

## Mid-Term Conference Valencia

HERIT-DATA :

Innovative solutions to better manage tourism  
flows impact on cultural and natural heritage sites  
through technologies and big data

*(on line event, simultaneous translation into spanish)*

Registration:

[https://gva-  
es.zoom.us/webinar/register/WN\\_YxkG3cwKS-  
OQgA4dJqBKqQ](https://gva-es.zoom.us/webinar/register/WN_YxkG3cwKS-OQgA4dJqBKqQ)

9th and 10th June 2021



### Project partners

**Registration:** [https://gva-es.zoom.us/webinar/register/WN\\_YxkG3cwKS-OQgA4dJqBKqQ](https://gva-es.zoom.us/webinar/register/WN_YxkG3cwKS-OQgA4dJqBKqQ)

The HERIT-DATA Project is an European initiative - part of the Interreg Mediterranean programme - and co-financed by the European Regional Development Fund (ERDF) - aimed at identifying innovative solutions for better tourism flow management. HERIT-DATA exploits new technologies and Big Open Data for reducing the impacts of tourism on cultural and natural heritage sites.

This project is involving six pilot sites i.e. Dubrovnik (Croatia), Pont du Gard (Occitanie Region, France), Ancient Olympia (Western Greece Region, Greece), Florence (Tuscany Region, Italy), Valencia (Valencia Region, Spain) and Mostar (Bosnia Herzegovina). The project started in February 2018 will end in January 2022.

The online event will be the opportunity for sharing the different experiences of project partners, and new tourism policies presented by the policy makers. Protagonist of the event will also be the project platform, virtual home of the pilot, where data are ingested and flow management process are created.

**COLLECT   GENERATE   INTEGRATE   ANALYZE**

9<sup>th</sup> and 10<sup>th</sup> June 2021

Agenda, 9 th June	
09:30 – 9:45	<b>WELCOMING SPEECHES</b> <ul style="list-style-type: none"><li>• <b>Herick Campos Arteseros</b>. Director General of Turisme Comunitat Valenciana.</li><li>• <b>Antonio Torregrossa</b>. Director General of FundacionValenciaPort.</li></ul>
09:45 – 10:15	<b>INTRODUCTION</b> <b>Daive Bruno</b> . <i>Presentation of the Herit Data Project</i> . Lead Partner. Tuscany Region.
10:15 – 10:45	<b>Starting point. Facing the overtourism challenge in heritage cities with open/Big Data.</b> Nacho Díez, Ingeniero agrónomo y paisajista , Cercle Consulting.
10:45 - 11:15	<i>Break</i>
11:15 – 11:45	<b>Herit-Data: Tourist flow management platform. Snap4city.</b> Paolo Nesi and Gianni Pantaleo, Senior Project Manager DISIT Lab of the University of Florence.
11:45 – 12:00	<b>Q/A with audience.</b>

Agenda, 10th June	
9:30 – 11:00	<p><b>PANEL 1 – From paper to practice. Pilot experiences</b>  <b>Moderator:</b> Carolina Navarro, Mobility, Cruises &amp; City-Port Director, Fundación ValenciaPort.</p> <ul style="list-style-type: none"> <li>• <b>Dubrovnik</b>, Croatia. Stjepan Cavar, Senior Professional Associate for Local Development and EU Funds, DURA.</li> <li>• <b>Valencia</b>, Spain. Joan Meseguer, Fundación ValenciaPort. IT R&amp;D Specialist. / Daniel Basulto. Project manager in the area of Tourism and Culture of the Santa María la Real Foundation. Project Coordinator of the H2020 TExTOUR project.</li> <li>• <b>Règion Occitanie</b></li> <li>• <b>Region of Western Greece</b>, Margarita Komninou, Assistant Manager for the Herit-Data Project.</li> <li>• <b>Florence, Italy</b>, Alessandro Monti, Senior Manager/Program Coordinator: innovative research and entrepreneurial projects, Foundation for Research and Innovation.</li> <li>• <b>Mostar, Bosnia and Herzegovina</b>, Isidora Karan, Research manager in the Center for Spatial Research.</li> </ul>
11:00 - 11:30	Break
11:30 – 12:30	<p><b>PANEL 2 –Innovative management and planning strategies for sustainable tourism</b>  <b>Moderator:</b> Juan Muñoz, Head of Promotion Department. Turisme Comunitat Valenciana.  <b>Panellists :</b></p> <ul style="list-style-type: none"> <li>• <i>Cooperation between Mediterranean destinations for enhancing the sustainable tourism.</i> <b>Josep Rodríguez.</b> Coordination MED Sustainable Tourism Community. Diputació de Barcelona.</li> <li>• Necstour. European Regions for Competitive and Sustainable Tourism. <b>Thomas Guillot</b> . Project Officer.</li> <li>• <i>Best Med Project (Interreg MED), sustainable tourism in Cultural Routes in the Mediterranean, first results.</i> <b>Julia Sáiz-Pardo.</b> LP Fundación Pública Andaluza El legado andalusí / Consejería de Presidencia de la Junta de Andalucía.</li> <li>• <i>Empower mediterranean for smart tourism.</i> <b>Natalija Haviđić,</b> Director-General for Strategic Planning, Digitalization and EU Funds, Ministry of Tourism Croatia (SmartMed Project).</li> <li>• <b>Jaume Mata.</b> Head of sustainable tourism, Visit Valencia.</li> </ul>
12:30 – 12:45	Q/A with audience
12:45 – 13:00	Wrap up