

## **IA and data-driven decision-making**

### **Concept Note 2**

#### **OBJECTIVE**

Artificial intelligence (AI) and data-driven decision-making have become a strategic pillar of regional governance in a highly complex context: technological acceleration, ecological transition and the need for greater spending efficiency. For regional governments, the challenge is no longer just to digitise processes, but to transform the way they decide, prioritise and evaluate public policies with more robust, timely and reliable evidence for territorial development. The debate proposed in this forum aims to analyse how, at the regional level, tourism potential can be transformed into drivers of development through the use of technology. The objective is to identify the political, institutional and technical conditions for regional governments to move towards the responsible use of AI and data, integrating economic competitiveness with environmental sustainability, social cohesion and democratic legitimacy.

#### **CONCEPTUALIZATION**

International evidence indicates that a data-driven public sector recognises information as a core strategic asset for the entire public policy cycle, from diagnosis and design to implementation and evaluation of results. This approach enables much more accurate decision-making, offering services that are better tailored to the real needs of the territory and increasing the capacity to anticipate regional risks. In this sense, the region is consolidating its position as a fundamental space for strategic planning, acting as the necessary link between the national and local levels. For the adoption of AI in the regional public sphere to be effective, it is not enough to have technological tools; it is imperative to establish clear governance frameworks that include rules on data quality and interoperability, digital security and accountability.

Innovation must be reliable, human-centred and compatible with human rights, following principles of transparency, equity and effective human oversight. By leading this governance, the region assumes responsibility for designing a long-term vision for the future that brings coherence to its destiny, implementing quality and sustainability standards that are binding across the entire regional economic system.

To advance towards an operational understanding of this role, it is useful to distinguish different levels of intervention according to the technological maturity of the territory. In regions with consolidated digital capabilities, the main challenge is to scale up advanced applications such as predictive models for service demand or intelligent mobility management, moving from pilot projects to institutionalised and auditable systems. On the other hand, in regions that are in a phase of digital transition, the priority should be to build foundational enablers such as data inventories and governance protocols, gradually introducing AI in use cases with high social impact and low operational risk.

Finally, in territories facing structural gaps or low connectivity, the regional strategy must focus on digital inclusion and institutional strengthening to prevent technology from widening existing inequalities. In all these scenarios, tourism management offers an immediate field of application for analysing flows, seasonality and destination capacity. The region's role is thus consolidated through the use of data intelligence to manage tourism impacts using resilience indicators, ensuring that tourism functions as a true driver of development, territorial balance and community well-being.

## **QUESTIONS AND CONCERNS**

- What strategic decisions by regional governments should prioritise the incorporation of AI in the next 24 months?
- How should the region exercise its technical authority to ensure that data-driven tourism planning is binding?

- Which use cases in regional tourism offer the greatest impact on competitiveness, sustainability and social inclusion?
- How can mechanisms of interregional cooperation be designed to share methodologies, capacities, and common standards of algorithmic governance?
- What financing systems and resilience indicators should the region implement to ensure the social return of tourism?