

## Press Release

### **The involvement of the ITEM laboratory (Université de Pau et des Pays de l'Adour) in the European BODAH (Big and Open Data for Atlantic Heritage) Interreg project**

Since 2019, the [ITEM \(Identités, Territoires, Expressions, Mobilités\) laboratory](#) of the Université de Pau et des Pays de l'Adour has been a member of the European [BODAH \(Big and Open Data for Atlantic Heritage\)](#) Interreg project. Headed by the Santiago Tourist Board (*Turismo de Santiago*), this project contributes to furthering the cause of sustainable tourism by analyzing the visitor flow to cultural heritage sites and by offering conceptual models and technical tools in order to predict and to manage it in a better way. Under the direction of Prof. Laurent Jalabert, the ITEM laboratory was in charge of the benchmarking of the use of New Information and Communication Technologies in the promotion and the touristic development of cultural heritage sites in the Atlantic Area, and carried out research in particular regarding the number of visitors to the National Museum and Estate of the Castle of Pau and the impact of New Technologies on the visitor flow at the castle, chosen as the project's pilot site in France. These ever-current themes and their relations to each other have a crucial role at the time of modified tourist habits since the COVID pandemic.

ITEM's team accomplished its research activities in libraries and archives, especially at the Jacques de Laprade Documentation and Research Centre of the National Museum and Estate of the Castle of Pau, to collect sources which could be combined with data communicated by the different departments of the castle. Providing a better knowledge of the use of internet and of social media as well as of the impact of certain TV shows (such as *Secrets d'Histoire*) on the number of visitors to this major site of history and culture, the results of the completed research were presented at a BODAH workshop in Glasgow on 18 November 2022 and at another BODAH workshop in Pau, at the National Museum and Estate of the Castle of Pau, on 29 November 2022. The region of Nouvelle-Aquitaine, the *département* of the Pyrénées-Atlantiques and the European university alliance UNITA were represented at this second event.

With the help of ARTICE, a service of the Université de Pau et des Pays de l'Adour, and with the participation of the National Museum and Estate of the Castle of Pau, the ITEM laboratory prepared a video clip presenting the project which has been available since September 2022 on the YouTube channel of the Santa María la Real Historical Heritage Foundation, head of the communication of the BODAH project. It is important to remember that the Interreg BODAH project, part of the Atlantic Area program, was implemented between 2019 and 2022 by a European consortium, composed by *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, Munster Technological University, Glasgow Caledonian University et Bangor University*, with a total budget of €1,573,373, 75% of which is provided by the European Regional Development Fund (ERDF).