



# Alhambra and Generalife Complex – Spain

Key Element	Description
<b>Pilot Territory / Site</b>	Monumental Complex of Alhambra and Generalife heritage site.
<b>Country / Geographical Context</b>	Spain – major cultural heritage complex located in Granada within a historic urban landscape of global cultural significance.
<b>Territorial Typology</b>	Large-scale cultural heritage complex operating within a high-demand international tourism destination.
<b>Governance Context</b>	Governance framework involving regional authorities and heritage management institutions responsible for preservation, visitor management, and site regulation within a protected cultural heritage environment.
<b>Tourism Pressure Profile</b>	Very high visitor volumes throughout the year, with sustained tourism demand and strong seasonal peaks associated with international heritage tourism.
<b>Environmental / Climate Exposure</b>	Exposure to climate-related pressures affecting heritage conservation conditions and visitor management within an open-air heritage complex.
<b>Key Challenges Identified</b>	Managing sustained visitor pressure, improving visitor flow monitoring mechanisms, and strengthening data-driven decision-making for heritage site management.
<b>Relevant Use Cases Implemented</b>	Use Case 3 – AI-Enabled Storytelling (implemented). Use Case 2 – XR/AR for Enhanced Visibility (potential). Use Case 4 – Big Data & IoT Integration (potential).
<b>Operational Focus of the Pilot</b>	Enhancing visitor engagement and interpretation through AI-enabled communication tools, while also exploring the potential use of immersive digital technologies and IoT-based monitoring to support improved visitor distribution and site experience.
<b>Strategic Insights for Transferability</b>	Demonstrates how advanced digital interpretation and AI-driven communication tools can support visitor engagement and contribute to managing tourism pressure in highly visited heritage destinations.

