



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



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 €

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



RESULTS



> BENCHMARK

- What is overtourism exactly?
- How do you define "tourist flows" and "tourist crowds"?
- What exactly is the impact of overtourism on culture and natural heritage so far?
- Managing tourism flows: who tried it and which great results have been obtained?
- What is the role of technology in the analysis and management of over-touristed tourist sites?

The HeritData benchmarking study, managed by TURISME COMUNITAT VALÈNCIANA, analyses the management undertaken by diverse tourist destinations, such as Amsterdam, Valencia or Florence, in relation to mass tourism, its planning and lines of action; especially when new technologies are used to manage the flows of tourists.

Download the summary of the benchmarking study and discover the recommended actions!
For more information, contact us

> 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.

On this purpose, our partners Turisme Comunitat Valenciana and Fundació Santa Maria la Real have developed a list of indicators to evaluate the evolution and impact of mass tourism in heritage sites (such as historic old towns, archaeological sites, or other areas with a cultural, historic or natural value).

The development of the indicators system has followed two main steps:

1. The partners divided the indicators system into five areas of study: 1) Building / Site carrying capacity, 2) Flows of tourists in the city, 3) Perception of overcrowding by people, 4) Quality of the access to services, and 5) Quality of life of the residents.
2. For each area, simple indicators were defined, such as the flow or number of visitors passing through a given place in a given period of time. Each indicator has a weight and importance within the area, which is also composed of other variables collected from statistical sources, surveys, monitored or historical data.

These indicators will be used to collect data on the six HERIT-DATA pilot sites in Florence, Valencia, Dubrovnik, Mostar, Pont du Gard and Vézère Creuse. Each of these sites has its own characteristics that's why it will be possible to adapt the indicators to each context.

The indicators system, based on big data and open source, will allow to provide DMOs and Tourism Boards with a quick and precise knowledge about visitors' behaviour and how the flow of tourists affects the state of conservation of a specific site.

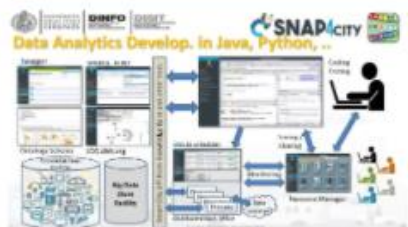
Click here to know the indicators and click here to discover the sets of threshold values.

FOR MORE INFORMATION, CONTACT US

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> HERIT-DATA PLATFORM

The DISIT (Distributed Systems and Internet Technologies) Lab of the University of Florence has joined the project consortium to support the development of the HERIT-DATA platform by using an existing one they have developed: Snap4City.

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.

Tools for data analysis will also be provided, including predictions, social media data collection and sentiment analysis to support the study of the key indicators concerning tourism management.

Snap4City is a 100 % open source platform that provides a flexible solution to quickly setup a large range of smart city applications including heterogeneous data and enabling services for stakeholders through IOT/ICE (Internet of things/Internet of everything), data analysis and big data technologies.

Snap4City is currently used by city officers, developers, companies and researchers, but also directly by citizens, in several cities, such as Firenze, Milano, Anversa, Santiago de Compostela, Cagliari, etc.

The platform is used to improve city services, security and safety, but also to monitor a large number of indicators in real time.

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Regione Toscana



Results

RESULTS

HERIT-DATA
W.P.6. Capitalisation
MEMORANDUM OF UNDERSTANDING
Sustainable Heritage Management towards Mass Tourism
Impact thanks to a holistic use of Big and Open Data

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.

HERIT-DATA INFORMATION, contact us

[Click here to upload the french version.](#)

[Click here to upload the english version.](#)

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.

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Lessons learned

(1/3)

All the time Don't reinvent the wheel

Ingredients:

- An “umbrella” platform very powerful with specific characteristics:
 - 100% Open Source
 - Ready to use for everyone
 - GDPR compliant
 - Versatile and updated
 - Able to manage dynamic data, static data, different standard communication protocols
 - Created and updated by public bodies/organizations (to guarantee the platform itself a longer life than that of the project)

Lessons learned

(2/3)

- We do not focus on the creation of new (project) Apps.
 - when it is possible is better integrate with the Apps already developed and promoted by local authorities.
- Strong coordination and involvement between public bodies of different levels: regional, provincial and municipal
- Involve the various stakeholders immediately

Lessons learned

(2/3)

- Reuse existing Open Data
 - looking for new correlations
- Same approach but different data
 - In terms of data management, each destination had its own interests in measuring data.
- Use simple but very communicative dashboards
- Data + semantic
- More Open Data



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

@heritdata



THANK YOU FOR YOUR ATTENTION!