

eTOUR

euromuse.net

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CEN WS requirements



- Demonstrate issues of data and process interoperability
- Based on an existing business case
- Discuss CWA results based on this case
- Show future scenario



The case: euromuse.net



- Existing e-TEN project
- Was key-note at June 2008 workshop
- Brings together tourism and cultural heritage
- Uses Harmonise 2.0 services
- Faces many of the current challenges



euromuse.net objectives



- Integrate data from 100s of Europe's top museums
- Provide aggregated information to
 - User
 - Tourism industry
 - Science
- Strong need for a simple and easy-to-use system



Case set-up



- Comes not from the tourism domain, but offers its services/data to tourism
- Faces the same problems and has an appropriate solution in use
- Some museums have IT-departement, some don't even a CMS
- Good starting point for discussions and demonstration, which will be applied to the tourism industry



Uses Harmonise 2.0

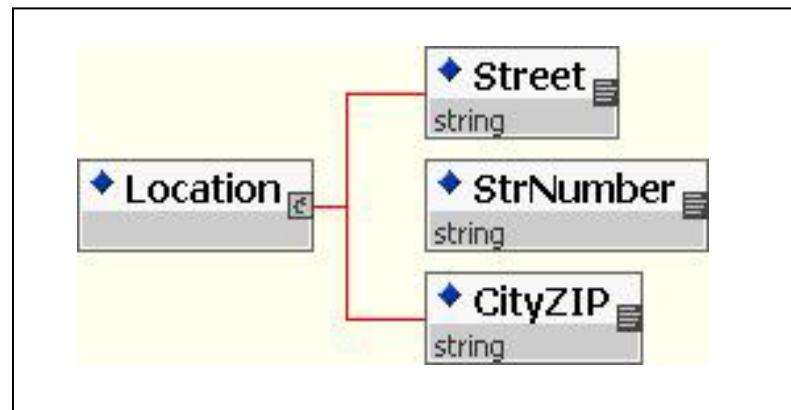
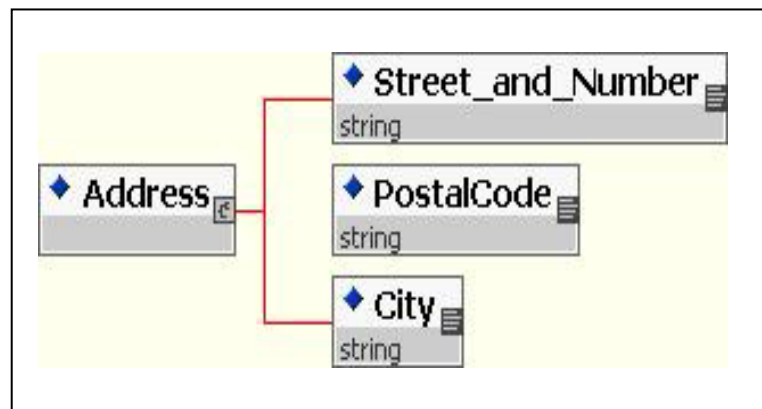


- Service build upon Harmonise 2.0 for easy exchange of information
- Enables each partner to keep flexibility with own data model
- Allows to exchange data while having different data structures



Problem statement

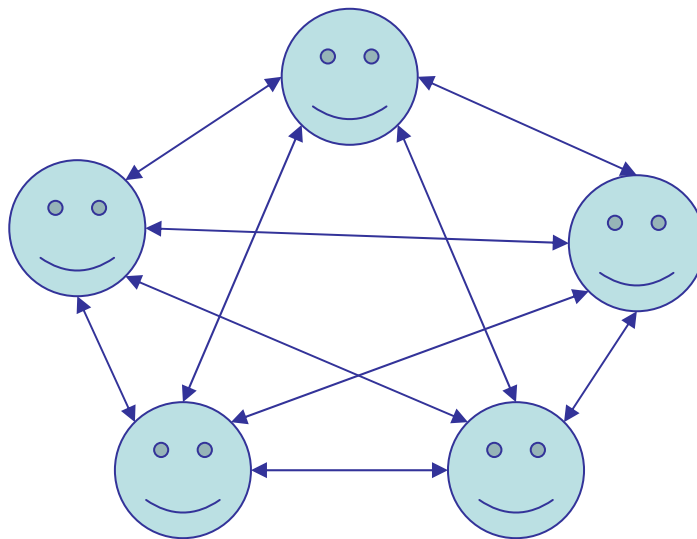
- The same information is usually stored differently in different data bases:



- Must be „translated“ to be able to exchange this information

Problem statement

- Translation is easy between two partners, but becomes complex with several partners
 - 5 partners → 10 translations needed



Problem statement

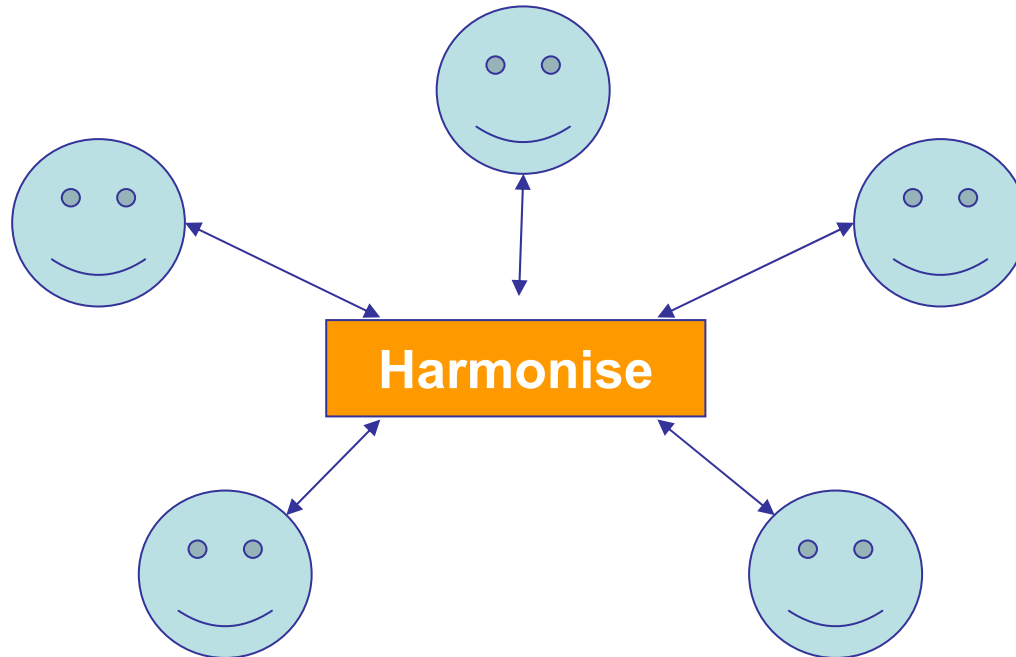


- This could be managed by standards, but there is no broadly accepted one
- Need for another solution, mediating between existing data models

→ Harmonise

This is Harmonise!

- Is a central service „translating“ data



- Each partner only needs to translate once!

This is Harmonise!



- Easy way to exchange data between different systems!
- Technology developed in R&D project funded by the European Commission
- Supported by HarmoNET, a non-profit association of Harmonise users and experts



This is Harmonise!



- Only transfer and transformation of data between two partners at once
 - **NO logic** what to do with the data
 - **NO multiple recipients**
 - **NO processes**, like buying of tickets
 - **NO data storage** in Harmonise itself



How to use

- Requirements:
 - Ability to provide data in XML-format (actually also CSV)
 - Making of mappings
- Two alternatives to use it:
 - Send and receive your data online, just like web-mail
 - Use a web-service to exchange data automatically via XML-interface

How to use

- Still some work to do to deploy it:
 1. Mapping (translation rules)
 2. Connection to service
- But much less than without Harmonise
- Provision of „standard mappings“ and Excel export to Harmonise

Relation with CWA results



- Semantics
- Data Interoperability
- Process handling
- Meta search
- Object identification



Semantics



- The Interoperable Minimum Harmonisation Ontology (IMHO) is taken as a reference model (not standard!)
 - Is based on broad industry consensus
 - No need to implement it
 - Is a non-profit / open source offer



Data Interoperability



- Use of Harmonise 2.0 service
 - „Mediation hub“
 - Upload of data or integration with webservice
 - Download or sending with webservice
 - Search queries on partner's databases
 - Configuration of account
 - As simple as webmail!



Process handling



- Could be used to sell tickets and merchandising articles online
- But most museums don't have a online store yet
- Would be of relevance for travel package deals
- Could be done with request-response-pairs



Meta search



- Somehow euromuse.net is MS repository
- Would benefit from:
 - Interoperable query strings to search on different sources
 - Registries to know where to search



Object identification



- Imagine one exhibition entry in three data bases – how to know it is the same?
- Or how to know that Milano is Mailand?
- If there are reference lists – which to use?
- Might become a severe problem when the network grows
- A watchtower could help!



Summing up

- Although from cultural heritage – same problems in a more simple environment
- Similar cases can be seen in travel and tourism
 - From destination marketing search facilities to tour operator offer packages
- Shows nicely problems and limitations - but also solution(s) for interoperability
- At the end: Even if data can be exchanged, how to assure data quality!?