

# HERIT DATA PROJECT



## VENICE, ITALY



**Best practice, case study**

### EXISTING NEED/ISSUE

The management of tourism in Venice requires in-depth knowledge of the phenomenon from different aspects: the first of these is represented by the numerical size of tourist flows on different days and during different periods. Modern and evolved management of the tourist phenomenon demands the possibility of using appropriate technology to monitor pedestrian flows, in combination with additional measurement systems, in order to further our knowledge of the tourist phenomenon and its characteristics.

### DECISION MAKING PROCESS

With resolution no. 91/2017, the City Council dictated the short and medium-term guidelines for territorial governance of tourism in Venice, followed by the drafting of a planning document for territorial governance of tourism inspired by three principles in line with the Strategic Plan for the Development of Tourism 2017–2022:

- innovation
- sustainability
- promotion of the cultural offer

The tourism governance project is the outcome of a technical group, which drew up a document following eighteen joint committee meetings.

### METHODOLOGY

Through a participatory process that took place between October 2016 and February 2017, trade associations, experts and operators in the sector, and citizens presented twenty-three project proposals to the joint council commissions, which were then analysed and evaluated by the working group and led to the drafting of the “Territorial Governance Project for Tourism in Venice” approved with City Council Decree no. 146/2017. The project is based on four general objectives:

- Governing the resource
- Protecting residents
- Balancing cost overruns to foster the promotion and development of the city
- Innovating information and marketing, educating for responsible and sustainable tourism

### MEASURES TAKEN

In order to meet the project’s “Govern the resource” objective, in 2018 the City Council approved an intervention that provides for the installation of a network of people-counting sensors at 34 strategic sites along the routes most affected by pedestrian flows in the historic centre of Venice, entrusted to the in-house company VENIS spa. The network of sensors has been progressively implemented and is now complete, recording the number of people passing by the sensors; the data is collected in the Smart Control Room, the control and monitoring centre for critical urban mobility and city governance systems.

Entity behind this case study: Comune Venezia, Italy.

**HERIT DATA  
Pilot site**



## VALENCIA, SPAIN



### EXISTING NEED / ISSUE

Valencia experiences overcrowding in specific sites of the destination, especially in Ciutat Vella. This is mainly caused by the sudden arrival of thousands of visitors to the city from cruises, therefore, there is an existing need to analyse tourism flows and to know which visitors are actually coming from cruises. The crowding of spaces affects cultural heritage, city services and residents, who may find unexpected difficulties to follow their daily routines, and an increase in prices.

### DECISION MAKING PROCESS

The main reason in order to decide to take action was the sharp increase in tourists in a short timeframe (from about 1.6 million tourists per year in 2006 to 2.2 million in 2019) and the existing social complaint. The Herit Data methodology took up to 1-2 years to be implemented and scaled up since the problem was detected. The decision-making process includes coordination meetings with local and regional authorities, policy-makers and other stakeholders (e.g. tour operators).

### METHODOLOGY

The problem was analysed from different perspectives and a technical roadmap was drawn up after several meetings with the parties involved. The implemented solutions are: (1) data collection, this implied analysis of the main indicators to be measured and installation of sensors and other data collection technologies. These capture the number of mobile phones with an activated Wi-Fi connection (without collecting personal data to preserve privacy), humidity and lighting. (2) Digitalization of cruise ship stopover management, (3) integration of data sources (cruise ship management platform, PAX sensors; weather data, etc.), (4) ingestion into the Snap4City platform, (5) visualisation of measurements, (6) prediction of overtourism indicators. Data is collected in real-time, every 10 minutes. The data is analysed through counting, descriptive statistics and multivariate analysis, and can be visualised through the custom-designed Snap4City dashboards.

In addition, a web-app for cruise passengers was also developed and it is planned to be integrated into some existing Apps used by visitors.

### MEASURES TAKEN

Based on the data, Valencia is reflecting on implementing different measures in the destination in order to improve visitor experience. Among the measures that are being considered, are the promotion of alternative routes, establishing opening hours in certain cultural interest buildings, establishing carrying capacity of different heritage sites, improving the planning and efficiency of public transport in the city and reducing negative impacts on protected natural and cultural heritage in the destination. These measures could also be integrated into the app that has been developed within the Herit Data project, helping visitors to plan their visit taking all the data into account.

Entities behind this pilot site: Fundaci3n Santa Mar3a la Real, Valenciaport, Turisme Comunitat Valenciana and Diputaci3 de Valencia

For more information on the project, click [here](#)

