

HERIT-DATA

**Sustainable Heritage Management towards Mass Tourism Impact
thanks to a holistic use of Big and Open Data**

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information society**

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Regione Toscana

Total budget:

4.210.500,00 €

HERIT - DATA

**Sustainable and
responsible Tourism
Management**

**Respectful of the ICZM
recommendations**

Cultural heritage

**Special interest on
UNESCO World
Heritage Sites**

Big & Open data

**At service of Planners,
visitors, local
stakeholders and
dwellers**

Reduction of impact

**As a consequence of
exploitation of new
technologies applied to natural
and cultural heritage**

The common territorial challenges tackled by HERIT-DATA

Mass tourism in the Mediterranean coastal areas does not only have an **impact** on “beach resorts”, but is also promoted for **destinations of great cultural, historical and heritage importance**, from old historical centres to archaeological sites, many of them recognised as **UNESCO** World Heritage.

Tourism is a **major engine of economic development**, but it also **creates a burden** difficult to bear among inhabitants, affecting the **local heritage**.

“... **sustainable development applied to tourism** not only means to make optimal use of environmental resources (...), but also to **respect the socio-cultural authenticity** of host communities, and to **provide socio-economic benefits** to all stakeholders in the **destination**”.

The HERIT – DATA approach

Through the collection of existing – and generation of complementary - data (**Big Data, Open Data, Internet of the Things, data provided through sensors, local systems & cameras, etc.**), one of the key objectives is to develop and test a **new Management system** and tool, through **artificial intelligence**. The treatment of inputs (data) from citizens, visitors, companies, public administrations and the sites themselves will bring **benefits to different stakeholders**, such as:

Host citizens: Improvement of quality of life, better distribution of impacts, including socio-economic effects;

Tourists: Focused offers, development of alternative offers, recommendations, information, diversification

Public administration: Support in decision-making and planning processes

Tourist and Heritage managers: Information to develop sustainable tourist products, management recommendations, conservation recommendations, better management of the human pressure on the heritage

The HERIT–DATA planned calendar & outputs

- a) Phase/Module 1 – Study (+- 15 months)
- b) Phase/Module 2 – Implementation/Pilot activities (+- 21 months)
- c) Phase/Module 3 – Capitalisation (+- 12 months)

Total = 4 years, (2018-2022)

Key planned outputs:

- Transnational **Benchmark of Mass Tourism impacts** around cultural heritage ecosystems
- Mapping and Protocol towards the **selection of data and sources**
- Med Strategy for **Sustainable Cruise destinations** towards cultural heritage
- **Artificial Intelligence** Tool & App to support decision-making
- Mass Tourism Management model for the **Mediterranean cultural heritage** based on **new technologies**
- On site pilot demonstrative projects in different MED regions and cities, in particular towards **UNESCO World Heritage Sites**
- Models & **Success Stories**
- **Capacity Building & Empowering** (Training and Transferring Method)

The HERIT–DATA regions and cities involved

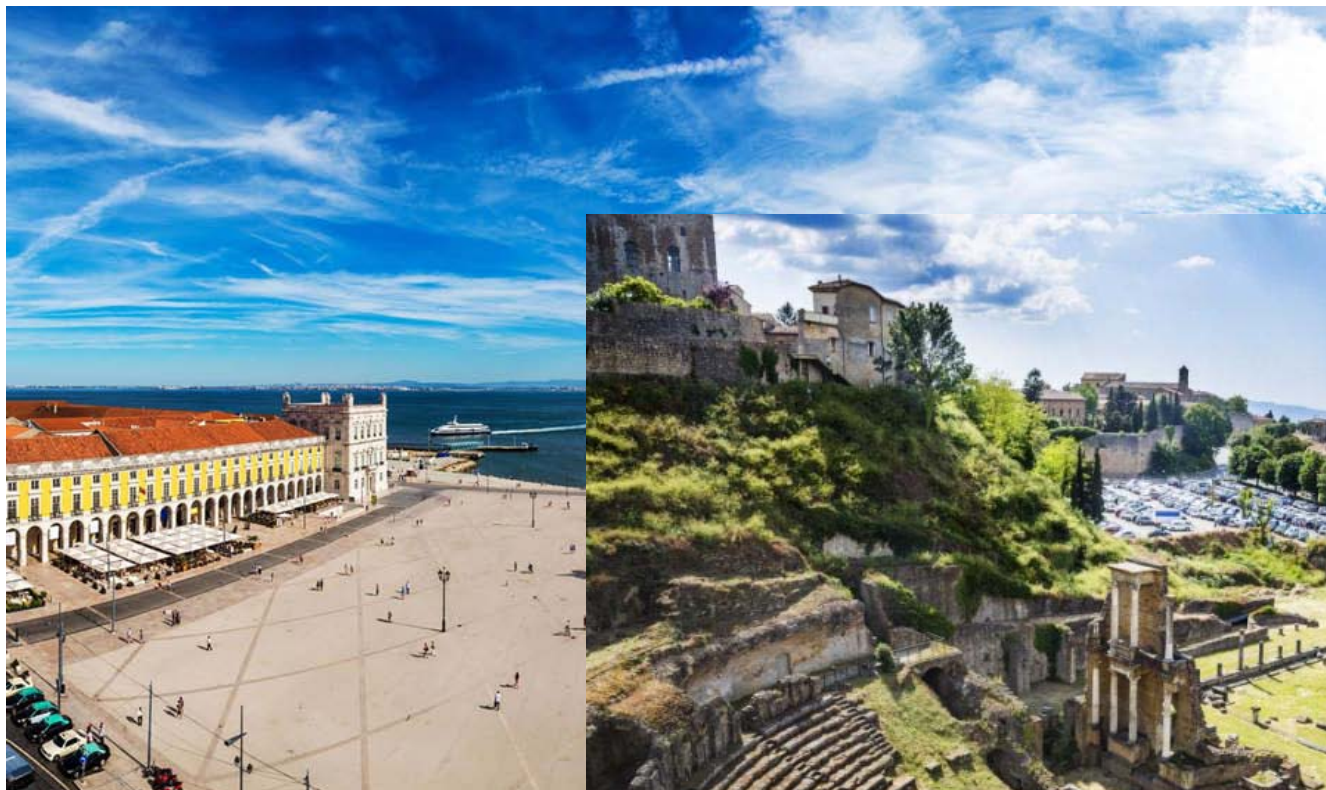


La Valletta



Dubrovnik

The HERIT-DATA cities involved



Etruscans Riviera in
Tuscany



The HERIT-DATA regions and cities involved



Valencia...
...and Sevilla
Western Greece coast



The HERIT–DATA regions and cities involved



Occitane...

...and PACA



The HERIT – DATA Consortium 1/2



Regione Toscana

LEADING PARTNER



DURA

Razvojna agencija Grada Dubrovnika
City of Dubrovnik Development Agency



VALLETTA
Città Umilissima



CPMR
CRPM



The HERIT – DATA Consortium 2/2



**Santa María la Real
del Patrimonio Histórico**

AViTeM

Agency for sustainable Mediterranean
cities and territories



Fondazione per la ricerca
e l'innovazione

FUNDACIÓN
valenciaport



UNIVERSIDADE
NOVA
DE LISBOA

The added value for the regions involved

The **9 regions** involved within HERIT-DATA **will considerably increase** their capacity **to manage coastal tourism** in a more sustainable way, **implementing the ICZM recommendations** in an more effective way.

The **results** of the project will be **further disseminated** among the **MED regions** thanks to the huge experience in exchanging, transferring and **capitalizing good practices** by the project partners, amongst all, **CRPM**.

IMC-CPMR members, as well as HERIT-DATA partners, **would benefit** from **useful insights** and new technologies applied into **demonstrative projects**, ready to be implemented through **territorial policies promoted** both at local than at regional level, **involving key stakeholders** during the project implementation (**especially during module 2 and 3**) .