



Key results and capitalisation perspectives : study visits

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Herit Data Final Event 7 April 2022 | 13h45 – 14h45



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



Objectives

Showcase on site what has been achieved by the pilot sites

Explain and demonstrate the results on how Smart Data can be generated, measured and, above all, contribute to sustainable tourism development and the protection of heritage.

Get feedback from local, national or international stakeholders on different capitalisation possibilities

Two types of Study Visits

Short study visits

1 Day

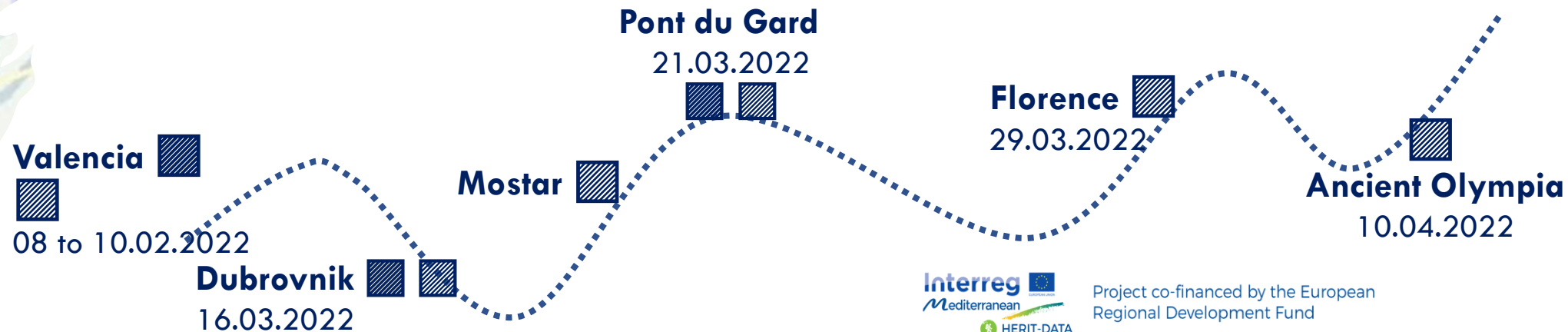
Discover the installations and the work that has been achieved.

Seminar, demos and analysis of the results with the participants.

Long study visits

Several days

Go into a deeper approach and get a focussed insight on regional and local policies according to the key themes of Herit Data. Learning effect.



Valencia study visits

Fundación ValenciaPort, Fundación Santa María La Real & Turisme Comunitat Valenciana

Short and long study visits

🕒 2,5 days - 8 to 10.02.2022

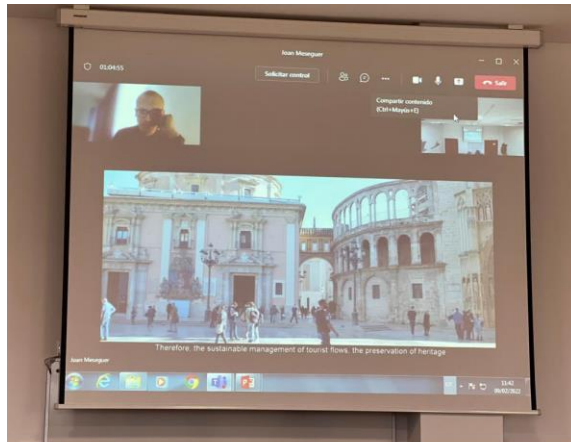
📍 31 - local and regional stakeholders,

+ Region Occitanie, DURA Dubrovnik (« exchange »)



Discover the installations and the work that has been achieved.

- **Material** : monitor the state of conservation of buildings of heritage interest (sensors at the Basilica of the Virgin of Valencia)
- **Method** : How to monitor the flow of tourists and in particular cruise passengers?
- **Data management tools and open data** : Cruise Management platform, Snap4City and Valencia indicators



Dubrovnik study visit

DURA - Dubrovnik, Croatia, Lazareti complex

Short study visit

🕒 1 day – 16.03.2022

👤 29 - local and regional stakeholders, tourism managers



Discover the installations and the work that has been achieved.

- **Visit to the locations** of the visitor counting cameras and presentation of the application for managing crowds with elements of augmented reality
- **Share the methods** (indicators, data, platform) for mass tourism management

The study visit contributed to raise awareness of how technologies and open data can play an important role to cultural heritage destinations in achieving sustainable tourism goals.



Pont du Gard study visit

Région Occitanie, France

Short study visit

🕒 1 day – 21.03.2022

📍 40 - regional stakeholders, heritage site & tourism destination managers



Discover the installations and the work that has been achieved.

- Visit on site all the installation and meet the team
- Share the methods, highlight all the key elements of the Herit Data experimentation on site (security issues, customer satisfaction, client management, data management (including tools), team management, prospective planning)
- Special focus on data regulation



The study visit showed how gathering data is deeply connected to all the parts of managing a heritage site. It also highlighted the importance of the responsibility connected to sharing data.

Florence study visit

Regione Toscana, FRI, Italy

Short study visit : Hybrid Format

🕒 1 day – 29.03.2022

Hybrid format : on site (at the data gathering/sensorized areas and at the DPCs (Data Processing Center) & **remote**

👤 38 – local and regional stakeholders



Discover the project achievements.

- App Feel Florence
- Sentiment Analysis
- Influencer marketing campaign
- Thermocameras outputs
- Snap4City

The study visit highlighted the need of analysis on gathered data, tools and tourism, regarding social innovation, sustainability and digitization (process of making existing data) /**digitalisation** (capture and assess data to make better business decisions and enable new business models).

Long Study Visits

Valencia & Occitanie

🕒 2,5 days - 8 to 10.02.2022

Région Occitanie , Turisme Comunitat Valenciana



Dubrovnik & Valencia

🕒 2,5 days - 8 to 10.02.2022 – in Valencia

🕒 3 days - 01 to 03.03.2022 – In Dubrovnik

Dubrovnik Port Authority, DURA, Fundation Valencia Port

Objective

Discover regional policies concerning tourism planification and cruise management between Herit Data partners

Activities

- **Peer to peer exchanges and meetings**, share, learn
- **Share objectifs, issues and strategies** (ie. Support the sustainability in cruise tourism, develop smart destinations)

First recommendations

- **Analyse upstream** the needs, public policies to be studied during the exchange visit
- **Define a methodology** for the organisation of these exchanges
- **Relevant capitalisation tool** to be developed with other partners, to develop a network and future cooperations.