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International Seminar on Hospitality of Local Communities and Providers of Tourism Services - The Role of Dashboards, Tourism Observatories and Other Monitoring Tools Vienna, September 13, 2013

BASTIS – A Collaborative Tourism Information System

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Institute for Tourism Research
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www.nit-kiel.de



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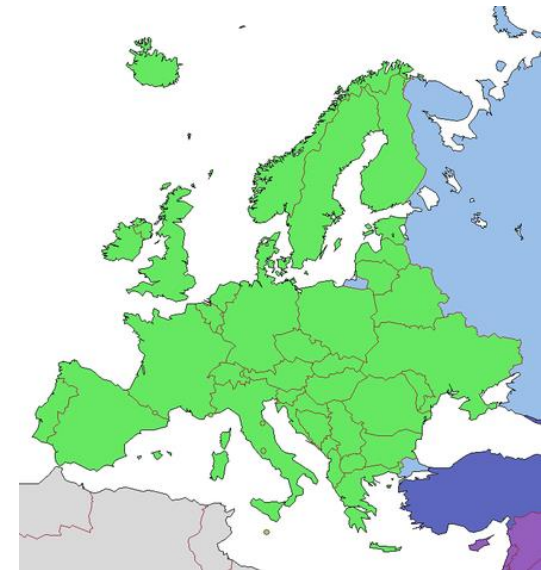
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The situation of tourism in Europe

- Current economic situation →
Budget cuts and loss of human resources in
tourism (tourism organisations, tour operators,
tourism attractions)
- Increasing competition within Europe and with
emerging destinations all over the world
- Efficient successful tourism marketing and
planning necessary
- Basis: Relevant market information for tourism
professionals ...



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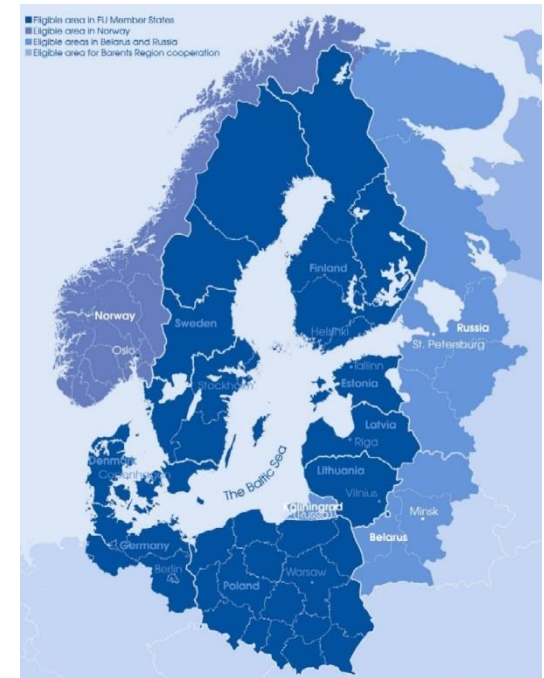
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The approach in the Baltic Sea Region

- Comprehensive comparable data on customers and markets relevant for the Baltic Sea Heritage Tourism on BSR level are lacking
- Need for a central source of reliable, comparable and up-to-date market information for the entire BSR
- Tourism stakeholders from different backgrounds joined forces to tackle this issue ...



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... in the AGORA 2.0 project



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

... together with partners from different geographic levels and sectors, e.g.

- Finnish Tourism Board;
- Regional Development Agency Koszalin (PL);
- City of Narva (EE);
- Skokloster Castle (SE);



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What is BASTIS?

BASTIS is ...

... the Baltic Sea Heritage Tourism Information Service

The basic idea of BASTIS is ...

... to provide everybody dealing with heritage tourism in the Baltic Sea region (e.g. SMEs, tourism authorities and associations) with useful market and benchmarking information, **free of charge and easy to access!**



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Information Requirements of tourism stakeholders in the BSR

- Understand (heritage) tourism in the BSR
 - Context and trends rather than mere figures/statistics
 - Also background information, e.g. on the economic situation in relevant source markets
 - Information on the level of single heritage sites
- In order to make better marketing and strategy decisions



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Use the best sources!



Flash Eurobarometer 334



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Be inspired by good ideas!



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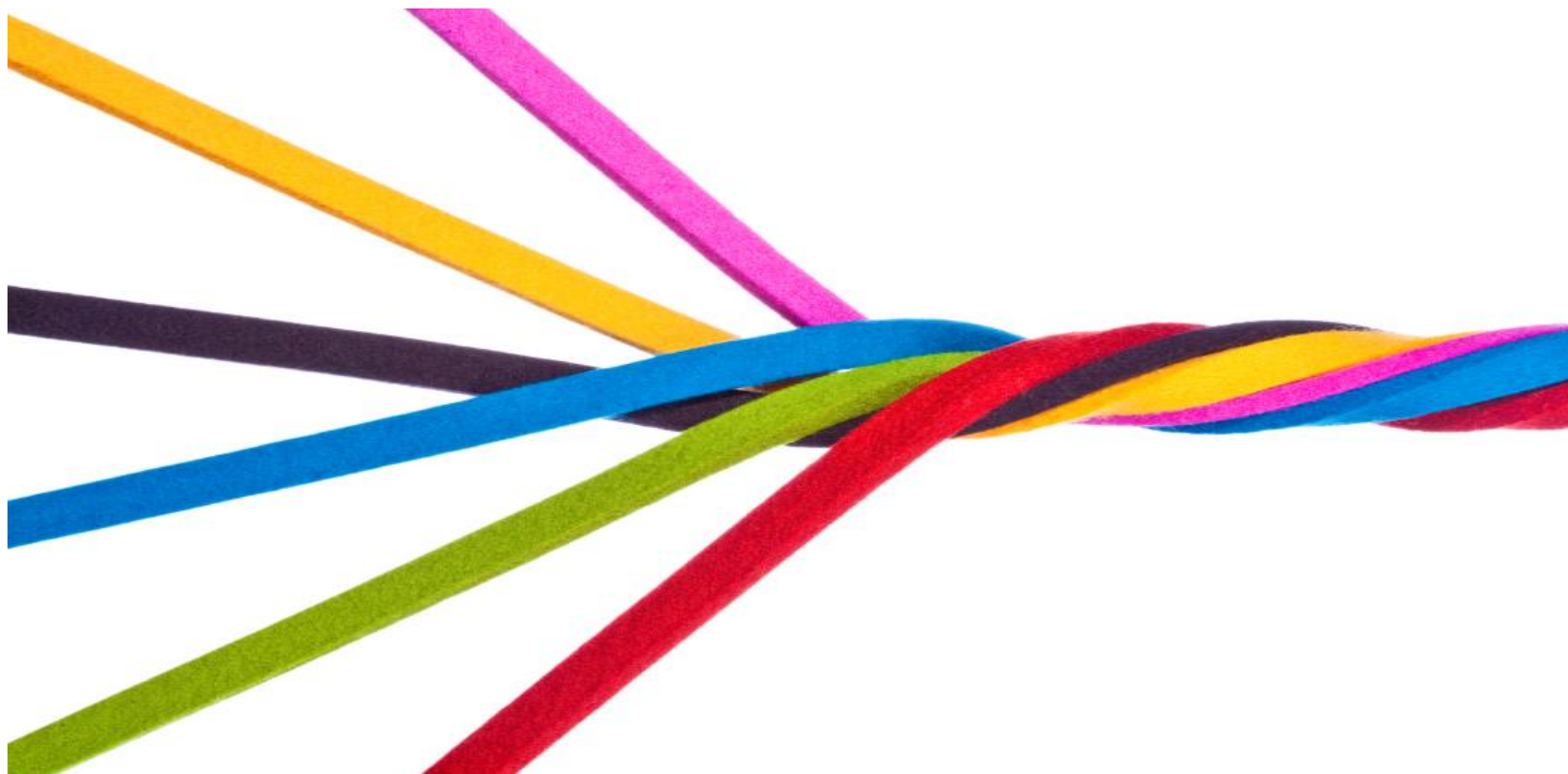


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Share the workload!




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Create a smart platform!

wiki

The wiki is the heart of BASTIS, with a thematical structure of its content

1. Destinations:

statistical and survey based information about 10 BSR countries as a tourism destination

2. Source Markets:

data on 13 selected countries relevant for the Baltic region as tourism source markets

3. Heritage Tourists:

shows mostly survey data on different segments of the heritage tourism demand side

4. Heritage Sites:

contains first hand information on many heritage sites in the BSR, like castles, churches, museums, natural sites & attractions or national parks

blog

The blog is the BASTIS
news center

forum

The forum is the
place for discussion



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The WIKI approach of BASTIS

- Multi-editor/collaborative knowledge management
- Very user-friendly front- and back-end
- Free and widely used software (e.g. in wikipedia.org)
- No investments in licensing or IT-infrastructure needed
- No special skills for the administrators necessary
- Easily adaptable to future needs
- Easily transferable into other regions/contexts



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The BASTIS wiki ...

- ... structures the relevant information and is **easy to navigate**
- ... is text-based and gives you the **context** rather than single figures
- ... displays the information in **comparable profiles** of countries, target groups and heritage sites
- ... gives **fast orientation** with the infobox, containing key information, and the table of content
- ... compares key information at one glance in its **benchmark reports**
- ... enables you to update and add information **on your own** (only prerequisite: create your own user name and log into BASTIS)



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► Heritage Sites

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Welcome to BASTIS!

BASTIS, the Baltic Sea Heritage Tourism Information Service, is your one-stop-shop for tourism market information in the Baltic Sea Region, free of charge and easy to access! Here you find, well-structured and at one glance, tourism statistics, market research results and analyses on all Baltic Sea destination countries, on the most important source markets for the Baltic Sea Region and a segmentation and analysis of different cultural and natural tourists in Europe interested in holidays in the Baltic Sea region. As in Wikipedia, you, the user, can add and update information within BASTIS – this is especially important for the section about heritage sites! [Here you can find a short presentation about BASTIS.](#)

wiki

This wiki is the heart of BASTIS. Here you can access, share, update and edit all relevant market information for heritage tourism in the Baltic Sea region. To navigate the wiki, please use the navigation bar to your left or just start with the search function on the upper right of this page! The content of this wiki is structured in the following thematical sections:

- **Destinations** holds mostly statistical and survey based information about 10 Baltic countries as a tourism destination. Contents are e.g. the usage of accomodations, accomodation capacities, or interest in the destination
- **Source Markets** shows data on 13 selected countries relevant for the Baltic region as tourism source markets. Available information is, besides a country profile, the tourism demand and the traffic links into the Baltic region
- **Heritage Tourists** shows mostly survey data on different segments of the heritage tourism demand side.
- **Heritage Sites** contains first hand information on many heritage sites in the Baltic region, like castles, churches, museums, natural sites & attractions or national parks.

IMPORTANT: To edit content, you need to have a BASTIS account and be logged in. [Click here to get your own BASTIS account!](#)

blog

The blog is the news center of BASTIS. Here we keep you updated with new developments within BASTIS and point out interesting findings relevant for heritage tourism in the Baltic Sea region. [Start the blog](#) and [subscribe to the RSS feed](#)

forum

The forum is the place for discussion. Here you can ask, compliment and criticize the editors of BASTIS and discuss with other users about heritage tourism in the Baltic Sea region. [Start the forum!](#)

The map shows the **Baltic Sea Region**, home of BASTIS.



For more information please visit the website of the [Baltic Sea Region Programme](#)

BASTIS user survey:

We care about what you think!
[Please click here and help us with your answers](#)

BASTIS is part of the EU Interreg project [AGORA 2.0](#), and hosted by the [Baltic Sea Tourism Commission](#). For more information on the BASTIS project please see the [about BASTIS page](#) and observe our [Copyright & Legal Notice](#). BASTIS is primarily meant as a business-to-business information channel and is focussing on SME (Small and Medium Enterprises) in the tourism and heritage sector. If you are looking for personal information to plan your next trip, please have a look at our [Travel Planning Sources](#).

KEY STATISTICS: 116 users provided 599 pages on BASTIS, which have been viewed 498,888 times when accessed on April 11, 2013.

This page was last modified on 12 December 2012, at 08:37.
This page has been accessed 57,034 times.
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Destination [Discussion](#)

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Destination:Denmark

In **Denmark** 28.2 million overnight stays were made at [collective accommodation establishments](#) during the year 2011. Compared to 2010, this means an increase by 3.9%. Most overnight stays at collective accommodation establishments in Denmark were made by Danes, 18.7 million overnight stays or 63% during 2011. The number of overnight stays in 2011 made by people living outside Denmark were 9.5 million. Germany, Norway and Sweden are the largest foreign markets and stand for 60% foreign overnight stays. USA are the biggest market outside Europe with 407 000 overnight stays. Asia stands for 325 000 overnight stays during the year 2011.

If you are interested in historic data, here you can find the complete BASTIS data for the destination Denmark with the base year 2009: [Destination:Denmark2009](#)

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- 1 Use of Accommodations
 - 1.1 Sources and Definitions
 - 1.2 Arrivals
 - 1.3 Overnights
 - 1.4 Length of stay
- 2 Accommodation Capacities
 - 2.1 Number of collective tourism establishments
 - 2.2 Bedplaces in collective tourism establishments
 - 2.3 Average size of collective tourism establishments
 - 2.4 Utilisation of bedplaces (hotels and similar)
- 3 Holiday travellers 2011 to Denmark
 - 3.1 Denmark as holiday destination 2011
 - 3.2 Nature holiday: Holiday travellers to Denmark 2011
 - 3.3 Cultural holiday: Holiday travellers to Denmark 2011
- 4 Interest in Denmark as a Holiday destination
- 5 The economic dimension of travel and tourism
- 6 Miscellaneous
- 7 References

Destination Denmark



Reference Year	2011
Overnight Arrivals	6.2 million
Bednights	28.2 million
Length of Stay	4.57 nights
Arrivals Development since 2005	+13%
Bednights Development since 2005	+8%
No. of coll. Establishments	1,119 est.
No. of Bedplaces in coll. Est.	408,000 beds
Europeans interested in Denmark 2012	3.3 million
Tourism Share of GDP (total contribution)	6.0%
Tourism Share of Workforce (total contribution)	11.3%

NTO Website: www.visitdenmark.com

Statistics Website: www.statbank.dk

If you like to see a comperative factcheck, please see [Benchmark Report Destinations 1 \(Overnight Arrivals\)](#), [Benchmark Report Destinations 2 \(Bednights\)](#), [Benchmark Report Destinations 3](#) or [Benchmark Report Destinations 4 \(Economic Dimension\)](#)

Use of Accommodations [\[edit\]](#)

[\[edit\]](#)

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

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Destination [Discussion](#)

Read [Edit](#) [View history](#)  

Destination: Benchmark Report 4

This report shows the economic dimension of tourism in the respective BSR countries, measured in the contribution of travel and tourism to the GDP (direct and total) and the workforce (direct and total). Currency exchange rates are from October 2012.





Country 	Reference Year 	Direct Contribution to GDP (billion €) 	Direct Contribution to GDP (%) 	Total Contribution to GDP (billion €) 	Total Contribution to GDP (%) 	Direct Employment (jobs) 	Direct Employment (% of workforce) 	Total Employment (jobs) 	Total Employment (% of workforce) 
Estonia	2011	0.5	3.3	2.1	12.7	19,500	3.4	73,000	12.4
Latvia	2011	0.6	2.9	1.5	7.7	27,000	2.8	70,000	7.3
Finland	2011	4.1	2.1	12	6.2	53,500	2.2	161,500	6.5
Denmark	2011	4.4	1.8	14.4	6	184,500	7	299,000	11.3
Russia	2011	18.5	1.4	76.4	5.9	954,000	1.3	3,871,000	5.5
Sweden	2011	7.1	1.8	22.2	5.5	80,500	1.7	259,000	5.6
Poland	2011	6.9	1.9	17.7	4.8	306,000	1.9	761,000	4.7
Germany	2011	41.9	1.6	117.6	4.6	731,000	1.8	2,002,000	4.9
Belarus	2010	0.4	2	1	4.5	86,000	1.8	197,500	4.1
Lithuania	2011	0.5	1.6	1.3	4.2	22,500	1.6	56,000	4

Missing data will be added as they become available.

Source: [WTTC Economic Impact Research Country Reports](#)

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Destination:Denmark

B *I*     [Advanced](#) [Special characters](#) [Help](#)

==Use of Accommodations==

====[[File:Icon Pen.png|50px]]Sources and Definitions====

The main source for Tourism Accommodation and Capacity Statistics in Denmark is the Eurostat database<ref name="Eurostat">Eurostat database 2011 [http://epp.eurostat.ec.europa.eu/portal/page/portal/statistics/search_database]</ref>. Here the most harmonised and complete European Tourism Statistics can be found. Hence we use definitions according to Eurostat directives:

```
{| class="wikitable"
|-
! Hotels and similar!! Other collective accommodation
|-
| 40 beds or more||
''Holiday dwellings'' = all establishments <br />
''Camping sites'' = 75 pitches or more <br />
''Other collective accomodation n.e.s.'' = all establishments
|}
```

As additional sources TourMIS<ref>TourMIS database 2011 [http://www.tourmis.info/]</ref> and Statistics Denmark <ref name="Stat-Denmark">Statistics Denmark [http://www.statbank.dk/statbank5a/default.asp?w=1280]</ref> are used complementary with clearly marked references.

'''Please note''' that the National Danish Tourism Statistics data are different compared to the data reported in the Eurostat database. This is due to a different classification of ''accomodations''. The national Danish classification uses the following classification: Hotels and holiday dwellings (including holiday resorts), camping sites, youth hostels, marinas and holiday houses. In the TourMIS database you find the data according to the definitions of Statistics Denmark.

====[[File:Icon Arrival.png|50px]]Arrivals====

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Summary:

This is a minor edit Watch this page

[Cancel](#) | [Editing help](#) (opens in new window)

Template used on this page:

- [Template:Infobox Destination](#) (edit)



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What can BASTIS do for you?

As with all market (research) information, BASTIS **can not** make the decisions for you ...

... **but it can** help you a lot with your decision making concerning:

- Tourism Marketing in the BSR
- Strategic Planning (e.g. in terms of target groups and source markets)
- Product development (e.g. through knowing the potential customers)
- Cooperation (e.g. between heritage sites, between regions, between regions and heritage sites)



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Conclusions

- Introduction of a new innovative tool for tourism professionals in the BSR
- Relevant market information in one source
- Accepted by the tourism professionals (online since March 2011; 500 visitors per month)
- Cheap and easy in setting-up and maintenance
- User-friendly, collective knowledge management
- Easy to adapt in other regions/contexts



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