Interreg Mediterranean — HERIT-DATA

Project co-financed by the European Regional Development Fund

Regione Toscana

HERIT-DATA Final Conference
7 April 2022
Madrid & online

# HERIT DATA FINAL CONFERENCE
## Capitalising experiences and tools for mass tourism management in Mediterranean heritage sites through open data

**Madrid, 7th April 2022**

# HERIT-DATA PARTNERS

13 PARTNERS FROM 7 COUNTRIES

1. Regione Toscana - Department of Infrastructure & Technology (LP)
2. Foundation for Research and Innovation
3. Santa Maria Real Foundation of Historical Heritage
4. City of Dubrovnik development agency
5. Agency for Sustainable Mediterranean Cities and Territories
6. Faculty of Science and Technology - Nova University of Lisbon
7. Valenciaport Foundation for Research, Promotion and Commercial Studies
8. Occitanie / Pyrenees-Mediterranean Region
9. Conference of peripheral maritime regions of Europe
10. Turisme Comunitat Valenciana– Generalitat Valenciana
11. Region of Western Greece
12. Centre for Spatial Research
13. University of Florence - DISIT lab

**BUDGET:** 4.195.515,20 €

Interreg
Mediterranean
HERIT-DATA

Regione Toscana

city centres or heritage buildings
I visit are too crowded with visitors,

## APPROACH

Through the **collection of existing** – and **generation** of **complementary** - **data** (Big Data, Open Data, Internet of the Things, data provided through sensors, local systems & cameras, etc.), one of the key objectives is to develop and test **ICT tools**

The **treatment of inputs** (data) from citizens, visitors, companies, public administrations and the sites themselves will bring **benefits** to different stakeholders, such as:

- **Host citizens**: Improvement of quality of life, better distribution of impacts, including socio-economic effects.

- **Tourists:** Focused offers, development of alternative offers, recommendations, information, diversification.

- **Public administration**: Support in decision-making and planning processes

- **Tourist and Heritage managers:** Information to develop sustainable tourist products, management recommendations, conservation recommendations, better management of the human pressure on the heritage

## OUTPUTS

**4 YEARS** (Study, Implementation/Pilots, Capitalisation)

- Transnational **Benchmark** of **Mass Tourism impacts** around **cultural heritage** ecosystem.

- Mapping and **protocol** towards the **selection of data** and sources.

- Med **Strategy** for **Sustainable Cruise destination** towards **cultural heritage**.

- **AI tool & App** to support **decision-making**.

- **Mass Tourism Management model** for the Med cultural heritage based on new technologies..

- On site **pilot** demonstrative projects in different. Med areas, in particular towards Unesco WHS.

- **Models & Success Stories.**

- **Capacity Building** & **Empowering** (Training and Tranferring Method)

# Results



## > BENCHMARK

- What is overtourism exactly ?
- How do you define "tourist flows" and "tourist crowds" ?

## > INDICATORS SYSTEMS

HERIT-DATA is about using data to generate knowledge in order to prevent the negative effects of mass tourism on heritage sites. But how does this happen in practice?
The first step is to know which data we want to collect.

## > HERIT-DATA PLATFORM

The DISIT Lab will provide the Snap4City platform and technical support in order to collect the data from the six pilot sites in Florence, Pont du Gard, Mostar, Dubrovnik, Valencia and Ancient Olympia.

# Results



## > Memorandum of Understanding

A memorandum of understanding is a document, or agreement, that indicates an intended common line of action between all the parties involved. The Herit-Data MoU will be about the use of tools and methods to decrease the impact of mass tourism on cultural heritage sites, cities and monuments. The MoU will be signed by local, regional or supra-regional territorial authorities in Bruxelles.

## > MAINSTREAMING MODEL

Mainstreaming is one of the most important objectives resulting from building and running a European project. It is a mean to disseminate its successful results and to encourage their transferability to other organisations or stakeholders working in sustainable tourism, and to influence and improve current policies and practices. An efficient mainstreaming could result in a change of behaviours or practices of the stakeholders in the way they deliver their products and tourists in their habits. By influencing policies and transferring successful practices, mainstreaming enables new innovative tools and practices to be developed for long lasting results.

# Https://www.snap4city.org

## https://www.snap4city.org/dashboardSmartCity/view/index.php?iddasboard=MzExNQ==

# HERIT DATA promoting the use of smart and open data to better manage tourism flows in natural and cultural heritage sites

**> Joan Meseguer, Research & Development IT - Fundacion Valencia Port (Spain)**
• Joan will give us a presentation of the six pilots of the Herit Data projects through the Snap4City platform it was possible to collect / process / view data from the pilot sites in Florence, Pont du Gard, Mostar, Dubrovnik, Valencia and Ancient Olympia in specific dashboards.

**> Alessandro Monti - Senior Project Manager Foundation for Research and Innovation (FRI)**
• Alessandro will give us a presentation focused on Florence pilot as thanks to the strong collaboration between various public bodies, it was possible to integrate the Herit Data dashboard with the pre-existing Feel Florence app (the official tourism app for the municipality of Florence)

**> Angelika Sauermost, Representative of the Occitanie Region**
• Angelika will give us a presentation of study visit which were held in six pilot sites (Florence, Pont du Gard, Mostar, Dubrovnik, Valencia and Ancient Olympia).
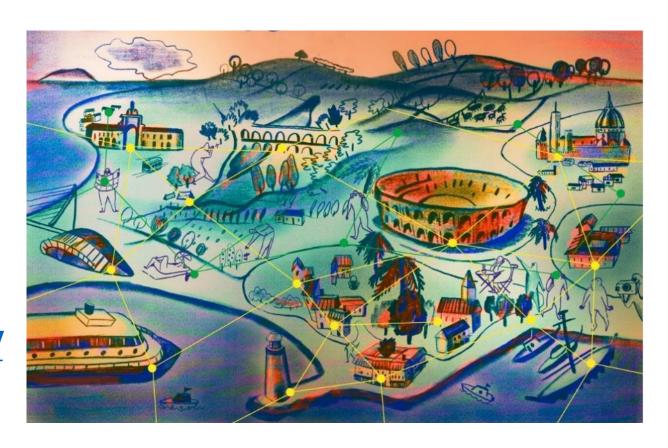
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**THANK YOU FOR YOUR ATTENTION!**