



Valencia port & city center



Pilot Site of Spain



"Valencia city center"
Turisme Comunitat Valenciana

The European Interreg Med "Herit-Data" project seeks to identify innovative solutions to reduce the negative impact of tourism on historic town centres, as well as on cultural and natural heritage sites.

A digital platform has been tested in six pilot sites in Croatia (Dubrovnik), France (Pont du Gard), Bosnia and Herzegovina (Old Mostar Bridge), Greece (Ancient Olympia), Italy (Florence) and Spain (Valencia).



Type: Cruise port
Localisation: Valencia

Valencia attracts more than 2 million tourists every year. Its historical centre, its City of Arts and Science and its beaches are some of the most popular destinations. The famous Fallas Festival also attracts more and more people, especially after the decision by UNESCO to include it in its List of the Intangible Cultural Heritage of Humanity. Valencia is becoming a very popular destination for the cruise sector too. More than 435,000 cruise passengers visited Valencia in 2019.



PROTECTION
Unesco World Heritage List

WHAT WILL BE TESTED AND WHY ?



WIFI-based sensors are being installed at different sites in Valencia in order to monitor the cruise passengers.



The sensors allow to count the number of visitors in cultural heritage buildings and to determine approximately the proportion of cruise tourists from the total as sensors are installed at the cruise terminal.



Sensors to monitor the environmental parameters (temperature, relative humidity, degree of humidity, luminosity, xylophagous detection, gases (CO₂, CO, NO₂, NO, O₃, SO₂) have been also installed



The data will be integrated with the Herit Data platform, Snap4City, and will be an input for the dashboard of Valencia.



The data gathered could be used to develop some predictive models to predict congestion levels in monitored sites.

WHAT IS PLANNED OR IN THE PIPELINE ?

- Real-time knowledge and reporting of the number of people in the tourist spots of the city
- Analysis of the behaviour of cruise passenger flows in the city in order to implement measures to improve their experience of the visit
- Estimation of the percentage of cruise passengers relative to other visitors at the measurement points
- Calculation of the share of cruises in mass tourism
- Analyse the impact of the influx of tourists on the state of conservation of tourist heritage sites



"Cruiseship at ValenciaPort"
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VIDEOS OF INTEREST

Sustainable tourism flows management - Herit Data & valencia pilot site: <https://www.youtube.com/watch?v=ZQWx7aLgP9c>
Valencia pilot site: https://www.youtube.com/watch?v=7ED_X15Z8xQ&t=2s

