

## RURACTIVE OPEN CALL - CHALLENGE 17

<b>Title of the challenge</b>	<b>Improving data availability in the tourism and hospitality sector</b>
<b>Dynamo (pilot location)</b>	Zakarpattya, Ukraine
<b>RDD (Rural Development Driver)</b> <i>addressed by the challenge</i>	Nature based and cultural tourism
<b>Overall context description and specific context to be addressed by the challenge</b>	<p>The Zakarpattya region is located in the west of Ukraine, bordering four EU countries: Romania to the south, Hungary to the south-west, Slovakia to the west and Poland to the north-west, historically and nowadays being very multi-cultural and multi-national part of the country. Around 80% of the territory of Zakarpattya is covered by mountains, over 50% covered by forests. This cultural diversity, natural highlights and relative underdevelopment create good preconditions for the development of nature-based and cultural tourism. However, at the same time there are many challenges related to tourism development.</p> <p>The community targeted by the challenge is located in the area of the National Nature Park “Synevyr” and hosts the most visited attractions: Synevyr lake, the Bear Rehabilitation Center, the Museum of Forest and Timber Floating and the visitor centre. Also, the community itself, outside of NNP “Synevyr” is highly visited. There is a scarcity of data on tourism fluxes and no system in place for data collection (statistical, tax data, online or digital check-in data etc.). Additionally, service providers are not aware of the low-quality level of their services since no possibility for feedback or rating is available. At the same time, there is no branding or destination or any other kind of certification for the quality of services certification. A solution that makes available data on tourism could support the local community and strengthen existing activities and networks, while increasing awareness towards valued local resources and ecosystems, also contributing to the protection and enhancement of biodiversity.</p>
<b>Scope of the Challenge</b>	We seek solutions that collect and analyse both quantitative and qualitative data on tourist flows, visitor behaviour, and service quality (e.g. tourism flows, nights spent, visitors' tax

	<p>etc.) The data must be made accessible to the Dynamo and the local administrations via dashboards or apps. The solution should also include guest rating systems for local services, along with certification and branding tools to promote quality improvement. Accessibility for diverse visitor groups and climate resilience are key considerations.</p>
<b>Solution requirements</b>	<ul style="list-style-type: none"> <li>• Digital system/app/tool for data collection and analysis of tourism for local administration and businesses to understand visitors' behavior and satisfaction levels. The system should include software for visitor tracking and quality measuring as well as engaging "stations" in the main attraction points (e.g. smart sensors, furnitures/attraction points inviting visitors to check in).</li> <li>• Dashboard/app/tool open to all tourists, visitors and the local community, displaying collected key data, on a daily basis per attraction/destination.</li> <li>• Easy to use tool to allow visitors to assess/certify the quality of the offered services, leave feedback and/or suggestions for improvement (e.g. smart stations at the main local attraction, 12, to allow both visitor tracking and quick service rating, systems related to check-in processes,...).</li> <li>• Tool for the assessment of HORECA services, for internal use of the service provider and tourism community and regional administrations.</li> </ul>
<b>Specific objectives and expected outcomes</b>	<ul style="list-style-type: none"> <li>• To understand visitors movement patterns in order to support targeted marketing and better service development.</li> <li>• To set up a data collection system on visitors, their stay, preferences and satisfaction.</li> <li>• To increase awareness towards local cultural and natural resources.</li> <li>• To support the local community in developing economically viable and sustainability aware services and activities .</li> <li>• To improve the quality level of HORECA services in the community.</li> </ul>
<b>Available resources</b>	<ul style="list-style-type: none"> <li>• Information and data gathering support.</li> <li>• Synevyr rural municipality staff technical support.</li> <li>• Community infrastructure use.</li> <li>• National Nature Park "Synevyr" staff support and infrastructure use.</li> </ul>