



THE PROJECT

The main aim of the **BODAH (Big Open Data for Atlantic Heritage)** project is to contribute to developing sustainable tourism in **heritage cities in the Atlantic Area** by applying **new technology**.

How can this be achieved? By designing technological solutions that enable data from different sources to be converted into knowledge, thus gaining an idea of visitor behaviour in heritage cities, spaces that register the highest tourist flows and at which times, and, therefore, how these peaks affect heritage conservation.

Gaining an idea of visitor behaviour will be easier for the people who manage cities or for heritage groups to **plan actions and itineraries** that foster **sustainable, environmentally friendly and inclusive tourism**, and which generate real socioeconomic development.

BUDGET AND LENGTH

The partners involved make up a **consortium** which will work over the next two years, until **2021 (33 months long)**, to improve and promote **sustainable tourism in heritage cities** in **Europe's Atlantic Area**.

To achieve this, new technology will be applied and the possibilities offered by safe digital environments of shared information (Big Open Data) will be explored.

BODAH is developed within the **Interreg Atlantic Area programme** and has a total budget of **1,573,373 euros**, of which **75%** are allocated by the **ERDF (European Regional Development Fund)** and the rest by its partners.

PARTNERS

Led by Turismo de Santiago, the initiative is made up of participants from Spain, Scotland, France, Wales, Ireland and Portugal. Turismo de Santiago Fundación Santa María la Real del Patrimonio Histórico Fomento de San Sebastián Universidade Nova de Lisboa Université de Pau et des Pays de l'Adour Cork Institute of Technology Glasgow Caledonian University Bangor University

THE COORDINATOR



Turismo de Santiago – Incolsa is a municipal company belonging to Santiago de Compostela City Council. It is responsible for managing the city's entire tourist policy as regards foreign promotion, the creation and management of tourist products, running municipal tourist information offices and promoting initiatives centred on congress tourism, marketing and tourist quality. It is specially focused on the tourist promotion and the visitor's welcome services and products of the city It was founded in year 2000 and it has been an essential tool for the tourist development of the city in the last 20 years. Turismo de Santiago has experience in the management of European projects: FILM CITIES, framed in the Interreg III C SUDOE Programme for the period 2004-2006, the ATLANTE project of the Interreg III B Atlantic Area programme for the same programming period and CERTO project of the European Cultural Itineraries Programme.

Turismo de Santiago decided to lead the Bodah Project with the aim of improving the visitor's flow management thanks to the use of new technologies, which will contribute to avoid a possible future touristification in some areas of the old town of the city, that are begining to become too touristy in specific periods of the year.

Plenary meeting in Santiago de Compostela: BODAH Kick-off meeting



On 29 of October 2019, the 8 partners involved in the BODAH project gathered in Santiago de Compostela (Spain) to have the 1st plenary meeting and get acquainted with all project members. The main objective of the meeting was to recap all project activities and to distribute partner's responsibilities and deadlines, with special focus on the first/mid-term activities. All partners showed interest in give the best to make BODAH a successful project with important social impact.

Virtual meeting, April 30th: BODAH Steering Committee Online Meeting

2nd Virtual Meeting

30th April 2020



On 30 of April 2020, the 8 partners involved in the BODAH project gathered in an online meeting due to the COVID-19 global situation. The main objective of the meeting was to evaluate the work packages activities status and to present/discuss the main constraints caused by COVID-19, and corresponding possible mitigation actions and readjustment of deadlines. In spite of this unique and exceptional situation, several mitigation solutions raised up from the meeting.

European Commission Statement about Europe after COVID - 19

Handled correctly, safely and in a coordinated manner, the months to come could offer Europeans the chance to get some well-needed rest, relaxation and fresh air, and to catch up with friends and family, in their own Member States or across borders. (...) The months to come should not be lost for the vibrant European tourism ecosystem covering a range of activities such as travel, transport, accommodation, food, recreation on land and water, culture or nature.

European Commission, *Tourism and transport in 2020 and beyond*, May 2020, Brussels.





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