

Cultural Heritage and Tourism in

Andalucía



a natural alliance...



SMART SPECIALISATION and CULTURAL HERITAGE. An engine for innovation and growth – S3 Platform thematic workshop



Roma, 25th November 2016



Ana Moniche Bermejo
Inmaculada Gallego Galán

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Cultural heritage and Tourism: a natural alliance

Tourism sector in Andalucía

- 26 million tourist
- 12% of regional GDP

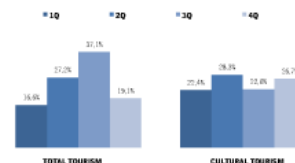
7 million cultural tourists

Smart option for:

Period of crisis



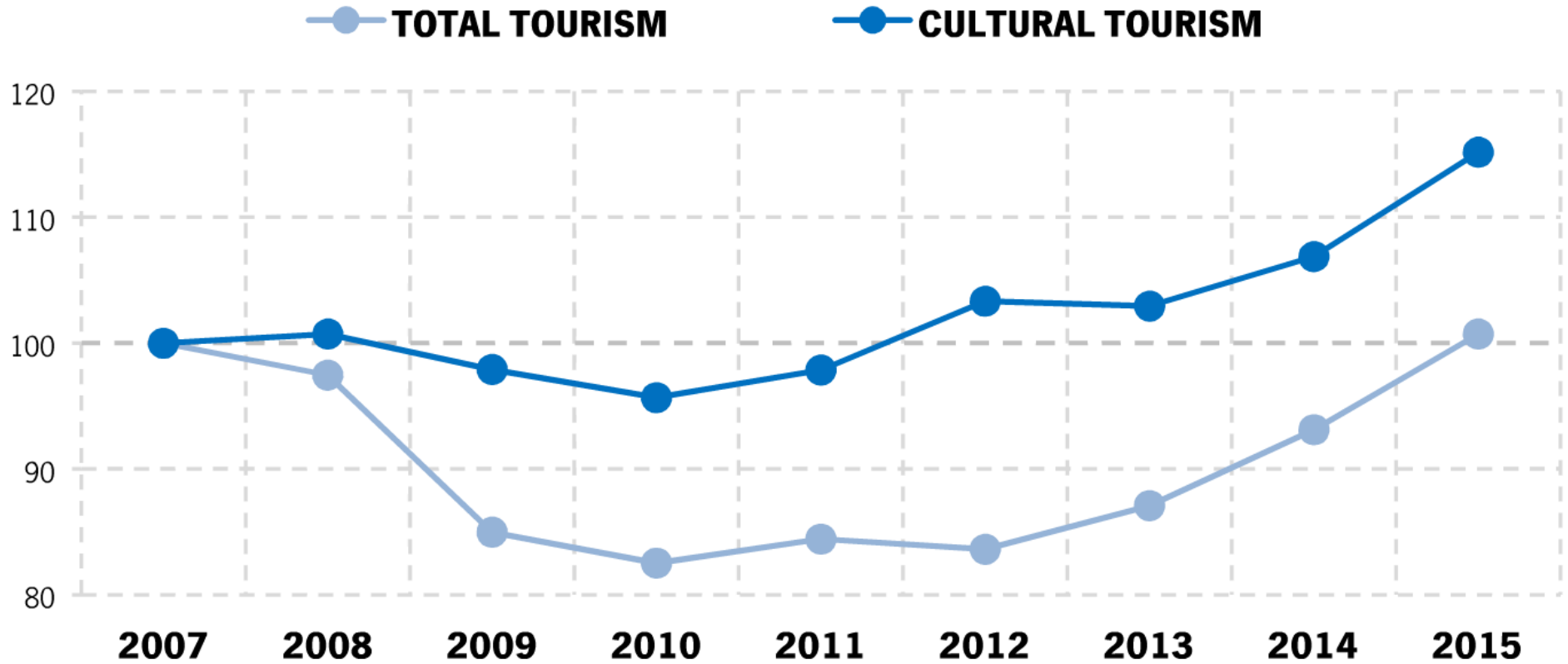
Fighting against seasonality



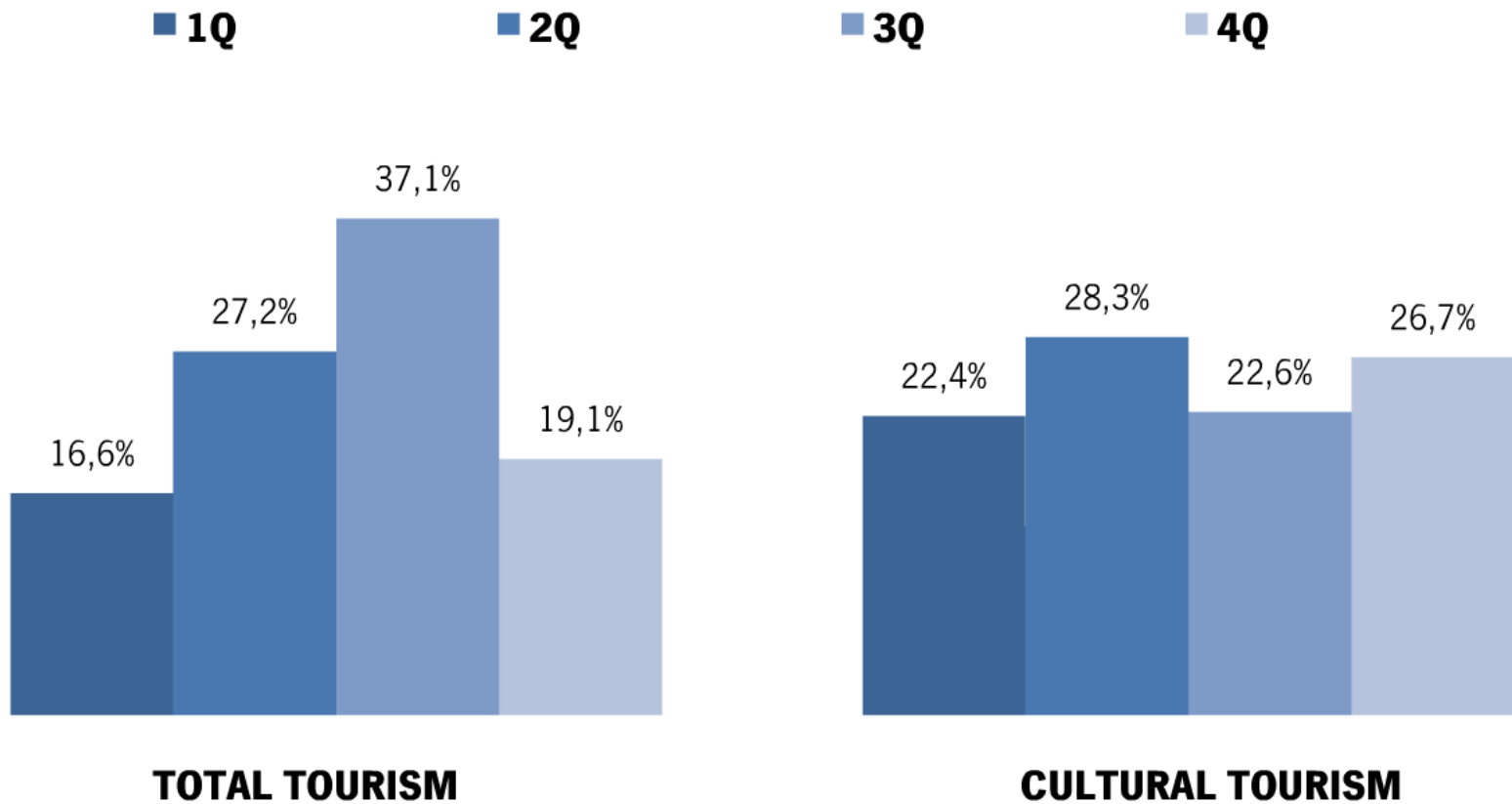
Focusing on profitable markets



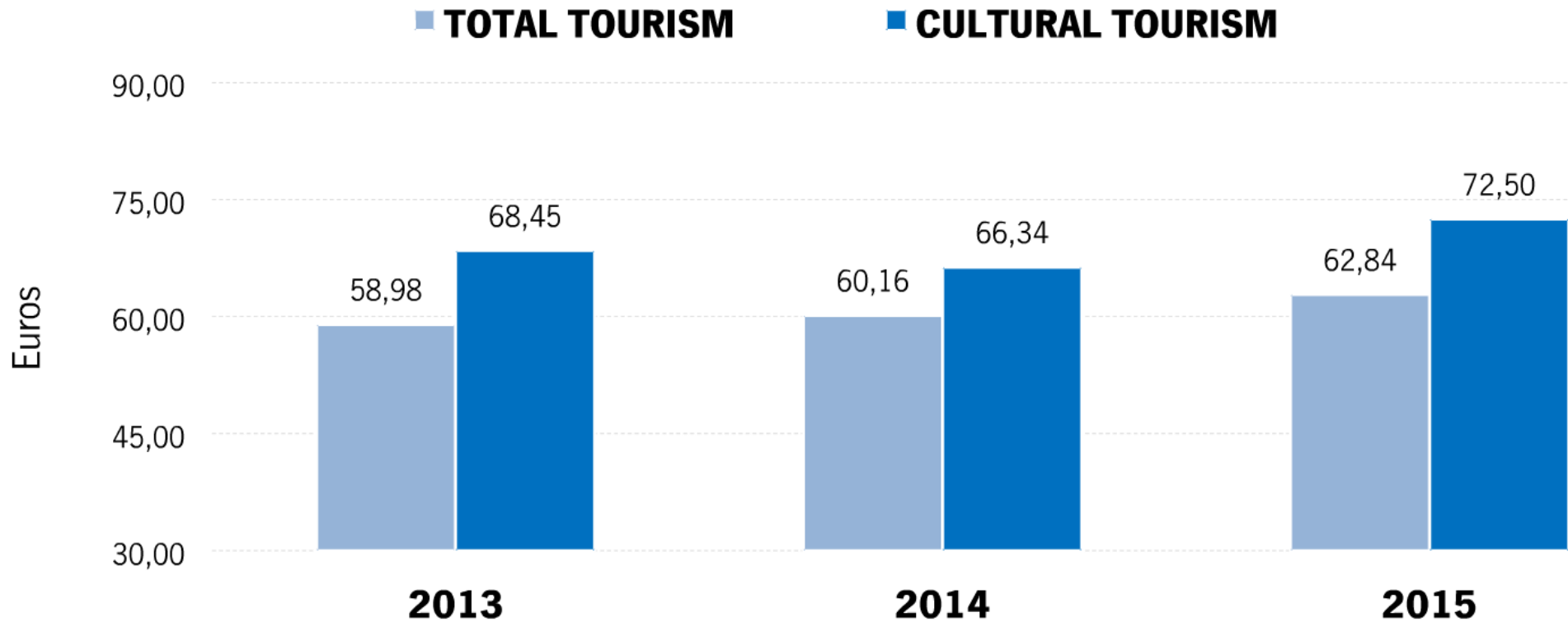
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Focusing on profitable markets





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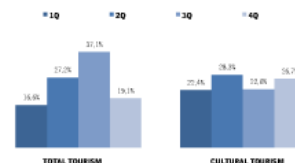
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Smart option for:

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Focusing on profitable markets





Cultural heritage and Tourism: a natural alliance



UNESCO World Heritage
Alhambra Palace: 2,5 million visit



Cultural heritage and Tourism: a natural alliance





Cultural heritage and Tourism: a natural alliance

Mutual benefits:

Benefits of Cultural and recreation sector **from** Tourism

TSA of Andalucia:
500 million euros revenues due
to Tourism demand





Cultural heritage and Tourism: a natural alliance

- Tourism and Cultural stakeholders: natural allies, but...
- Not only for business
- Also for protection

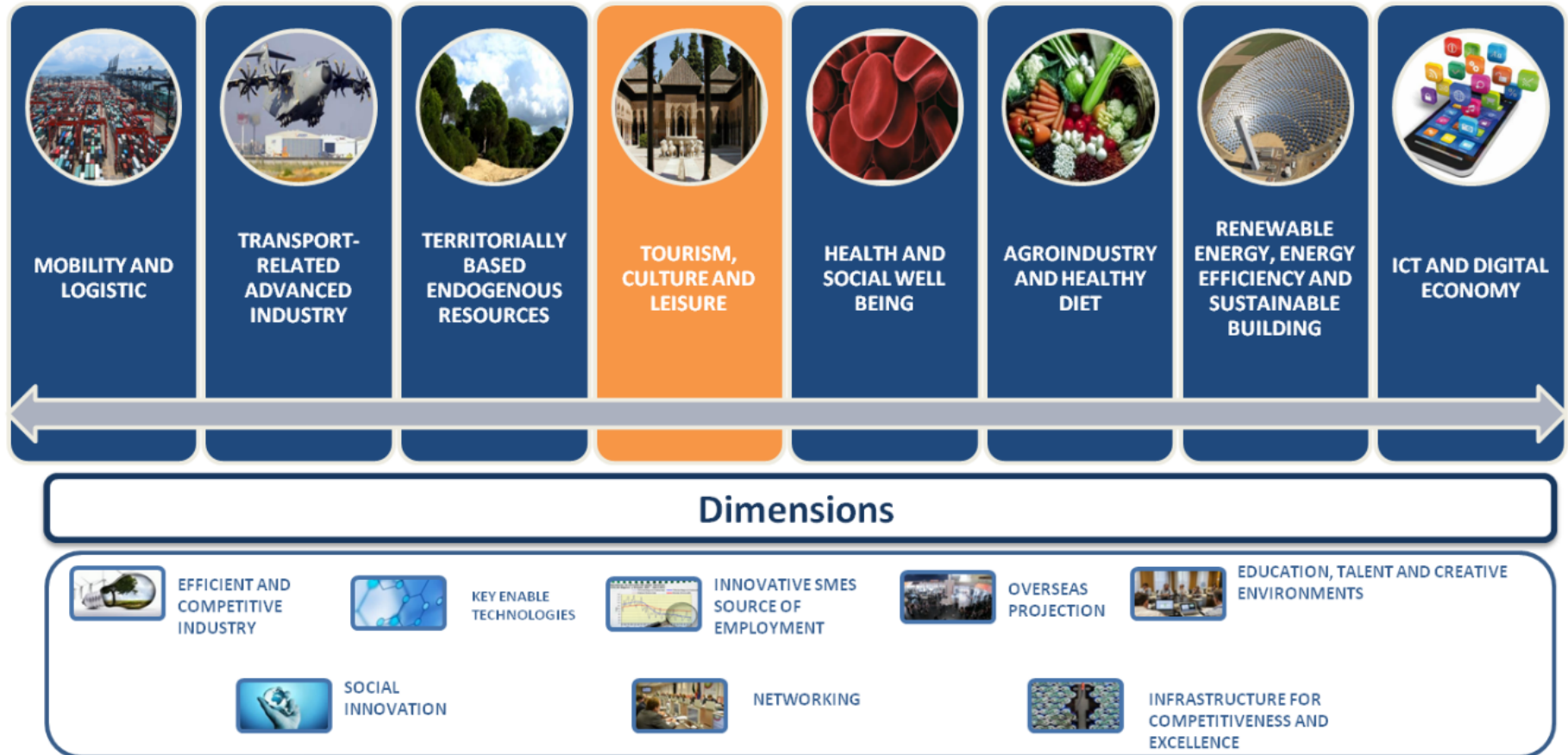




Cultural heritage and Tourism: a natural alliance

Setting of common goals and objectives based on natural affinities: win-win situation

RIS3 Andalusia: Prioritisation



Andalucía

Tourism within RIS3 Strategy

L41 | R&I in innovative tourism products

L42 | Development of new tourism models

L43 | R&I about accesibility in tourism

L44 | Innovation in cultural and creative industries

Catalogue of
68 specialisation
opportunities

12 opportunities with a direct link to Tourism



6 opportunities with an indirect link to Tourism

15 opportunities with cross-sectoral link



Cultural heritage and Tourism: a natural alliance

Two projects:

- Big data: Sentiment analysis of tourism destination 
- Andalusia, your roots 
("Andalucía tus raíces")

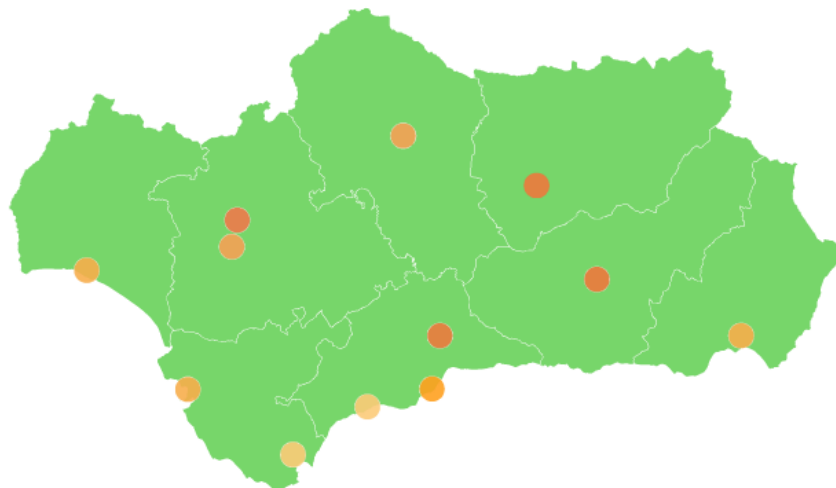




TUS RAÍCES...

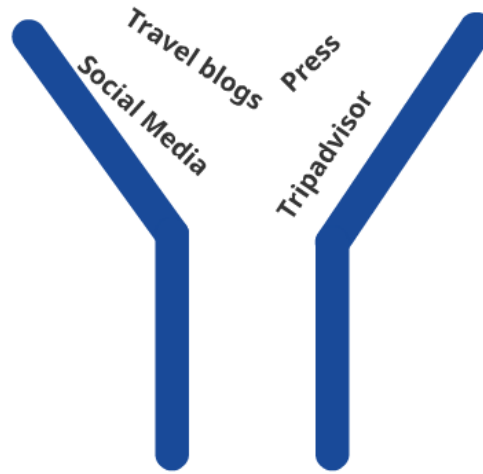
Big data: Sentiment analysis of tourism destination

Development of a tool for measurement of sentiment for tourism destinations for tourism destination managers decision-making





TUS RAÍCES...



Accommodation



Restaurants



Transport



Public infrastructure



Cultural heritage





jason045
Liverpool, UK

Colaborador de nivel 6

153 opiniones

41 opiniones sobre atracciones

73 votos útiles

"No tickets available"

Opinión escrita hace 4 semanas

Esta opinión ha sido traducida de forma automática desde el inglés. [¿Qué es esto?](#)

Mostrar traducciones automáticas Sí No

A big rip off - we were offered tickets for the gardens by night - as there were no tickets available for the Alhambra (seems you have to book online several months ahead). This visit was disgraceful as there were no special lights to see anything - the visitors were just wandering through the gardens in the night without a guide or support - it was a huge waste of time.

Seems like the ticketing is run by tour operators, guides and local hotels. Waste of time trying the queue - really very disappointing.

¿Qué te ha parecido esta traducción?

Visitado el septiembre de 2016

Menos

¿Útil?

Gracias, jason045

Consulta las 3 opiniones de jason045 para Granada
[Pregunta a jason045 sobre La Alhambra](#)

Esta opinión es la opinión subjetiva de un miembro de TripAdvisor, no de TripAdvisor LLC.



Daniela
Bucarest, Rumania

Colaborador de nivel 6

18 opiniones

0 opiniones sobre atracciones

7 votos útiles

"Beautiful place with a terrible booking system."

Opinión escrita el 23 septiembre 2016 mediante dispositivo móvil

Esta opinión ha sido traducida de forma automática desde el inglés. [¿Qué es esto?](#)

Mostrar traducciones automáticas Sí No

I tried to book tickets for Nazaries Palace one month in advance but there was no availability. Nevertheless it was mentioned on their website that 30% of the tickets are sold every day at the entrance, which is a lie. After driving a long way, booking a room for the night and queuing early in the morning I found out...

Más

¿Qué te ha parecido esta traducción?





"DO NOT EVEN TRY TO VISIT - A total waste of time!!!"

Opinión escrita el 25 septiembre 2016 mediante dispositivo móvil



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Two projects:

- Big data: Sentiment analysis of tourism destination 

- Andalusia, your roots 

("Andalucía tus raíces")



Andalucía

Big data: Sentiment Analysis of Tourism Destinations

- **Responsible for the implementation:**
Tourism Regional Government
- **Departments involved:**
SAETA and University of Málaga
- **Timetable:**
2017
- **Estimated budget:**
45.000 euros

Andalucía

Big data: Sentiment Analysis of Tourism Destinations

Line of action 41: R&D in innovative tourism products

Application of scientific knowledge produced by Universities to the Tourism Sector

Bottleneck:

Lack of tradition of using data for decision-making by SME's





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Need for a better Public-Private and interdepartmental coordination



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("Andalucía tus raíces")





TUS RAÍCES...

"Tus raíces en Andalucía" is a touristic project focus on valuing our heritage to revitalize our present.

- Grounded on feelings and family ties, which unite different religions, countries and cultures.

Target markets

Andalusian migrants and its descendants

International markets with cultural ties with Andalusia

Countries with historical relations with Andalusia



Andalucía

Andalucía, tus raíces – Your roots in Andalusia

- **Responsible for the implementation:**
Tourism Regional Government
- **Department involved:**
Promotion Department
- **Timetable:**
2017 - 2020
- **Estimated budget:**
300.000 euros / year

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Andalucía

Andalucía, tus raíces – Your roots in Andalusia

Line of action L42: Development of new tourism models

Implementation of non technological innovation: creation and promotion of new products

Bottleneck:

Need for more SME' s involvement

Lack of networking and partnership culture



TUS RAÍCES...

Andalucía



Andalucía

La emoción de poder viajar en el tiempo, venir y volver a
TUS RAÍCES...

Andalucía

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Working group

How have you managed to coordinate Cultural Heritage and Tourism objectives in your projects?

How have you integrated data analysis and indicators for the development and monitoring of your projects?

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