

DATA ANALYST IN SUSTAINABLE TOURISM

THEORETICAL PART



Context:

You are in a city affected by overtourism, where the flow of visitors overwhelms the local infrastructure, ecosystems and communities. Iconic destinations such as Venice, Santorini or Barcelona, once cultural and historic gems, are now struggling with overcrowded streets, rising costs of living for local residents and environmental degradation.

Local governments, tourism boards and businesses are increasingly recognising the need to address these challenges through sustainable tourism practices that safeguard both the local environment and the visitor experience.

In this context, many concerns have arisen and need to be addressed: Who would be responsible for these kind of analyses? How can tourists be relocated efficiently? How can sustainability be scientifically analysed to uncover its trends and challenges?



GUIDANCE PART

Related Contents/Skills:

Adaptability

Teamwork

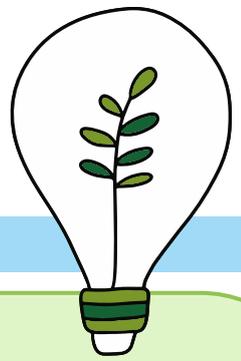
ICT Environmental Policies and Legislation

Data management

Stakeholder Engagement

Self-Reflection Questions:

- What key metrics should be tracked to assess the sustainability of tourism in a given destination?
- How can tourists be made aware of their impact?
- How can data be used to balance the needs of tourism growth with environmental preservation?
- In what ways can you collaborate with local stakeholders to ensure that tourism data is relevant and actionable?
- How can data insights be communicated effectively to local communities to foster collaboration and understanding?



Analysis:

- What is the main problem or need to be addressed?**
- What knowledge and skills are necessary to tackle this situation?**
- What are the strengths and weaknesses of the context in which this problem arises?**

Planning:

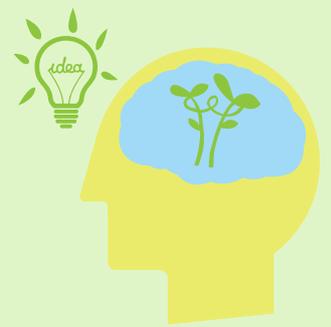
- How can an initial plan be developed to address the identified needs?**
- What material and human resources are available to address the situation?**
- What specific actions should be taken to implement the solution?**

Suggestions and Prevention:

- What suggestions can be offered to execute the proposed solutions?**
- How can risks or potential future problems related to the solution be prevented?**

Evaluation:

- What methods can be used to assess the success and sustainability of the implemented solutions?**
- How will the evaluation be conducted, what instruments will be used, and what variables will be analysed?**



Expected Results after Implementation

**What are the expected outcomes after implementing the solutions?
How is the future context expected to look after our intervention?
What suggestions can be made for future applications, maintenance, or performance improvements?**

Reflection on Developed Competencies and Project Impact:

**What competencies were developed and what is the potential impact of the project?
What difficulties or strengths were identified during the implementation of this EcoJob in a real context?
How is the coherence of the EcoJob analysed, and how suitable is it in relation to the identified need?**

