

ERNEST final conference - Florence, 27 June, 2012

**The Joint Call, between local objectives and
transregional values**

**7 projects cofinanced by the Generalitat of
Catalonia based on fostering sustainable and
accessible tourist destinations**



Beatriu Aguer, Head of Strategy and Knowledge Area.
Directorate-General for Tourism. Government of
Catalonia



MAIN GOAL

Prioritising **research and innovation in tourism**, within the framework of international good practices that can be transferred based on accessibility and sustainability.

These good practices aim at valuation of landscape and territory, **highlighting its rich identity and diversity**.

Joint Call projects with the financing of the Generalitat of Catalonia

Grant of **178,874.96 euros** for ERNEST Joint Call to strengthen **7 innovative projects**, both on accessibility and sustainability. These projects, which are part of the ERNEST initiative, are set up with the aim of bringing together methodologies and benchmarking actions so that all of the areas that are taking part in the projects can benefit from the respective experiences and are able to meet common challenges such as reducing seasonality by means of valuing natural and cultural assets.

ACCESSIBILITY	SUSTAINABILITY
1. A_BEST, accessibility beach Ecology Safety Technology (good practices manual)	4. Four Seasons in Forte dei Marmi and Costa Daurada (4 Geniuses Route: Joan Miró, Salvador Dalí, Pau Casals and Pablo Picasso)
2. BEST, Beaches accessibility and safety improvement (Palafrugell municipality)	5. Thermal Baths and Culture in the Tuscany Hills and Catalonia (Castell d'Escornalbou)
3. EXCELLENCE, beach establishments accessibility, safety and environmental impacts reduction (Torroella-l'Estartit municipality)	6. Marinas: gateway to discovering the territory (Marina Port Vell (Barcelona), Port Nàutic Cambrils I Port Nàutic Platja d'Aro)
	7. CLEAN, electric mobility to analyse tourist behaviour in urban areas (Girona municipality)

STRATEGIC PLAN ON TOURISM OF GENERALITAT OF CATALONIA

Both accessibility and, particularly, sustainability are principles of the **New Strategic Plan on tourism 2012-2015** of the Generalitat of Catalonia.

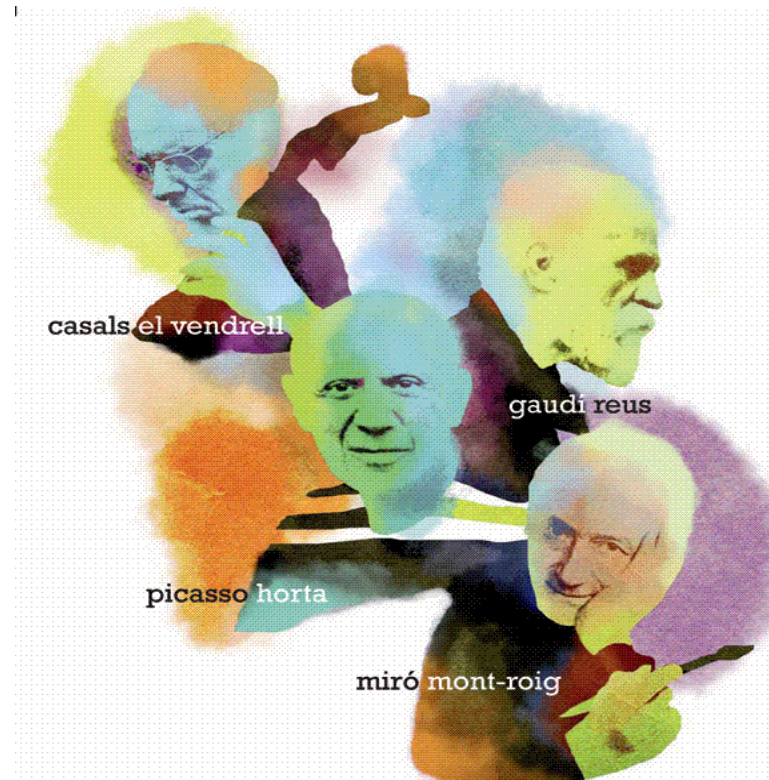
This Strategic Plan aims at a **new model of tourism** that reconciles competitiveness and sustainability for the valuation of the whole territory.

This Strategic Plan will be finished by **the third quarter of 2012** and it will be loaded on the Tourism website of the Generalitat of Catalonia (www.gencat.cat) and it will be also presented on our tourism newsletter “[*Full Turisme*](#)”

PROJECTS TO FOSTER SUSTAINABLE AND ACCESSIBLE TOURISM



4. Four Seasons in Forte dei Marmi and Costa Daurada



Project lead by MCTUR Consortium (Consortium for Increasing Competitiveness in Tourism and Leisure in the Tarragona Region).

Summary

The project aims to plan new touristic strategies and services for seasonal adjustment in **Forte dei Marmi** (Tuscany, Italy) and **Costa Daurada** (Catalonia, Spain), having identified the following needs:

- need to develop the competitiveness of tourist destinations, stimulating not only typical seaside activities, but social events (sporting, cultural, and musical events) as well as high quality guided tours in the off-season;
- need to develop coordinated actions between economic stakeholders, associations and institutions (Forte dei Marmi);
- need to take advantage of the high level of integration between the components of the touristic cluster (Costa Daurada);
- need to promote a sustainable development of the touristic activities.

The main goal is to define procedures to analyze visitors and touristic resources, and to raise strategies of seasonality, based on intangible assets of both destinations.

Project Partners and Regions involved

TUSCANY, ITALY



FORTE DEI MARMI

Paradiso al mare s.n.c. di Scialli Giuseppe & c
President Hotel s.r.l

Bagno Annetta di Pampaloni Anna & C

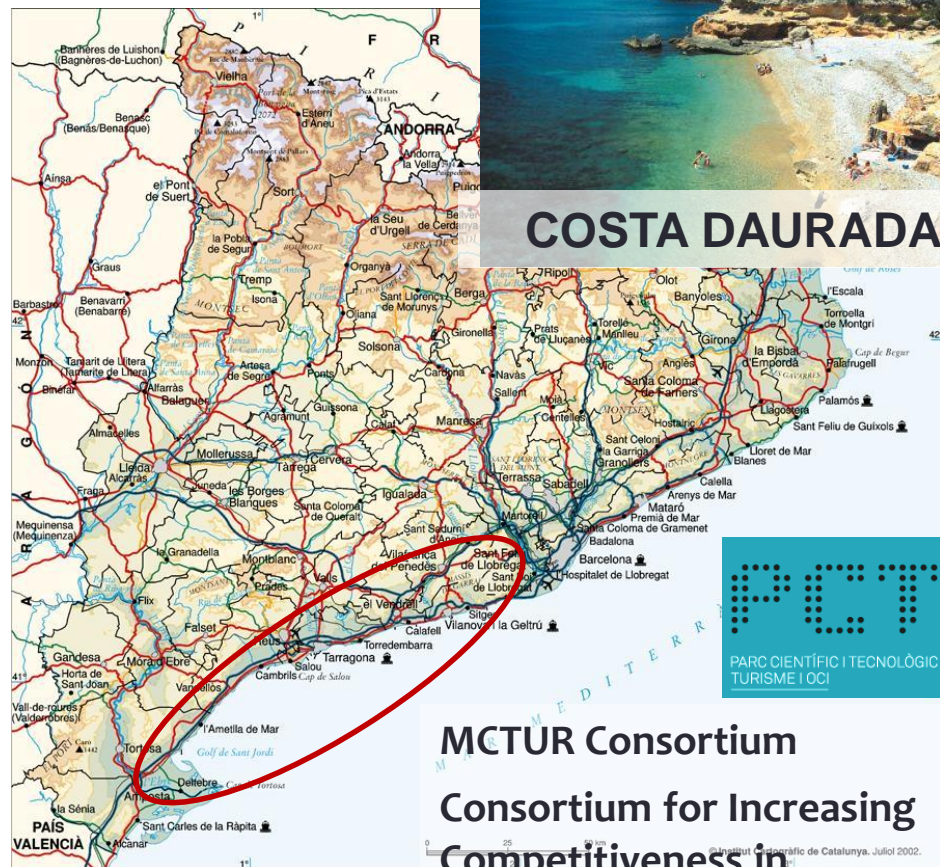
Bagno America di Gai Paolo Vittorio

Att Pagany di Pagani e C. snc

Daniela Broch di Daniela Passetti

Bagno La bonaccia - Barbieri Martino
impresa individuale

CATALONIA, SPAIN



COSTA DAURADA

MCTUR Consortium
Consortium for Increasing
Competitiveness in
Tourism and Leisure in the
Tarragona region



The route of the geniuses



Common goal



Seasonality of
coastal destination

Shared methodology



Strategic assets



Valuation of cultural
assets

Costa Daurada Case: based on the emerging product “The Landscape of the Geniuses Route”. What does this landscape have that was the source of inspiration of the most universal geniuses?

Aspect 1: their work

Why are they regarded as geniuses, what aspects of their work have made them universal and lasting.



The Mediterranean light

A light that many people hold to be unique and different, capable of the most beautiful sights and of the most intense sensations.

Aspect 2: the source of inspiration

The aspect that has influenced them repeatedly throughout their artistic careers.



The Mother Nature

The idea is to show what forces of inspiration held each artist to our own special nature and how these are recognisable in their work.

Aspect 3: way of being

The common way of the people of our area is their capacity for work and their spirit of achievement.



The strength of the people

All four geniuses were tireless workers, they worked till the last day of their life and showed the value of work and effort.

Aspect 4: the links with the land

The traditions and the features of the landscape identify this long inheritance and are an example of the link that people feel with their area.



The tradition and culture

The impact that this tradition and culture had on each of them is present in all of their work and is to be seen in their artistic careers.

Methodology

Stages of the Project

Characterization
of visitors

Identification of
cultural assets

Definition of
strategies and
actions

Shared methodologies

Tourist destination
analysis

Assets assessing
potential

Positioning
analysis

Costa Daurada case

Historical data of
visitors (2006-2011)

Territorial axis
design

Action plan focused
on enriching the
product

Results of analysis: Characterization of visitors

COSTA DAURADA

- Median age 54 years
- 45.6% foreign
- 12.5% Catalan
- 42% rest of Spain
- Stays around 10 days
- Arriving by own car (40%)
- Change in travel arrangement (85.1% in 2006 by agency - 41.6% in 2011)

CONCLUSIONS:

The length of stay of tourists arriving in their own car and the good links between assets, favour the generation of flows to assets.

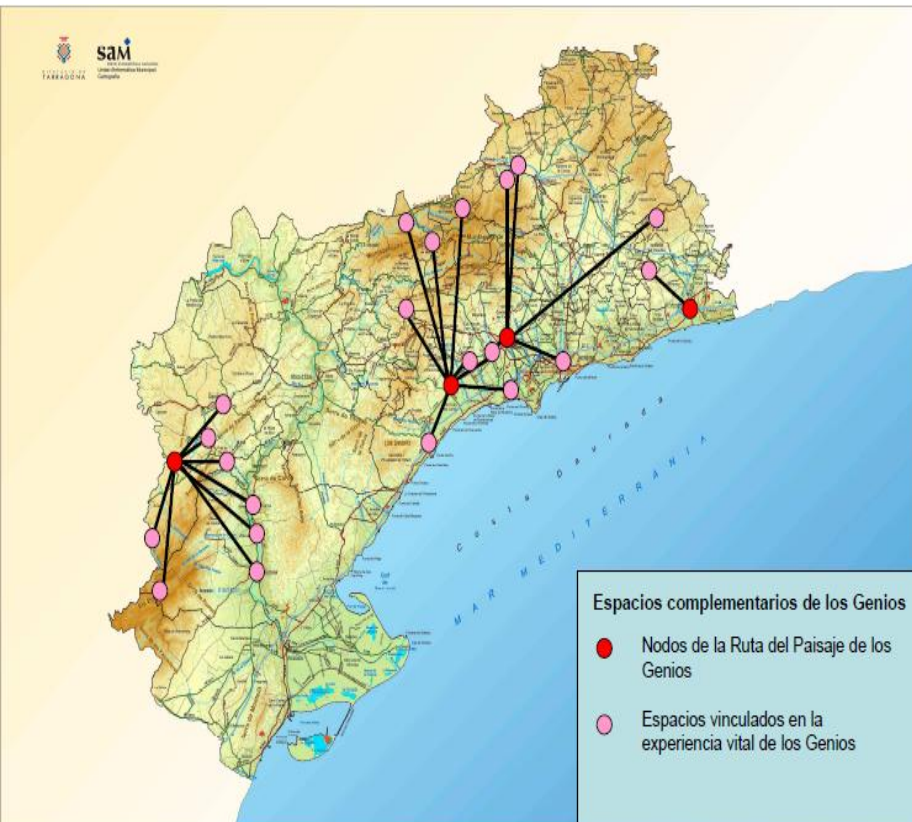
Growth in recent years: the **cultural tourist** and sophistication of the traditional tourist. Favourable trends to get a positive response to a product based on the values of cultural genuineness.

The genuineness and versatility of the product opens up very well-defined **niche markets**, such as, training in photography or painting.

The commitment to providing products that can be **tailor made**, also responds to a tendency for visitors to stay away from packaged services

Results of analysis: Valuation of assets

**Link between genius and territory,
through the countryside and
geniuses, common axes**



Conclusions

Product based on the values of universal artists connected with the territory, can be replicated by other destinations.

As an asset based on the art and life experience of artists, works with new demands that require more experience

Although the product is structured around 5 main cultural centres associated with geniuses, it is possible to generate lines of connection between the main nodes and the rest of territory

Festive events as well as the values of food, have been identified to become assets to seasonality.

Strategies and starring programs

Integration of territorial assets identified on
“The Landscape of the Geniuses Route”

Integration of public and
private agents in the
territory

Starring programme 1

Design and
marketing of tourism
products by segment

Starring programme 2

Communication
programme based
on the value of the
festive events
identified

Starring programme 3

Creation of a
management entity,
that integrates public
and private agents of
the territory

Proposal: **four
routes that link
the landscape to
the geniuses**

Proposal: **Annual
timetable based
on festive events
and local events**

Proposal: **Project
presentations to the
agents**

5. Thermal Baths and Culture in the Tuscany Hills and Catalonia



Project lead by Municipality of Riudecanyes

Summary

In many countryside territories in the European region tourism has a low implantation, and basically based on a unique touristic resource, without any involvement of the villages around it. Therefore, it is needed to implant a methodology or strategy to spread this touristic activity to its surroundings in order to make the touristic activity more sustainable, economically, socially and environmentally.

The specific touristic resource in Chianciano (Tuscany) is the **thermalism** and in Catalonia is the **Escorialbou Monastery**.

In this context, the priority goals of the territory are the following:

- The active enhancement and conservation of the characteristics of the identity of the territory (rural, gastronomic and farming culture, art, wine, entertainment culture...);
- The development of forms of cooperation between operators and economic stakeholders and institutions of destination.

Project Partners and Regions involved



- ❖ A.A.S. Associazione Albergatori Servizi
- ❖ SIMAR TOURSIT SAS – Villa ricci
- ❖ GIULIACCI SERGIO - Hotel Tirrenia
- ❖ SANTA&IGINO SRL- Ambasciatori
- ❖ ALBERGO MODERNO SRL
- ❖ PENSIONE DEL BUONO DI DEL BUONO ASSUNTA E C. SAS
- ❖ HOTEL S. CATERINA DI PINZUTI AMLETO & C. SNC
- ❖ PENSIONE EDY SNC DI GUIDOTTI ELI & C.



**MUNICIPALITY OF
RIUDUCANYES**

PATHS AROUND THE ESCORNALBOU BARONY

THERMAL BATHS AND CULTURE IN THE HILLS OF TUSCANY AND
CATALONIA

OBJECTIVES
AND
STARTING
POINT

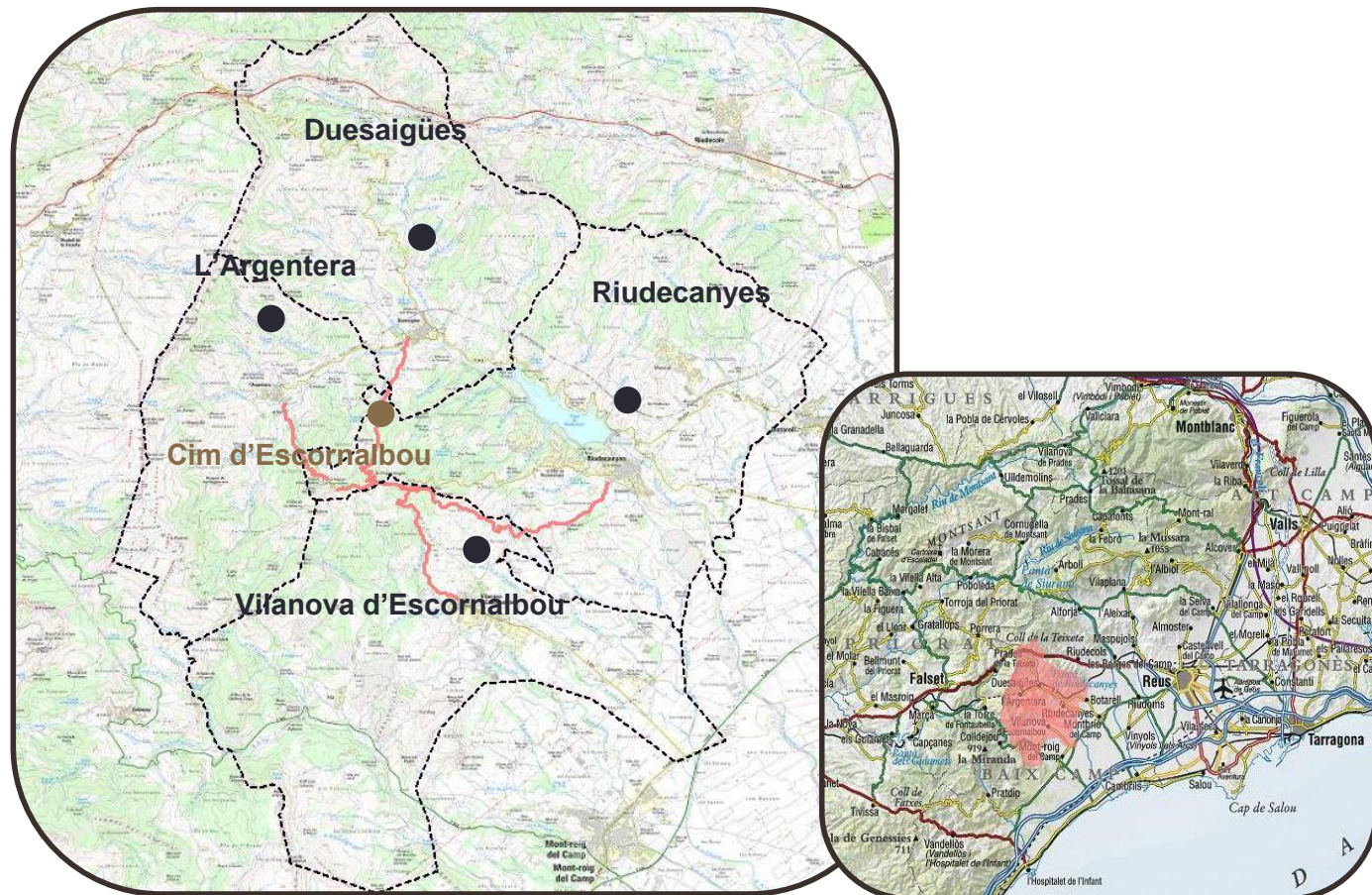
REGIONAL
ANALYSIS

STRATEGY AND
OPERATIONAL
PLAN

OBJECTIVES AND STARTING POINT

STARTING POINT:

4 towns situated around a strategic mountain peak, Escornalbou Hill



— Paths that link each town with the Escornalbou Hill



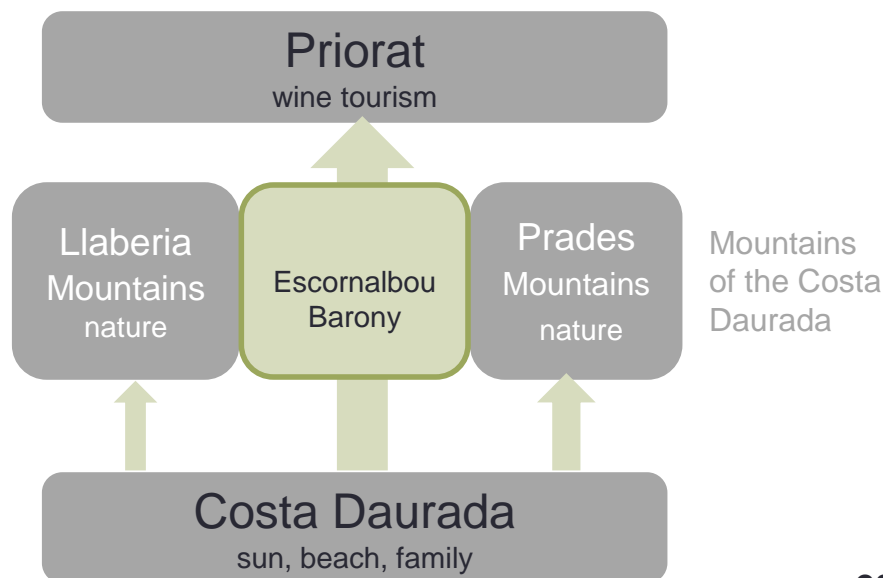
OBJECTIVES AND STARTING POINT

PROJECT OBJECTIVES: promote tourist activities around a tourist attraction, **Escornalbou Castle**, in the surrounding rural area and thus generate tourism in the **Baronia d'Escornalbou** region.



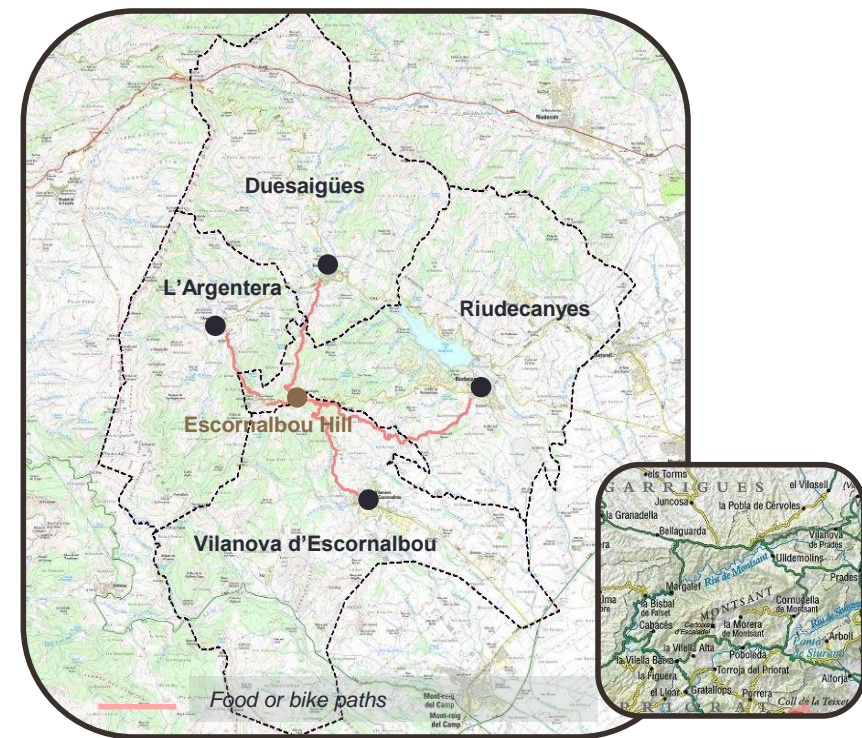
Escornalbou Barony

4 towns, 57.96 km² and 2,117 inhabitants



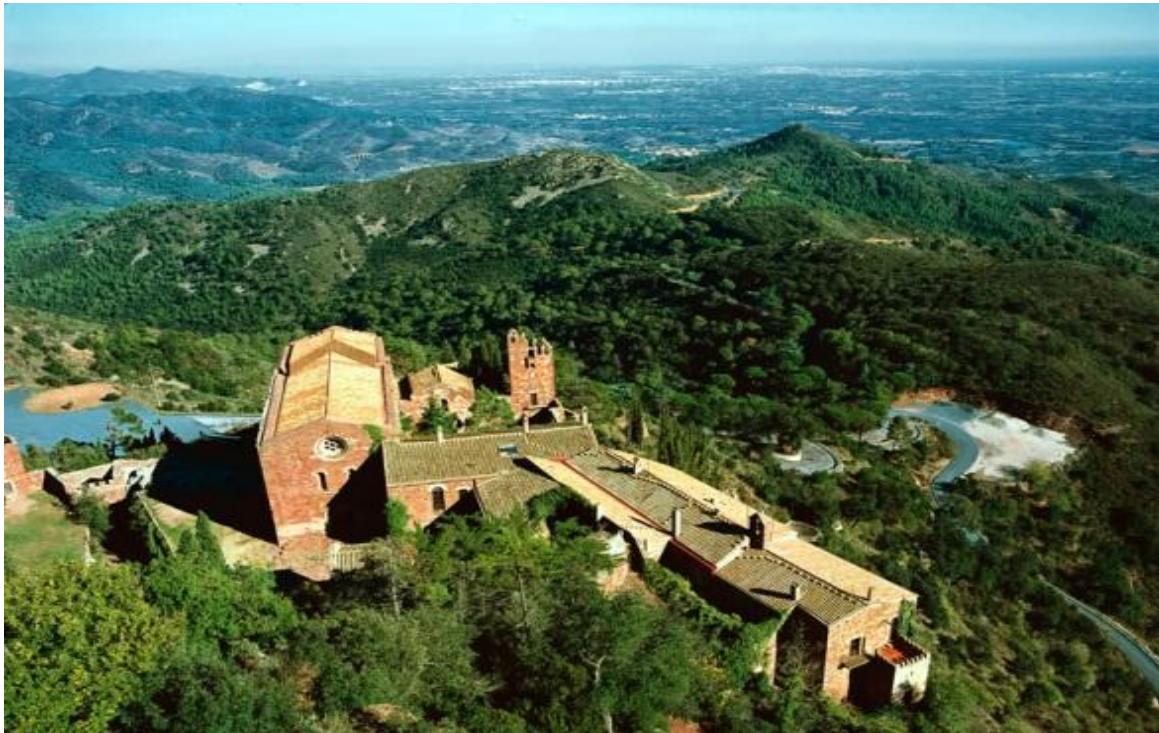
ESCORNALBOU BARONY TERRITORY

- 4 municipalities physically structured around a strategic point, Escornalbou Hill and Castle, which is an important tourism resource, while there isn't a solid tourism activity in the surrounding villages.
- **OBJECTIVE:** disseminate tourism activity throughout the territory and throughout the year by creating tourism products based on the landscape characteristics.

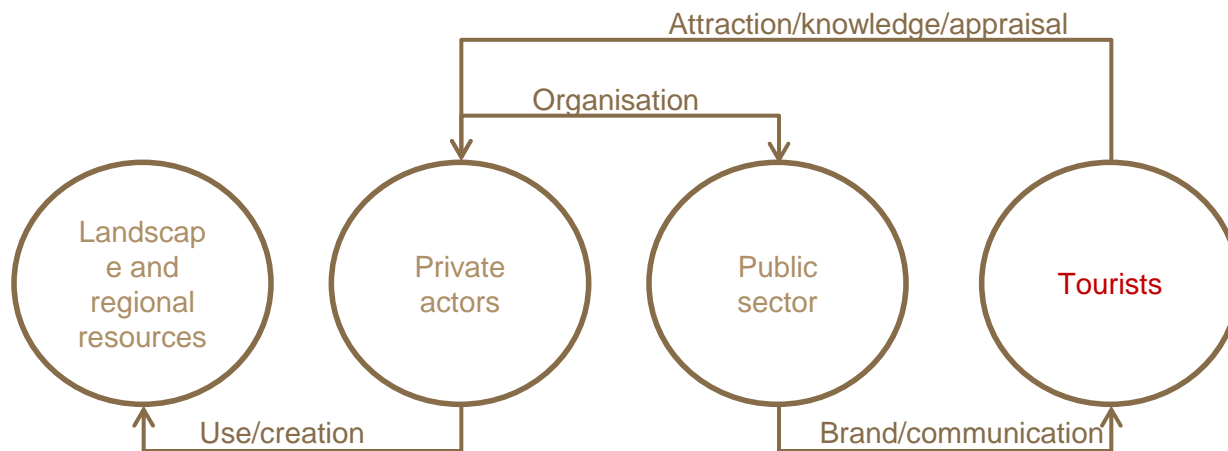


METHODOLOGY

- Based on the Catalan **Observatory of Landscape** (Generalitat) to analyse and identify the touristic potential of natural assets.



REGIONAL ANALYSIS



LANDSCAPE

REGIONAL ANALYSIS

Adjacent to and situated around a peak: Escornalbou Hill

A visually powerful peak that is an entity in its own right, a visual reference
Region/towns connected by numerous paths and small local roads
Paths from the towns to the peak
Some synergies exist, but few entities: the olive oil cooperative, traditional gatherings at which rice dishes are eaten and the meeting of young people at Escornalbou Castle
Towns with a strong rural and traditional character

Common history: the Escornalbou Barony

Relationship of control of the monastery over the towns
Synergies for commerce and the functioning of the towns
The way of life of the early dwellers
Early pilgrimages to the monastery of an agricultural nature
Lack of relevant historical events in common
Lack of an interaction of common coexistence with the monastery and between the towns
Specific physical signs of this historical period

Rural nature

Landscape: although some areas are of low quality, most of the landscape is rural and of high visual quality, with views of features of the terrain that have great aesthetic value (the reservoir, Escornalbou Hill, Argentera Mountains, Mare de Déu de la Roca and the L'Areny Mountain, in particular)

Natural landscape: forest diversity with some areas of interest (L'Areny Mountain and the Pradell-Argentera Mountains) which are not widely recognised for their natural features, but include areas that have a certain singularity.

Rural landscape: concentrated in some areas only and in clear decline and abandonment. Small agricultural farms with a range of crops but mainly hazelnut and olive. There is no common crop that gives the region a strong identity. Of note is the production of Escornalbou oil, mainly in Riudecanyes, but the other towns do not identify with this to a great extent

Peace and quiet: small, isolated towns with few inhabitants, in which life is peaceful and rural and there are no major economic activities

Steep terrain: the Pradell-Argentera Mountain Range and Escornalbou Hill

The steep terrain in much of the region, particularly in the areas of the Pradell and Argentera Mountains and Escornalbou Hill, is of interest for active tourism but not well known (locally, nationally and internationally). In addition, it is in competition with destinations in the Pyrenees and other closer places (such as La Mussara). Steep slopes, rock climbing routes, wind, etc.

Potential support from the Riudecanyes Reservoir: legal difficulties and the need for careful evaluation

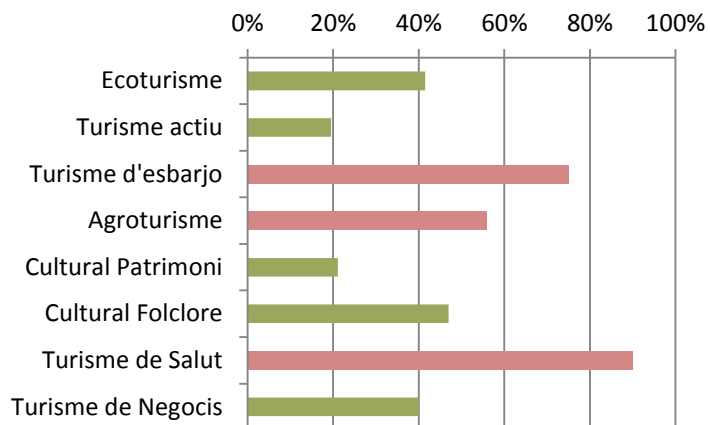
RESULTS: IMPORTANT ELEMENTS IN

COMMON:
PEACE AND QUIET – LANDSCAPE – DIVERSITY

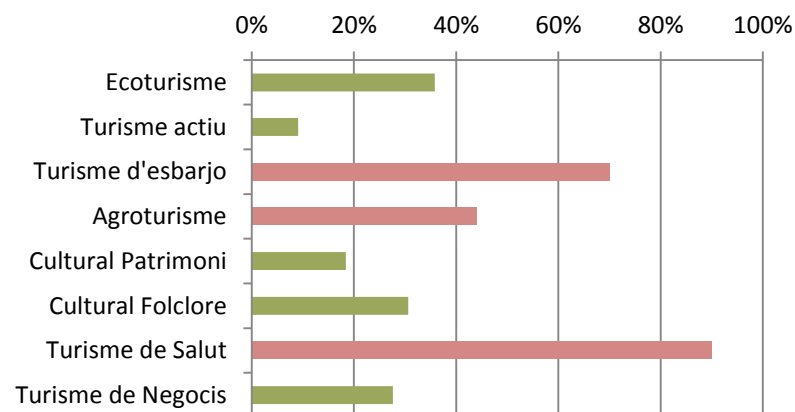


REGIONAL ANALYSIS

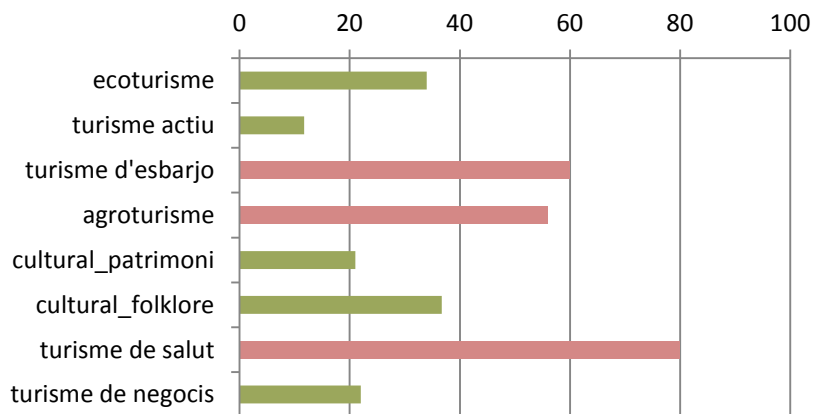
L'Argentera



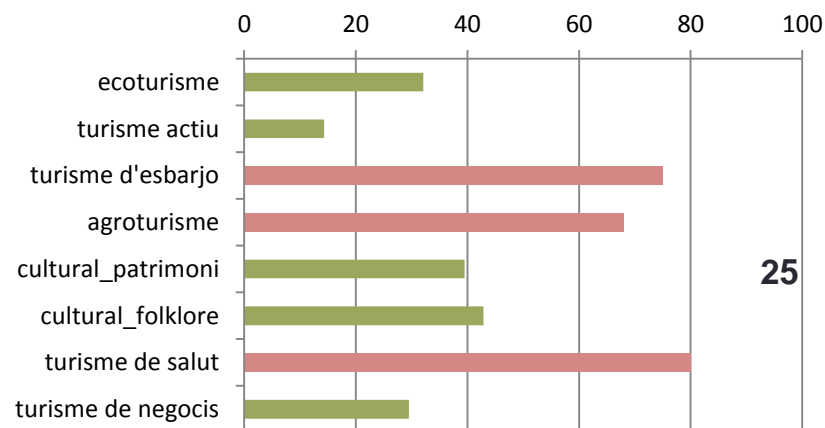
Vilanova d'Escornalbou



Duesaigües



Riudecanyes



PRIVATE AGENTS

REGIONAL ANALYSIS

PRIVATE ACTORS: SERVICES AND PRODUCTS DESCRIPTION

- Only 63% work full-time to provide the service or product, the rest are complementary economic activities
- Only 63% carry out their own advertising activities, mainly through their own webpages or specialised websites
- Very few (25%) offer specific tourism products. Products that are offered are: *calçotadas* (traditional gatherings to eat *calçots*, baked scallions), guided tours and specialized trips
- Only 13% offer tourism products in collaboration with other actors in the region. These are specifically related to *calçotadas*
- The main obstacles to making businesses successful are the seasonality of tourism (31%), the accessibility of the businesses (25%), lack of funds to invest (25%), the low profile of businesses (19%) and the shortfalls in or lack of public services in the towns, such as internet connections (19%).

ACCOMMODATION: 11 establishments

- Hostels: 1 establishment
- Farmhouses: 4 establishments
- Rural apartments: 2 establishments
- Rural hotel: 2 establishments
- Camping area: 1 establishment

RESTAURANTS: 9 establishments

- Bar-restaurant: 4 establishments
- Restaurant: 4 establishments
- Restaurant for celebrations: 1 establishment

TOURISM SERVICES: 3 companies/establishments

- Leisure area "Vilamanya little train"
- Riding school
- Adventure sports company: mountain biking

FOOD SHOPS: 9 establishments

PRIVATE AGENTS: SERVICES AND PRODUCTS CONCLUSIONS

- Seasonality of tourism
- Companies have a low profile
- Inefficient dissemination, due to lack of collaboration between the actors
- Lack of a specific, differentiated tourism product
- Little or no collaboration between private actors to create a tourism product or brand
- Obstacles to entrepreneurship due to a lack of funds and time to dedicate to the activity

PUBLIC
SECTOR

REGIONAL ANALYSIS

PUBLIC ACTORS: SERVICES AND PRODUCTS DESCRIPTION

	Riudecanyes	L'Argentera	Duesaigües	Vilanova d'Escornalbou	Jointly
Tourism services	Interpretation centre on the landscape of El Baix Camp and on oil from arbequina olives	Culinary space			Escornalbou Castle- Monastery
Events	"Tasta Verd" fair (three editions)	Wild mushroom picker's day followed by a lunch for everyone	<i>Clotxada</i> , a gathering at which a special kind of sandwich is eaten	<i>Firaesport</i> sporting event	At the Castle: <i>Xocolatada</i> , a gathering at which hot chocolate is served; <i>Arrossar</i> , at which a rice is served

PUBLIC AGENTS: SERVICES AND PRODUCTS CONCLUSIONS

Weak tourism dynamic in general, with a lack of a clear strategy in each town
No joint strategy or project as the Barony region
Low implementation of public tourism infrastructure
Events organised independently without a joint line of action
Events that are organised together are aimed at local people rather than tourists

TOURISTS

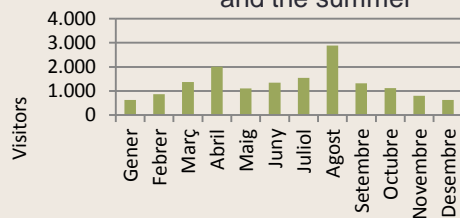
REGIONAL ANALYSIS

FLOW OF TOURISTS: DESCRIPTION

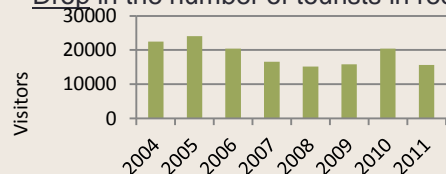
Lack of specific data on tourism for the towns and the area in general
Only one tourist attraction has real data, but there is little analysis of where tourists are from or of their profiles

ESCORNALBOU CASTLE-MONASTERY*

15,615 tourists in 2011. Highest numbers during the Easter holidays and the summer



Drop in the number of tourists in recent years



*Data provided by the Museum of the History of Catalonia

INTERPRETATION CENTRE ON THE LANDSCAPES AND THE OLIVE OIL OF RIUDECANYES, AND THE ARGENTERA CULINARY SPACE

No data available as these entities were created recently.

DATA FROM PRIVATE ACTORS (ACCOMMODATION AND TOURISM SERVICES)*

Annual total: 6,880

Reasons for tourism: 34% peace and quiet and scenery, 17% proximity to the coast and its services, 11% traditions and 3% the specific product offered (the railway leisure area)

Origin of tourists: 28% from the same province and Catalan, 24% Spanish and 21% European

Spending power: 73% average

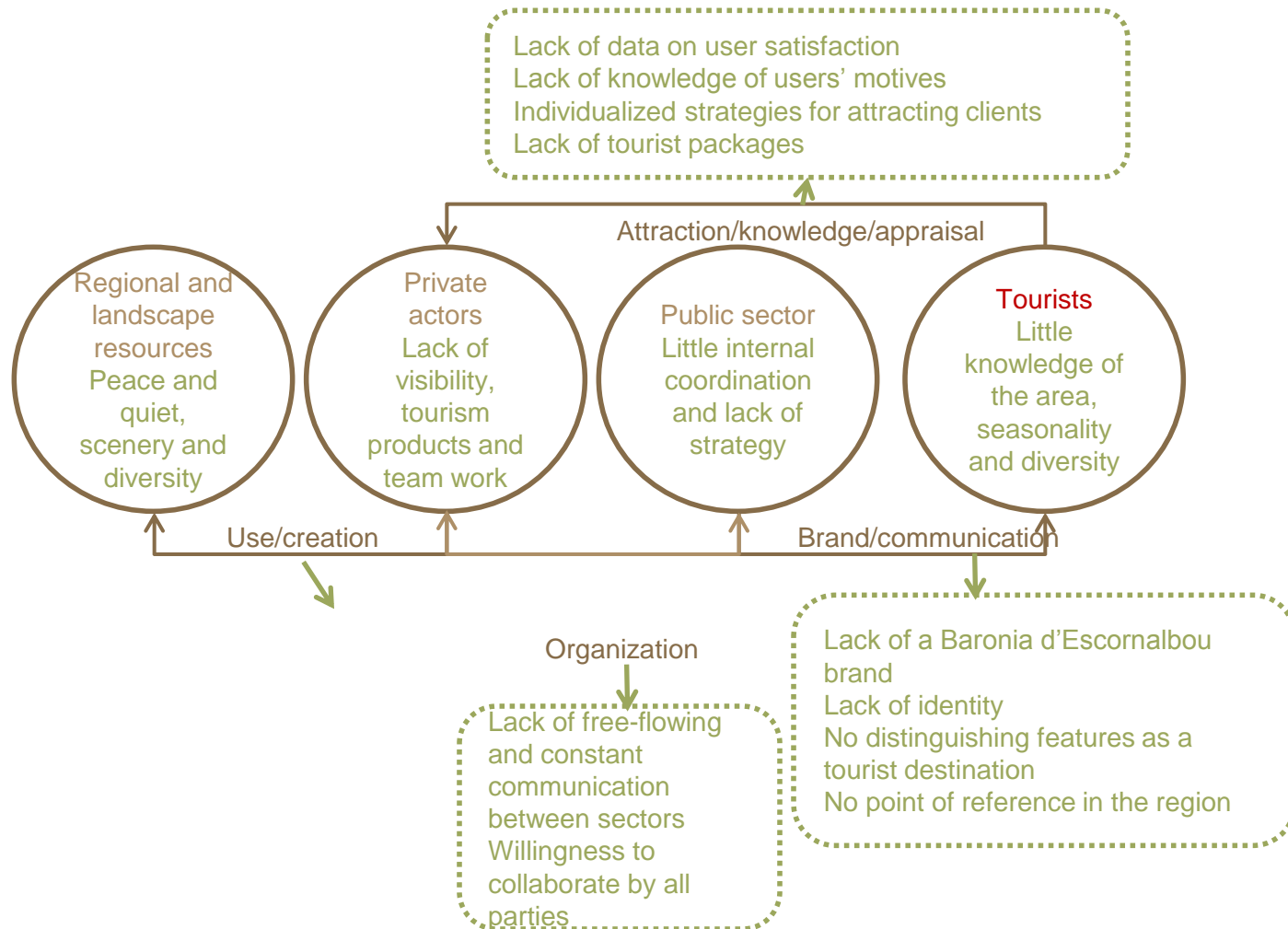
Types: 42% family, 33% groups and 8% young and old couples and school groups or groups of children

* Data obtained from surveys carried out specifically for this project

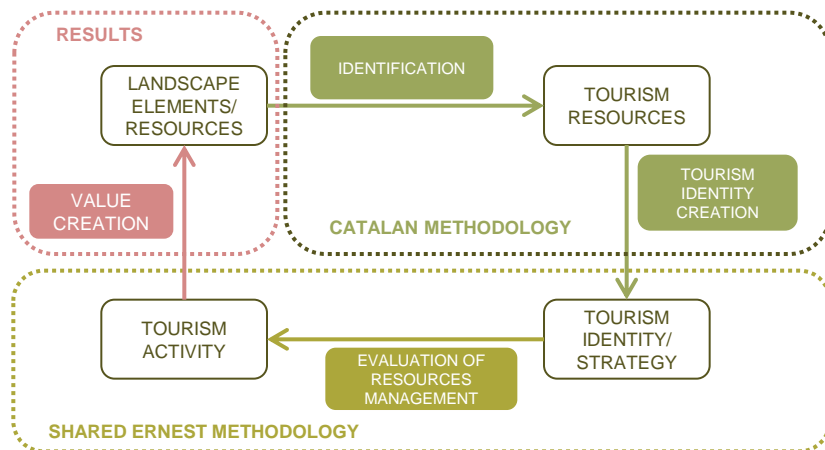
FLOW OF TOURISTS: CONCLUSIONS

Lack of structured data analysed from a tourist perspective
No knowledge or detailed description of the real tourist activity
Users of existing tourist accommodation are not the same people as those who use public heritage for tourism
Seasonality of tourism, which is highest in the summer and at weekends
Limited power of the existing offer to attract tourists

REGIONAL ANALYSIS: SUMMARY OF RESULTS



REGIONAL ANALYSIS: SUMMARY OF RESULTS



PRINCIPAL RESOURCES:

peaceful, diversity of landscapes, diversity of cultural and heritage resources and local products with protected designation of origin (oil DO Siurana, hazelnuts)

POTENTIAL TOURISM:

Health/wellness tourism: peace and quiet, beautiful views, favourable climate, clean air, relaxing atmosphere

Recreational tourism in nature: enjoy activities in nature, away from everyday environments

Agricultural tourism: experience of living the traditional rural life and its culture

MANAGEMENT NEEDS:

20 Main tourism services: their tourists don't come for the Castle. The relationship between the castle and the surrounding territories needs to be strengthened.

1 Main cultural site: Action should be taken to improve its yearly opening hours

4 Main sport sites: Few related tourism activities, need to increase their attractiveness.

5 Main heritage/history sites: Need to increase their attractiveness, also for Escornalbou Castle.

3 Main natural sites: Few related tourism activities, need to increase their attractiveness

7 Main local identity sites: No related tourism activities. All together can offer a tourism activity all year round and for different types of tourist.



STRATEGY AND OPERATIONAL PLAN

TYPES OF TOURISM TO ATTRACT AND RESOURCES TO OFFER

RESOURCES: PEACE AND QUIET, SCENERY AND RURAL LIFE

TYPES OF TOURISM TO ATTRACT

- **Health tourism:** peace and quiet, views and landscapes, climate, clean air, relaxation
- **Leisure tourism:** leave behind everyday environments and enjoy nature
- **Agritourism:** the agricultural and stockbreeding way of life, proposals and activities carried out by the owners or managers of tree farms

STRATEGY AND OPERATIONAL PLAN

STRATEGIC PLAN: PEACE AND QUIET - SCENERY - DIVERSITY

CREATION AND PROMOTION OF THE BRAND

1. One brand: the Baronia d'Escornalbou
2. Creation of a logo and a slogan
3. Tourism portal and social networks
4. Promotion proposal

CREATION OF TOURISM PRODUCTS AND EXPERIENCES

1. Creation of products that the establishments can offer
2. Products derived from landscape resources
3. Products with other regions/places

STRENGTHEN IDENTITY

1. Identify that the region is La Baronia
2. The products of all the towns
3. Baronia brand products

STRATEGY AND OPERATIONAL PLAN

PROPOSED ACTIONS: CLASSIFIED BY TYPE AND IN ORDER OF IMPORTANCE

L 1	BRAND CREATION AND PROMOTION
1	ESCORNALBOU BRAND (shared logo, image and brand)
2	JOINT WEBSITE
3	PROMOTION OF EACH TOWN BY THE CASTLE
4	CREATION OF A BOARD OR SIMILAR/ PROMOTIONAL ENTITY
5	GEOCACHING, MULTI-CACHE
6	PROMOTION WITHIN FAMILY TOURISM
7	ALL ESTABLISHMENTS TO BE INFORMATION POINTS (REGULAR DAYS FOR TRAINING INDIVIDUALS)
8	JOINT DIARY OF EVENTS
9	SELL THE BRAND TO COSTA DAURADA TOURISM
10	PROMOTION OF LOCAL FESTIVALS BY THE CASTLE
11	SUSTAINABILITY OF THE BRAND

L2	TOURISM PRODUCT
1	CREATION OF ROUTES FOR HIKING, HORSE RIDING AND MOUNTAIN BIKING (recovery of paths and areas such as natural springs)
2	PRODUCTS RELATED TO REGIONAL FOOD PRODUCTS: OLIVE OIL TOURISM AND HAZELNUT TOURISM (route + activities)
3	WATER SPORTS IN THE RIUDECANYES RESERVOIR
4	THEMED DAYS (Firaesport sporting event, oil and gastronomy, railway heritage, traditional trades)
5	WORKSHOPS ON GASTRONOMY AND SEASONAL PRODUCTS
6	CREATION OF TREE-TOP ADVENTURE ACTIVITIES
7	LEAFLET WITH ROUTES ON FOOT OR MOUNTAIN BIKE FROM THE CASTLE TO EACH TOWN
8	TOURIST PACKAGES (Castle visit/accommodation/route/food)
9	ANTI-STRESS PRODUCT (BUSINESSES)
10	ORGANISED SPORTING ACTIVITIES (organised walks, triathlons, etc.)
11	ESTABLISHMENT OF ROCK CLIMBING ROUTES

L3	STRENGTHEN THE IDENTITY
1	BOOK ON PATHS/TRAILS IN THE ESCORNALBOU BARONY (walking, horse or mountain bike trails)
2	BARONIA DAY (a full day involving an excursion from each town to the Castle + rice meal gathering + day to provide information, technical points and dissemination about the Barony)
3	CULTURAL ROUTE FROM THE CASTLE TO THE TOWNS (three-page leaflet on the proposed cultural route from the Castle that passes through each town)
4	PRODUCT LABEL (design a label for all of the items produced in the Barony)
5	THE 7-TOWN ROUTE (a circular trail in stages to be covered on foot, by car or by mountain bike over the course of a week (Publication))
6	JOINT MENU: MENU OF THE BARONIA D'ESCORNALBOU
7	INCLUDE THE CASTLE IN THE TOWN'S MAIN FESTIVALS/ORGANIZE EVENTS THERE
8	INFORMATION BOARD ON ESCORNALBOU HILL SO THAT VISITORS CAN IDENTIFY THE SURROUNDING TOWNS

OPERATIONAL PLAN: THREE WORK LINES

**1 ESCORNALBOU BARONY
BRAND CREATION
IMPROVE GLOBAL
ATTRACTIVENESS OF
TERRITORY**

11 ACTIONS PLANNED

Creation of logotype and common image
Creation of common promotional web site
Creation of a common promoter
Creation a Common *Geocaching* tourism product

**2 CREATION OF TOURISM
PRODUCTS AND
EXPERIENCES
IMPROVE THE YEARLY TIME
TABLE**

10 ACTIONS PLANNED

Repair and creation of hiking, cycling and horse paths
Creation of an olive oil tourism activity pack
Create active water sports offer at Riudecanyes reservoir
Organize 5 thematic days, in each municipality and at the
Castle, with different cultural themes (sport in nature,
traditional jobs, olive oil tradition and historic railway)

**3 REINFORCE THE IDENTITY
IMPROVE EACH
RESOURCE'S
ATTRACTIVENESS**

8 ACTIONS PLANNED

Publication of book of trails around the Escornalbou Barony
territory
Organize a specific traditional festival at the Castle
Create a cultural/history route based on the Barony's history
Create a common label for all the traditional products
produced inside the territory



LA BARONIA D'ESCORNALBOU

6. Marinas: gateway to discovering the territory



Project lead by three ports: Marina Port Vell (Barcelona), Club Nàutic Port d'Aro (Girona) I Club Nàutic Cambrils (Tarragona)

Summary

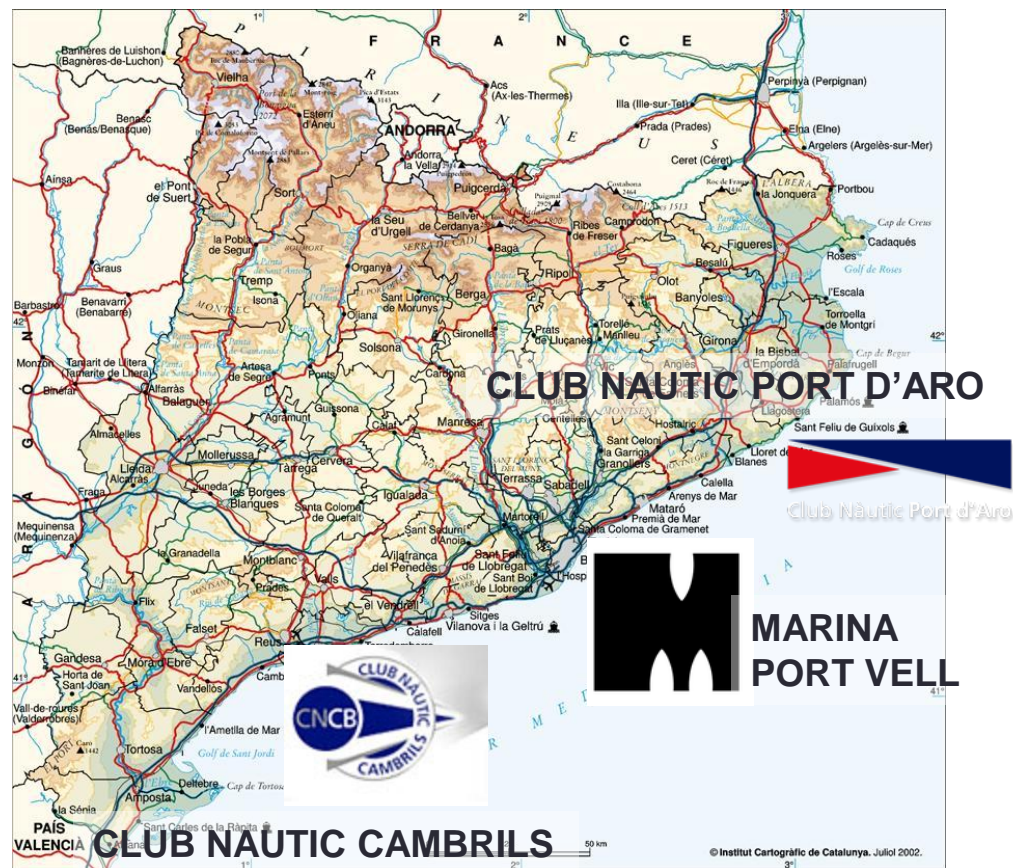
The project aims to develop some important topics in the context of the activities of the National Association of Italian Touristic Ports and Landing (ASSONAT) and the Catalonian Marinas Association :

- **DEVELOPMENT OF MARINAS AS GATEWAYS TO THE INLAND TERRITORY:** development of integrated tourism services to link the marinas with the inland areas;
- **ENHANCEMENT AND ACTIVE CONSERVATION OF CULTURAL IDENTITY AND ENVIRONMENT OF THE INLAND AREAS** of the two Italian and Spanish tourist destinations in order to promote the development of tourist services;
- **DEVELOPMENT OF A SUSTAINABLE MOBILITY SYSTEM** ensuring the integration and connection between the marinas and various points of interest in the inland.

Project Partners and Regions involved

TUSCANY, ITALY

CATALONIA, SPAIN



MARINA DI CALA GALERA
CIRCOLO NAUTICO SPA

TOURISTIC ROUTES IN MARINA PORT VELL



First conclusions on sustainable means of transportation:

1. Not recommended **private rented vehicles**

Factors

- ☐ Transit points/congestion
- ☐ Difficulty of private vehicles parking
- ☐ Wide range of public transport/alternative transport availability

2. Tourist destinations at a distance of **less than 3km** →
On foot

Benefits

- ☐ **Sustainable** transport
- ☐ Saving

3. Tourist dest. **less than 5km away** → **Bicycles and skates**

Benefits

- ☐ **Sustainable** transport
- ☐ **Multiple rental points**
- ☐ **Multiple types:**
 - MPV: Electric bicycles, Tandems, Trixi Bicitaxi
 - CN Cambrils: Tandems
 - CN Port d'Aro: Electric bicycles

4. Alternative Urban trips → **Public Transport**

- | | | | |
|--------------------------|--|--|---|
| • Barcelona | <input type="checkbox"/> Size | } | Increased supply
→ priority to <u>metro</u> |
| | <input type="checkbox"/> Characteristics | | |
| | <input type="checkbox"/> Organization | | |
| • Club Nàutic Cambrils | } | More limited network
of public transport | |
| • Club Nàutic Port d'Aro | | | |

5. Alternative Intercity routes

- Club Nàutic Cambrils ☐ Intercity Buses, Train
- Club Nàutic Port d'Aro ☐ Intercity Bus

If the use of public transport is not viable:

Causes

- Difficult accessibility of public transport
 - Difficulty to rent electric bikes and cars
- } Option of priv. transport

Solution

- Rent combustion vehicles → Good balance of energy efficiency
Low fuel consumption

6. Electric or Hybrid vehicles → No viability yet.

Cause: Rent limitations of these vehicles.

Solutions:

- Implementation of these mechanisms → Largest rental fleet
 ↳ Initiative → Good system of sustainable mobility
- It needs a battery-charging infrastructure

This type of means and infrastructure aren't available for any studied destinations.

Desviación del consumo respecto a la media	Clasificación
-25 % o menos	A
-15% a - 25%	B
-5% a - 15%	C
Media a $\pm 5\%$	D
+5 a +15%	E
+15 a +25%	F
+25% o más	G

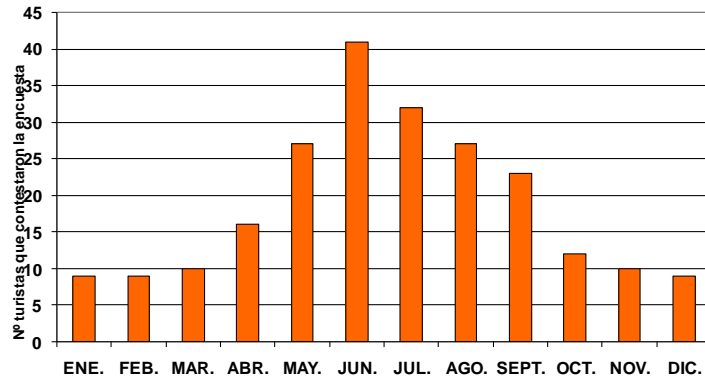
Eficiencia Energética

Marca Modelo Tipo Carburante Transmisión	X Y Gasolina Manual
Consumo de carburante (litros por cada 100 kilómetros) Equivalencia (kilómetros por litro) Emisión de CO ₂ (gramos por kilómetro)	6 litros/100 km 16,7 km/litro 144 g/km
Comparativa de consumo (con la media de los coches de su mismo tamaño a la venta en España) Bajo consumo <div> <div><-25% A</div> <div>-15-25% B</div> <div>-5-15% C</div> <div>media D</div> <div>+5+15% E</div> <div>+15+25% F</div> <div>>25% G</div> </div> Alto consumo	<div> <div>B</div> </div>

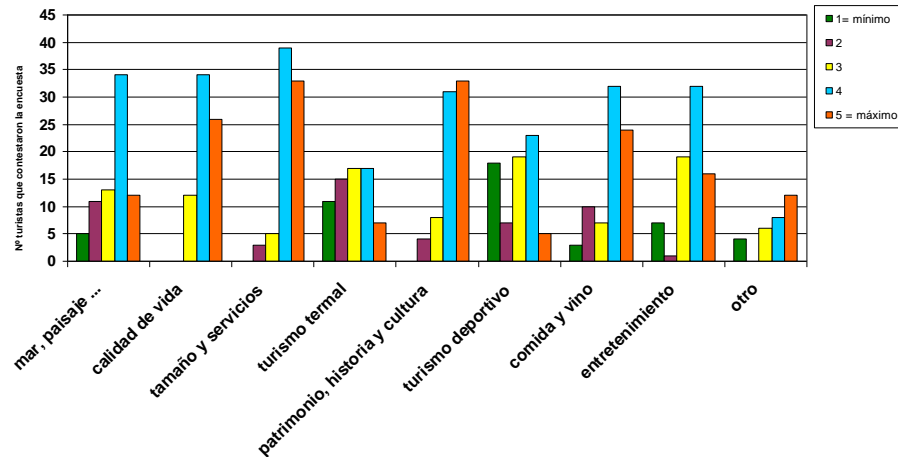
* En todos los puntos de venta puede obtenerse gratuitamente una guía sobre el consumo de combustible y emisiones de CO₂ en la que figuran los datos de todos los modelos de automóviles de turismo nuevos.

* El consumo de combustible y las emisiones de CO₂ no sólo dependen del rendimiento del vehículo; también influyen el comportamiento al volante y otros factores no técnicos. El CO₂ es el principal gas de efecto invernadero responsable del calentamiento del planeta.

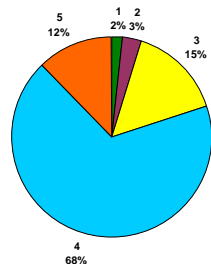
SURVEY RESULTS



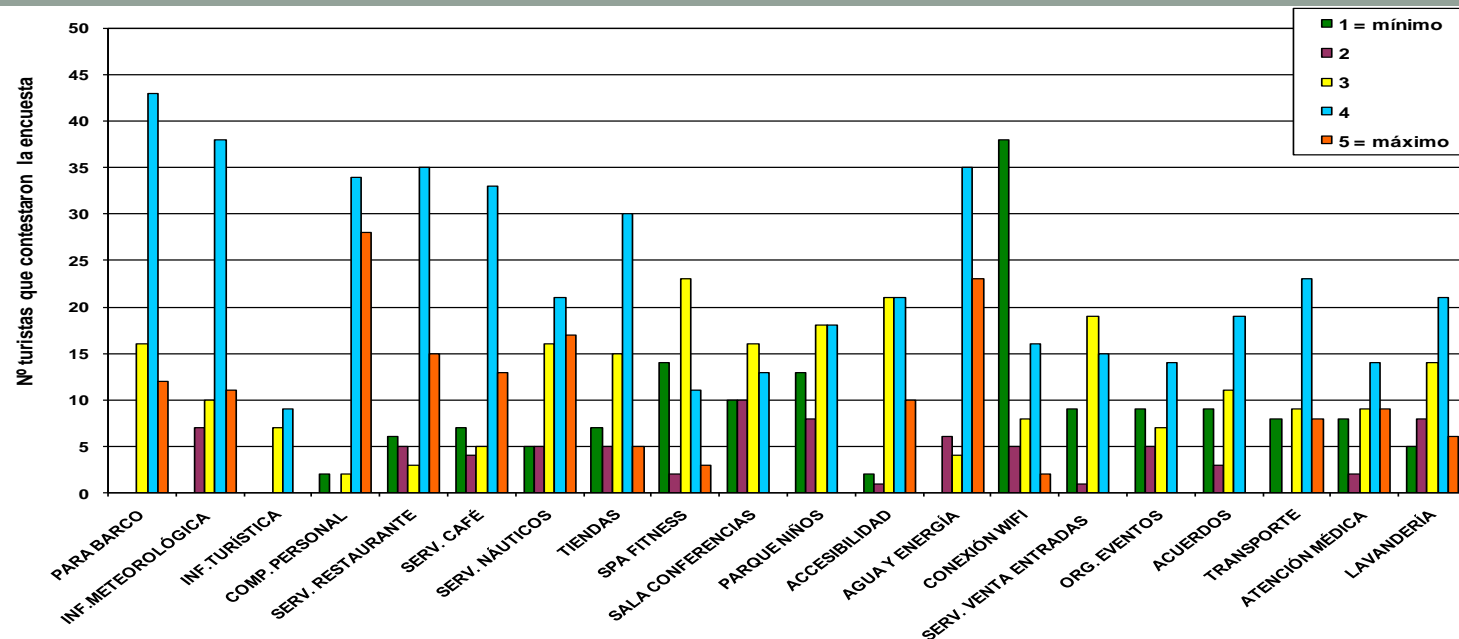
Most tourists come between May and September, but the month which the tourists prefer most is June.



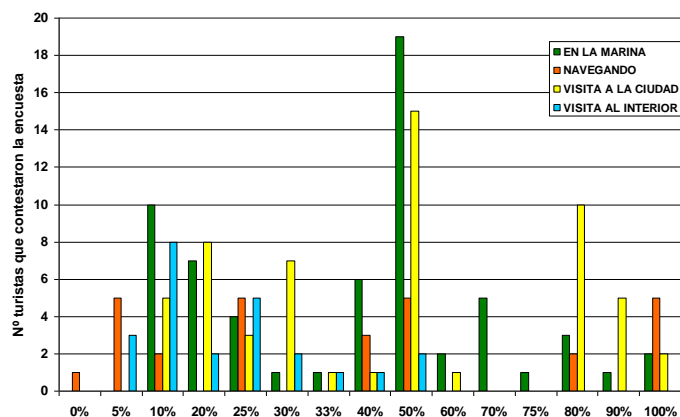
Tourists prefer this area of Catalonia because of its landscape, its size and because of the quantity of monuments and places to visit.



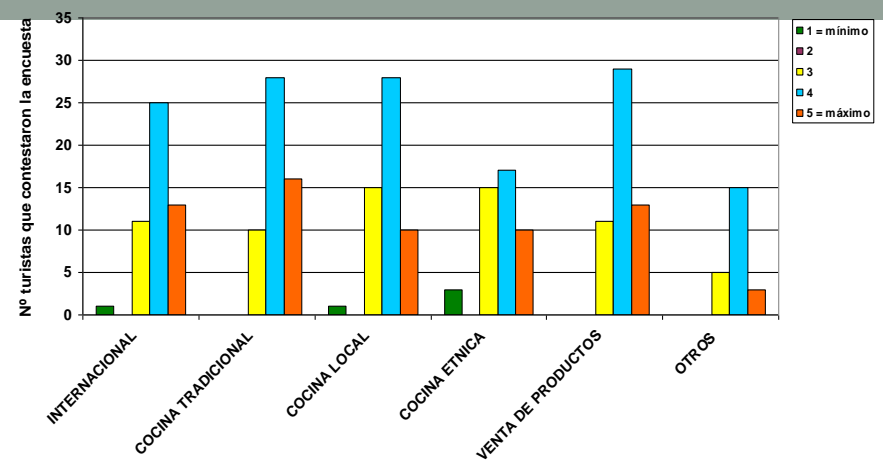
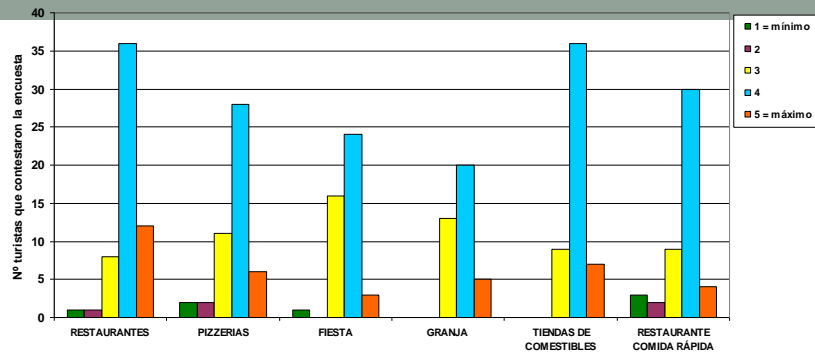
Tourists qualify Barcelona as a good place to visit.



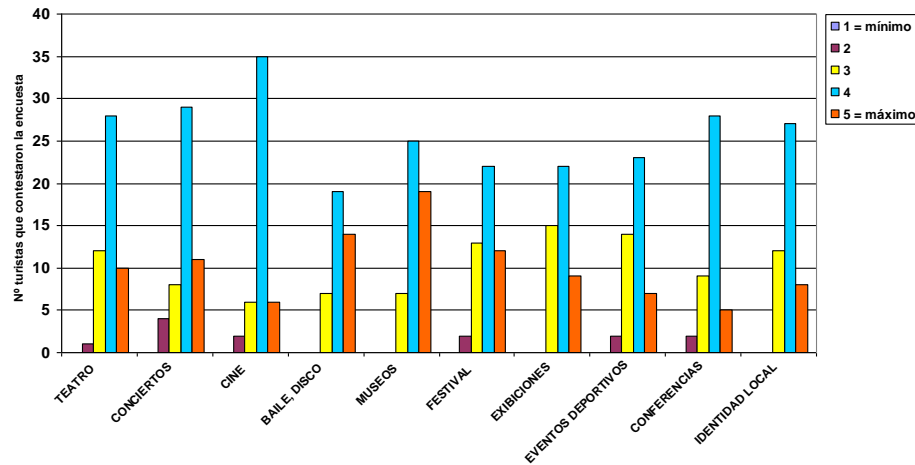
In general, tourists think that Marina Port Vell has a large quantity of facilities and they have a good quality, in their opinion the berths and the staff's efficiency are the best elements of the marina.



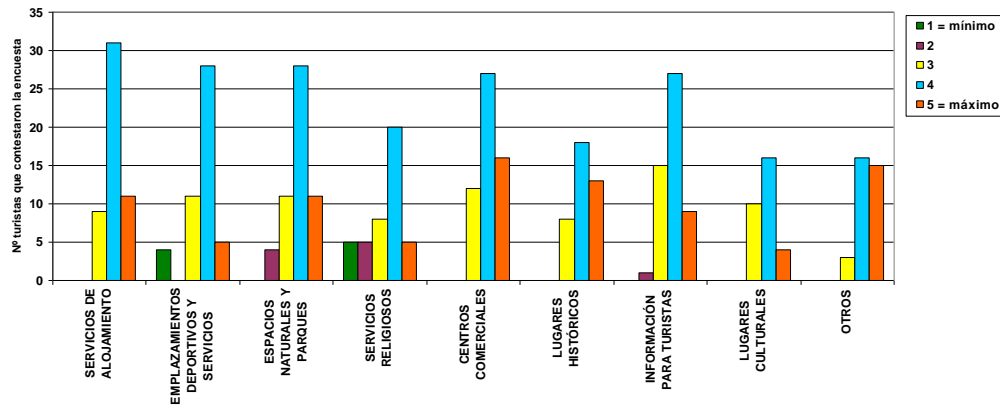
Tourists spend their time at the marina and visiting the city.



In general, not only tourists have qualified the quality of food and drink especially local food and traditional food in a good way, but also tourists have qualified in a good way the quality of catering services, highlighting the grocery stores and restaurants.

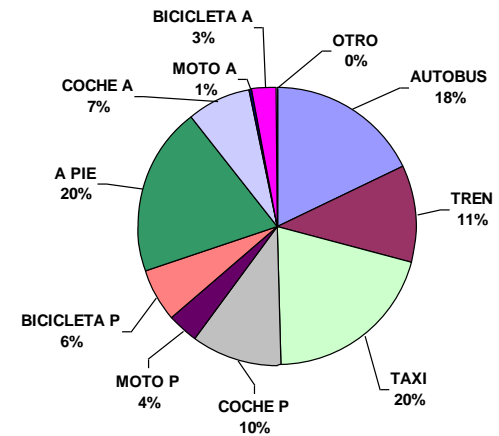


Tourists think that in this area there are a lot of places to have fun and to spend their leisure time.

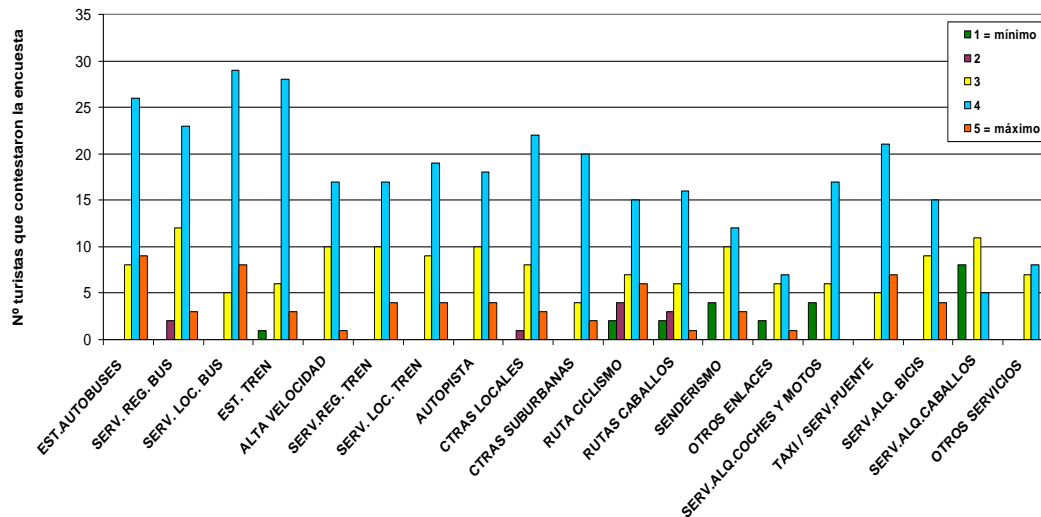


Most tourists travel by public transport in the city, and also they visit the city on foot, because the tourist attractions are near the marina.

Tourists have highlighted that the green areas, the accommodations and the sport areas are in excellent conditions.



Tourists qualify the public means of transport as the best way to travel around the city.



7. CLEAN, electric mobility to analyse tourist behaviour in urban areas



Project lead by Municipality of Girona

Objectives

- The main aim of Girona Eco-bikes is to evaluate the use of electric bicycles as a means of promoting a sustainable tourist city, at the expense of using the conventional vehicle.

The specific objectives of the CLEAN project are to:

- Promote the use of alternative mobility solutions.
- Map the territory on the basis of tourist behaviour, through data collected in mobile laboratories.
- Analyse tourist behaviour and needs on the basis of specifically designed questionnaires.
- Analyse the impact of tourist behaviour on the territory and the environment.
- Develop a final report to allow sustainability and replication of the action.

Project Partners and Regions involved

Coordinator: **Grand Hotel Mediterraneo** *Italy / Tuscany*

- **Hotel Calzaiuoli** *Italy / Tuscany*
- **Hotel Villa Fiesole** *Italy / Tuscany*
- **Hotel Athenaeum** *Italy / Tuscany*
- **Hotel Kursaal** *Italy / Tuscany*
- **Girona Local Council** *Spain / Catalonia*
- **Andago Ingeniería** *Spain / Basque Country*

In collaboration with:

I2T3 Onlus *Italy / Tuscany*

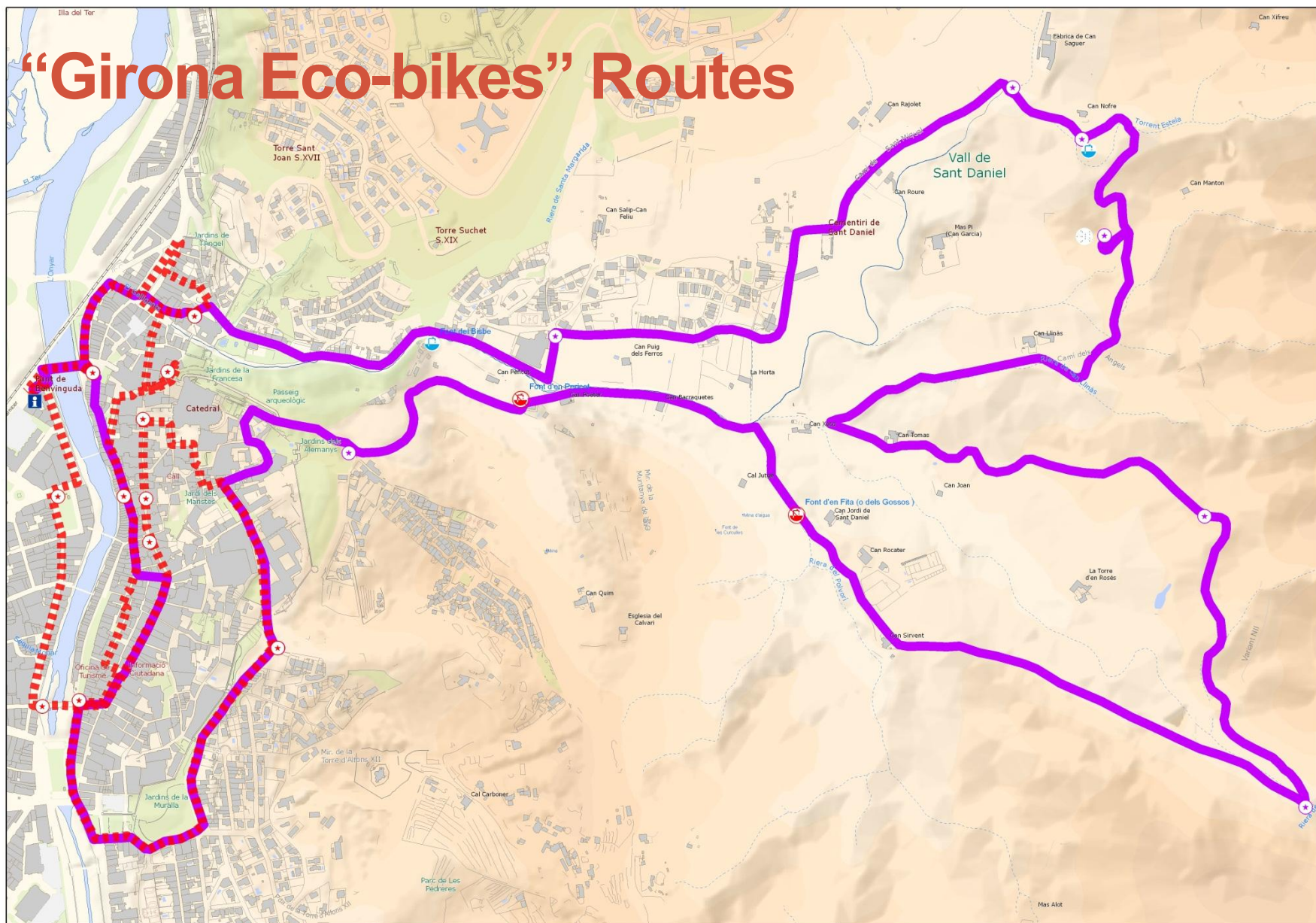
Resolvo *Italy / Tuscany*

4Sfera

“Girona Eco-bikes” Routes

- Two free routes by electric bicycle to be done in morning hours:
 - ✓ Historical Centre (approx. 2 hours)
 - ✓ Natural environment (Vall Sant Daniel, approx. 3 hours)
- The routes are available from 27 April to 30 June 2012, by appointment.
- The electric bicycles are provided with GPS units that incorporate maps and audio, this system emits a sound at a pre-defined distance from each interesting sight.
- A brief evaluation survey for the European project must be completed at the end of the route.

“Girona Eco-bikes” Routes



Sensors to measure environmental parameters

- The project also provides for monitoring atmospheric pollution parameters to evaluate the impact on architectural heritage.
- Ten sampling points have been installed, five on each route. 10 passive sensors have been set up (5 per route), that complement the existing 14 on a permanent basis to measure nitrogen dioxide (NO₂).

Partner Companies

- The project was carried out thanks to the collaboration of the companies Burricleta, Senglar Routes (Rodena SCP) and 4Sfera Innova, SL.
- Promotion and dissemination was undertaken in collaboration with the Hotel and Restaurant Association (Associació d'Hostaleria de Girona i Radial). Member establishments promoted the activity through the display of dissemination material at the reception, as well as direct information from their staff and management of direct bookings.

Project phases

Phase 1: Mobile laboratory and evaluation tools

Timetable: 01/01/2012 to 31/01/2012

- Proposal approach
- Itineraries and infrastructure design
- Communication strategy
- Coordination logistics routes: reservation, welcome, material, etc.

Phase 2: Vehicle and sensor testing, development of social data

Timetable: 01/02/2012 to 28/02/2012

- Routes pilot test / marking / adjustment
- Installation of sensors

Phase 3: Beginning of pilot testing and analysis of results

Timetable: 28/02/2012 to 31/06/2012

- Pilot testing: development of tourism routes
- Data collected
- Questionnaires and GPS analysis

Basic infrastructure

- **Vehicles**

Burricleta



Easy bikers



Copenhagen wheel



Volta motors



Basic infrastructure

- **GPS**

TwoNav Aventura



TwoNav Esportiva

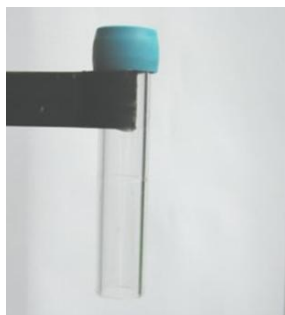


Garmin Oregon 405

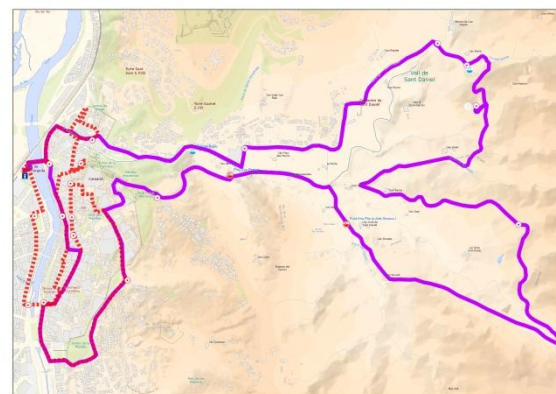


- **Sensors**

Palmes type



Routes



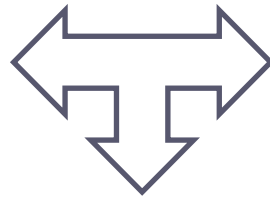
Methodology of analysis

Questionnaires

Customer profile
Travel
Visit
Experience
Quality
Satisfaction

GPS

Distance
Duration
Standing time
Time in motion
Average movement speed
Rhythm in motion



New interesting sections
Difficulty of the route (signals, GPS)
Evaluation of interesting points in temporary
concentration
Customer type
Air quality report



New product: viability of the proposal

Trend analysis

Sample. Until 31 May

SURVEYS ASSESSED: 116

Barri Vell route: 59 surveys

Sant Daniel route: 57 surveys

USER PROFILE:

Barri Vell route

- 25-44 years old, slightly more women.
- University degree, interested in the environment and considers themselves environmentally friendly
- By origin:
 - 1/3 foreign tourists
 - 1/3 Spanish tourists staying in the area
 - 1/3 local visitors
- % of first-time visitors is higher than on Sant Daniel route

Trend analysis

Sample. Until 31 May

SURVEYS ASSESSED: 116

Barri Vell route: 59 surveys

Sant Daniel route: 57 surveys

USER PROFILE:

Sant Daniel route

- 25-44 years old, slightly more women and a major presence of families.
- University degree, interested in the environment and considers themselves environmentally friendly
- By origin:

Majority are of Spanish origin (81.36%), who have visited the city before and, apparently live nearby, as they are not staying in the area.

Evaluation

Sample. Until 31 May

SURVEYS ASSESSED: 116

Barri Vell route: 59 surveys

Sant Daniel route: 57 surveys

- Almost 97% value it as a positive experience. (Very similar for both routes)
- Recommended it and would do it again (more than 95%).
- People would agree to pay (80%).
- On both routes the least positive evaluation is for the vehicle (always referring to comfort), about the equipment in the case of the Sant Daniel route; but despite this, it evaluated positively in over 90% of cases.

ERNEST final conference - Florence, 27 June, 2012

ERNEST PROJECT

Thank you very much.

Beatriu Aguer baguer@gencat.cat

