

HERIT DATA FINAL CONFERENCE

Capitalising experiences and tools for mass tourism management in Mediterranean heritage sites through open data

7 April 2022 (13:30-18:00 – CET)

Introduction

The HERIT DATA project (Interreg MED) organises its **Final Conference on the 7th of April, 2022** (13h30-18h00 CET), in **Madrid**, Spain (hybrid mode).

During the meeting, the project partners will showcase the key results of the project such as the pilot site installation, data collection and use for policymaking, the mass tourism management model and the mainstreaming model. The aim of this showcasing activity is to encourage their transferability to other administrations, organisations and stakeholders working in sustainable tourism, and to influence and improve current policies and practices.

A Capacity Building session will be organized on the basis of HERIT DATA's outputs and building on two Manuals on [Training for the Integrated Territorial Development](#) and on [Social and Economic Regeneration in the Mediterranean after the crisis](#). This session is organized in cooperation with the Union for the Mediterranean to put into perspective the transfer and capitalisation of results in territories beyond the project's main geographical area of reference (EU side of the Mediterranean).

Besides, this event is also an opportunity to discuss the key policy recommendations arising from the project that have been identified based on its final results. Key actors, such as the Regional authorities involved and other Mediterranean territories, the Interreg Euro Med Programme, key European institutions for the sector (EC DG GROW, EP, UNWTO, UfM etc.) will gather to debate on the implementation of these recommendations across Mediterranean heritage sites.

Destinations involved in the project and beyond will also be invited to sign a Memorandum of Understanding to commit to the implementation of a sustainable, smart and innovative tourism through the possible replication of the project tools/methodology and especially the cooperation between several key tourism actors.

Finally, the participants will discuss paths for the implementation of these commitments within the Interreg Med Sustainable Tourism Community and the next programming period, and notably through the Interreg Euro-Med Programme for the implementation of an innovative and resilient sustainable tourism in the Mediterranean.

To validate your participation, we kindly ask you to register via the following link:

[LINK](#)

Draft Agenda

(30/03/2022)

7 April 2022: 13:30-18:00 – CET

Interpretation will be provided in EN, FR, IT, ES, CR, HR

Venue: AC Hotel CUZCO – Paseo de la Castellana, 133. 28046. Madrid

CPMR Intermediterranean Commission – Event facilitator

13:20 – 13:30 On site registration

13:30 – 13:45 Opening

- UNWTO – Keynote Speech (tbc)
- **Carlo Francini**, Municipality of Florence, Florence World Heritage and Relations with UNESCO – Keynote Speech (*online*)
- CPMR-IMC – Introduction of the agenda

13:45 – 14:45 HERIT DATA promoting the use of smart and open data to better manage tourism flows in natural and cultural heritage sites

In this section, HERIT DATA partners will present the main key results of the project as well as their perspective of capitalisation to other territories.

Introduction and moderation by **Davide Bruno** Project Coordinator (Tuscany Region)

- **Joan Meseguer**, Research & Development IT - Fundacion Valencia Port (Spain) – Pilot site(s) / Snap4city
- **Alessandro Monti** - Senior Project Manager Foundation for Research and Innovation (FRI) – Feel Florence app (*online*)
- **Angelika Sauermost**, Representative of the Occitanie Region – Study visits

14:45 – 15:45 Operational Capacity Building on tourism management through innovative solutions

In this section participants will be invited to put into perspective the transfer and capitalisation of the results of the HERIT DATA project and other good practices related to tourism management through innovative solutions, especially in other EU-Mediterranean heritage sites.

Introduction and moderation by Representative of the UfM / CPMR tbc.

- **Maria Kandilioti**, European and Development Programs Consultant from com&com supporting Western Greece – Mass Tourism Management Model
- **Laura Taroncher**, In2destination Research and Consultancy in Tourism – Mainstreaming Model

15:45 – 16:00 Coffee Break

16:00 – 17:00 Towards the integration of innovative solutions in policy-making to enhance a sustainable, smart and innovative tourism in a post COVID19 scenario

This session will serve to share HERIT DATA's policy recommendations aimed at integrating the results of the project into public policies. Key actors, such as the European institutions, will be invited to react and share their vision.

Introduction and moderation by **Angelika Sauermost**, Representative of the Occitanie Region

- CPMR-IMC - Presentation of HERIT DATA key Policy Recommendations
- **Ramune Genzbigelyte-Venturi**, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs - European Commission EC (*online*)
- Member of the European Parliament – (tbc)
- Région Sud – (tbc)
- **Thomas Guillot**, Project Officer, NECSTouR (*online*)
- ERRIN – (tbc)

17:00 – 17:30 Potential for capitalisation within the MED and in the framework of the Interreg Euro-Med

This session aims to open a reflection on the next opportunities of cooperation for innovative and resilient sustainable tourism.

- **Josep Rodríguez**, Barcelona Provincial Council, Coordinator MED Sustainable Tourism Community
- **Ksenija Slivar**, Head of Department, Ministry of Tourism and Sport of the Republic of Croatia SMARTMED Lead Partner – synergies between SM and HD and sharing of PANORAMED final event conclusions
- **Pascale FAUVEAU-LAGAYE**, Project Officer, Interreg Euro Med Programme (*online*)
- **Stephanie Vella**, Malta National Hub for the WestMED Initiative - Update on WestMED and next opportunities (*online*)

17:30 – 17:45 MoU signatories – testimony video/signing ceremony

In this section, destinations of the project and beyond will be invited to sign a Memorandum of Understanding to commit to the implementation of a sustainable, smart and innovative tourism.

17:45 CONCLUSIONS

- **Gianluca Vannuccini**, Director, Directorate Information Systems, Technological Infrastructure and Innovation - Tuscany Region
- CPMR - tbc