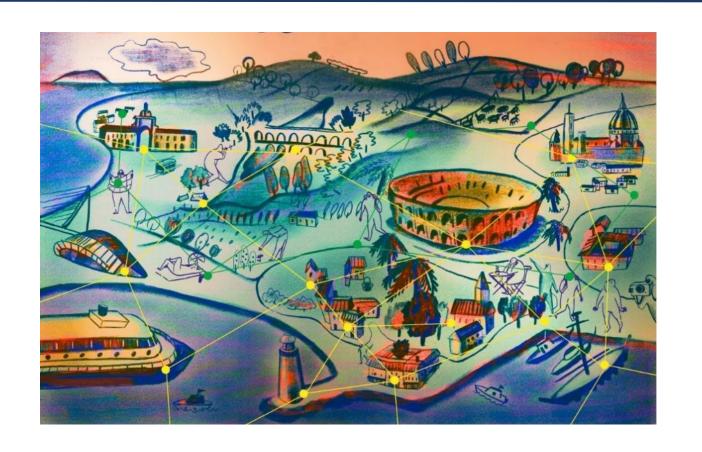


Transfer and Capitalization of HERIT DATA results

Final Conference 7th of April 2022

Maria Kandilioti, Com & Com





D5.1.1: Model for mass tourism management

As part of the transferring process the **guide for managing mass tourism** developed by the HERIT DATA partners.

The guide:

- ❖ Offers the challenge to anyone interested to come up against new technologies and strategies to manage negative impacts of tourism
- Gathers all the developed definitions, experiences, and methodologies towards the use of data and indicators





D5.1.1: Model for mass tourism management

- ❖ Is a sustainable, responsible and innovative tool for sustainable management of MED heritage sites
- ❖ Presents an effective, used and applicable innovative technology that leads to strategies of the protection of MED destinations





Mass Tourism Management via New Technologies – The HERIT – DATA Case

How to become a 'Smart Tourism Destination'



HERIT-DATA



Smart Cities



The Future of Tourism

The Digital Dimension of a Smart City

A smart or intelligent city:

- ✓ Supports digital networks and applications
- **✓** Uses information and communication technologies
- ✓ Develops a strong competitive advantage
- ✓ Is presented as a sustainable area





Smart Cities The Future of Tourism

The Digital Dimension of a Smart City

A smart or intelligent city:

- ✓ Takes advantage of the all the available digital tools and applications that support innovation
- ✓ Adopts institutional mechanisms of social collaboration for education and innovation





Smart Tourism and Cultural Heritage

Smart tourism for natural and cultural heritage sites as a response to mass tourism means protecting and capitalizing the destinations for the benefit of the area, the cultural industry, the tourists and the residents.

The above requires the **collaboration of <u>public</u> and <u>private sector</u> and the aim is to adopt strategies and practices that help to take advantage of the positive impacts of tourism and <u>eliminate or minimize the negative effects</u>.**





The 4 categories of initiatives that cities must adopt to become a smart destination,

according to European Union's "Compendium of Best Practices"





Accessibility

Best practices in Accessibility are:

- > Accessibility for all
- Accessibility of information





Sustainability

Best practices in Sustainability are:

- Combatting or adapting to climate change
- Preserving and enhancing the natural environment
- Spreading the flow of tourists





Digitalization

Best practices in Digitalization are:

- > Facilitating information for specific target groups
- > Collecting information for smarter management
- > Physical and psychological accessibility through innovation





Cultural Heritage and Creativity

Best practices in Cultural Heritage and Creativity are:

- Reviving traditions and cultural heritage sustainably
- Communal infrastructures
- Usage of cultural heritage for new creativity

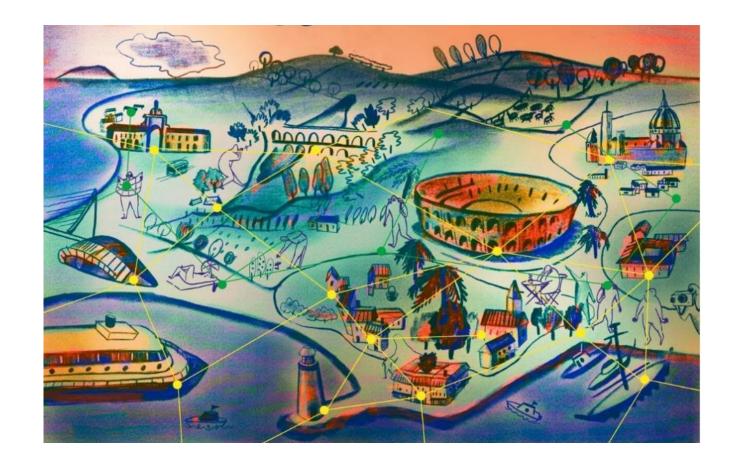






Project co-financed by the European Regional Development Fund

Maria Kandilioti kandilioti@comncom.gr +30 694 784 2746





THANK YOU FOR YOUR ATTENTION!