

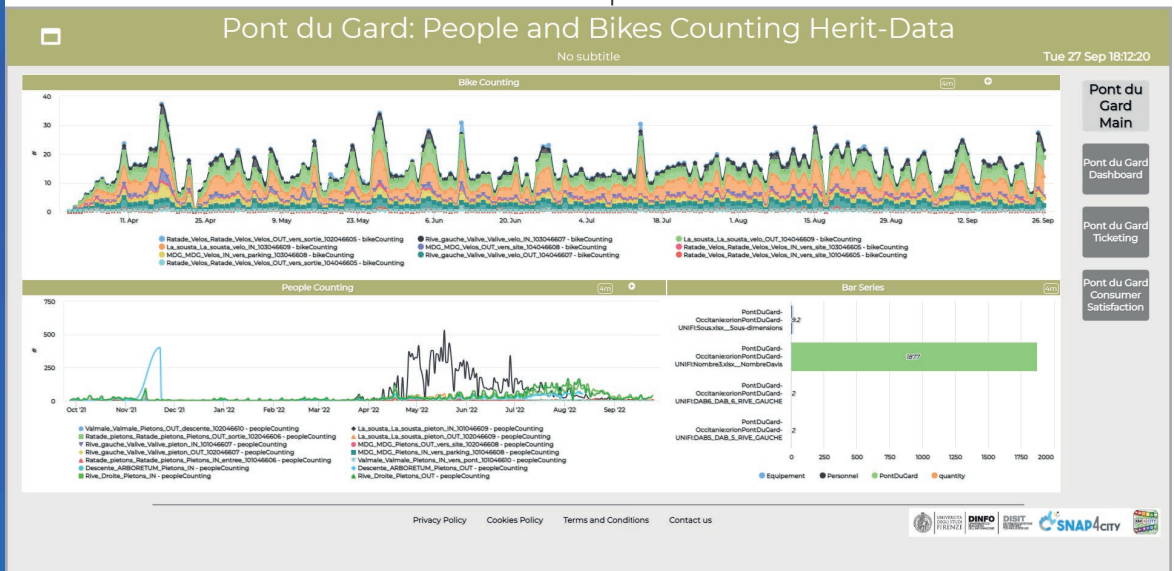


## HERIT-DATA and Snap4City To better manage tourism flows

Reducing  
impacts of  
tourism flows

Touristic localities and cities attract large numbers of visitors and must be able to manage ordinary issues and high seasonal peaks of tourists and from the attractions they visit. Herit-Data contributed in this direction to help municipalities exploiting innovative solutions to assess conditions and reduce the negative impacts of tourism on cultural and natural heritage sites.

The focus of the solution is about using data to generate knowledge in order to prevent the negative effects of mass tourism on heritage site, to achieve this goal and make the monitoring effective, it has been developed an Indicators system capable of being customized on the city needs. Based on big data and open source, the Indicators system allow to provide DMOs and Tourism Boards with a quick and precise knowledge about visitors' behavior and how the flow of tourists affects the state of conservation of a specific site.



<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddashboard=MzE5NQ==>

DISIT Lab collaborating with the Herit-Data consortium developed and implemented the solution exploiting Snap4City, in the cities of: Florence, Valencia, Pont du Gard, Mostar, Dubrovnik, Ancient Olympia (West Greece).

To support their work Snap4City collected KPI (regarding tickets, presences in the hotels, etc.), people flow, social media data on Twitter, origin destination matrices, and Trip Advisor data. Collected data have been made accessible on real time dashboards. For each city the

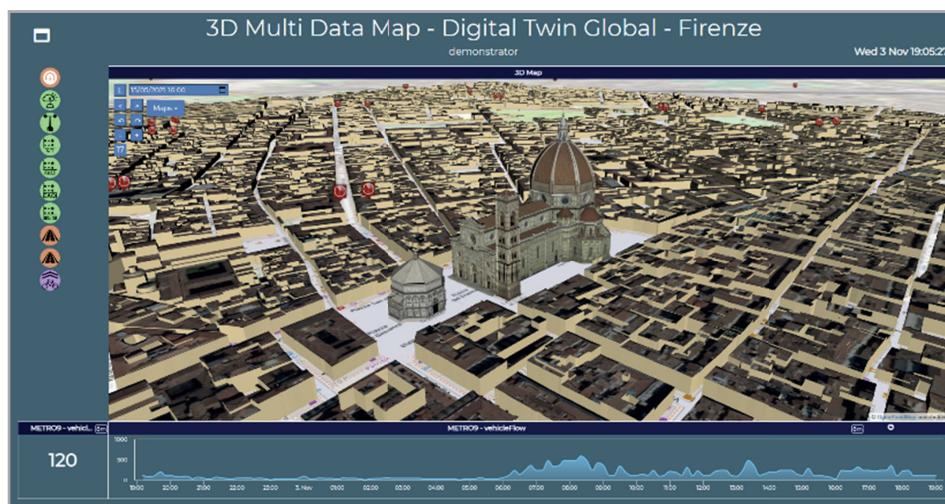
platform has been deployed with the best combination of tools needed to better manage the tourism flows considering the specific cases.

The Snap4City has taken advantage from the virtual representation and the aggregation of several data, regarding mobility and parking, environment, energy, social media, people flows etc. in order to have an integrated view of what's going on in the city and being able to test new solutions reducing times and costs, with less fragmentation and non-uniformity in the views to support decisions.



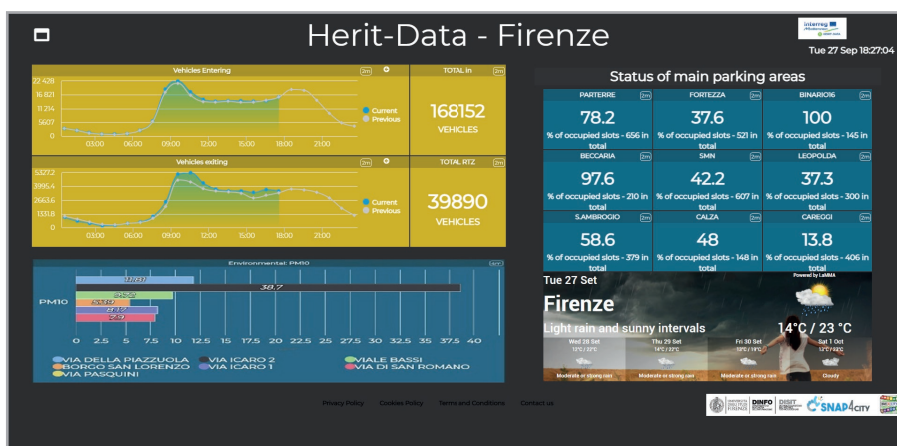
In addition, special tools have been estimated to:

- People flows data and trajectories
- Predict and compute the reputation level of major attractions
- Prediction of the number of presences in the attractions



<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddasboard=MjUxMA==>

HERIT-DATA exploited Snap4city platform and its several tools that beyond of the digital twin allow the decision maker to have dashboards for: real time monitoring, alerting generation, what-if analysis, predictions and several scenarios and KPIs monitoring; with also the possibility to connect these tools with mobile APPs already in place for interfacing directly with final users.



<https://www.snap4city.org/dashboardSmartCity/view/index.php?iddasboard=MzE2MQ==>

Other connected materials:

- HERIT-DATA website: <https://herit-data.interreg-med.eu/>
- Global digital twin for Florence: <https://www.snap4city.org/749>
- Florence dashboards: <https://www.snap4city.org/747>
- Pont Du Gard dashboards: <https://www.snap4city.org/740>
- Dubrovnik dashboards: <https://www.snap4city.org/741>
- Valencia dashboards: <https://www.snap4city.org/742>
- West Greece dashboards: <https://www.snap4city.org/743>
- Mostar dashboards: <https://www.snap4city.org/744>
- Social media monitoring scenario: <https://www.snap4city.org/624>
- People flows analysis via Wi-Fi: <https://www.snap4city.org/540>
- People Detection and Counting using Thermal Cameras <https://www.snap4city.org/805>

The innovative solutions have been spread in the whole European territory, leading more than 30 entities including HERIT-DATA partners and other Med and UE entities to sign a Memorandum of Understanding for adopting these tools.

**Extended version accessible from:** <https://www.snap4city.org/629>

**Contact:** <https://www.snap4city.org>

**Partners:** HERIT-DATA Interreg-MED project Partners

Digital twin,  
Data Analysis,  
real time  
monitoring,  
predictions  
and planning

International  
impact