

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.

Jeanne BERTHOUD, Project Coordinator, Swiss UNESCO Commission: *Production of a series of short films on World Heritage properties in Switzerland.*

Alexandre FARNOUX, Director of the Ecole Française d'Athènes and **Yves UBELMANN** (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 : **Maria GRAVARI-BARBAS** 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-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)

17h15 : GLASS OF FRIENDSHIP, UNESCO CAFETERIA