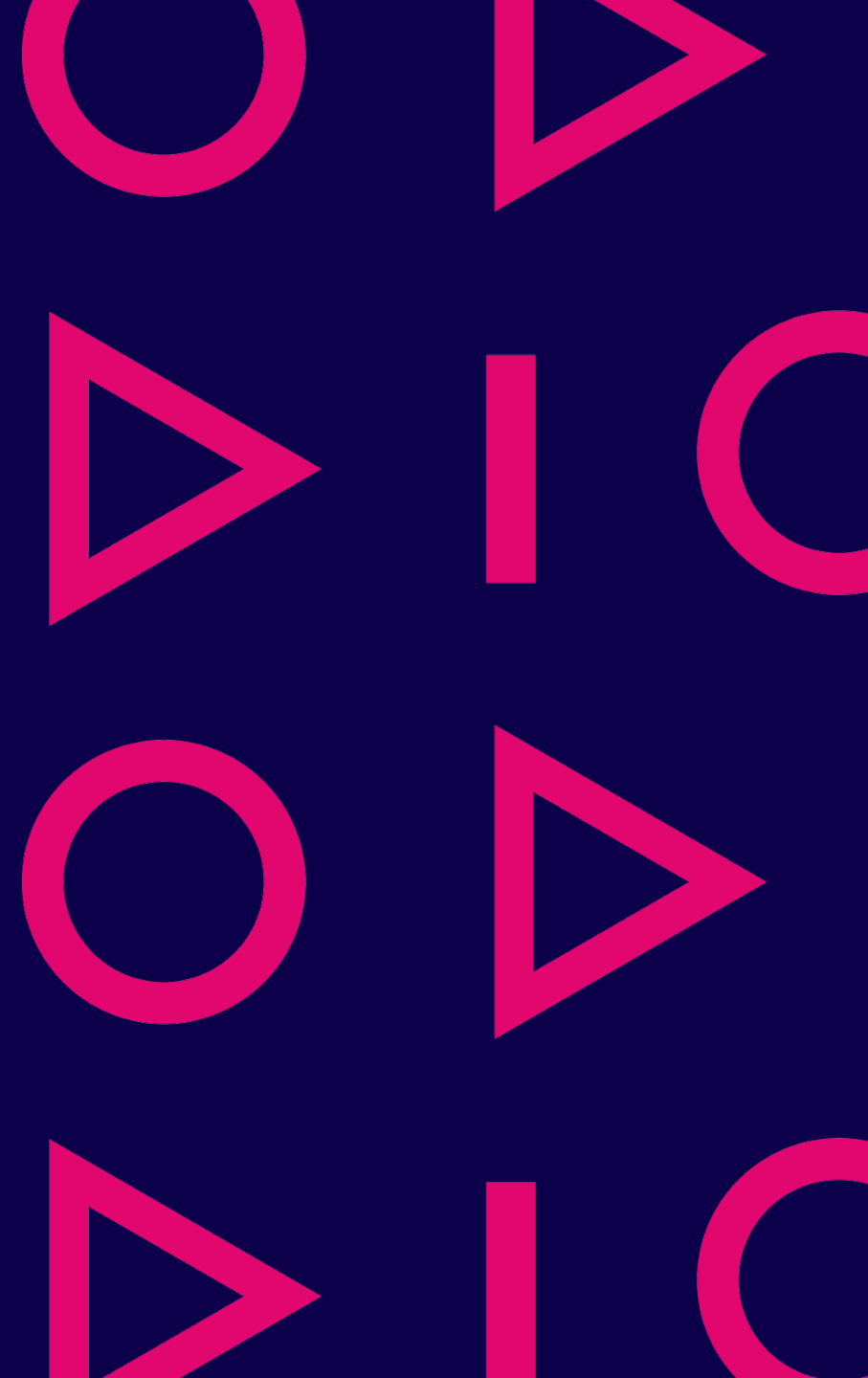


Developing cyber security competence in tourism industry

Project pitch – 16.11.2022

Elina Tolonen, R&D Specialist



The need and background for the project

- Today's world relies strongly on digital services and information – so does the services in tourism sector
- When we operate in the digital world, we need to pay attention to cyber security
- Small tourism companies have difficulties to understand what cyber security means
- By paying attention to cyber security tourism SMEs, tourism destinations and networks could get competitive advantage - we are a cyber secure place to visit!
- Taking care of cyber security is part of responsibility

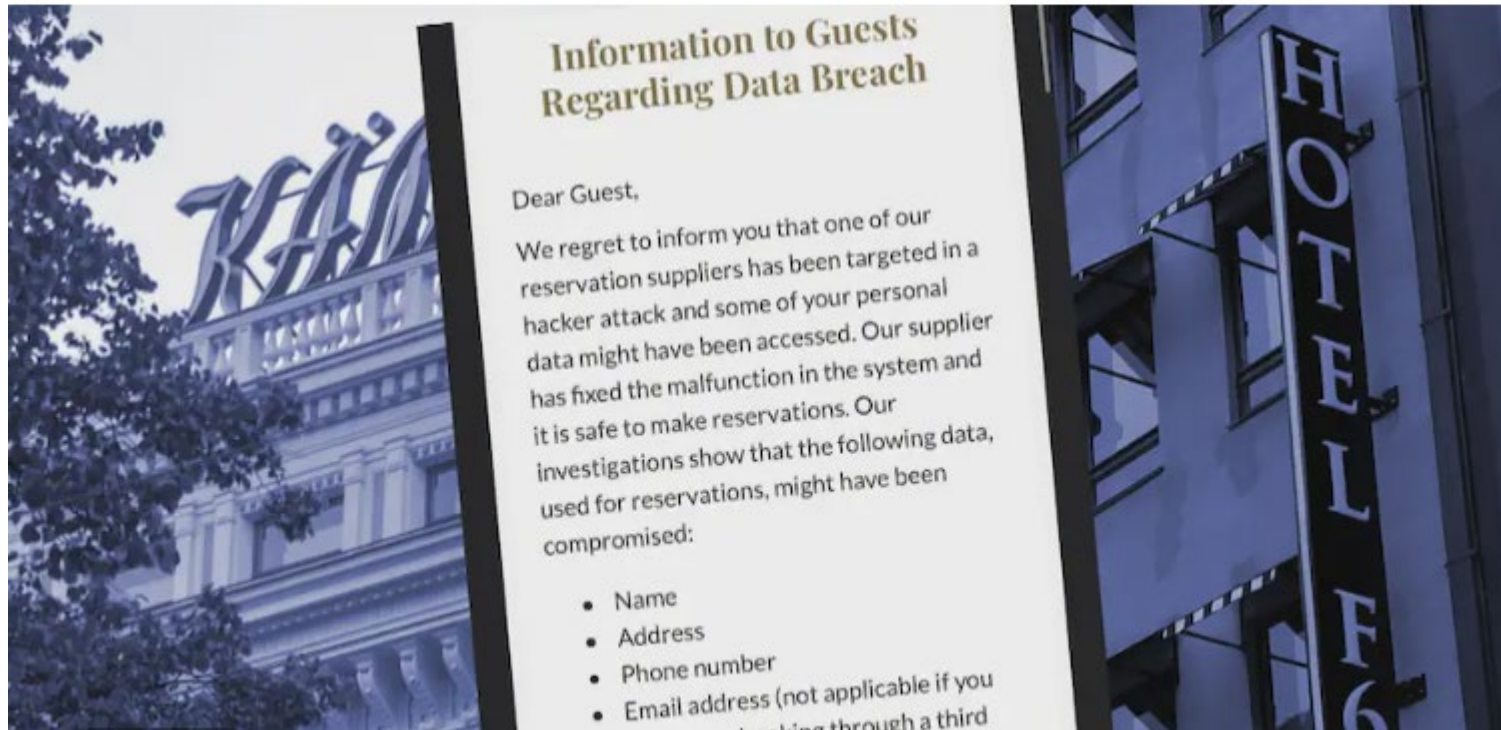
Purpose and objectives

The purpose of the project is to strengthen the competitiveness of the tourism SMEs by developing competence in cyber security

The objective of the project is:

1. to develop competence related to cyber security in tourism industry (e.g. introduction of practical tools)
2. to increase understanding of cyber security as part of responsibility and develop skills in communicating it to customers
3. to improve SMEs' cyber security (technical actions and know-how)

MTV paljastaa: Lähes 16 000 asiakkaan henkilötiedot vuotaneet Kämpissä ja F6-hotellissa – "Hyökkäys koskenut myös useita muita hotelleja Suomessa"



Partners

- Lapland University of Applied Sciences
- Jamk University of Applied Sciences
 - School of Business
 - Institute of Information Technology / The Cyber Security Research, Development, and Training Centre JYVSECTEC

jamk | Jyväskylän ammattikorkeakoulu
University of Applied Sciences