



2.7.1 HERIT-DATA Interim Mid-Term Conference Valencia

- Version 1.0 -

June 2021

HERIT-DATA - 4MED-123-051

INDEX

| | |
|---------------|---|
| INDEX | 2 |
| CONTENT | 3 |
| ANNEX: | 7 |

CONTENT

CONTEXT:

Communication activity (WP2)

The “Mid-Term Conference Valencia” is a communication activity included in WP2. It was held on June 9 and 10, 2021; in an online streaming service through *Zoom* platform. This conference was comprised among the different Work Packages (WP) that make up Interreg HERIT-DATA Project.

General objectives and contribution

The main objectives of this communication were:

- To explain the different projects that each pilot site has developed with the use of the smart technologies in order to collect data enough to manage tourism flows and undertake sustainable strategies in terms of tourism.
- To share the wide range of situations and problems that each pilot site has detected in order to generate new alternative offers adapted to tourists, host citizens and other stakeholders that participate in the touristic sector.
- To face the impact that mass tourism causes on cultural and natural heritage sites and how this can be solved by using new ways to collect and process data.

Message

The intended message, as well as the objective of the European project integrated into the Interreg Mediterranean program, is to develop a system for measuring tourism flows in heritage cities through the use of new technologies.

The European HERIT-DATA project involves 13 partners from 7 Northern and Southern Mediterranean countries between years 2018 to 2022. Experts from established tourist areas such as Italy (Florence), Greece (Western Greece), France (Occitanie) and other fast-growing areas such as Croatia (Dubrovnik) or Bosnia (Mostar) participate in the international conference. Valencia not only hosted the event, but actively participated as an avant-garde example of a sustainable tourist destination.

To sum up, the event served to present the Snap4City platform where the data of the different pilot sites are collected, generated, integrated and analyzed.

Target audience

The event was open to everyone but was specifically addressed to tourism managers from public and private sectors, actors and intermediaries involved in the management and planning of tourism activity and the partners who are part of the HERIT-DATA project. However, there were no restrictions regarding on the participant profile.

In relation to the partners, experts from European Mediterranean destinations such as Florence, Western Greece, Occitanie, Dubrovnik, Mostar or Valencia; participated in the Conference.

Attendees

According to the data generated automatically by the webinar platform held on June 9 and 10, 2021.

Note: the access link of the panellists/speakers could be used for both days.

09th JUNE 2021

Duration: 197 minutes.

Total registered (Panellist + Participants): 278

- **Cancelled participants:** 4
- **Unique Viewers:** 121
- **Total users:** 270
- **Panellist details:** 20 panellists connected
- **Details:** 280 participants in total, of whom 119 attended the session. The rest of participants (161) did not connect to the event.

Profile: From public and private sector. In a disaggregated way, the participants were connected from:

- **Panellists:** Spain, Greece, Italy, Bosnia and Herzegovina, Croatia, France, Belgium.
 - **Attendants:** Spain, France, Portugal, Greece, Slovenia, Italy, Croatia, Finland, Sweden, Bosnia and Herzegovina, Montenegro, India, United Kingdom, Albania.
- Note: Countries from people that could really attend the conference.

10th JUNE 2021

Duration: 233 minutes.

Total registered (Panellist + Participants): 289

- **Cancelled participants:** 4
- **Unique Viewers:** 90
- **Total users:** 169
- **Panellist details:** 21 panellists connected
- **Details:** 289 participants in total, of whom 90 attended the session. The rest of participants (199) did not connect to the event.

Profile: From public and private sector. In a disaggregated way, the participants were connected from:

- **Panellists:** Spain, Italy, France, Belgium, Croatia, Bosnia and Herzegovina, Greece.
- **Attendants:** Spain, Colombia, France, Italy, Greece, Belgium, Croatia, Finland, Sweden, United States, Montenegro, Portugal, United Kingdom.

Note: Countries from people that could really attend the conference.

From face-to-face to online format

The conference was scheduled to be held on-site in Valencia. In spite of this, due to COVID-19 circumstances, the conference was adapted to an online format via *Zoom* platform.

Organization:

Tasks: The main tasks carried out by Turisme Comunitat Valenciana were related to the planification and organization of the event, in a technical and a logistical level.

Planification tasks:

- To elaborate a detailed program for both days, depending on the objective of the event and its participants.
- To contact the participants and constant transfer of information with them.
- To provide a simultaneous translation system in two languages: Spanish and English.
- To select an appropriate virtual platform for the event.

Organization tasks:

- To solve several computer applications issues.
- To configure a simultaneous translation functionality.
- To compile the panellists' presentations.
- To prepare and submit the panellists' recommendations.
- To send reminder emails.
- To moderate of the conference.

The participants:

Participants at the conference were selected because their arguments and contributions were linked to the sustainable tourism topic. Likewise, the partners involved also participated by explaining the actions carried out in favor of the management of tourist flows in their territories through the sensorization of their main tourist nodes. Representatives of European SmartMed and BestMed projects linked to sustainable tourism also participated.

Agenda:

The online event was a good opportunity to share the different experiences of the project partners and the new tourism policies presented by policymakers. The Snap4City platform, virtual home of the pilot sites, also had special prominence as an instrument in which data is obtained, collected and processed.

Conclusions:

New technologies (sensorization, Big Data, etc.) open up very attractive new possibilities to improve the management of the tourist flows that could lead to a sustainable and respectful activity with the heritage.

The analysis and interpretation of this data can be used to redistribute tourist flows to tourist spaces and nodes that are not oversaturated in heritage cities. This is especially interesting for cultural and natural elements that are sensitive to the tourism impact. Finally, the aim is to strengthen communication between decision-makers at European level to address shared challenges such as gentrification or the resolution of conflicts between tourism activity and the well-being of the local population.

ANNEX I: EVENT AGENDA

Attached below is the agenda of the event for justification of these event as graphic evidence.

AGENDA COVER 9th- 10th JUNE 2021



Project co-financed by the European
Regional Development Fund



Mid-Term Conference Valencia
HERIT-DATA :
Innovative solutions to better manage tourism
flows impact on cultural and natural heritage sites
through technologies and big data

(on line event, simultaneous translation into spanish)
Registration:
https://gva-es.zoom.us/webinar/register/WN_YxkG3cwKS-00gA4dJaBKqQ
9th and 10th June 2021



Project partners

















AGENDA 9th JUNE 2021



HERIT-DATA : Innovative solutions to better manage tourism flows impact on cultural and natural heritage sites through technologies and bigdata

| Agenda, 9 th June | |
|-------------------|---|
| 09:30 – 9:45 | WELCOMING SPEECHES <ul style="list-style-type: none"> • Herick Campos Arteseros. Director General of Turisme Comunitat Valenciana. • Antonio Torregrossa. Director General of FundacionValenciaPort. |
| 09:45 – 10:15 | INTRODUCTION Davide Bruno. <i>Presentation of the Herit Data Project. Lead Partner. Tuscany Region.</i> |
| 10:15 – 10:45 | Starting point. Facing the overtourism challenge In heritage cities with open/Big Data. Nacho Diez, Ingeniero agrónomo y paisajista, Cercle Consulting. |
| 10:45 - 11:15 | Break |
| 11:15 – 11:45 | Herit-Data: Tourist flow management platform. Snap4city. Paolo Nesl and Gianni Pantaleo, Senior Project Manager DISIT Lab of the University of Florence. |
| 11:45 – 12:00 | Q/A with audience. |

9th and 10th June 2021

AGENDA 10th JUNE 2021



HERIT-DATA: Innovative solutions to better manage tourism flows impact on cultural and natural heritage sites through technologies and bigdata

| Agenda, 10th June | |
|-------------------|---|
| 9:30 – 11:00 | <p>PANEL 1 – From paper to practice. Pilot experiences</p> <p>Moderator: Carolina Navarro, Mobility, Cruises & City-Port Director, Fundación ValenciaPort.</p> <ul style="list-style-type: none"> Dubrovnik, Croatia. Stjepan Cavar, Senior Professional Associate for Local Development and EU Funds, DURA. Valencia, Spain. Joan Meseguer, Fundación ValenciaPort. IT R&D Specialist. / Daniel Basulto. Project manager in the area of Tourism and Culture of the Santa María la Real Foundation. Project Coordinator of the H2020 TexTOUR project. Région Occitanie Region of Western Greece, Margarita Komninou, Assistant Manager for the Herit-Data Project. Florence, Italy, Alessandro Monti, Senior Manager/Program Coordinator: innovative research and entrepreneurial projects, Foundation for Research and Innovation. Mostar, Bosnia and Herzegovina, Isidora Karan, Research manager in the Center for Spatial Research. |
| 11:00 - 11:30 | Break |
| 11:30 – 12:30 | <p>PANEL 2 – Innovative management and planning strategies for sustainable tourism</p> <p>Moderator: Juan Muñoz, Head of Promotion Department. Turisme Comunitat Valenciana.</p> <p>Panellists:</p> <ul style="list-style-type: none"> Cooperation between Mediterranean destinations for enhancing the sustainable tourism. Josep Rodriguez. Coordination MED Sustainable Tourism Community. Diputació de Barcelona. Necstour: European Regions for Competitive and Sustainable Tourism. Thomas Gulliot. Project Officer. Best Med Project (Interreg MED), sustainable tourism in Cultural Routes in the Mediterranean, first results. Julia Sáiz-Pardo. LP Fundación Pública Andaluza El legado andalusí / Consejería de Presidencia de la Junta de Andalucía. Empower mediterranean for smart tourism. Natallja Haviđić, Director-General for Strategic Planning, Digitalization and EU Funds, Ministry of Tourism Croatia (SmartMed Project). Sustainable tourism strategy València 2030. Jaume Mata. Head of sustainable tourism, Visit Valencia. |
| 12:30 – 12:45 | Q/A with audience |
| 12:45 – 13:00 | Wrap up |

9th and 10th June 2021

ANNEX II: GRATITUDE EMAIL FOR THE PARTICIPANTS (NO PANELISTS)

A gratitude email was sent to all participants who were able to attend the event. A copy of these email has been transcribed as an evidence.

Herit-Data Mid Term Conference was a success.

Turisme Comunitat Valencia and all the institutions that have participated in the Herit-Data Mid Term Conference organization, would like to express our gratitude for your attendance and participation in the seminar that took place last 9th and 10th of June.

Both sessions covered the main aspects of the Herit-Data project whose principal objective is the management of tourist flows in natural and cultural heritage sites, based on the use of smart and open data.

In the following links you will be able to find the recorded sessions of the conference just in case you were not able to attend or you would like to re-visualize the topics that were discussed on them.

9th of June: https://gva-es.zoom.us/rec/share/hZOqLw2zmbxIQQQZMI1BJnUvU4ZZ4q6r7AzL9ZkuN1UEHU_uT7pDCe1iEP_k0Sn-.qrhlzgFxCfcKesJ

10th of June: <https://gva-es.zoom.us/rec/share/RUK6OPHMuJM5PhmDVHWOXK8ekxuJupSTZkMNs1A9WEnWzkT7mJkUSWhpdSfNhvqO.VdKx4gDqldVI5NwV>

The presentations used by the different speakers can be provided by request to this email address.

Thank you for being part of the Herit-Data Mid Term Conference!

We hope to count on you for next editions and new projects!