

Transfer and Capitalization of HERIT DATA results

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REGION
OF WESTERN
GREECE
full of contrast!



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’



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 public and private sector** and the aim is to **adopt strategies and practices that help to take advantage of the positive impacts of tourism and eliminate or minimize the negative effects.**



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

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