

Understanding Data in Tourism

The UK's first free online learning resource on understanding data opportunities for tourism businesses

Aimed at Tourism SMEs from an introductory level

- 5 key interactive modules introducing:
 - Fundamental concepts
 - Simple tools people can use
 - Applied industry case studies
 - Online videos
 - Real life application of data use in the Scottish tourism sector
 - Not overly technical
- Devised by the Tourism subject group at Edinburgh Napier University in partnership with Scottish Enterprise and funded by DataLab
- Hosted by the FutureLearn global platform



Courses start: 6 April / 18 May
Sign up here > www.futurelearn.com/courses/data-in-tourism

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Module Themes

- The importance of data to your business
- Using data to make your business more robust
- How to improve business productivity through data
- Tools to help you make the most of your data
- Broader data collaboration

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Course Objectives

- Understand the value and impact of data in the tourism sector
- Role of data in visitor behaviour, promoting and delivering experiences, while increasing productivity
- Identify business problems and how data could be used to address them
- Create opportunities for 'data in tourism' community engagement
- Broader data collaboration

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