



# HORIZON 2020

## **IMPACTOUR**

### **IMproving Sustainable Development Policies and PrActices to assess, diversify and foster Cultural TOURism in European regions and areas**



### **D3.3 - Data Collection Methodology**

#### **Final**

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#### **Abstract**

The Data Collection methodology aims at supporting partners, pilots and their stakeholders with the design and gathering of the necessary data for the indicators infrastructure of the project. Indeed, starting from the objectives and indicators designed, this deliverable identifies which kind of methodology suits best, analyze and purpose several applications to extract data from different sources, as well as, design tools to do it. In particular, the methodology is based on an in-depth analysis of the 51 indicators, with the aim of proposing a sustainable and reliable strategy to collect the necessary data for the elaboration of the indicator.

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### Further Information

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## Project Partners



For full details of partners go to [www.impactour.eu/partners](http://www.impactour.eu/partners)

## **Executive Summary**

This document aims to lead the IMPACTOUR project partnership towards effective data collection and in this way support a data-driven approach to cultural tourism.

Indeed, IMPACTOUR is a project which highlights a change in the perspective of designing strategies and understanding peculiarities, needs and similarities among cultural tourism sites through data. Starting from this perspective, the project required a solid base in terms of methodology for the collection of data, in order to facilitate the value data chain between objectives, indicators, necessary data and sources of verification. In this way, the data collection methodology assumes a fundamental role in strengthening the entire IMPACTOUR data-driven methodology so that it can be easily adapted and harnessed in different contexts and situations.

Indeed, one of the main challenges of the methodology is dealing with the extreme range of characteristics and availability of data of the cultural tourism sites. It is predictable and partly necessary since the project is dealing with an entire economic sector at EU level. Moreover, those sometimes-wide differences are exactly one of the reasons why it is so important to study and encapsulate them in a research approach. However, these aspects suggest care and prudence in the design of a methodology that can be as flexible and adaptable as possible to all situations, at least predictable ones. In this way, it is really important to define a methodology and approach to data collection that is scalable, meaning the ability of being useful far beyond the end of the project, and useful for facilitating all the actors (project partners, cultural tourism sites, public administration and the other relevant stakeholders) in the process of extracting data, and so assisting in the development of a culture of data.

This document starts with indicators. Indeed, the IMPACTOUR consortium believes in the importance of designing a data collection methodology that begins from indicators, since the latter leads the data goals and provides relevant information on which kind of necessary data is needed in order to compute and assemble the 51 indicators selected by the project partnership for testing the evaluation of the multilevel impact of the European cultural tourism. In this way IMPACTOUR aims to recreate a process that starts from the analysis of the 51 indicators, in order to clarify what kind of data is needed, their typology and the source of verification required for extracting data. This is the most important information needed for designing a data collection methodology. On this base, the methodology will proceed to analyse indicator per indicator, which kind of strategy is the best, in terms of time consumption and collection costs for obtaining data. The latter take into consideration the wide range of diversities there might be in relation to sources and data availability from one cultural tourism site to the other.

Alongside this practical data collection guide, this document aims at providing the necessary work effort to set theoretically and empirically an overall strategy for data collection, in terms of responsibility of extraction, reliability and validity of data, bias and lack of information, data

management & storage. In this way it will specifically focus on the concept of two-stages of data collection, namely the strategy to collect data that considers the articulated governance of the project and so proposing an approach able to deal with both the possibility of having distributed sources of data among stakeholders and the competences of data collection, clarifying a distinctive line of responsibility. This last step is fundamental for overcoming the risk of data dispersion and fragmentation that would significantly impact the validity of the data and so that of the final analysis.

Moreover, the project governance is an important test to understand the best way to support worthwhile data collection. Despite the fact that this project offers singular support to cultural tourism sites, in terms of data-driven strategy design, which tends to be missed for lack of specific competences, it is also an important test for cultural tourism sites to learn how to collect data and implement improved strategies, and for the project partnership to implement a sustainable governance model to keep collecting data from the pilot sites and over, beyond the project.

In conclusion, this deliverable will play an important role in the establishment of a methodology for supporting project partners, cultural tourism sites and their stakeholders in the collection of valid and reliable data, and this improving their impact at both local and European level.

## Table of Contents

0.	Introduction.....	1
0.1.	IMPACTOUR Project Overview .....	1
0.2.	Deliverable Purpose and Scope .....	2
0.3.	Target Audience .....	2
0.4.	Document Structure.....	2
0.5.	Document Status .....	2
1.	Sources of Verification per Indicator.....	3
2.	Data Collection Methodology.....	7
2.1.	Objective.....	7
2.2.	Desk Research on data collection methodologies .....	9
2.3.	Two stages Data collection.....	14
2.3.1.	Guide for supporting pilots in the collection of data.....	15
2.4.	Guidelines for collecting reliable data .....	18
2.4.1.	Reliability and Validity of Data.....	18
2.4.2.	Cost and Sustainability of Collecting Data .....	19
2.4.3.	Technical features of data management and storage .....	19
2.4.4.	Data Privacy Management.....	21
3.	Indicator-Driven Data Collection Guide.....	23
3.1.	Source of verification and necessary data .....	23
3.2.	Data Collection Guide.....	25
3.2.1.	Characterization domain .....	25
3.2.2.	Resilience Domain .....	40
3.2.3.	Social Impact Domain .....	46
3.2.4.	Cultural Impact Domain.....	50
3.2.5.	Environmental Impact Domain .....	54
3.2.6.	Economic Impact Domain .....	59
3.3.	Design of Data Collection Tools.....	63
3.3.1.	Observation and Document Analysis .....	63
3.3.2.	Survey and Sampling.....	64
3.3.3.	Timeline Data Collection .....	66
4.	Discussion and Conclusion.....	67
	Annex A: List of Acronyms/Abbreviations .....	68
	Annex B: References.....	70