



Università  
Ca'Foscari  
Venezia

**PROJECT ACRONYM AND TITLE:** WeCENT – Weather, Climate and ENvironmental information for Tourism

**FUNDING PROGRAMME:** H2020 Excellence Science – Marie Skłodowska-Curie Individual Fellowships

**CALL:** H2020-MSCA-IF-2018

**SCIENTIFIC FIELDS:** SOC – Social Sciences and Humanities

**HOST DEPARTMENT:** Department of Philosophy and Cultural Heritage

**SCIENTIFIC RESPONSIBLE:** Prof. Alessandro GALLO

**FELLOW:** Liliana Velea

**FINANCIAL DATA:**

Project total costs	Overall funding assigned to UNIVE
€ 183473, 28	€ 18347,28

**ABSTRACT:**

The proposed research aims to fill a niche in the weather/climate/environment information tailored to the usual tourist interests, in the same time reaching beyond the conventional exploitation paths of Earth Observation data. The proposal addresses several challenges identified by EU policy in tourism - economic competitiveness, technological challenges, markets and competition – and focuses on the development of innovative environmental products for the tourism sector, including a framework for their free/commercial delivery. The specific research objectives, each leading to a novel result, are as follows: (1) quantify user interests related to environmental features for 4 destination types (novelty: basis for development of a new index for rural areas); (2) select and shape relevant climate and environmental information based on site-, season- and leisure activity specifics (novelty: fine-tuned, individualized information); (3) translate EO data into friendly-to-use information (novelty: EO products adapted for tourism); (4) deliver it to the user in a compact and timely manner (novelty: user-fitted communication form). The research work toward these objectives will involve literature reviews, questionnaires, processing climate data into specific tourism and bio-meteorological indices, processing and ‘packing’ of satellite products employing a user-oriented formulation, as well as a strong component on stakeholders involvement. At career level, the work will allow to build a unique scientific expertise comprising interdisciplinary and inter-sectoral research capabilities and transferable aptitudes, to be further exploited through existing and new collaboration projects and networks. The scientific results will lead to development of innovative downstream integrated information addressing tourism actors, new directions for innovative applications of satellite-based information in the day-to-day life, knowledge conversion into products and services.

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<b>Planned Start date</b>	<b>Planned End date</b>
1 <sup>st</sup> July 2021	30 <sup>th</sup> June 2023

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**PARTNERSHIP:**

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<b>1. Università Ca' Foscari Venezia</b>	<b>Italy</b>	<b>Coordinator</b>
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