

Task 5.2 – Local/Regional Training capacity-building Seminar Report

This document reflects the author's view only and the Programme authorities are not liable for any use that may be made of the information contained therein.

Deliverable 5.2.1

Access level: public

Partner in charge of the report: Région Occitanie, France

Submission date: 12.01.2022

City of the event: Montpellier, Occitanie, (Web)

Date of the event: 8.12.2021

Duration: 1 hour 30

Number of total participants (including the host partner): 76

Site visits performed (if possible): -

In situ demonstration (if possible): -

Describe the agenda of the event:



Theme : Better manage tourism flows thanks to innovative technology

3 speakers :

- 1) **Overtourism and tourism destination management** (Magali Ferrand – Deputy head of tourism Region Occitanie)
- 2) **The Herit Data Project and the 6 pilot sites** (Angelika Sauermost – Head of Quality Tourism department Région Occitanie)
- 3) **Focus : the Occitanie pilot site Pont du Gard. First results** (Rachel Pelletier – Head of labels and Unesco heritage at EPCC Pont du Gard)
- 4) **Discussions, questions and answers**

Describe all the different phases and discussions (at general level) of the event:

All the 41 main tourism destinations of Occitanie were invited to this seminar, as well as regional nature parks, national French and regional authorities. Most of the people invited attended the meeting and were interested by the subject until the end (no early leavings).

The seminar started by explaining what is overtourism about, what are the signals to be detected and what actions must be taken to overcome or prevent overtourism at 4 different stages. The Herit Data benchmark study, conducted by Region Valencia, served as a solid basis of the presentation. A special resume and 2 graphical interpretations have been made to enhance the comprehension of the subject.

The presentation of the Herit Data project and the results already obtained in the 6 pilot sites gave the participants useful insight in the 6 different contexts that have been experienced within the project. The focus on the Pont du Gard pilot site gave all the details on what the issues were, what was the process that has been adopted and what are the first results obtained. A special part has been given to the “practical” work that has been accomplished – problems that have been overcome.

The participants had the possibility to ask questions. For example some people were quite interested in the Nudging experience conducted in Florence. Avitem whom we invited, could give a feedback concerning this activity, as they conducted it with the Florence. Other questions concerned the capacity to reproduce the experience on a larger scale. As each context is special and the basic process on how the project has been approached, can certainly help other destination managers. A big interest has been stated for wider nature sites, such as Regional Nature Parks and protected areas.

Describe possible site visits: No site visits took place

Describe possible in situ demonstrations: No in situ demonstrations took place but all the tools were shown on a slide show, as well as through video.

Describe possible follow-ups:

The participants expressed a deep interest in the subject and a lot of them want to go further within their own context.

Next step : dissemination of the information presented, study visit (6.2) and workshop in march.

Add at least one picture of the event

- A replay is available here : <https://youtu.be/Um-aONTUyEE>
- The presentation is available here : http://dl.agence-adocc.com/e1642007671-14/HERIT_DATA_TRSF_8_DEC_2021_surtourisme_et_6_sites_pilotes_diffusion.pptx



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Deliverable 5.2.1

Access level: public

Partner in charge of the report: Region of Western Greece (RWG)

Submission date: 03.01.2022

City of the event: Patras (Web)

Date of the event: 17.12.2021

Duration: 2 hours

Number of total participants (including the host partner): 12

Site visits performed (if possible): -

In situ demonstration (if possible): -

Describe the agenda of the event:

10:00 – 10:05	Registration
10:05 – 10:15	Welcome and Introduction (Lavrentios Vasileiadis, Technical and Communication Manager of Herit Data Project, RWG)
10:15 – 10:35	Presentation of HERIT DATA Project (Maria Tsami, Assistant Manager of Herit Data Project, RWG)
10:35 – 10:50	Presentation of Greek pilot sites– Obstacles and Management through participation to Herit Data Project (Maria Tsami, Assistant Manager of Herit Data Project, RWG)
10:50 – 11:05	Carrying Capacity of Greek Pilot Sites – Tourism Data (Maria Kandilioti, External Expert)
11:05 – 11:20	Measures and Indicators – Innovation and Utility (Maria Kandilioti, External Expert)
11:20 – 11:40	Use of Project's Results by Local and Regional Entities (Andreas Matthiopoulos, Project Manager of Herit Data, RWG)
11:40 – 12:00	Discussion – Conclusions

Describe all the different phases and discussions (at general level) of the event:

The presentation of the Herit Data project and the Greek Pilot Sites (obstacles and tourism management) gave the opportunity to the participants to come accross with the carrying capacity of the sites and some of the most important tourism data. This information in conjunction with the obstacles and the tourism management needs was the cause to arise a discussion about the daily difficulties that the local authorities has to deal with in a daily basis. After The presentation of the measures and indicators and the use of them by the local and regional entities, the participants

agreed about the utility and the innovation of the project not only for the tourists and the locals but also for the improvement of their services towards the public and their internal functions.

Describe possible site visits: No site visits took place

Describe possible in situ demonstrations: No in situ demonstrations took place

Describe possible follow-ups:

The participants, who were representatives of local authorities, will be in touch with Region of Western Greece to receive the first measures in order to take them into account in their decision making process. Also they expressed a lot of interest for the platform.

Add at least one picture of the event

You are viewing Maria Tsami's screen

Recording... ||

View Options

Participants (12)

Search

Maria Kandilioti (Host, me)

MT Maria Tsami

AK ΛΕΩΝΗ. ΚΑΤΣΙΔΗΜΑ (ΠΔΕ)

a amathio

a angela

CI CHALAZIAS IOANNIS

KM Komninou Margarita

LV Lavrentios Vasileiadis

M M.CHARDA_RWG

MV Maria Vounatsou

S Stratos

Invite Mute All More

Unmute Stop Video Security Participants Chat Share Screen Pause/Stop Recording Reactions End

You are viewing Kominou Margarita's screen

View Options

Recording... ||

West Greece KPI (Herit-Data)

Fri 17 Dec 10:57:58

Last Year's Visits from major countries

Table

value type / value name	Average Length of Stay	Receipts in Millions Euro	Nights in Thousands	Expenditure per Visit Euro	Cost per Night Euro	Visits in Thousands	Other
Other	5.8	313.3	54	510.7	2964.9	160	West Greece 2019-12-31T12:00:00...
Germany	9.6	517.8	54.1	70.3	672.4	36.4	West Greece 2019-12-31T12:00:00...
Total	5.5	315	56.8	817	4530.4	257.4	West Greece 2019-12-31T12:00:00...
United Kingdom	7.2	375.2	51.8	47.7	345.8	17.9	West Greece 2019-12-31T12:00:00...
France	5.8	298.1	51.4	55.4	321.6	16.5	West Greece 2019-12-31T12:00:00...
Albania	1.7	199.7	117.5	132.8	225.8	26.5	West Greece 2019-12-31T12:00:00...

Values cost-expenditure last year

Time Trend of Visits in Thousands

Last Year Visits from major countries

Visits in Thousands

Receipts in Millions Euro

Nights in Thousands

Expenditure per Visit Euro

Cost per Night Euro

Average Length of Stay

Print PDF

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Deliverable 5.2.1

Access level: public

Partner in charge of the report: Turisme Comunitat Valenciana and Fundacion Valenciaport

Submission date: 27th December 2021

City of the event: **Valencia**

Date of the event: 02/12/2021

Duration: 3 h

Number of total participants (including the host partner):61

1. Describe the agenda of the event:

10:30 h. Inauguration of the conference: Francesc Colomer, Regional Secretary for Tourism.
10:45 h. Assessment of projects and activities of the DTI-CV Network in 2021 - Herick Campos, Director General of Tourism - David Giner, Invat-tur project coordinator
11:15 h. Results of pilot projects. Moderator: Francisco Juan, director of Invat-tur Cristoffer Adrián, Director of business development and technological advisor at ITOP Ramón Martín, CEO of Gymkana Turística Digital Javier Galdón, Managing Director of Brandmanic
12:00 h. Panel: How have the ITD plans progressed? Moderator: David Giner, Invat-tur project coordinator Paola Pons, Alcoy Tourism Technician Jose F. Perles, Head of Economic Promotion Area of Calp Camille Poret, Cullera Tourism Manager
12:45 h. Montevideo, from tourist city to DTI. Claudio Quintana, teacher and researcher at the University of the Republic.
13:15 h. Panel Herit Data: Innovative solutions to better manage tourism flows impact on cultural and natural heritage sites through technologies and big data. Valencia Pilot site. Carolina Navarro, Director of Port-City, Mobility and Cruises, Valencia Port Foundation. Daniel Basulto, Architect / Project manager TEXTOUR, Fundación Santa María La Real

2. Describe all the different phases and discussions (at general level) of the event:

The seminar was organised in the context of the general assembly of the network of smart destinations. In this assembly, a review of the activities carried out by the network of tourist destinations during 2021 was carried out as well as the results of some initiatives launched by these destinations were presented. In addition, an international smart destination experience was shared, presenting the case of Montevideo.

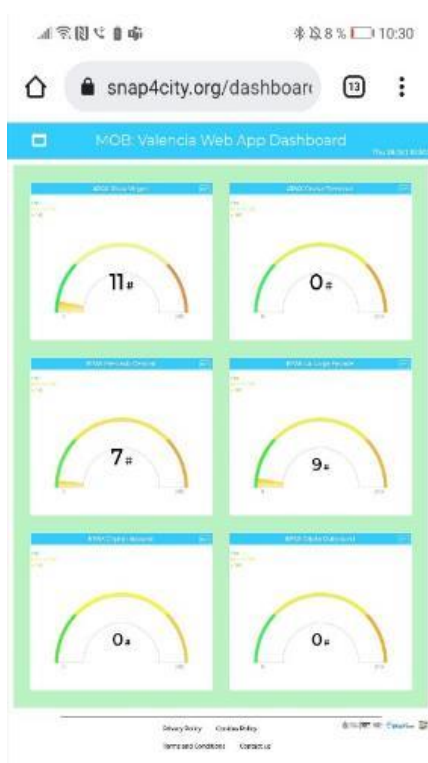
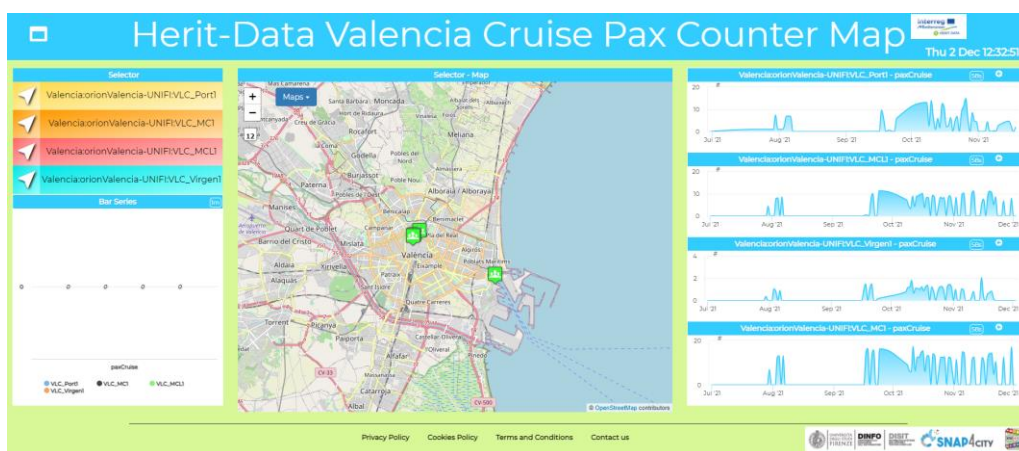
Within this framework, Joan Meseguer from the Valenciaport Foundation and Daniel Basulto from the Santa Maria la Real Foundation, presented in detail the pilot project for monitoring tourist flows in the city of Valencia.

3. Describe possible site visits:

The pilot was presented virtually, and therefore was not a physical visit.

4. Describe possible in situ demonstrations:

The description of the results was made showing to the participants the Snap4City webpage and the app



5. Describe possible follow-ups:

A study visit will be organised in February in Valencia where some of the most relevant stakeholders of Valencia Region will be invited to know more about the pilot.

6. Pictures of the event





Piloto de Valencia: Contexto General

- Valencia atrae cada vez más visitantes**
 - más de 2 millones de turistas visitaron la ciudad en 2019 antes de la irrupción del COVID
- Destinos más populares**
 - Ciutat Vella, Ciudad de las Artes y las Ciencias, Playas y las Fallas
- Aumento del 125% del tráfico de cruceros en el Puerto de Valencia en número de pasajeros en los últimos 10 años**
 - 203 cruceros y 435.616 pasajeros en 2019

150 days with call

Seasonality of cruise activities per quarter

7% | 35% | 29% | 29%

Average of movements cruise passengers according to type of transporter

84% | 16%

Age by group

46% | 52% | 54%

0-20 | 21-40 | 41-60 | 61+

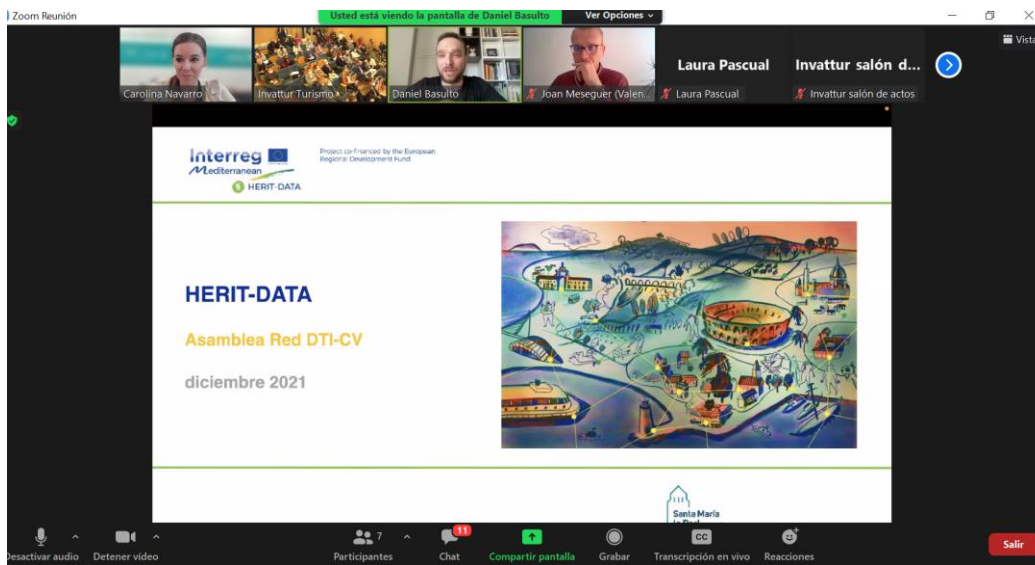
interreg
Mediterranean

Project co-financed by the European
Regional Development Fund

HERIT-DATA

Invattur Turismo, Laura Pascual, Daniel Basulto

Salir



7. Anexes:

- List of signatures
- Presentation



RED DE DESTINOS TURÍSTICOS INTELIGENTES
COMUNITAT VALENCIANA

Asamblea Extraordinaria Red DTI-CV



02/12/2021



10:00 - 13:30 h.



Invat·tur - Benidorm

10:30 h. Inauguración de la jornada: Francesc Colomer, secretario autonómico de Turismo

10:45 h. Balance de proyectos y actividades de la Red DTI-CV en 2021

- Herick Campos, director general de Turismo
- David Giner, coordinador proyectos Invat-tur

11:15 h. Resultados de proyectos piloto. Modera: Francisco Juan, director del Invat-tur

- Cristoffer Adrián, Director de desarrollo de negocio y asesor tecnológico en ITOP
- Ramón Martín, CEO de Gymkana Turística Digital
- Javier Galdón, Managing Director de Brandmanic

12:00 h. Panel: ¿Cómo han avanzado los planes DTI? Modera: David Giner, coordinador proyectos Invat-tur

- Paola Pons, técnica de turismo de Alcoy
- Jose F. Perles, Jefe de Área de Promoción Económica de Calp
- Camille Poret, Gerente de Turismo de Cullera

12:45 h. Montevideo, de ciudad turística a DTI. Claudio Quintana, docente e investigador de la Universidad de la República.

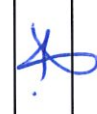
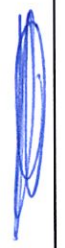
13:15 h. Panel Herit Data: *Innovative solutions to better manage tourism flows impact on cultural and natural heritage sites through technologies and big data. Valencia Pilot site.*

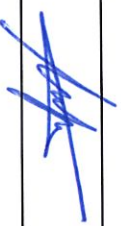
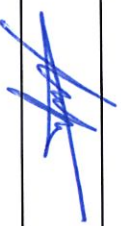
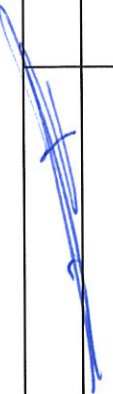
- Joan Meseguer, R&D – IT Fundación Valencia Port
- Daniel Basulto, Arquitecto / Project manager TEXTOUR, Fundación Santa María La Real

14:00 h. Networking – coctel

15:00 h. Workshop Herit Data

DESTINO	ASISTENTE	FIRMA	OBSERVACIONES
ALBORAYA	LOLES ORTS PECHUAN		
ALBORAYA			
ALBORAYA			
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ALICANTE	ELENA LUMBRERAS PELAEZ		
Alicante			
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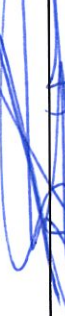
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Calp			
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Mancomunidad de Municipios de la Vall d'Albaida	Pascual Ribes		
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Mancomunidad Espadán Mijares	Montse Beltran Garcia		
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OLIVA	BLANCA MOLIO GUILLEM		
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SANTA POLA	ANA BERMEO		
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SEGORBE	Angles gomez Mañes		
SEGORBE	Vanesa Berbis Rocamora		
Tavernes de la Valldigna	Lara Romero		
Tavernes de la Valldigna			
Teulada	Alejandro Llobell Dalmau		
Teulada	Lucia Ortoia Ivars		
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XÀTIVA			
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TCV	DGT		

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20211202_Asamblea Extraordinaria Red DTI CV

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Amundsen Estrategia y Comunicación	Jordi Llobregat		
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Look Spain	Luiza Mihaela Dinu		
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BRANDMANIC	Luis Soldevila		
6MKANA DIGITAL TURISTICA	RAMON MARTIN		
Soluciones Turísticas	SAMUEL RODRIGUEZ		

Proyecto HERIT DATA

Piloto monitorización de flujos de turistas y cruceristas

Carolina Navarro

Joan Meseguer

Asamblea Extraordinaria Red DTI-
CV

2 Diciembre 2021





Índice

1. El proyecto Herit-Data
2. Contexto General
3. Principales problemas ocasionados por el turismo de masas
4. Solución propuesta en Herit Data
5. Captación de datos
 - a. Sensores de conteo de personas
 - b. Plataforma de gestión de cruceros
6. Arquitectura del piloto de Valencia
7. Visualización

El proyecto Herit-Data



01/02/2018 to 31/01/2022



4.195.515,20 €



Leader: Toscana Region

Innovative solutions to better manage tourism flows impact on cultural and natural heritage sites through technologies and big data

Interreg
Mediterranean



Project co-financed by the European
Regional Development Fund

REGIONE TOSCANA - Department of Infrastructure & Technology
Foundation for Research and Innovation (IT)
Agency for Sustainable Mediterranean Cities and Territories (FR)
CRPM Conference of peripheral maritime regions of Europe (FR)
Occitanie / Pyrenees-Mediterranean Region (FR)
Valenciaport Foundation (ES)
Agència Valenciana del Turisme – Generalitat Valenciana (ES)
Santa Maria Real Foundation of Historical Heritage (ES)
Faculty of Science and Technology - New University of Lisbon (Portugal)
Region of Western Greece (GR)
City of Dubrovnik development agency (CR)
Centre for Spatial Research (Bosni – IPA)

El objetivo de HERIT-DATA es **reducir el impacto de las actividades humanas relacionadas con el turismo** sobre el patrimonio cultural, con especial atención a 2 tipos de destinos culturales que pueden beneficiarse y verse afectados por el turismo de masas: Las ciudades antiguas y los sitios de especial interés cultural o arqueológico para los visitantes, incluidos los sitios del Patrimonio Mundial de la UNESCO, tan presentes en los territorios MED.

En ese marco, HERIT-DATA planea desarrollar una gestión turística sostenible y responsable del patrimonio cultural en las regiones MED, en particular aprovechando las tecnologías y herramientas Smart Cities, así como otras medidas políticas y sociales.

11 socios 7 países

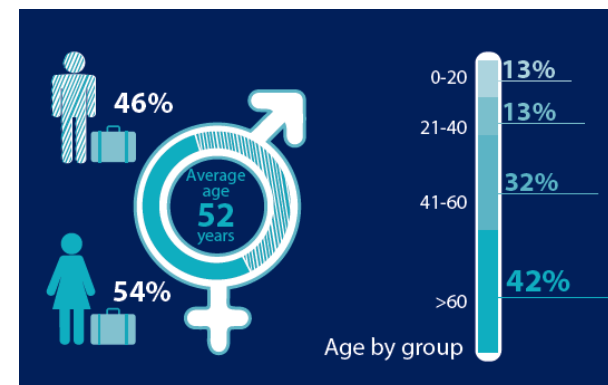


Interreg
Mediterranean
HERIT-DATA

Project co-financed by the European
Regional Development Fund

Piloto de Valencia: Contexto General

- **Valencia atrae cada vez más visitantes**
 - más de 2 millones de turistas visitaron la ciudad en 2019 antes de la irrupción del COVID
- **Destinos más populares**
 - Ciutat Vella, Ciudad de las Artes y las Ciencias, Playas y las Fallas
- **Aumento del 125% del tráfico de cruceros en el Puerto de Valencia en número de pasajeros en los últimos 10 años**
 - 203 cruceros y 435.616 pasajeros en 2019



Piloto de Valencia: problemas principales

- **Escalas de cruceros de 10,7 horas de media**

- Llegada repentina de miles de turistas a la ciudad
- Muchos de ellos van a los mismos sitios turísticos



- **La ciudad debe organizar el transporte de estos cruceristas (por ejemplo, lanzaderas) a los principales lugares de la ciudad**



- **El aumento de los flujos turísticos también ha tenido efectos negativos**
- *A partir del 7 de julio, el puerto y la ciudad podrán recibir cruceros internacionales después de la COVID 19.*



Piloto de Valencia: solución propuesta

1. Captura de datos:

1. Análisis de los principales indicadores a medir 
2. Instalación de sensores de conteo de personas (PAX) 
3. Digitalización del proceso de gestión de cruceros 

2. Integración de fuentes de datos (plataforma de gestión de cruceros, sensores PAX, datos meteorológicos, etc.)

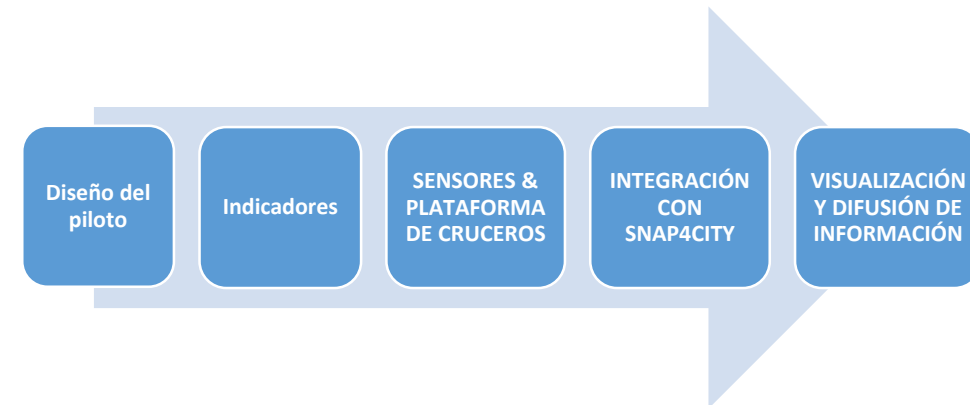
3. Envío de datos a la plataforma Snap4City



4. Visualización de datos e indicadores



5. Web App para cruceristas



Piloto de Valencia: Captura de datos

Uno de los puntos clave del piloto es la **adquisición de datos primarios** recogidos directamente por **sensores** ubicados en diferentes lugares de Valencia.

Capacidad del edificio/sitio sobrecargado

- Seguimiento de los parámetros ambientales de un edificio patrimonial (temperatura, humedad, luminosidad, gases, etc.)
- Número de personas / m2



Flujo de turistas en la ciudad

- Sensores WIFI instalados en la entrada de edificios patrimoniales, puntos de tránsito y puntos de acceso a la ciudad (por ejemplo, el puerto)

En colaboración con:



Desarrollo de la plataforma de gestión de cruceros

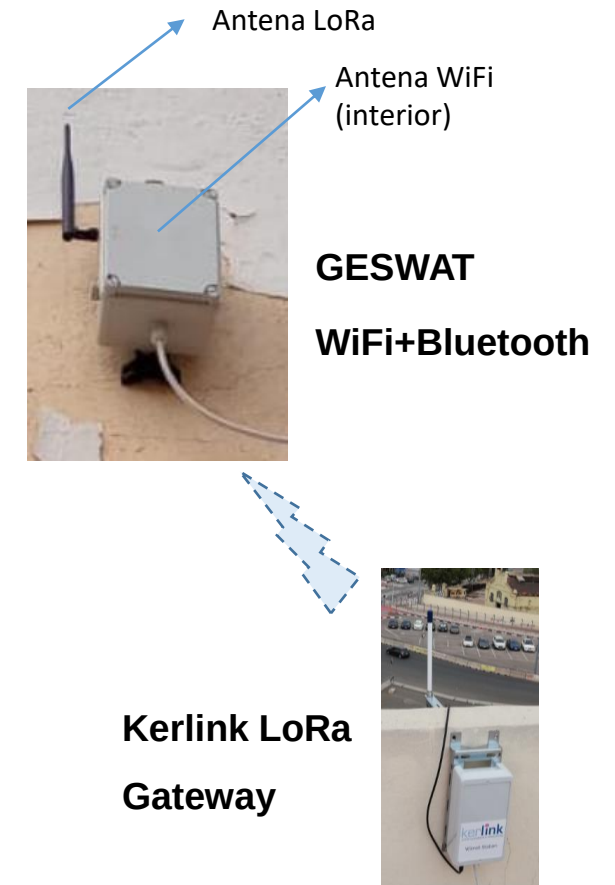
- Se ha desarrollado una plataforma para facilitar la interconexión entre las partes interesadas en los cruceros y la APV. Se utilizan datos relevantes para el cálculo de indicadores



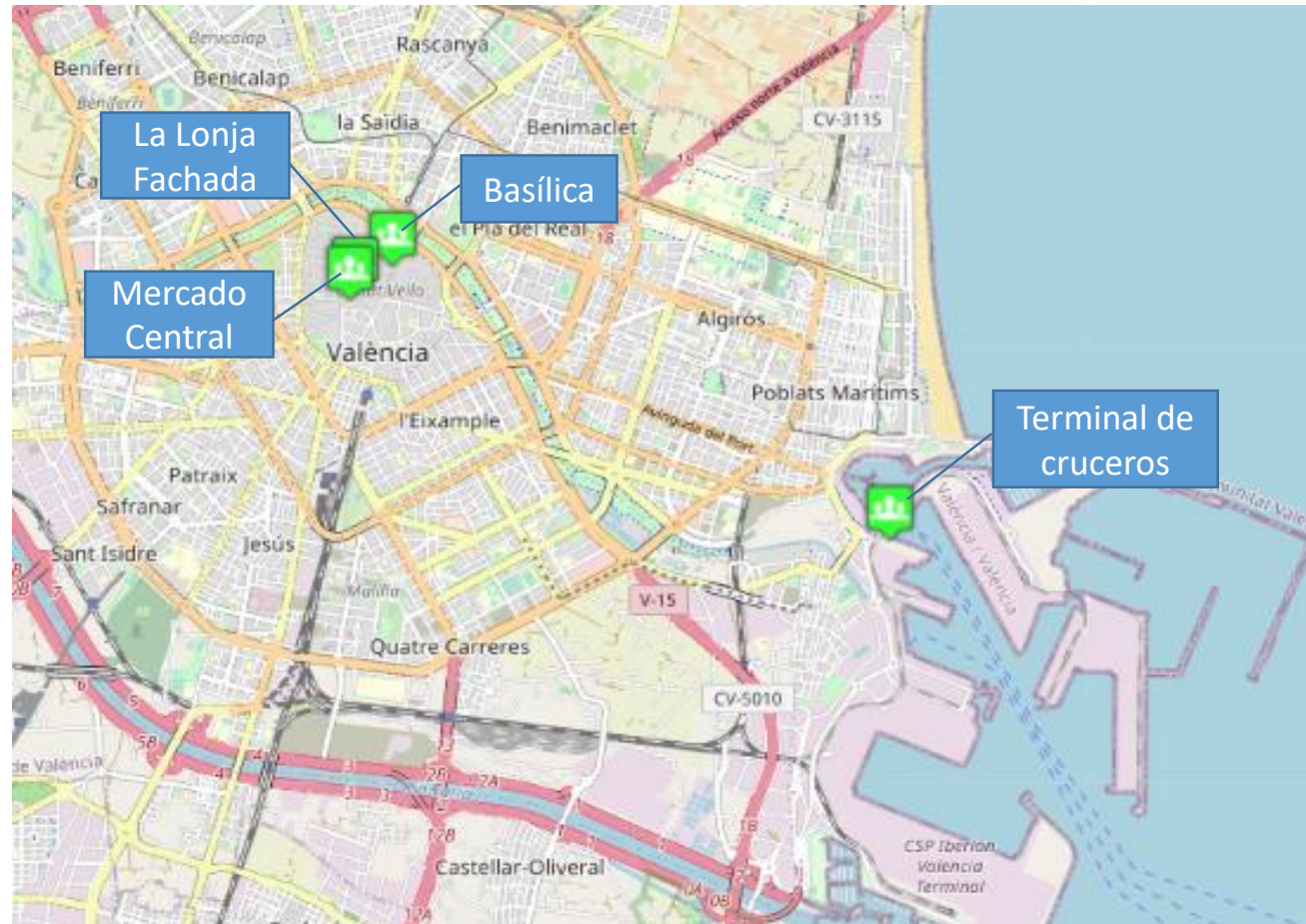
Piloto de Valencia: Sensores de conteo de personas

- **GESWAT WiFi+Bluetooth**

- Sensor WiFi + BLE: capacidad de registrar nuevas direcciones MAC de los dispositivos móviles de los turistas en los puntos de instalación.
- Los registros se enviarán junto con la marca de tiempo de detección de cada MAC
- MAC totalmente encriptada
- Capacidad de transmisión de datos a través de LoRA o NB-IoT
- Almacenamiento de los datos en caso de pérdida de la conexión
- Doble conexión con el Gateway LoRA y con la red 4G
- Equipado con 2 antenas externas (+2dBi) - Cobertura de detección WiFi 30 - 40 m
- Caja IP65



Piloto de Valencia: Sensores (localizaciones)



En colaboración con:

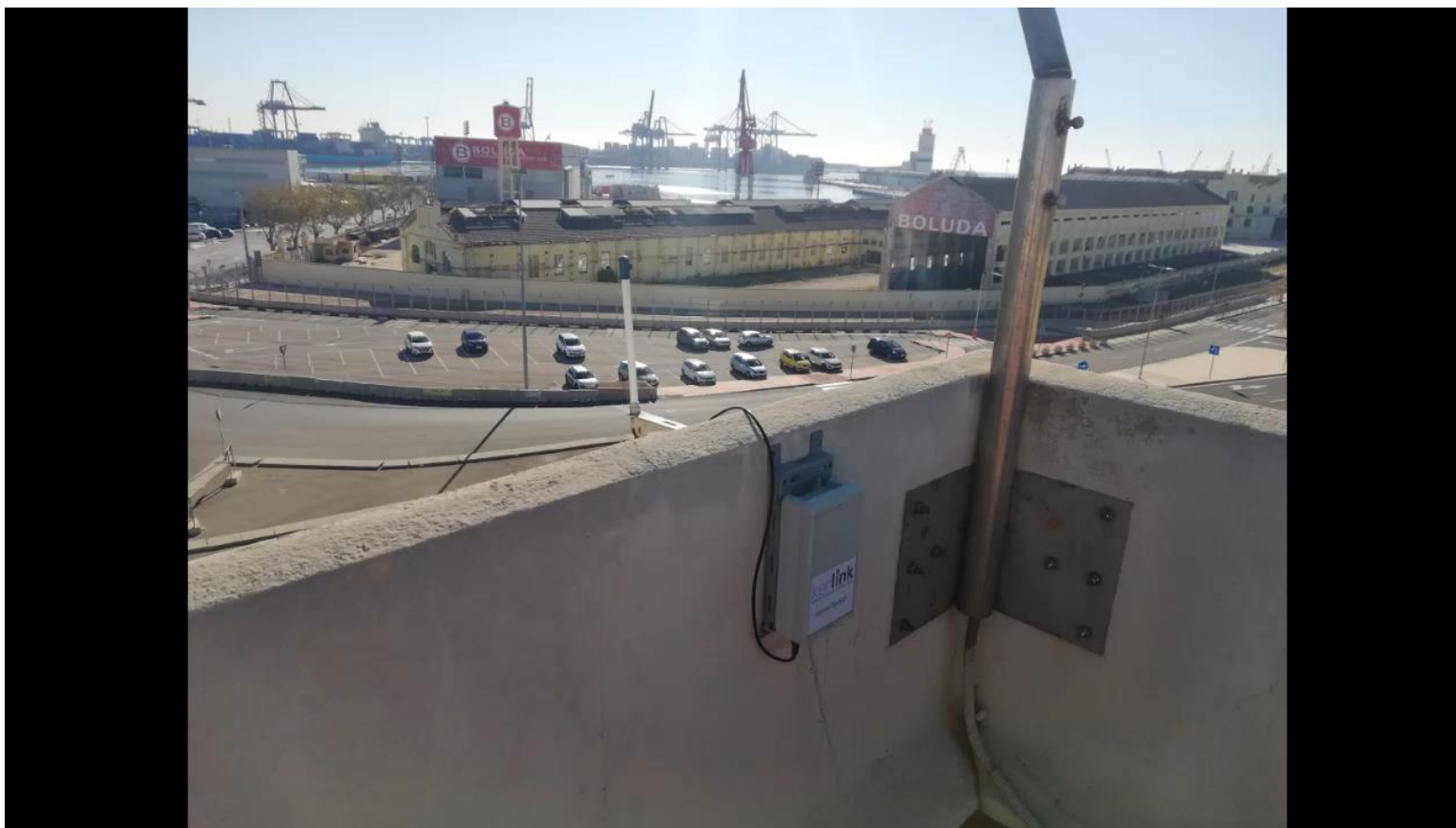


REAL BASÍLICA DE NTRA. SRA.
DE LOS DESAMPARADOS
VALENCIA

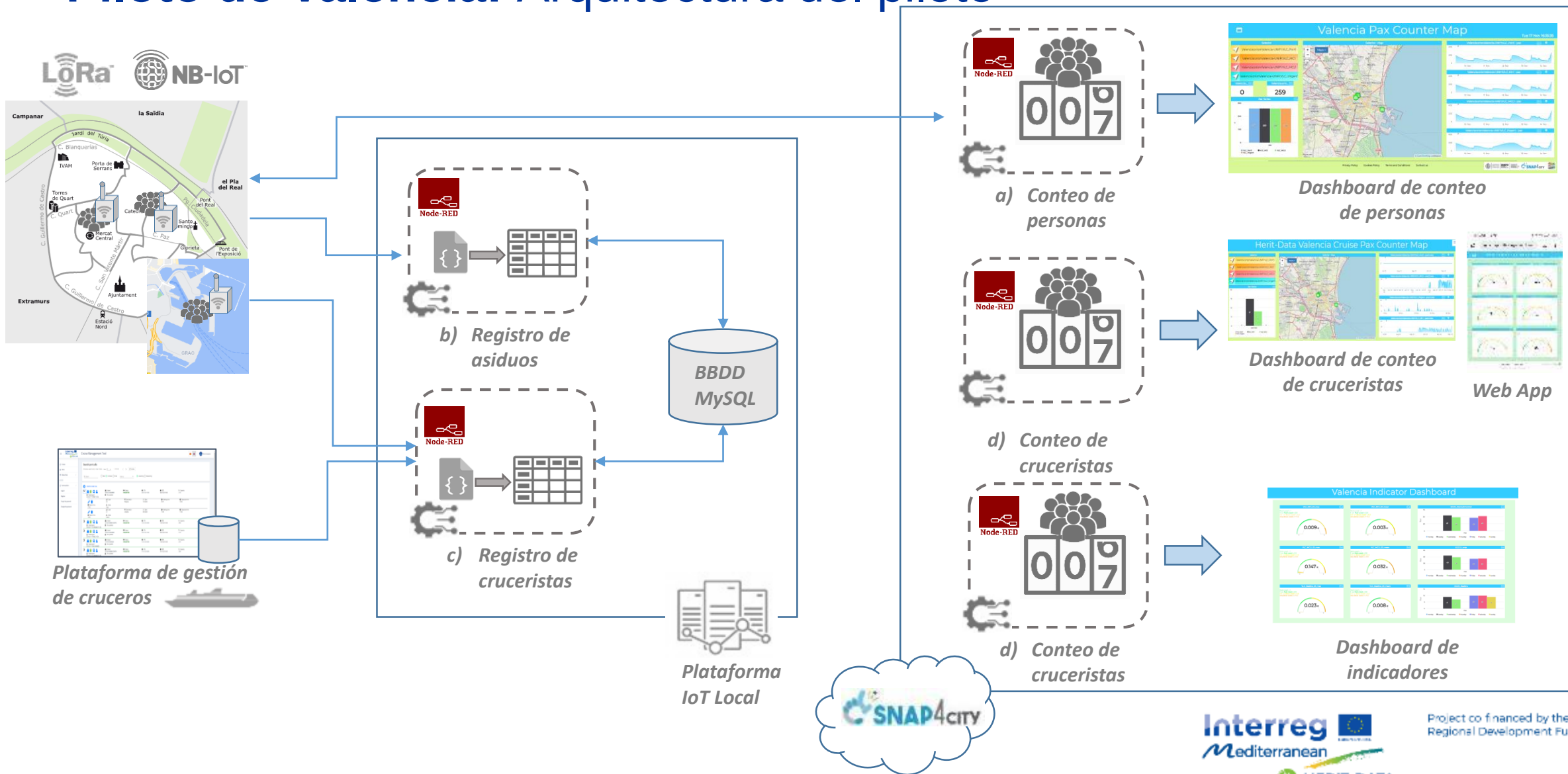


Project co-financed by the European
Regional Development Fund

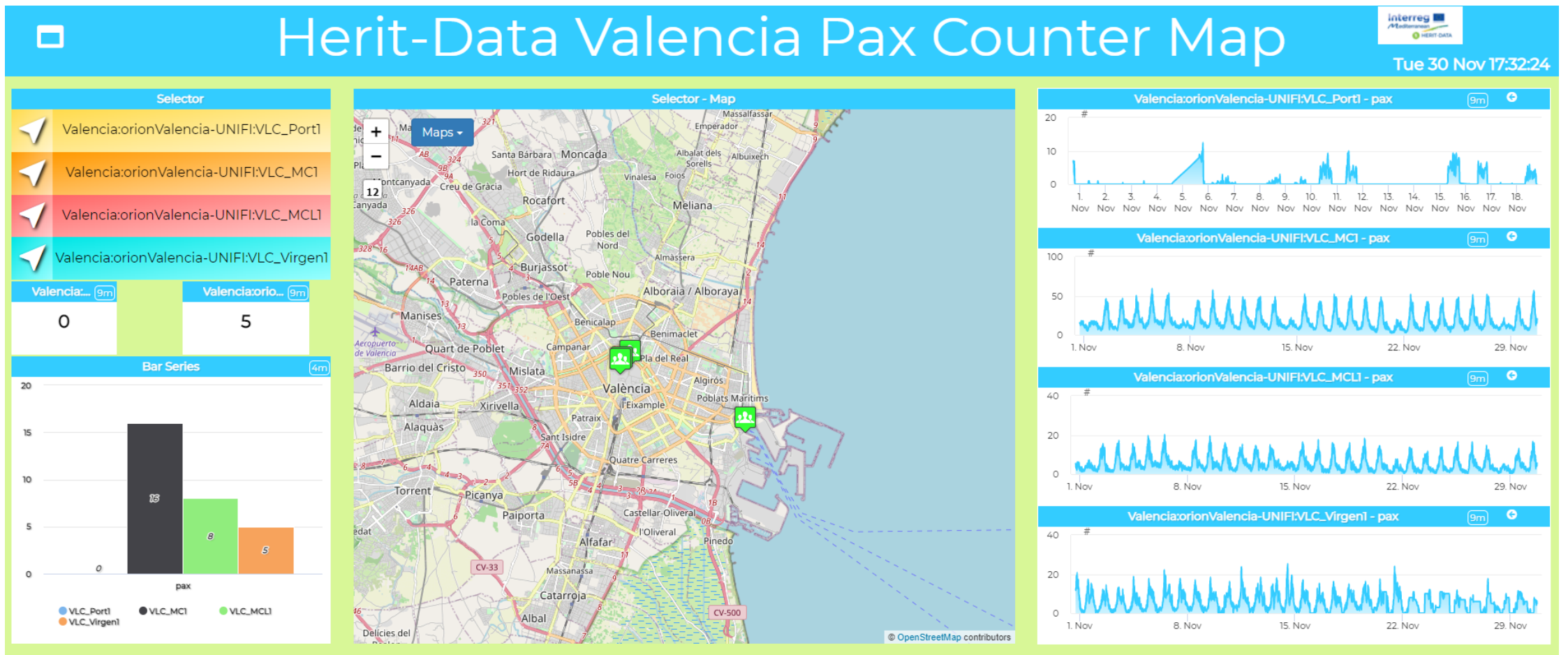
Piloto de Valencia: Proceso de instalación de sensores (FV)



Piloto de Valencia: Arquitectura del piloto



Piloto de Valencia: Visualización (turistas)

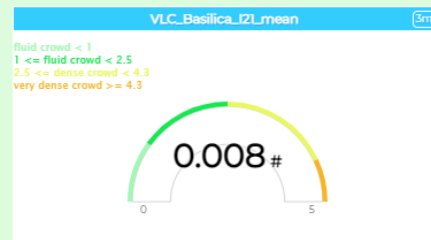
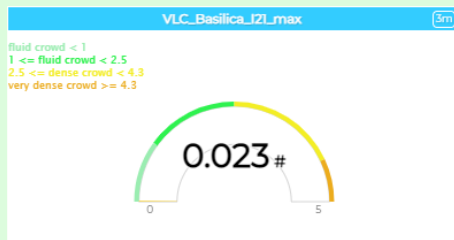
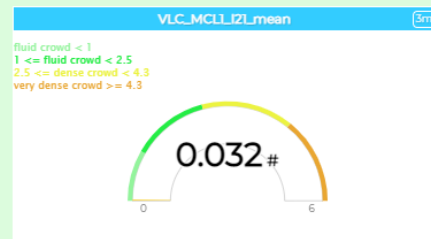
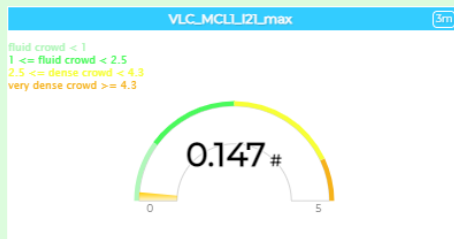
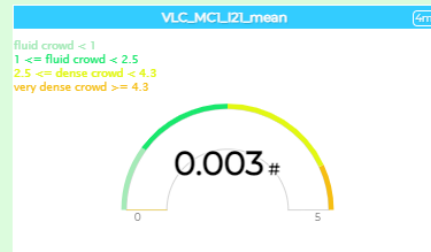
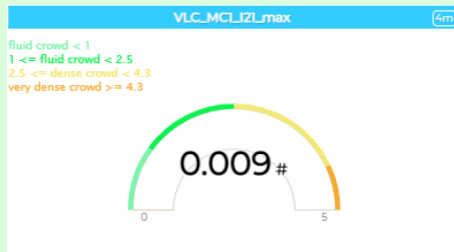


Piloto de Valencia: Visualización (cruceistas)

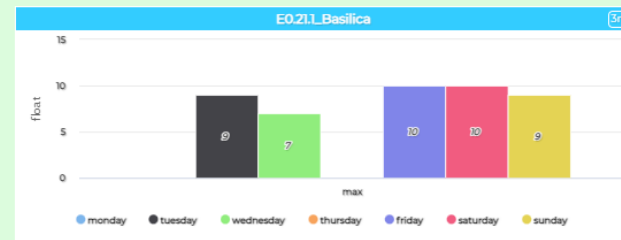


Piloto de Valencia: Visualización (indicadores)

Valencia Indicator Dashboard



Número de personas en tránsito entre La Lonja y La Basílica en septiembre y octubre



Piloto de Valencia: Web App



Vista de la Web App



Snap4City gestión de dashboards

Contacts:

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Carolina Navarro Correcher

jmeseguer@fundacion.valenciaport.com

cnavarro@fundacion.valenciaport.com

<https://herit-data.interreg-med.eu/>



@heritdata



www.linkedin.com/in/herit-data/



THANK YOU FOR YOUR ATTENTION!

Task 5.2 – Local/Regional Training capacity-building Seminar Report

This document reflects the author's view only and the Programme authorities are not liable for any use that may be made of the information contained therein.

Deliverable 5.2.1

Access level: **public**

Partner in charge of the report: **City of Dubrovnik Development Agency DURA**

Submission date: **14.12.2021**

City of the event: **Dubrovnik**

Date of the event: **30.11.2021.**

Duration: **11:30-14:00**

Number of total participants (including the host partner): **21**

Site visits performed (if possible):

In situ demonstration (if possible): **Demonstration of Snap4City platform**

Describe the agenda of the event:

11:35-11:40 - Introductory speech and how HERIT-DATA - Jelka Tepšić, Deputy Mayor of the City of Dubrovnik

11:40-12:00 - Project presentation and project results - Stjepan Ćavar, Senior Expert Associate for Local Development and European Union Funds, Dubrovnik Development Agency DURA

12:00-12:15 - Presentation of collected data for Dubrovnik and Dubrovnik historic core - Iva Tolić, expert associate, Institute for Development and International Relations, Zagreb via ZOOM

12:15-12:35 - Presentation of the project platform (Snap4City) - Nicola Mitolo - Distributed Data Intelligence and Technologies Lab University of Florence via ZOOM

12:35-13:00 - Presentation of the manual for mass tourism management - prof.dr.sc. Ivana Pavlić and doc.dr.sc. Barbara Puh, Department of Economics, University of Dubrovnik

13:00-14:00 Lunch

Describe all the different phases and discussions (at general level) of the event:

Deputy mayor of Dubrovnik Mrs. Jelka Tepsic opened the seminar presenting results and plans of the City of Dubrovnik within the strategic project "Respect the City".

"In October, the City Council voted on the Action Plan for the period until 2025 of the RTC project, after two rounds of public consultation, and now we are moving forward step by step. The action plan also includes strategic projects, such as those related to the improvement of transport infrastructure (development of Gruž as a future intermodal urban center, Lapad coast, Park & Ride system on the Coast) and development of alternative transport models (Dubrovnik electric boat tram) ", said the deputy.

She added that the City is facing a new multi-annual financial framework of the European Structural and Investment Funds for the period 2021-2027. and a recovery plan that opens up numerous opportunities for capital investment.

At the end of her address, the deputy also referred to the circumstances triggered by the COVID-19 pandemic, which led to an imbalance in many economic sectors, especially in the tourism sector. However, she pointed out that regardless of the challenges and financial consequences, now is a great opportunity for a new beginning, ie for defining criteria based on Dubrovnik being a pleasant place to live, while respecting the main economic branch, tourism.

Mr. Stjepan Cavar, from project partner Dubrovnik Development agency DURA presented project, partnership and project outcomes

Mrs. Iva Tolić, expert associate from Institute for Development and International Relations held presentation on collected data for Dubrovnik and Dubrovnik historical core. She presented indicators, data and data compared with defined thresholds.

Mr. Nicola Mitolo from Distributed Data Intelligence and Technologies Lab University of Florence held presentation via Zoom platform. He presented project platform (Snap4City) and Dubrovnik open data available in the platform

Prof.dr.sc. Ivana Pavlič and doc.dr.sc. Barbara Puh from the Department of Economics, University of Dubrovnik presented their work on the manual for mass tourism management and described the that HERIT-DATA is great example of good practice showing how open / big / smart data can be a milestone in tourism flow management and how this data can help in the decision-making process

Six project pilots are best practice, as other destinations with similar challenges can replicate the strategy for managing tourist flows.

Describe possible site visits:

Describe possible in situ demonstrations: During the seminar Snap4City platform was d

Describe possible follow-ups:

Add at least one picture of the event

<https://dura.hr/2021/12/01/herit-data-primjer-dobre-prakse-provedbe-eu-projekta/>





Task 5.2 – Local/Regional Training capacity-building Seminar Report

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Deliverable 5.2.1

Access level: public

Partner in charge of the report: Regione Toscana/FRI/Disit Lab

Submission date: 14th January 2022

City of the event: Florence, online

Date of the event: 22nd December 2021

Duration:

Number of total participants (including the host partner):

1. Niccolò Masiero, niccolo.masiero@regione.veneto.it, Veneto Region, Unità Organizzativa Rapporti con Unione Europea e Stato - Bruxelles
2. Giulia Silan, avolo Tecnico di Confronto per il Settore Primario, Veneto Region, Veneto Lavoro, giulia.silan@venetolavoro.it
3. Elena Curtopassi – Veneto Region, Unità Organizzativa Rapporti con Unione Europea e Stato - Bruxelles
4. Lorenzo Maraviglia, Statistics office, Province of Lucca, l.maraviglia@provincia.lucca.it,
5. Nicola Mitolo, Disit Lab, host partner
6. Paolo Nesi, Disit Lab, host partner
7. Gianni Pantaleo, Disit Lab, host partner
8. Chiara Guiggiani, FRI, host partner
9. Alessandro Monti, FRI, host partner
10. Davide Bruno, RT, host partner
11. Barbara Favaro, CPMR, project partner
12. Simona Franzoni
13. Aldo Monti – Freelance
14. Paolo Bertamini, ICT office, Lucca Province
15. Andrea Bongini, University of Florence
16. Massimiliano Petri, petri@tages.it
17. Carlo Biagini, University of Florence, Architecture Dept.
18. Lucia Franceschelli, Anci Toscana
19. Alfonso Fiorentino, Anci Toscana
20. Franca Menconi
21. Marco Prunecchi

Site visits performed (if possible): the seminar was held online

In situ demonstration (if possible): the seminar was held online

Describe the agenda of the event:

Task 5.2 – Local/Regional Training capacity-building Seminar

Evento in remoto

AGENDA – 22 dicembre 2021

9:30 – Introduzione al progetto Herit-Data a al Task 5.2 sul seminario oggetto della mattinata, a cura di Davide Bruno, capofila del progetto Herit-Data come Regione Toscana e Alessandro Monti, di Fondazione per la Ricerca e l’Innovazione

9:45 – Presentazione della piattaforma di progetto e della soluzione Snap4City, a cura del Professore Paolo Nesi, Disit Lab e Università degli Studi di Firenze

10:00 – Prima parte della formazione sulla piattaforma. Argomenti: struttura, interfacce per gli utenti, et al., a cura del Professore Paolo Nesi

11:00 – Pausa

11:10 – Seconda parte della formazione sulla piattaforma. Argomenti: creazione di cruscotti con indicatori (dashboard), back end, et al., a cura del Professore Paolo Nesi

12:00 – Conclusioni e chiusura del seminario, a cura di Davide Bruno e Alessandro Monti

Describe all the different phases and discussions (at general level) of the event:

The whole event was recorded and is available at the following link:

<https://drive.google.com/file/d/1-lhHdbHKQ1ATwhiqsiQIPwBfLxdcVsUW/view?usp=sharing>

Davide Bruno (Tuscany Region) and Alessandro Monti (Foundation for Research and Innovation) welcomed the participants, asked for the permission to record the session and after that presented the project structure and status.

Then Professor Paolo Nesi from Disit Lab took the floor to explain how a smart city works and how a smart city solution like Snap4City can be developed into an ICT platform, like the one built within Herit-Data project, able to process, analyse and transform data into smart services which can provide early monitoring, alert, supporting plan and decision making process, providing suggestions and recommendations, as well as users' engagement etc. This can be achieved by exploiting various tools which can support the process of taking better informed decisions. What was fundamental and stressed during the seminar was that with ingestion and aggregation it's possible to use data in a better way, i.e.: organizing data into a knowledge base in order to make semantic reasoning and enrichment; exploiting a business intelligence, based on Internet of Things (IoT) Applications and visual analytic tools, which allows to perform simulations, what-if analysis, the creation of predictive models (based on explainable Artificial Intelligence and Machine Learning) and diagnostics applied to a wide range of scenarios (e.g. environment, mobility, tourism management, Industry 4.0 etc.). Then, to stress this aspect and as a testify of the use that can be done of data, some dashboards were shown as exemplification of how data can be collected and rationalized, e.g.: traffic flows reconstruction, people flow counting, air quality monitoring and prediction, smart city evaluation on the basis of the 15 Minutes City Index (developed in collaboration with EnelX), 3D visualization et al. Many examples to be used to increase the quality of the services offered were given. It was stressed the possibility of the platform to customize the specific reality at different scalability, as the platform solution has a huge flexibility and it's ready to be adapted to most of the requests, and the easiness to use the training modules and the living lab experience which the platform can provide.

After a small break, the 2° part was dedicated on how to build dashboards in the Snap4City solution, as well as how to switch from KPI to dashboards. Snap4City allows the use of Kibana/Grafana tools for building dashboards on the ICT platform, as many other state-of-the-art solutions. However, in order to provide additional functionalities and data representation tools which are not supported by Kibana/Grafana, Snap4City solution provides its own dashboard builder, to easily build more integrated and customized dashboards through the help of the Dashboard Wizard tool. More sophisticated processes can be deployed and visualized as well, exploiting the platform business logic (performing transformation, conversion, data adaptation, integration, data analytics control, etc.) based on the creation of smart applications in a graphic way.

After that, the six Herit-Data pilot sites in the platform were presented

(<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddashboard=MzExNQ==>) ,

together with both the specific KPIs targeted in each destination and the results of the Twitter Vigilance tool, with more than 200 millions of tweets collected (upon which natural language processing and sentiment analysis was made on different languages: Italian, English, French and Spanish). Volume of collected tweets and Sentiment Analysis trends are useful to identify the more relevant hashtags or keywords that can be used as indicators or predictors of, for instance, the trend of people flows in certain areas and locations of interest.

For more information, the link to access the single project pilot platforms are the following:

- Dubrovnik:

<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddashboard=MzE0Ng==>

- Florence:
<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddasboard=MzE0NA==>
- Mostar:
<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddasboard=MzE0OQ==>
- Olympia:
<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddasboard=MzE1NA==>
- Pont du Gard:
<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddasboard=MzE1Mw==>
- Valencia:
<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddasboard=MzE1MA==>
- Twitter Vigilance:
<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddasboard=Mjc3NQ==>

Conclusions were left to Alessandro Monti and Davide Bruno, which highlighted that in order to use this type of solution, it's important to involve different stakeholders with competences on tourism flows, to have data available, possibly Open, and taking advantage of ICT solutions already existing, avoiding tools duplication and multiplication. The most important result achieved so far is the synergies built in Herit-Data project life-span with the Municipality of Florence, for example by using the same App/Web App "FeelFlorence" for city promotion and project purposes, e.g. with the "jump the queue" feature with the possibility to have forecast data on levels of affluences in the city centre developed on pre-existing data. This function can and will be further implemented with wi-fi data plus other sources to improve the map of city centre and make previsions on events that can attract big flows of people (e.g. concerts), indicating alternative spots to be visited in order to avoid big crowds. From "FeelFlorence" App it's possible to go back to Herit-Data project platform to check on more advanced dashboards in order to deepen information on specific data of interest, checking and comparing information in an advanced way (Herit-data landing page on FeelFlorence App: <https://www.feelflorence.it/en/node/38596>). The strategy to systematize many players working on Florence territory has brought to build this strong collaboration. So, the concept of not reinventing the wheel was the central point of the work done on the project. Furthermore, the possibility to not build a new platform from scratch but to jump on board of an existing solution, such as Snap4City, has given the chance to focus immediately on dashboard development and use cases, developing the first concrete results in each of the 6 pilot projects in a shorter time.

Describe possible follow-ups:

External local authorities that participated to the event could be interested in signing the MOU, to be more involved in the use of innovative technologies and methods implemented in Herit-Data to decrease the impact of mass tourism on cultural heritage sites, cities and monuments.

Add at least one picture of the event

Figure 1: Herit-Data project introduction

HERIT DATA
Gestione sostenibile del patrimonio per contrastare l'impatto del turismo di massa grazie all'uso dei Big e Open Data

Programma di cooperazione territoriale INTERREG Mediterranean (INTERREG MED) 2014-2020 Decisione Commissione Europea n. 3756 del 2 giugno 2015

Asse 3 - Protezione e promozione delle risorse naturali e culturali del Mediterraneo, Obiettivo specifico 3.1 - Promozione dello sviluppo di un turismo marittimo e costiero sostenibile e responsabile nell'area MED

Il progetto mira a ridurre l'impatto delle attività umane (relative al turismo) sul patrimonio culturale, con particolare attenzione alle destinazioni culturali che possono beneficiare ed essere influenzate dal turismo di massa: città antiche e siti di particolare interesse culturale patrimonio o interesse archeologico per i visitatori, compresi i siti del patrimonio mondiale dell'UNESCO presenti nei territori MED.

I partner svilupperanno, testeranno e trasferiranno una serie di conoscenze e soluzioni come modelli, strategia, intelligenza artificiale e big data platform e app

09:39 | Herit-Data - 5.2 Capacity building seminar on th...

Figura 2. Florence pilot platform: an overview

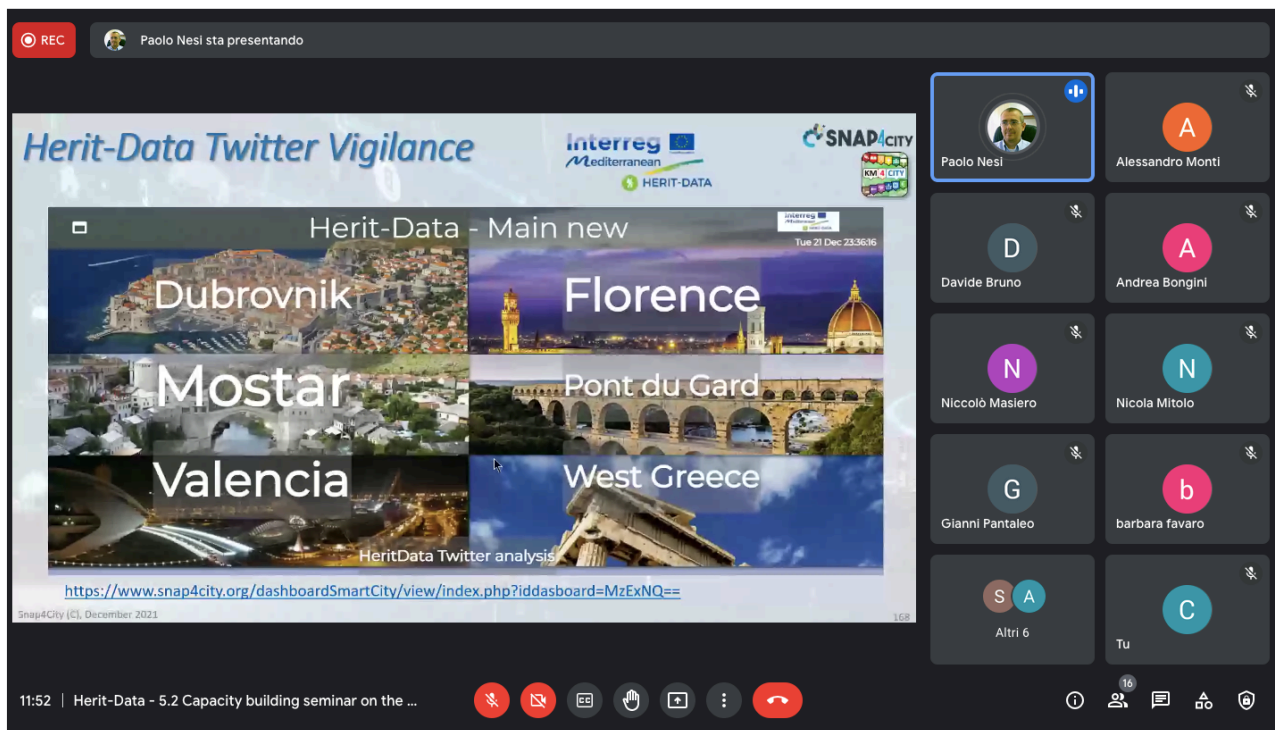
Herit-Data - Florence Main

<https://www.snap4city.org/dashboardSmartCity/view/index.php?idashboard=MzE0NA==>

- Multiple Domains Data**
 - Traffic, environment, People, parking, stock options, Twitter, tc.
- Decision Makers Multiple Locations**
 - NO2 long term predictions
 - Twitter analysis
- Historical and Real Time data**
- Services Exploited on:**
 - Dashboards
 - Social media,
 - Sentiment Analysis
- Since 2019, 2020**

11:48 | Herit-Data - 5.2 Capacity building seminar on the...

Figura 3. Herit-Data main platform



The screenshot shows a Zoom meeting interface. The main window displays a presentation titled "Herit-Data Twitter Vigilance". The presentation content includes the "Herit-Data - Main new" dashboard, which features a grid of images for Dubrovnik, Florence, Mostar, Pont du Gard, Valencia, and West Greece. A URL is visible at the bottom of the presentation: <https://www.snap4city.org/dashboardSmartCity/view/index.php?iddashboard=MzExNQ==>. The Zoom interface includes a top bar with a "REC" button and a participant list on the right. The participant list shows Paolo Nesi as the presenter, and other participants include Alessandro Monti, Davide Bruno, Andrea Bongini, Niccolò Masiero, Nicola Mitolo, Gianni Pantaleo, barbara favaro, and a group labeled "Altri 6". The bottom bar shows the time as 11:52 and the meeting title "Herit-Data - 5.2 Capacity building seminar on the ...".

Task 5.2 – Local/Regional Training capacity-building Seminar Report

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Deliverable 5.2.1

Access level: public

Partner in charge of the report: Centre for Spatial Research (ICP)

Submission date: 27. 12. 2021.

City of the event: Mostar

Date of the event: 6. 12. 2021.

Duration: 1 day

Number of total participants (including the host partner): 11

Site visits performed (if possible):

In situ demonstration (if possible):

Describe the agenda of the event:

11.00- 11.05 Introductory speech (Igor Kuvač, ICP)

11.05-11.20 Short presentation of the HERIT-DATA project (Igor Kuvač, ICP)

11.20-12.00 Lecture (Stjepan Ćavar, Dubrovnik City Development Agency - DURA Dubrovnik)

12.00-12.15 Coffee break

12.15-13.00 Discussion

Describe all the different phases and discussions (at general level) of the event:

After a short introduction and presentation of the project, which was made by Igor Kuvač, Centre for Spatial Research, the main part of the program followed. As part of the seminar where the tools and results developed within the HERIT-DATA project were transferred to stakeholders, the lecture was given by Stjepan Ćavar, a representative of the Dubrovnik City Development Agency - DURA. Stjepan spoke about the experiences of implementing the HERIT-DATA project in Dubrovnik, emphasizing all the advantages and challenges from which other tourist destinations as Mostar is, can learn.

Describe possible site visits:

Participants had opportunity to have a virtual site visit with the insight of Dubrovnik old town by seeing HERIT-DATA promo film and by testing the Dubrovnik tourist app (Knežev dvor tour).

Describe possible in situ demonstrations:

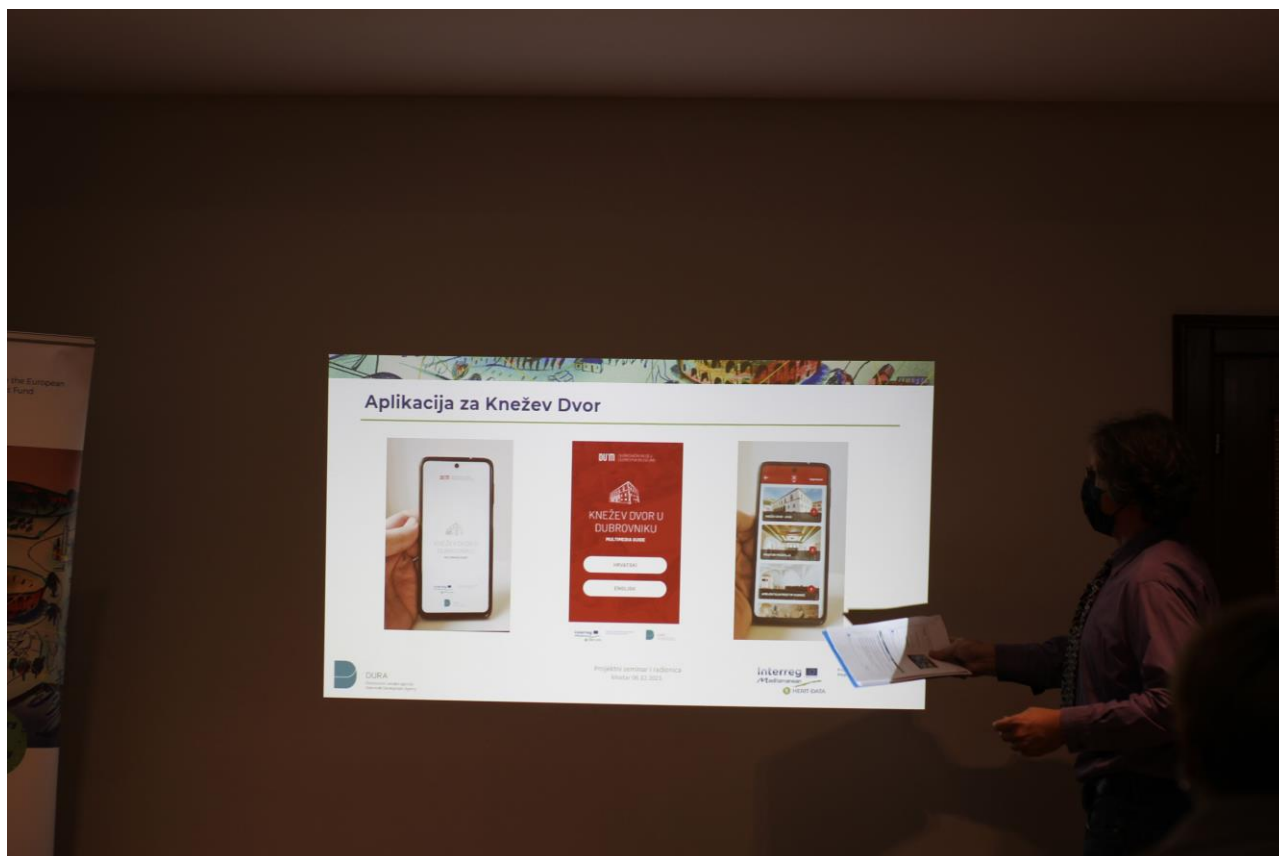
Except HERIT-DATA Dubrovnik promo film, participants also had opportunity to see HERIT-DATA Pont du Gard promo film and to get some info about the project benefits in various sites, that Mstar can learn from.

Describe possible follow-ups:

Participants agreed that Mostar can learn from the good Dubrovnik example and that problems found in project implementing in the local context should overcome in order to really make a progress in Mostar cultural tourism managment, which project can offer until its end.

Add at least one picture of the event

<https://icprostor.wordpress.com/2021/12/26/herit-data-seminar-i-radionica-odrzani-u-mostaru/>



Task 5.2 - Workshop Report

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Deliverable 5.2.2

Access level: public

Partner in charge of the report: Region of Western Greece

Submission date: 03.01.2022

City of the event: Patras (Web)

Date of the event: 17.12.2021

Duration: 2 hours

Number of total participants (including the host partners): 12

Describe the agenda of the event:

- | | |
|---------------|--|
| 13:00 – 13:05 | Registration |
| 13:05 – 13:15 | Welcome and Introduction (Andreas Matthiopoulos, Project Manager of Herit Data, RWG) |
| 13:15 – 13:35 | Presentation of Local/ Regional Strategies for Tourism Management (Maria Tsami, Assistant Manager of Herit Data Project, RWG) |
| 13:35 – 14:00 | Integration of HERIT DATA Project's Results in Existing Strategies (Lavrentios Vasileiadis, Technical and Communication Manager of Herit Data Project, RWG) |
| 14:00 – 14:45 | Conversion of RWG into a Smart Tourism Destination

Interactive Discussion

Coordination : Andreas Matthiopoulos, Project Manager of Herit Data, RWG |
| 14:45 – 15:00 | Conclusions |

Describe all the different phases and discussions (at general level) of the event:

After the presentation of the existing strategic plan for tourism management by RWG, SWOT analysis included, the participants became aware of the possibilities to integrate the Herit Data project's results to the policy making procedure and the new strategies that RWG has the possibility to adopt.

Describe possible follow-ups:

All the participants agreed that RWG has the potential to become a smart tourism destination and, they agreed about the use of innovative technologies and how they lead to changing behaviour, to eliminating negative impacts and expanding the positive impacts. Thus, they are willing to be part of this new dawn for their region according their role.

Add at least one picture of the event.

Task 5.2 - Workshop Report

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Deliverable 5.2.2

Access level: public

Partner in charge of the report: Turisme Comunitat Valenciana and Fundacion Valenciaport

Submission date: 27 December 2021

City of the event: **Valencia**

Date of the event: 02/12/2021

Duration: 3 h

Number of total participants (including the host partner):25

Describe the agenda of the event:

1. Describe the agenda of the event:

10:30 h. Inauguration of the conference: Francesc Colomer, Regional Secretary for Tourism.
10:45 h. Assessment of projects and activities of the DTI-CV Network in 2021 - Herick Campos, Director General of Tourism - David Giner, Invat-tur project coordinator
11:15 h. Results of pilot projects. Moderator: Francisco Juan, director of Invat-tur Cristoffer Adrián, Director of business development and technological advisor at ITOP Ramón Martín, CEO of Gymkana Turística Digital Javier Galdón, Managing Director of Brandmanic
12:00 h. Panel: How have the ITD plans progressed? Moderator: David Giner, Invat-tur project coordinator Paola Pons, Alcoy Tourism Technician Jose F. Perles, Head of Economic Promotion Area of Calp Camille Poret, Cullera Tourism Manager
12:45 h. Montevideo, from tourist city to DTI. Claudio Quintana, teacher and researcher at the University of the Republic.
13:15 h. Panel Herit Data: Innovative solutions to better manage tourism flows impact on cultural and natural heritage sites through technologies and big data. Valencia Pilot site. Joan Meseguer IT expert, Valencia Port Foundation. Daniel Basulto, Architect / Project manager TEXTOUR, Fundación Santa María La Real
14:00 h. Networking – cocktail
15:00 h. Workshop Herit Data. Moderated by Carolina Navarro, Director of Port-City, Mobility and Cruises, Valencia Port Foundation.

1. Describe all the different phases and discussions (at general level) of the event:

The workshop on the pilot developed in the Herit data project for the case of Valencia was held in the framework of the General Assembly of Smart Destinations of the Valencian Community. After an overall presentation of the pilot by Joan Meseguer (FVP) and Daniel Basulto (FSMR), Carolina Navarro (FVP) moderated a working session that focused on assessing the pilot experience and its usefulness for the establishment of tourism management policies for destinations.

For this purpose, a questionnaire was designed to collect the opinion of the participants. The aim of the questionnaire was, on the one hand, to identify the measures that destinations in the Valencian Community have implemented to better manage tourist flows and, on the other hand, based on the pilot experience in Valencia, to analyse the potential for transfer to other locations as well as possible policy measures that can be derived from this type of solutions.



Section 1 of 4

Encuesta Workshop Piloto Valencia HERIT-DATA

Bienvenido a la encuesta sobre el desarrollo de políticas o medidas que puedan desarrollarse para contribuir a una mejor gestión del turismo de masa en destinos turísticos.

Le invitamos a participar en este proyecto financiado con fondos europeos llamado HERIT-DATA (<https://herit-data.interreg-med.eu/>), cuyo objetivo es identificar soluciones innovadoras, con el apoyo de las nuevas tecnologías y el big data, para reducir los impactos negativos del turismo en los sitios del patrimonio cultural y natural.

Le rogamos que rellene el siguiente cuestionario. El objetivo del cuestionario es, por un lado identificar las medidas que los destinos de la Comunidad Valenciana han realizado en torno a una mejor gestión de flujos de turistas y por otro lado, a partir de la experiencia piloto de Valencia analizar el potencial de transferencia a otras localidades así como posibles medidas políticas que puedan derivarse de este tipo de soluciones.

No le llevará más de 10 minutos. Al participar en la encuesta, usted da su consentimiento para que los datos que proporcione se utilicen en Herit-data y se pongan a disposición del público de forma anónima.

¡¡Muchas gracias por su colaboración!!

After section 1 Continue to next section

The results of the workshop are presented on the Annex.

2. Describe possible site visits:

The pilot was presented virtually, and therefore was not a physical visit.

3. Describe possible in situ demonstrations:

During the presentation the Snap4City webpage and the app for visitors was shown

4. Describe possible follow-ups:

A study visit will be organised in February in Valencia where some of the most relevant stakeholders of Valencia Region will be invited to know more about the pilot.

5. Add at least one picture of the event







RED DE DESTINOS TURÍSTICOS INTELIGENTES
COMUNITAT VALENCIANA

Asamblea Extraordinaria Red DTI-CV



02/12/2021



10:00 - 13:30 h.



Invat·tur - Benidorm

10:30 h. Inauguración de la jornada: Francesc Colomer, secretario autonómico de Turismo

10:45 h. Balance de proyectos y actividades de la Red DTI-CV en 2021

- Herick Campos, director general de Turismo
- David Giner, coordinador proyectos Invat-tur

11:15 h. Resultados de proyectos piloto. Modera: Francisco Juan, director del Invat-tur

- Cristoffer Adrián, Director de desarrollo de negocio y asesor tecnológico en ITOP
- Ramón Martín, CEO de Gymkana Turística Digital
- Javier Galdón, Managing Director de Brandmanic

12:00 h. Panel: ¿Cómo han avanzado los planes DTI? Modera: David Giner, coordinador proyectos Invat-tur

- Paola Pons, técnica de turismo de Alcoy
- Jose F. Perles, Jefe de Área de Promoción Económica de Calp
- Camille Poret, Gerente de Turismo de Cullera

12:45 h. Montevideo, de ciudad turística a DTI. Claudio Quintana, docente e investigador de la Universidad de la República.

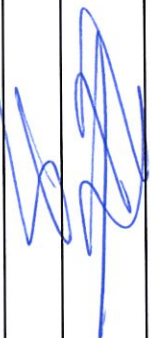
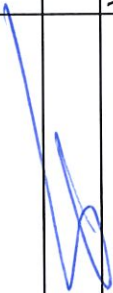
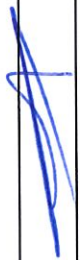
13:15 h. Panel Herit Data: *Innovative solutions to better manage tourism flows impact on cultural and natural heritage sites through technologies and big data. Valencia Pilot site.*

- Joan Meseguer, R&D – IT Fundación Valencia Port
- Daniel Basulto, Arquitecto / Project manager TEXTOUR, Fundación Santa María La Real

14:00 h. Networking – coctel

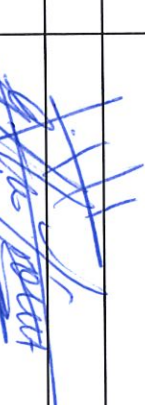
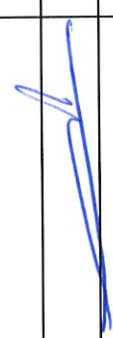
15:00 h. Workshop Herit Data

DESTINO	ASISTENTE	FIRMA	OBSERVACIONES
ALBORAYA	LOLES ORTS PECHUAN		
ALBORAYA	AMPARO VILABRILLE		
ALBORAYA			
ALCOY	21665868-Y PAOLA PONS DIAZ <i>Caolina Amors fraudada</i> ELENA LUMBRERAS PELAEZ	 <i>Caolina Amors fraudada</i>	ppom @ alci.ors
ALICANTE			
Alicante			
Altea	Ana Milagros Pérez Alós		
Andilla	Consuelo Alfonso Pérez		
Banyeres de Mariola	Cristina E. Rizo Antón		
Banyeres de Mariola	Josep Sempere		
Benicàssim	Mercedes Lozano Esteban		
Benicàssim	Cristina Fernandez		
Benidorm	Celia Romero		
Benidorm	Leire Bilbao		
Benissa	Loli Vicens Márquez		
Benissa	Blanca Ribes Ginestar		
Benissa	Blanca Ribes Ginestar		
BÉTERA	MAVI APARISI MAINERO		
BÉTERA	Joaquín Gómez		
BÉTERA	Joaquín Gómez Martínez		
BÉTERA			
Betxí	Raul Soria Garcia		
Bocairent	Pilar Esteve Vicedo		

cabanes	Alicia Puig		
CALP	FRANCISCO AVARGUES GUARDIOLA		
CALP	JOSE FRANCISCO PERLES RIBES		
Calp	Sandra Pastor Gutiérrez		
Calp			
Calp			
CASTELLÓ DE LA PLANA	LOURDES PALLARES SILVESTRE		
CONSORCI DE LA RIBERA	ÓSCAR NAVARRO TORRES		
CONSORCI DE LA RIBERA			
Costa Blanca	Chema Quintana		
El Campello	Alejandra Giner		
El Castell de Guadalest	Isabel Ferri Cano		
Elche - Visitelche	Raúl Sánchez Tarí		
Finestrat	Miguel Ángel Catalán Montañana		
Finestrat	Donna Rebecca Plummer		
Finestrat	Kike Ortuño		
Finestrat	Hector Baldó		
Gandia	Carlos Marco Estellés		
Gandia	Karina Agud Llopis		Karina. agud@gmail.com
GUARDAMAR DEL SEGURA	JOAN-CARLES MARTÍ I CASANOVA		
LA COSTERA	Josep Tortosa Peiró		jtortosa99@gmail.com
La Nucía	Toni Buades		
La Nucía	Mª Jesus Jumilla		
La Vila Joiosa	Marta Sellés Senabre		
La Vila Joiosa	Maite Soriano Pardo		

La Vila Joiosa	Juan Vinaches		
l'Alfàs del Pi	Luis Miguel Morant Aparisi		
l'Alfàs del Pi	Mayte Garcia Madrid		
MANCOMUNITAD CANAL DE NAVARRÉS	HÉCTOR ARGENTE CABALLERO		
Mancomunidad de Municipios de la Vall d'Albaida	José María Beneyto Micó		
Mancomunidad de Municipios de la Vall d'Albaida	Pascual Ribes		
Mancomunidad Espadán Mijares	Raquel Ballester Girona		
Mancomunidad Espadán Mijares			
Mancomunitat Comarcal Els Ports	Jose Miguel Centelles Miró		
MANCOMUNITAT DE MUNICIPIS DE LA VALL D'ALBAIDA	VICENT GOMAR MOSCARDÓ		
MANCOMUNITAT DE MUNICIPIS DE LA VALL D'ALBAIDA	Pascual ribes		
MANCOMUNITAT DE MUNICIPIS DE LA VALL D'ALBAIDA	Nataliz Quilis		
Morella	Maria Zuñiga		
MUTXAMEL	MARIA RUZAFÀ SALA		
Navajas	Mª Pilar Vañó		
Oliva	Carmen Moreno Pérez		
OLIVA	Adelina Vilaplana Gujjarro		
OLIVA	José Vicente Sánchez		
OLIVA	JOAQUIN CALAFAT ROCHER		
OLIVA	BLANCA MOLIO GUILLEM		
Ontinyent	Pilar Torró González		
Oropesa del Mar	Nacho Doménech Masjá		

tuisme@manavall.com
 PNT: 48289666 - a.

Pacte Territorial per l'ocupació de la Plana Baixa	Maria Navarro Frias		
PILES	DAVID MORANT CISCAR		
PILES	ESTHER TUR		
Riba-roja de Turia	Cristina Silvestre Bernabeu		0608 CSILVESTRE@RIBARROJA.ES 02648867-P
Riba-roja de Turia	Esther Gomez		EGOMEZ@RIBARROJA.ES 16039742W
SANTA POLA	ANA BERMEO		
SEGORBE	Mª CARMEN CLIMENT GARCÍA		
SEGORBE	Angles gomez Mañes		
SEGORBE	Vanesa Berbis Rocamora		
Tavernes de la Vallidigna	Lara Romero		
Tavernes de la Vallidigna			
Teulada	Alejandro Llobell Dalmau		
Teulada	Lucia Ortola Ivars		
Torreblanca	J. Rafael Rodríguez Nieto		PUYICANO@TORREBLANCA.ES 33948886T
Valencia	Ricardo Millet		
Valencia	Sergio Quílez		
VALÈNCIA TURISME	XAVIER PASCUAL SOLER		
Villena	Luis Flor Contreras		
XÀBIA	CAROLINA CHOLBI CHOLBI		
XÀTIVA	RAQUEL CABALLERO		
XÀTIVA	Raquel Caballero Pastor		
XÀTIVA			
TCV	Patricia Martínez Jerez		
TCV	DGT		

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Encuesta Workshop Piloto Valencia HERIT-DATA

Bienvenido a la encuesta sobre el desarrollo de políticas o medidas que puedan desarrollarse para contribuir a una mejor gestión del turismo de masa en destinos turísticos.

Le invitamos a participar en este proyecto financiado con fondos europeos llamado HERIT-DATA (<https://herit-data.interreg-med.eu/>), cuyo objetivo es identificar soluciones innovadoras, con el apoyo de las nuevas tecnologías y el big data, para reducir los impactos negativos del turismo en los sitios del patrimonio cultural y natural.

Le rogamos que rellene el siguiente cuestionario. El objetivo del cuestionario es, por un lado identificar las medidas que los destinos de la Comunidad Valenciana han realizado en torno a una mejor gestión de flujos de turistas y por otro lado, a partir de la experiencia piloto de Valencia analizar el potencial de transferencia a otras localidades así como posibles medidas políticas que puedan derivarse de este tipo de soluciones.

No le llevará más de 10 minutos. Al participar en la encuesta, usted da su consentimiento para que los datos que proporcione se utilicen en Herit-data y se pongan a disposición del público de forma anónima.

¡¡Muchas gracias por su colaboración!!

***Required**

General Information

Pre-fill responses, then click 'Get link'

Nombre *

Your answer

Apellidos *

Your answer

Email: *

Your answer

Nombre del Destino al que representa (Ciudad) *

Your answer

Información turística del destino al que representa

Para poder comprender el nivel turístico de su destino, le vamos a pedir algunas cifras, las cifras a indicar serán las correspondientes al año 2019 para evitar el efecto COVID 19 y poder hacer una mejor idea de como es su destino en una situación de normalidad

Total habitantes de la población (2019)

Your answer

Pre-fill responses, then click 'Get link'

Total viajeros (2019)

Your answer

Total pernoctaciones (2019)

Your answer

Estancia media en hoteles o apartamentos (en noches, 2019)

Your answer

Plazas de alojamiento turístico 2019

Your answer

Plazas de restaurantes 2019

Your answer

Medidas de gestión turística

Tal y como se ha presentado en durante la sesión, en Valencia se ha desarrollado un proyecto piloto para mejorar la gestión de flujos de turistas y su impacto sobre el patrimonio cultural. Por un lado a través de la instalación de sensores que detectan la señal wifi de los teléfonos que permiten monitorizar los flujos de personas en ciertos puntos del destino y por otro lado, sensores que miden parámetros ambientales y el número de personas por metro cuadrado en un edificio concreto. Teniendo en cuenta este ejemplo, en

Pre-fill responses, then click 'Get link'

En el destino que representas, ¿se han implantado algunas medidas para mejorar la gestión de flujos turísticos?

- ☐ Si
- ☐ No
- ☐ NS/NC

¿Qué medidas han sido implantadas en tu destino?

Your answer

Las medidas implantadas, ¿hacen uso de sistemas TIC y Big Data?

- ☐ Si
- ☐ No

¿Te parece interesante el piloto realizado en Valencia en el marco del proyecto HERIT-DATA

- ☐ Si
- ☐ No

¿Crees que podría ser interesante para tu destino?

- ☐ Si

Pre-fill responses, then click 'Get link'

En cuanto a la utilidad de este tipo de soluciones, ¿Para qué tipo de medidas/políticas/estrategias turísticas podrían ser interesantes los resultados de este tipo de soluciones?(0:nada útil a 5: de muchísima utilidad) *

	0	1	2	3	4	5
Promocion de rutas turísticas alternativas	☐	☐	☐	☐	☐	☐
Establecimiento de horarios turísticos en ciertos edificios de interés cultural (horarios diferentes en diferentes zonas para fomentar la dispersión)	☐	☐	☐	☐	☐	☐
Cuantificación y establecimiento de aforos máximos	☐	☐	☐	☐	☐	☐
Mejora en la planificación del transporte público.	☐	☐	☐	☐	☐	☐
Mejora de la experiencia turística al permitir evitar los puntos con mayor concentración de afluencia.	☐	☐	☐	☐	☐	☐
Mejora del prestigio del destino como resultado de lo anterior.	☐	☐	☐	☐	☐	☐

Pre

click 'Get link'

Optimización de la eficiencia de los recursos para la gestión pública del turismo.

☐☐☐☐☐☐

Desconcentración de la actividad turística, generando oportunidades de negocio/empleo.

☐☐☐☐☐☐

Reducción de impactos negativos en espacios naturales o patrimoniales protegidos.

☐☐☐☐☐☐

Posibilidad de establecer comparativas de gestión con otros destinos turísticos, generando sinergias.

☐☐☐☐☐☐

Doy mi consentimiento a Turisme Comunitat Valencia y la Fundación Valenciaport para tratar los datos proporcionado con la finalidad de conocer el potencial del piloto de Valencia *

☐ Sí

Get link

Pre-fill responses, then click 'Get link'

Google Forms

Pre-fill responses, then click 'Get link'

HERIT-DATA Valencia pilot site

Workshop





Results of the workshop

1. Questionnaire
2. Replies

1. Questionnaire



Encuesta Workshop Piloto Valencia HERIT-DATA

Bienvenido a la encuesta sobre el desarrollo de políticas o medidas que puedan desarrollarse para contribuir a una mejor gestión del turismo de masa en destinos turísticos.

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No le llevará más de 10 minutos. Al participar en la encuesta, usted da su consentimiento para que los datos que proporcione se utilicen en Herit-data y se pongan a disposición del público de forma anónima.

¡¡Muchas gracias por su colaboración!!

*Required

General Information

Nombre *

Your answer

Apellidos *

Your answer

Email: *

Your answer

Nombre del Destino al que representa (Ciudad) *

Your answer

Información turística del destino al que representa

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Total habitantes de la población (2019)

Your answer

Total entradas en alojamientos(2019)

Your answer

Total pernотaciones (2019)

Your answer

Estancia media en hoteles o apartamentos (en noches, 2019)

Your answer

Plazas de alojamiento turístico 2019

Your answer

Plazas de restaurantes 2019

Your answer



Project co-financed by the European
Regional Development Fund

1. Questionnaire

Medidas de gestión turística

Tal y como se ha presentado en durante la sesión, en Valencia se ha desarrollado un proyecto piloto para mejorar la gestión de flujos de turistas y su impacto sobre el patrimonio cultural. Por un lado a través de la instalación de sensores que detectan la señal wifi de los teléfonos que permiten monitorizar los flujos de personas en ciertos puntos del destino y por otro lado, sensores que miden parámetros ambientales y el número de personas por metro cuadrado en un edificio concreto. Teniendo en cuenta este ejemplo, en esta sección nos gustaría recopilar información sobre 1) La experiencia de tu destino en medidas de gestión turística y 2) Conocer tu opinión sobre el caso piloto de Valencia y el potencial que puede tener

En el destino que representas, ¿se han implantado algunas medidas para mejorar la gestión de flujos turísticos?

- ☐ Si
☐ No
☐ NS/NC

¿Qué medidas han sido implantadas en tu destino?

Your answer

Las medidas implantadas, ¿hacen uso de sistemas TIC y Big Data?

- ☐ Si
☐ No

¿Te parece interesante el piloto realizado en Valencia en el marco del proyecto HERIT-DATA

- ☐ Si
☐ No

¿Por qué podría ser interesante para tu destino?

Your answer

En cuanto a la utilidad de este tipo de soluciones, ¿Para qué tipo de medidas/políticas/estrategias turísticas podrían ser interesantes los resultados de este tipo de soluciones?(0:nada útil a 5: de muchísima utilidad) *

	0	1	2	3	4	5
Promoción de rutas turísticas alternativas	☐	☐	☐	☐	☐	☐
Establecimiento de horarios turísticos en ciertos edificios de interés cultural (horarios diferentes en diferentes zonas para fomentar la dispersión)	☐	☐	☐	☐	☐	☐
Cuantificación y establecimiento de aforos máximos	☐	☐	☐	☐	☐	☐
Mejora en la planificación del transporte público.	☐	☐	☐	☐	☐	☐
Mejora de la experiencia turística al permitir evitar los puntos con mayor concentración de afluencia.	☐	☐	☐	☐	☐	☐
Mejora del prestigio del destino como resultado de lo anterior	☐	☐	☐	☐	☐	☐

Optimización de la eficiencia de los recursos para la gestión pública del turismo.

☐☐☐☐☐☐

Desconcentración de la actividad turística, generando oportunidades de negocio/empleo.

☐☐☐☐☐☐

Reducción de impactos negativos en espacios naturales o patrimoniales protegidos.

☐☐☐☐☐☐

Posibilidad de establecer comparativas de gestión con otros destinos turísticos, generando sinergias.

☐☐☐☐☐☐

Si crees que puede ser útil para otras medidas/políticas, indícalo en esta sección

Your answer

2. Replies

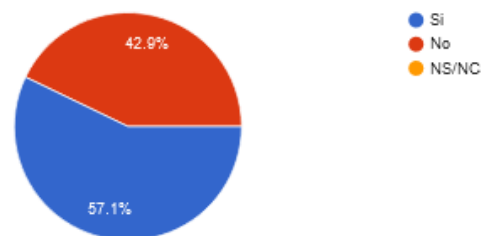
Nombre del Destino al que representa (Ciudad)	Total habitantes de la población (2019)	Total entradas en alojamientos(2019)	Total pernотaciones (2019)	Estancia media en hoteles o apartamentos (en noches, 2019)	Plazas de alojamiento turístico 2019	Plazas de restaurantes 2019
Diputación Provincial de Valencia	4.700.000					
Mancomunidad Espadán Mijares						
Vall d'Albaida	87.532 personas				128 alojamientos (246	423
El Castell de Guadalest	217				99	599
FVMP						
Cullera	22.521			2,3	8682	11572
Elche	232.517	320.618	480.927	1,5 noches	5.33	26.841

2. Replies

Medidas de gestión turística

En el destino que representas, ¿se han implantado algunas medidas para mejorar la gestión de flujos turísticos?

7 responses



¿Qué medidas han sido implantadas en tu destino?

4 responses

movilidad de turistas y ciudadanos, datos abiertos y app turística

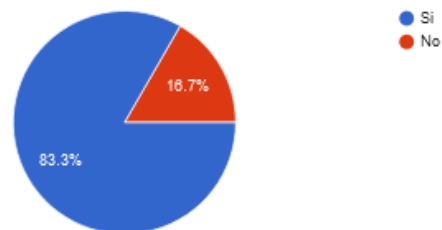
Control aforo en las playas

App turística diseñada para crear rutas turísticas a medida

Cuenteo de visitantes

Las medidas implantadas, ¿hacen uso de sistemas TIC y Big Data?

6 responses



¿Te parece interesante el piloto realizado en Valencia en el marco del proyecto HERIT-DATA

7 responses



2. Replies

¿Por qué podría ser interesante para tu destino?

6 responses

para conocer la movilidad de los turistas y ciudadanos

Control de flujo en edificios patrimoniales, paseo marítimo, playas, aparcamientos

Teniendo en cuenta que en el destino Elche, por la información que tenemos, todavía no se produce un impacto negativo por grandes afluencias de turistas a entornos y recursos naturales y culturales. El destino si tiene una importante oferta tanto cultural como natural: www.visitelche.com, por lo que soluciones como el proyecto Herit-Data que ayuden a controlar y conocer como se producen estos flujos a priori puede ser de utilidad desde la perspectiva del conocimiento e inteligencia turística del destino.

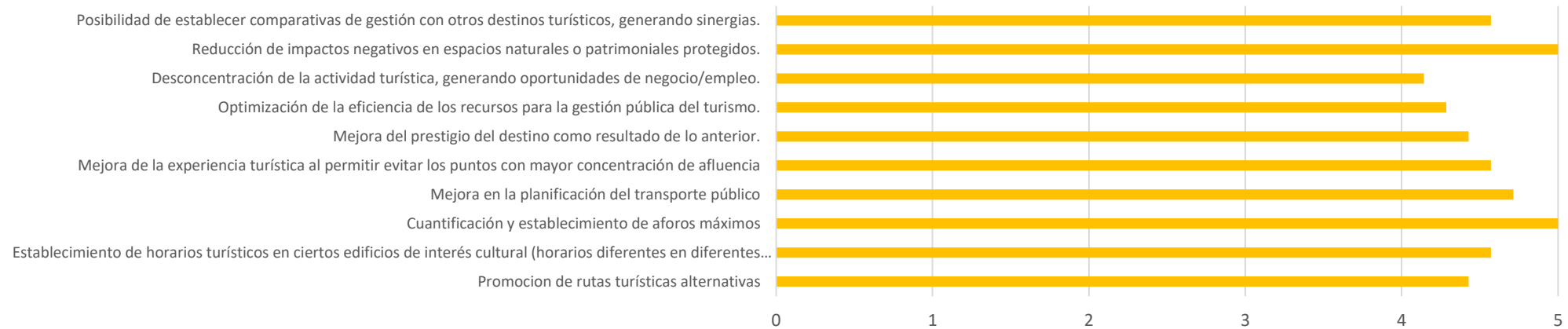
Sería interesante saber en qué momento del día hay más afluencia de visitantes en los distintos recursos turísticos.

Racionaliza la gestión y optimiza recursos

para registrar los movimientos, gustos y perfil del turista

2. Replies

¿Para qué tipo de medidas/políticas/estrategias turísticas podrían ser interesantes los resultados de este tipo de soluciones?(0:nada útil a 5: de muchísima utilidad)





2. Replies

Si crees que puede ser útil para otras medidas/políticas, indícalo en esta sección

1 response

Información a comerciantes para ajustar mejor su oferta y horarios

*Joan Meseger
Carolina Navarro*

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amunoz@fundacion.valenciaport.com
cnavarro@fundacion.valenciaport.com*

<https://herit-data.interreg-med.eu/>
[@heritdata](#)



www.linkedin.com/in/herit-data/



THANK YOU FOR YOUR ATTENTION!

Task 5.2 - Workshop Report

This document reflects the author's view only and the Programme authorities are not liable for any use that may be made of the information contained therein.

Deliverable 5.2.2

Access level: **public**

Partner in charge of the report: **City of Dubrovnik Development Agency DURA**

Submission date: **14.12.2021**

City of the event: **Dubrovnik**

Date of the event: **30.11.2021.**

Duration: **14:00-15:30**

Number of total participants (including the host partner): **20**

Describe the agenda of the event:

14:00-14:30 - During the first part of the workshop a few locations of Dubrovnik counting cameras were visited in the Dubrovnik historical core.

At these locations counting system was described and it was stressed how data collection is important to the city and how important it is that the data is open to the general public.

14:30-15:30 - Second part of the workshop was held in Dubrovniks Rectors Palace. During the live guided tour a new application for managing crowds with elements of augmented reality was presented to the stakeholders for the first time.

Describe all the different phases and discussions (at general level) of the event:

During first part of the workshop we visited locations of cameras of the people counter, a tool that collects information about the actual number of people within the historic core as well as their behavior in different parts of the day.

The visitor counting system consists of six counting cameras placed on all entrances and exits of the historic core. It was stressed that data collected is sent to Snap4City platform and is updated every 15 minutes. The system is GDPR compliant. Based on this information and data city officials can make smarter and more rational decisions about pedestrian traffic management around and in the historic core and find out better ways to organize the delivery and supply of the historic core.

As part of the workshop, a new application for managing crowds with elements of augmented reality was presented.

It is a multimedia guide developed for mobile devices (for Android and iOS platforms) and implemented in the Rector's Palace. The app detects the number of people in real time and presents visitors with one of two different narratives. In times of lower attendance at the Palace, visitors have the opportunity to run a longer version of the audio guide with elements of augmented reality, and in times of higher attendance, visitors are presented with a shorter version of the multimedia guide. In this way, an attempt will be made to stimulate visitors to come to the museum outside of peak hours when they are offered a more detailed guide through the museum. During the workshop live guided tour and presentation of locations with augmented reality were held.

Describe possible follow-ups:

Add at least one picture of the event.

<https://dura.hr/2021/12/01/herit-data-primjer-dobre-prakse-provedbe-eu-projekta/>



Task 5.2 - Workshop Report

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Deliverable 5.2.2

Access level: public

Partner in charge of the report: FRI/Tuscany Region

Submission date: 12th January 2022

City of the event: Florence

Date of the event: 26th November 2021

Duration: two seminars, 1 hour each.

Number of total participants (including the host partners):

- Morning session, 10:00-10:50
Event held both online and in presence. For the online part, the information on participants is under the umbrella of BTO main event and organization (*Figure 7*). Nonetheless, through the use of Twitter, it was possible to understand that for one connected account more users could follow, as showed in one of the pictures below where “Agenzia in Liguria”, Regional Agency for tourism promotion in Liguria was following the mentioned session, and in there 12 participants can be counted (*Figure 2*). This means that the total number of audience could be higher than what recorder by BTO, which is 104 people (*Figure 7*). Furthermore, beyond the 8 speakers (7 speakers, 5 of which in presence and 2 in remote, and 1 moderator, *Figure 1, 3 and 4*), and considering the still in place access limitation due to Covid-19 health measures, 12 participants where following the session in presence (*Figure 5, as per signature sheet*), among which one of them was our renown stakeholder, Centre for Touristic Studies (CST, *Figure 6*), plus others for a total of 65 people and an overall 169 persons (*Figure 7*).
- Afternoon session, 14:00-14:50
Event held online with information on the participants under the umbrella of BTO event and organization (*Figure 12*), for a total of 43 attendees, even if, as happened for the morning session, the total audience could have been higher, with the possibility to have more participants connected with just one account. There were 8 speakers in remote (7 speakers, 4 of them were stakeholders, 3 were Herit-Data partners, and 1 moderator, *Figure 8, 9, 10 and 11*).

Describe the agenda of the event:

- Morning session: Please check *Figure 1*
- Afternoon session: Please check *Figure 8*

Describe all the different phases and discussions (at general level) of the event:

First of all it's important to remind that the two sessions took place within **BTO tourism fair**, an annual event held in Florence and dedicated to travel and tourism, this year in hybrid version (Online and in presence). The speakers attending these two sessions were both Herit-Data and local stakeholders of Florence pilot, so that transferring purposes were achieved also thanks to their combined presence. The morning and afternoon event were somehow complementary and focused on different faces of the same topic.

In the first session, “Sustainable destinations: from co-design to digital tools for local promotion and sustainable development” moderated by Alessandro Monti from FRI, the initial focus was mainly on Florence pilot and the FeelFlorence App, as a territorial co-design process best practice to promote a destination that, in the case at matter, includes 41 Municipalities distributed in the Metropolitan area. The abovementioned App, the Florence pilot App, has around 70.000 users registered and specific features and tools were presented by the Municipality of Florence Assessor, Cecilia Del Re. Worth of notice and of great interest for tourists the “jump the queue” feature, a real time information stream springing from the Wi-Fi access points data. Tommaso Triberti as Metropolitan City of Florence Counselor delegated to tourism and the Mayors Paolo Pomponi (Montaione Municipality), Roberto Ciappi (San Casciano Val di Pesa Municipality) and Federico Ignesti (Scarperia

e San Piero a Sieve Municipality), representing the three/four touristic Areas, had then the opportunity to talk about data management and coordinated monitoring in respect to tourism, with a shared approach in terms of past, present and future actions, thanks also to the many projects the Metropolitan City of Florence and its three Municipalities developed altogether. The main goal was and it is to get to an integrated data management of the whole metropolitan area, in an expanded perspective, having awareness that transferring of tailored good practices and capacity building activities need to be sometimes triggered, some others bettered and/or improved, and projects such as Herit-Data are doing this and need to keep doing it in the future. All speakers agreed on how flows detection, too, is a strategy which still need to be shared at a local level, in order to improve offer and welcoming planning and more importantly no destination can now any further ignore data collection and analysis in the predictive phase, essential for a more effective sustainable planning. Covid-19 advent highlighted the need to have also more decentralized tourism attractions, especially with respect to the UNESCO areas, which is a need perfectly in line with the new touristic valorization paths that are concerned: both city centers and local surroundings are involved in a virtuous chain-reaction, in coherence with the regional strategy that created the touristic areas.

As concrete testimony of the previous discussion, Herit-Data Pont du Gard and Florence pilot representatives, respectively Angelika Sauermost from Region Occitanie and Davide Bruno from Tuscany Region, took the floor to remark the work done in terms of data and tools in the two territories and to explain and show how the synergy of different local stakeholders can bring huge benefits to the areas interested in this type of experimentation.

In the second session, “Tourism restart in world heritage sites in the time of pandemics: challenges and solutions for a sustainable management” held in the afternoon, the topic was the policies adopted in different Unesco sites and the moderator was still Alessandro Monti from FRI. Among the different intervention and interesting contributions given, the former Unesco Coordinator on Sustainable Tourism Programme Peter Debrine stressed the fact that sustainable tourism and uniqueness of a destination are indeed achieved through a public-private partnership, and can be considered as a tool to support and bring resilience to local communities. Quite fascinating also his mentioning about an implemented survey showing among the many how residents, after the pandemic appearance and consequent disappearing of tourists, finally truly miss the latter, having understood the uttermost importance of such people, not only from an economical point of view, but mainly socially speaking. The Assessor of the Municipality of Florence Cecilia Del Re focused on Florence new post-pandemic strategies to generate a change of values in local communities and to offer the possibility to enjoy a wider destination. The speech was centered both on FeelFlorence App and Belong platform, as two of the main initiatives currently in place to solve fragmentation of information in Florence area. From Officer in charge of Culture unit of the UNESCO Regional Bureau for Science and Culture in Europe Matteo Rosati, a series of examples related on the improvements of stakeholders’ sites experience, including local communities, were reported, such as new visitors centers, pilot courses on cultural heritage planning, et al. The UNESCO Municipality of Florence Office Responsible Carlo Francini explained the latest initiatives put in place to collect information on projects and data on Florence, as a chance to improve the dialogue to manage and better plan the whole site; after the decrease of flows during the pandemic, the site needed new strategies and increased speed both at financial and time level. It was then the turn of Herit-Data evidences with Dubrovnik, Pont du Gard and Florence pilot sites, represented respectively by Stjepan Cavar from DURA, Angelika Sauermost from Region Occitanie and Davide Bruno from Tuscany Region. The three pilots explained the initiatives put in place in each of the UNESCO sites thanks to the ERDF co-financing, with as common ground the use of an ICT platform implemented within the Snap4City solution of Disit Lab project partner, that allowed to collect, upload and transform Open Data in

useful information and insights on visitors flows, traffic status, parking slots available, et al., showing also some dashboards produced thanks to the project platform.

Describe possible follow-ups:

From January 2022 new capitalization activities, additional to those already foreseen in WP6, will take place in Florence, following what has been achieved and transferred so far. One of the main planned activities, now in a set-up phase, will focus on the installation of thermal cameras in specific buildings of Florence pilot thanks to the strong involvement of the Municipality of Florence, to improve the data flows collected so far on the project platform.

Add at least one picture of the event.

News on the multichannel newspaper of Public Administrations of central Tuscany
<http://met.cittametropolitana.fi.it/news.aspx?n=346483> (the picture refers to the first session in which Herit-Data was involved, on 26th November)

Figure 1. BTO Program on 26th November, morning session with Herit-Data participation

Destinazioni sostenibili: dal co-design agli strumenti digitali per la pr...

<https://www.bto.travel/programma/destinazioni-sostenibili/>



 **26 novembre**
 **10:00 - 10:50**
 **Main Hall - Nana Bianca**

Destinazioni sostenibili: dal co-design agli strumenti digitali per la promozione e lo sviluppo sostenibile del territorio

-  **Cecilia Del Re** Assessora Comune di Firenze
-  **Alessandro Monti** Senior Project Manager Fondazione per la Ricerca e l'Innovazione
-  **Davide Bruno** Project Manager progetto Herit Dat Regione Toscana
-  **Angelika Sauermost** Région Occitanie
-  **Roberto Ciappi** Sindaco Comune di San Casciano in Val di Pesa
-  **Federico Ignesti** Sindaco Comune di Scarperia e San Piero
-  **Tommaso Triberti** Consigliere Delegato Città Metropolitana di Firenze
-  **Paolo Pomponi** Sindaco Comune di Montaione

 **Tutti gli eventi del 26 novembre**



Figure 2. Regional Agency for Tourism Promotion in Liguria following BTO morning session on 26th November, post on twitter

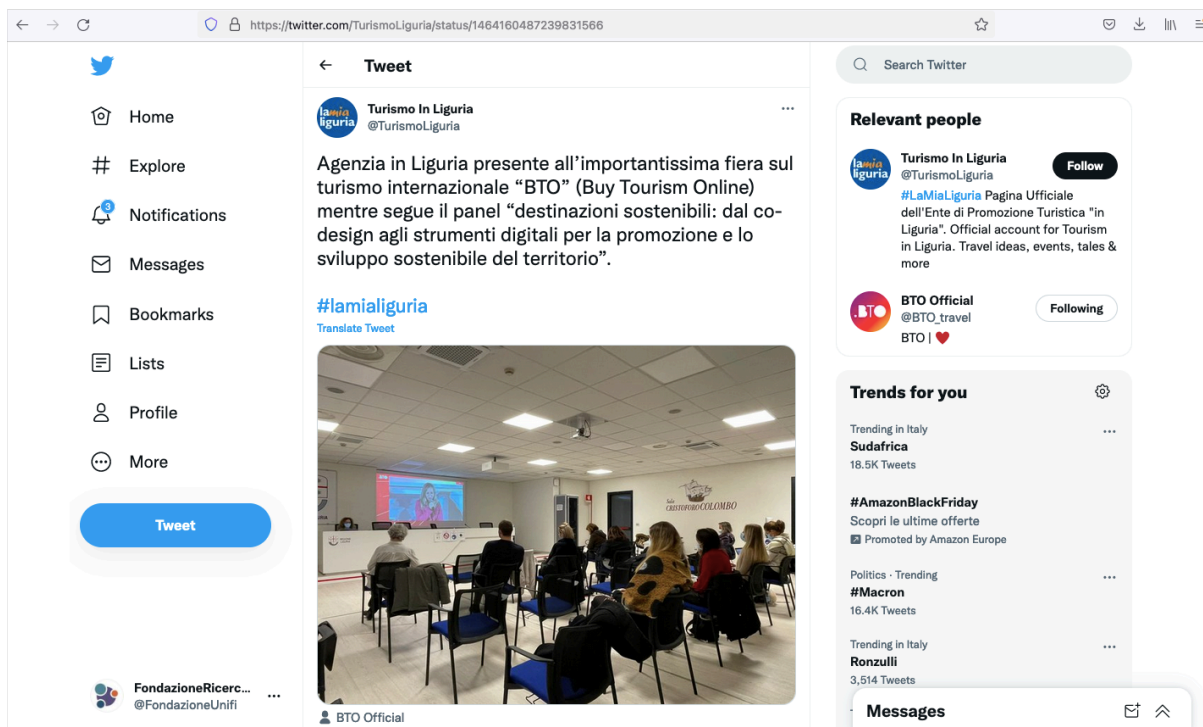


Figure 3. Davide Bruno, Herit-Data project coordinator, introducing the project



Figure 4. Angelika Sauermost presenting Pont du Gard pilot



Figure 5. Audience in presence



Figure 6. CST attending in person BTO session with Herit-Data interventions, post on twitter

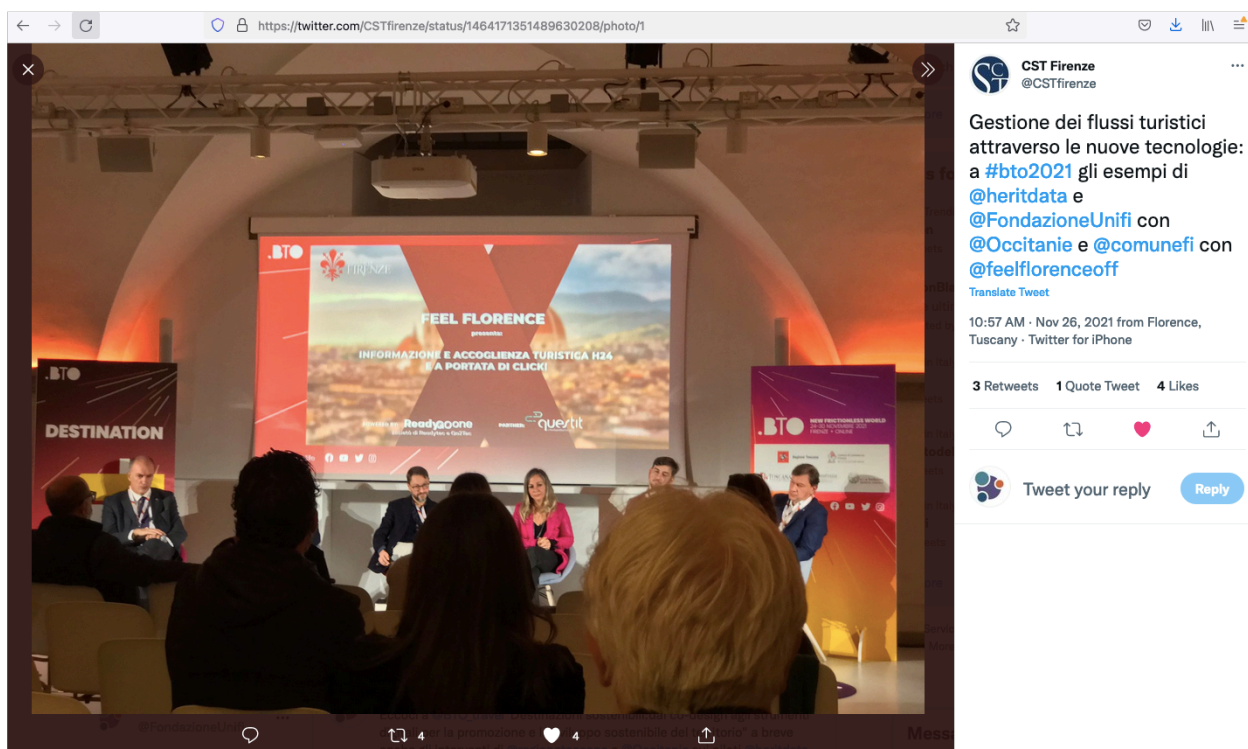


Figura 7. BTO's report on online and in person presences in the morning session

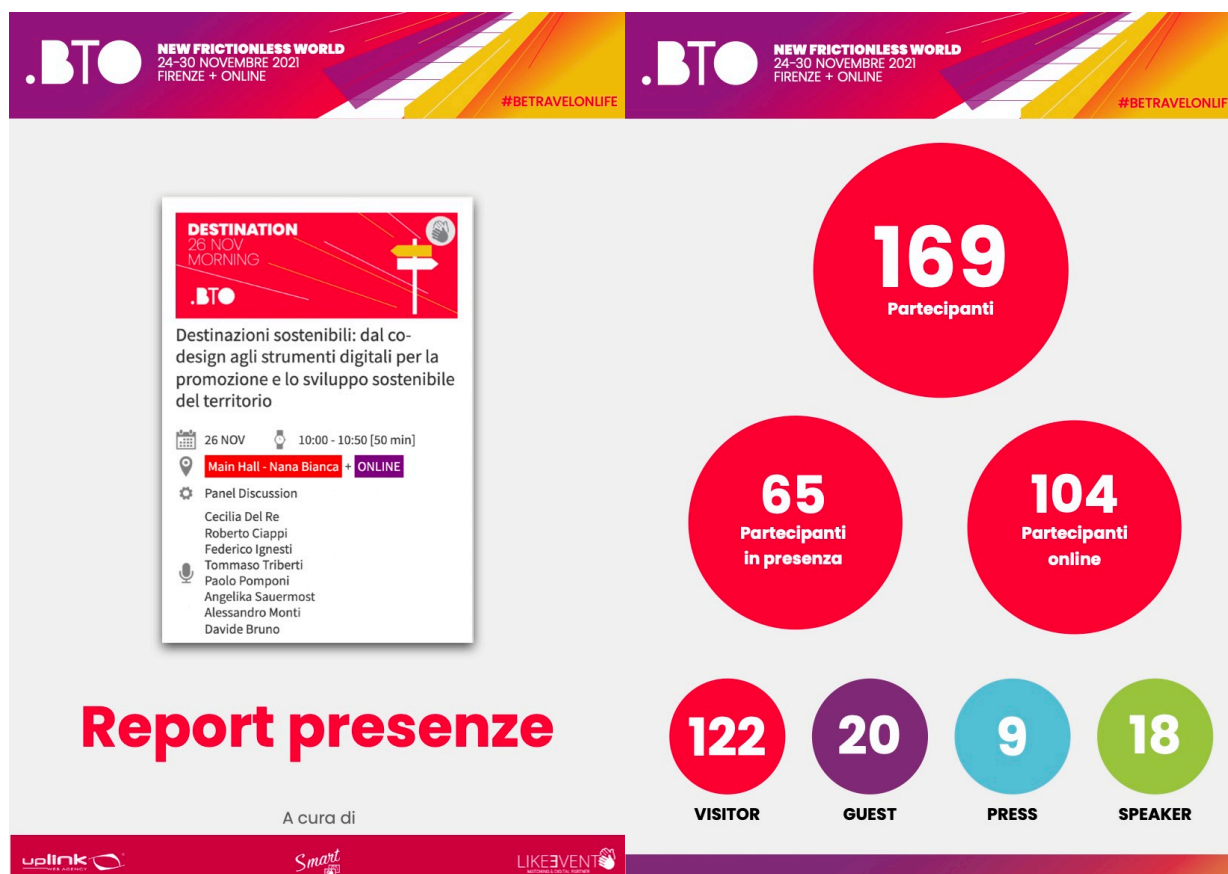


Figure 8. BTO Program on 26th November, afternoon session with Herit-Data participation

La ripartenza del turismo nei siti patrimonio mondiale al tempo della p... <https://www.bto.travel/programma/ripartenza-del-turismo-nei-siti-patr...>



 26 novembre
  14:00 - 14:50
  Sala streaming - Nana Bianca

La ripartenza del turismo nei siti patrimonio mondiale al tempo della pandemia: criticità e soluzioni per una gestione sostenibile

-  **Cecilia Del Re** Assessora Comune di Firenze
-  **Matteo Rosati** Programme Specialist / Officer-in-charge Culture unit- UNESCO Regional Bureau for Science and Culture in Europe
-  **Alessandro Monti** Senior Project Manager Fondazione per la Ricerca e l'Innovazione
-  **Carlo Francini** Responsabile P.O. Firenze Patrimonio Mondiale e rapporti con UNESCO Comune di Firenze
-  **Davide Bruno** Project Manager progetto Herit Dat Regione Toscana
-  **Stjepan Cavar** Senior Professional Associate City of Dubrovnik Development Agency
-  **Angelika Sauermost** Région Occitanie
-  **Peter Debrine** Former Coordinator Sustainable Tourism Programme UNESCO & Senior Consultant and Sustainable Tourism Expert

 **Tutti gli eventi del 26 novembre**



Figure 9. Speakers of BTO afternoon session

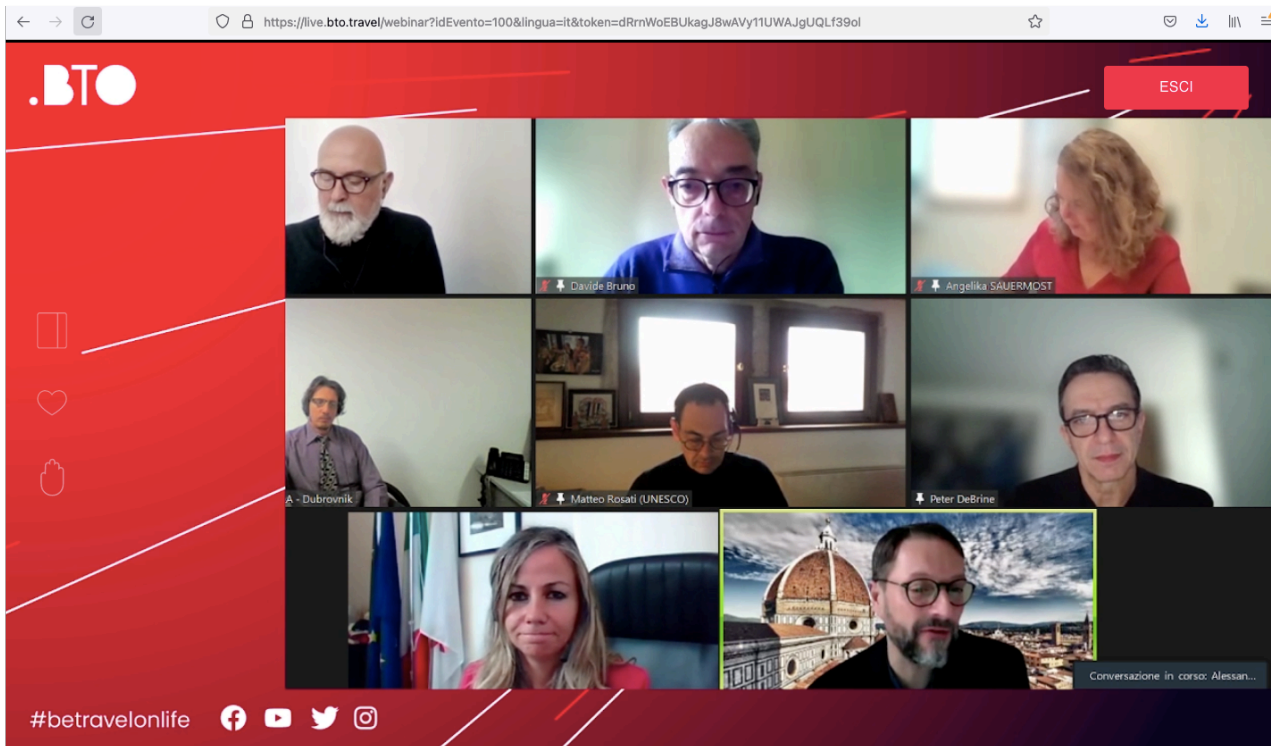


Figure 10. DURA presenting the sustainable management of Dubrovnik UNESCO site

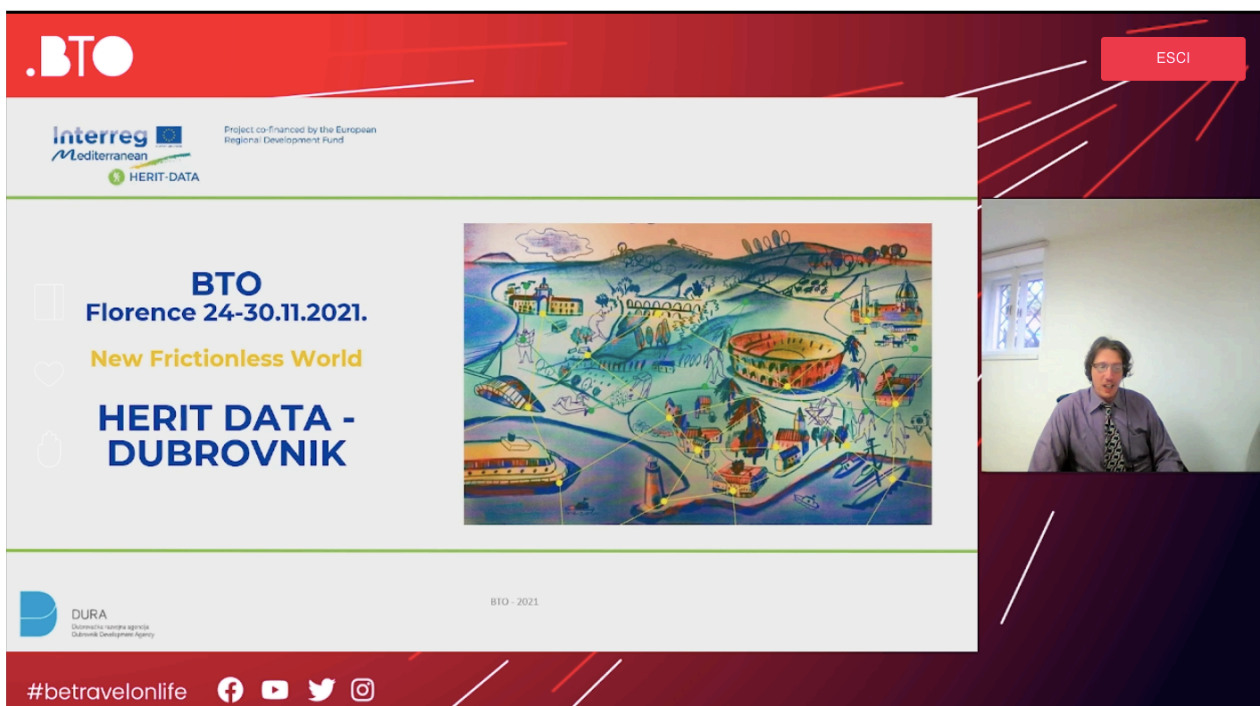


Figure 11. Region Occitanie presenting the sustainable management of Pont du Gard UNESCO site

.BTO

Work on management of tourist flows and invest in sustainability

During the diagnosis of the territory and the consultation organized as part of the preparation of the UNESCO Management Plan for the Pont du Gard, it became apparent that there was a **need to improve knowledge of the visitors in order to anticipate and adapt the management of the monument.**

As the Interreg Med Herit Data project is a **tool that can meet this need**, its implementation has been **included into the UNESCO management plan***

- **Monitor the flow** of tourists and visitors on site (complex) : by car, by bus, by bike, by canoe, on foot.
- **Monitor the entries**, time passed on site, departures
- **Re-direct tourists** to different places if overcrowded
- **Observe the satisfaction** of the tourists

*Action sheet no. 24 "Study the future uses, audiences and practices of the UNESCO site and its buffer zone"

ESCI

#betrauelonlife

Figura 12. BTO's report on online (only) presences in the afternoon session

.BTO NEW FRICTIONLESS WORLD 24-30 NOVEMBRE 2021 FIRENZE + ONLINE #BETRAVELONLIFE

DESTINATION
26 NOV
AFTERNOON
.BTO

La ripartenza del turismo nei siti patrimonio mondiale al tempo della pandemia: criticità e soluzioni per una gestione sostenibile

26 NOV 14:00 - 14:50 [50 min]
Sala streaming - Nana Bianca + ONLINE

Panel Discussion
Cecilia Del Re
Carlo Francini
Matteo Rosati
Davide Bruno
Stjepan Cavar
Alessandro Monti
Angelika Sauermost
Peter Debrine

43
Partecipanti
[panel solo online]

35 VISITOR
3 PRESS
5 SPEAKER

Report presenze

A cura di

uolink Smart LIKEEVENT

Task 5.2 - Workshop Report

This document reflects the author's view only and the Programme authorities are not liable for any use that may be made of the information contained therein.

Deliverable 5.2.2

Access level: public

Partner in charge of the report: Centre for Spatial Research (ICP)

Submission date: 27. 12. 2021.

City of the event: Mostar

Date of the event: 6. 12. 2021.

Duration: 1 day

Number of total participants (including the host partners): 11

Describe the agenda of the event:

13.00-13.05 Introductory speech (Igor Kuvač, ICP)

13.05-13.20 Short presentation of the HERIT-DATA project (gor Kuvač, ICP)

13.30-14.15 Panel discussion

14:15-15:00 Urban walk (Dr Maja Popovac, Džemal Bijedić University in Mostar)

15:00-15:30 Cocktail

Describe all the different phases and discussions (at general level) of the event:

After a short introduction and presentation of the project, which was made by Igor Kuvač, Centre for Spatial Research, the main part of the program followed. The introduction to the workshop was a HERIT-DATA promo film for the Mostar pilot site. The discussion focused on three main topics: (1) problems with the installation of equipment for collecting real-time data on tourist flows in Mostar; (2) local smartphone application for tourists and (3) planning the so-called Nudging maps to directing tourist flows towards alternative cultural routes. Dr. Maja Popovac (Faculty of Civil Engineering, University of Mostar), Dr. Senada Demirović (Mostar City Administration), Miralem Fajić (Stari grad Agency) and Esma Šantić (Fora Association) took the floor, talking about the challenges from different perspectives, looking for solutions in stakeholders networking and implementing quality projects regardless of complex local political circumstances.

The urban walk lead by prof. Maja Popovac (Faculty of Civil Engineering, University of Mostar) was performed through the urban core of Mostar describing all layers of Mostar urban palimpsest and advocating its rich cultural offer beside the mere historical core around the Old bridge as the main (mostly crowded) touristic attraction.

Describe possible follow-ups:

Conclusions were drawn in the direction of collaboration, and new activities were announced for the beginning of the new year and their intensification until the end of the project implementation.

<https://icprostor.wordpress.com/2021/12/26/herit-data-seminar-i-radionica-odrzani-u-mostaru/>

