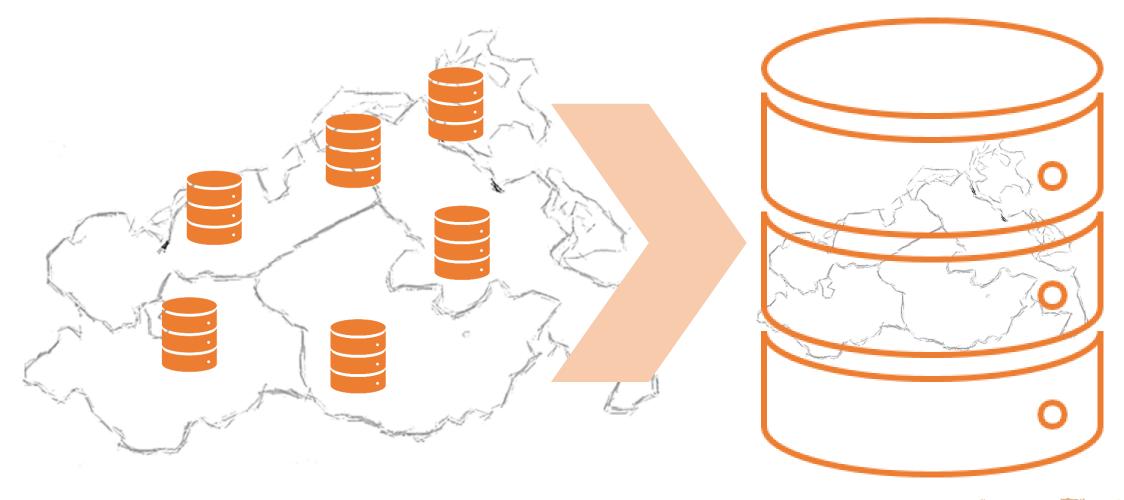


Mecklenburg-Western Pomerania – Destinations





How it works in MV - since 2013





1. Input

2. Enrichment/Structure

3. Output





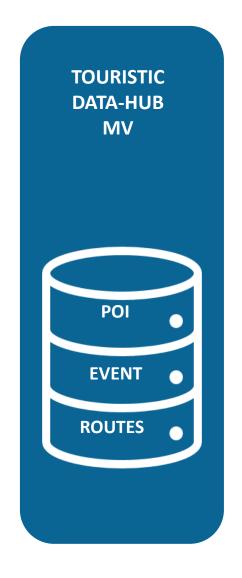
Sights/POI



Events



Routes











Different Online-**Distribution Channels**



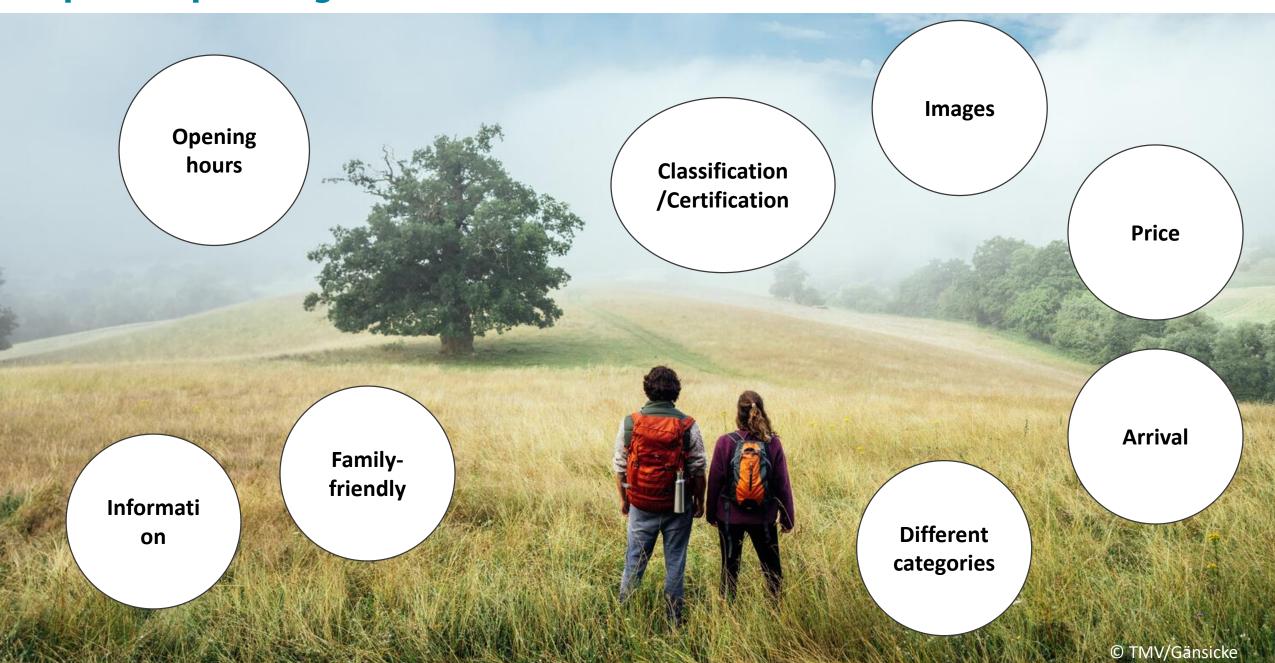
Guests







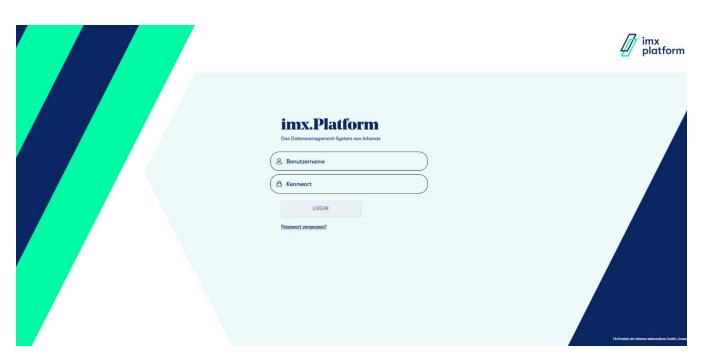
Important planning information...



Input via online form

Input via Data-Hub-Backend





Data-Hub MV

regularly managed data types

POI

-> Adress-Based-Objects

Events

-> Date-Based-Objects

Offers

->Price-Based-Objects

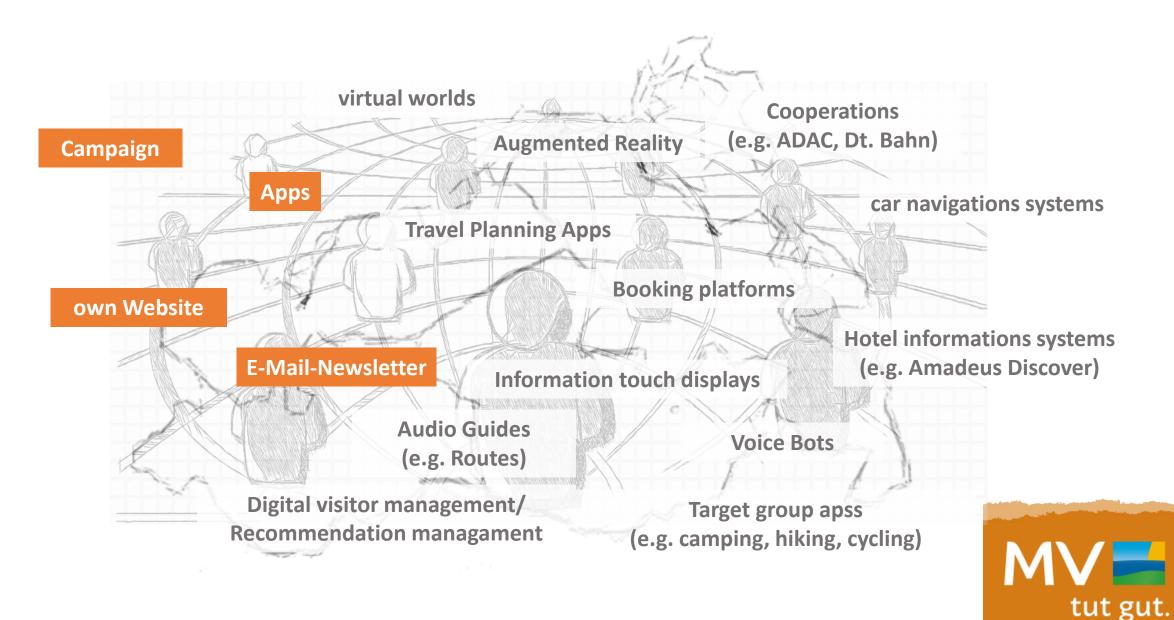
Routes

->Geo-Coordinate-Based-Objects **Expandable**

e.g. utilization for targeted visitor guidance



Connected MV: content availability across destinations



Where are POIs visible?









Screenshots: auf-nach-MV.de









Same museum displayed on other websites (destinations in MV)









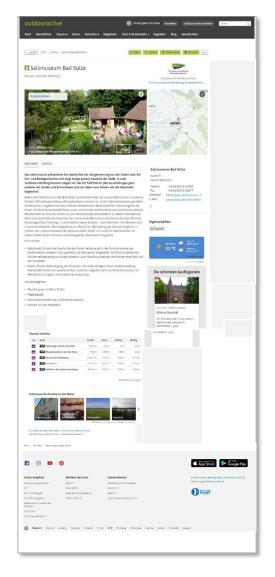
Same museum – in our Partner Apps



DB Ausflug









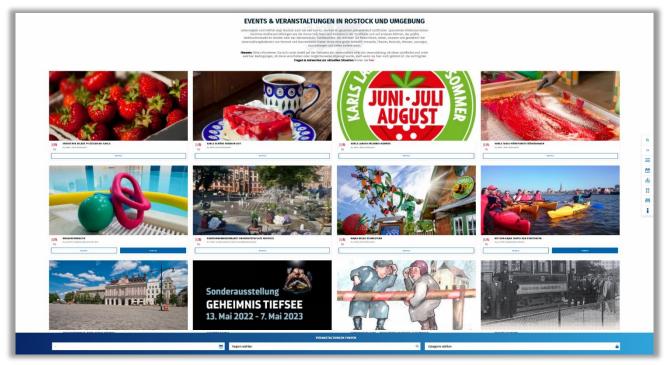






Possible Applications

via API (XML, JSON, JSON-LD)



Website: Rostock

Website: Rügen

₽= Unterkonrte

Suchen, finden, erleben

VERANSTALTUNGSKALENDER RÜGEN

a in einem etwas anderen Rahmen und unter veränderten Bedingungen. Sicher ist atalis: Auch 2022 hat das Rügen-Jahr in Sachen Veranstaltungen viel zu bieten.

durch den Veranstallungskalender und lernen Sie die Insel Rügen von ihrer erlebnisreichen







Auf der neu gebauten, überdachten Außentribüne können Sie der diesjährigen Vorstellung FATA MORGANA folgen.



≡ Liste	III Galerie	🖒 Karte	
	DONNERSTAG		

Outdoor-Aktivität, Sport, Szene & Trends LAUFTREFF BAABE

07:30 - 08:30 Uhr / Haus des Gastes Baabe, Baabe

16.06.2022

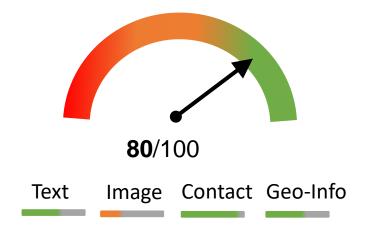


Sport, Wellness und Gesundheit PILATES

08:00 - 09:00 Uhr / Hauptstrand Sellin Ostseehad Sellin

Content-Score included in Data-Hub

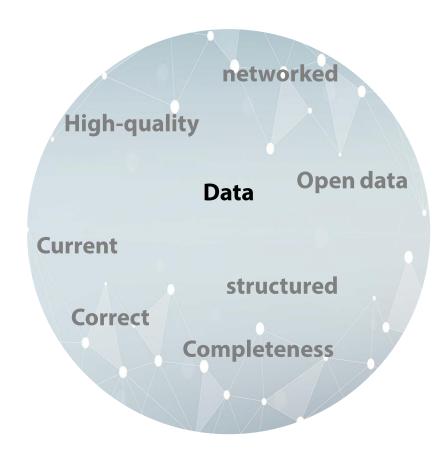
- Indicator for measuring the quality/completeness of data
 - Text, Image, contact, Geo-Information, opening hours, last actualisation, categories
- Starting Point for Optimization



7 Advantages

- ✓ Content for all channels
- Enter once, play out everywhere
- ✓ More Range & Visibility
- ✓ Higher Data-Quality
- √ New digital services
- Networking the partners
- Added value for our guests

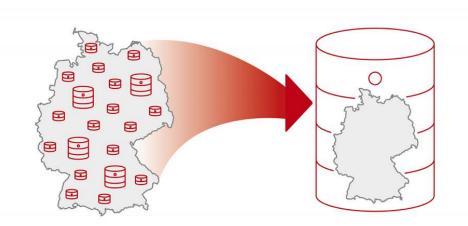
Data quality & infrastructure requirements

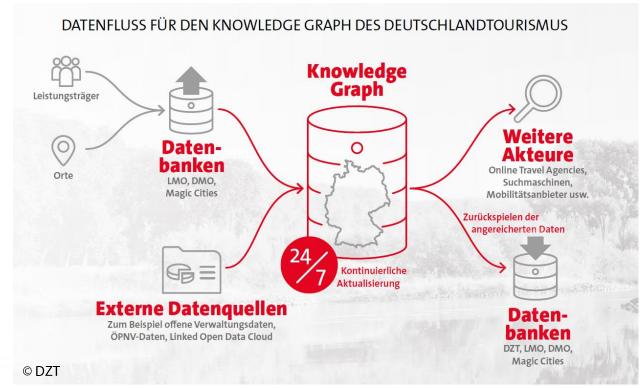




The Open Data-Project – Destination Germany

- The Marketingorganisation (LMOs), Magic Cities and the GNTB have joined forces to create the Open Data/Knowledge Graph project for Germany as a tourist destination.
- Goal: The destinations various databasers are to be standardized and made centrally available to all (Open Data).





https://open-data-germany.org/

