

BODAH holds its fourth meeting in order to advance in managing tourist flows in heritage cities

On February 18, the participants of the *“Big and Open Data for the Development of New Processes towards Atlantic Heritage Management”* (BODAH) European project held their fourth meeting. This virtual event featured the participation of entities from Spain, Portugal, France, Scotland, Wales and Ireland.

BODAH is aimed at strengthening a sustainable model of tourism development, resident flows and the redistribution of their impact, thanks to the use of data and smart technologies. The project plans to develop new tools and solutions in line with current sectorial changes, integrating the characteristics of smart tourist destinations.

Specifically, BODAH has the objective of developing management tools based on the use of data and new technologies, in order to balance the interests of the local population and those of visitors and tourist in cities with historic centres, or at sites of particular cultural or heritage interest.

The BODAH project features the participation of Turismo de Santiago, Fundación Santa María La Real del Patrimonio Histórico, Fomento San Sebastián, Universidade Nova de Lisboa, Université de Pau et des Pays de l’Adour, Cork Institute of Technology, Glasgow Caledonian University and Bangor University.

The project, which was launched at a meeting in Santiago in October 2019, was supposed to finish in December 2021. However, due to the impact of COVID-19, which makes it impossible to compile visitor and tourist data, it has been extended until 2022.

The BODAH project forms part of INTERREG Atlantic Area, a European funding programme that promotes transnational cooperation among 36 Atlantic regions of five European countries. The programme co-finances cooperation projects in the fields of Innovation and Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity, and Natural and Cultural Assets.