TOURISM AND INFORMATION TECHNOLOGY
IN THE
UNESCO WORLD HERITAGE SITES

Program
8th Seminar of the UNESCO Chair « Culture, Tourism, Development »
Université Paris 1 Panthéon-Sorbonne
In collaboration with:
The UNESCO WORLD HERITAGE CENTER,
ICOMOS France,
ASSOCIATION DES BIENS FRANÇAIS DU PATRIMOINE MONDIAL,
UNESCO Chair at USI – Università della Svizzera italiana.

Wednesday, December 6, 2017, 9h to 17h30
UNESCO, room XII

9h00 : OPENING
Merchild RÖSSLER, Director of the UNESCO World Heritage Center
Georges HADDAD, President of Université PARIS 1 Panthéon-Sorbonne
Chloé CAMPO, Association des Biens Français du Patrimoine Mondial
Michèle PRATS, ICOMOS France
Peter DEBRINE, Project Manager, UNESCO World Heritage Center

9h30 : INTRODUCTION
Maria GRAVARI-BARBAS, Sébastien JACQUOT, UNESCO Chair « Culture, Tourism, Development », IREST, EIREST, Université Paris 1 Panthéon-Sorbonne and Lorenzo CANTONI, UNESCO Chair « ICT to develop and promote sustainable tourism in World Heritage Sites » at USI – Università della Svizzera italiana (Lugano, Switzerland)

10h - 12h30 : 1st Round Table
DIGITAL TECHNOLOGIES TO ENRICH THE TOURISM EXPERIENCE AT WORLD HERITAGE SITES

Moderator: Bénédicte SELFSLAGH, former GS of ICOMOS, President of ICOMOS Belgium, President of the European Heritage Label.


Alexandre FARNOUX, Director of the Ecole Française d’Athènes and Yves UBELOMANN (Iconem): Information technologies between research and valorisation: the case of Delos.

Catherine ARTEAU, art historian, designer of the mediation programs presented by these digital devices; Grégory SALINAS, associate director and Sébastien MÉGRAUD, partner in charge of R&D and digital strategies: Mediacrossing. Presentation of digital devices of the Saint-Emilion jurisdiction.

Gaëlle CAVALLI, Cultural Action Service Manager – Valorisation of the Vauban Monument and Ciprian Melian, co-leader of Livdéo: Presentation of the digital application of the “visite évolutive” of La Citadelle de Besançon.

Bertrand GAUVRIT, Director of the Association des Climats du vignoble de Bourgogne - Patrimoine mondial and François FORGE, Creative Director, Agence Réciproque: Presentation of the digital devices of the Burgundy vineyards temporary interpretation area – World Heritage.

David HUGUET, Project Manager at the Pont d’Arc Cave Enhancement Project, known as the Chauvet-Pont-d’Arc Cave: Valorizing and Sharing the Chauvet Cave.

12h30 – 13h00 : discussion
13h00 – 14h30 : lunch break (free)
14h30 - 16h15 : 2nd Round Table
WEBANALYTICS AND BIG DATA

Moderator: Peter DEBRINE, Project Manager, UNESCO World Heritage Center.

Marc TORRENT: Director of the Big Data Analytics Unit at Eurecat and Director of the Center of Excellence for Big Data in Barcelona: The Digital Strategy of Barcelona. Focus on mobility.

Gael CHAREYRON (ESILV, EIREST), Sébastien JACQUOT (Université Paris 1 Panthéon-Sorbonne – IREST, EIREST) : Tourism and World Heritage according to touristic social networks.

Sarah DUIGNAN. Share Center : Tourism Data, Analytics and Research in World Heritage Sites.

Núria GALÍ, Girona University: Management of tourist’s experiences in congested urban spaces through the use of drones and time-lapse technology.

16h15-16h45 : discussion

16h45 -17h00 : María GRAVARI-BARBAR AND Lorenzo CANTONI: Presentation of the MOOC (Massive Open Online Course) “TOURISM MANAGEMENT AT UNESCO WORLD HERITAGE SITES” of the UNITWIN network “Culture, Tourism, Development”

17h00 – 17h15 : CONCLUSION AND OUTLOOK

Maria GRAVARI-BARBAR, Sébastien JACQUOT, UNESCO Chair « Culture, Tourism, Development », IREST, EIREST, Université Paris 1 Panthéon-Sorbonne and Lorenzo CANTONI, UNESCO Chair « ICT to develop and promote sustainable tourism in World Heritage Sites » at USI – Università della Svizzera italiana (Lugano, Switzerland)

17h15 : GLASS OF FRIENDSHIP, UNESCO CAFETERIA