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Murcia 15 - 17 February 2017



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Región de Murcia

Caravaca de la Cruz
Año Jubilar 2017



Camino de la Cruz
de Caravaca



Zumaia Udal



TRANSLOCAL STRATEGIES FOR EXPERIMENTING WITH SMART TOURISM LABS IN ZUMAIA:

THE CASE OF THE BASQUE COAST GEOPARK, BASQUE COUNTRY (SPAIN)

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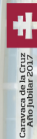
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1.

Introduction

Translocal Strategies towards Smart Tourism

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Keywords



Smart Tourism

Smart
Destination

Prospective
Touristic
Innovation



UNESCO
Global Geopark

Responsible
Tourism

Geological
Heritage



Rurban Local
Living Labs

Experimental
Communities

Translocal
Strategies



Multi-
stakeholders

Dataism

Open/Big Data

Data literacy

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Smart tourism destination management has become more complex since current developments in technology have empowered the collective integration of resources for value co-creation by all actors within the smart tourism destination ecosystem.

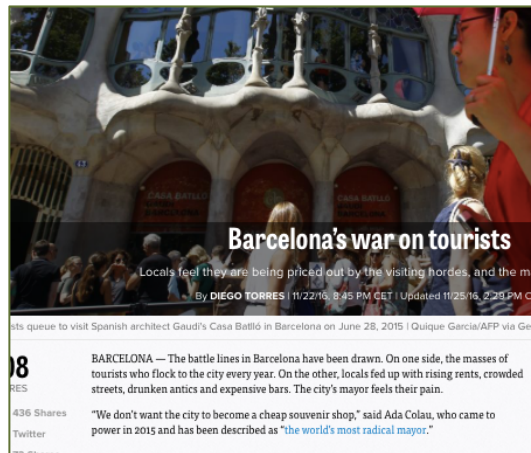
Boes et al. (2016)

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In some cases of “smart tourism”, “smart destinations” and “sustainable tourism”, there is an evidence of socio-political, socio-technical and socio-economic misalignments in the relation between locals and the visitors.



Barcelona

New York



Copenhagen



Smart Tourism

Smart tourism refers to the fastness and the value of co-creation, which requires collective leadership constructively engaged with the local community by ensuring a highly representative participation and deliberation process and regularly monitorised action plan.

Boes *et al.* (2016)



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We are focusing on experimenting a prospective touristic innovation within the key stakeholders of the coastal village of Zumaia in the Basque Country.

The multi-stakeholders scheme will follow the Penta-Helix framework by encompassing local authorities, the private sector, academia and research centers, civil society and social entrepreneurs and activists.

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Institutions

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UROLA KOSTAKO
UDAL ELKARTEA



EXPLORE
SAN SEBASTIAN
REGION



turismoaren
euskal agentzia
agencia vasca
de turismo



Gipuzkoako Foru Aldundia



EUSKO JAURLARITZA
GOBIERNO VASCO



Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Hezkuntza
Zientzia eta Kulturarako
Nazio Batuen
Erakundea



Costa Vasca
• Geoparque
mundial de
la UNESCO

Euskal Kostaldea
• UNESCOren
munduko
Geoparkea



Geoparkea
Euskal Kostaldea - Costa Vasca



Zumaiako Udala

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Increase of visitors
in the Basque Coast
Geopark in 2016:

%50

2. Context

@geoparkea

Zumaia in the Basque Coast Geopark



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de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Hezkuntza
Zientzia eta Kulturarako
Nazio Batuen
Erakundea



Costa Vasca
Geoparque
mundial de
la UNESCO

Euskal Kostaldea
UNESCOren
munduko
Geoparkea

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Geoparks are single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development.

The UNESCO Global Geoparks give local people a sense of pride in their region and strengthen their identification with the area.

The Basque Coast UNESCO Global Geopark carries out a strong and committed work for education.

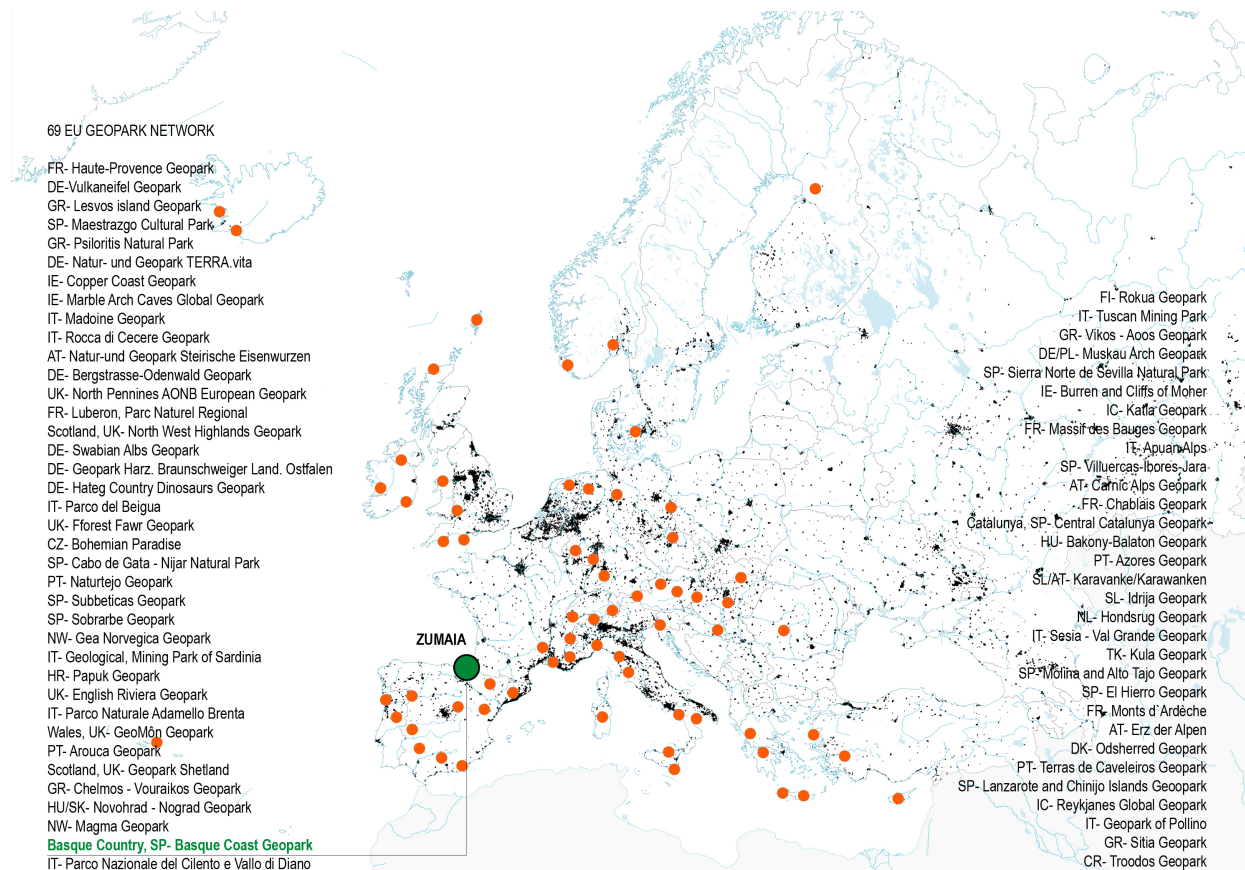
The creation of innovative local enterprises, new jobs and high quality training courses is stimulated as new sources of revenue are generated through geotourism, while the geological resources of the area are protected.

BASQUE COAST GEOPARK



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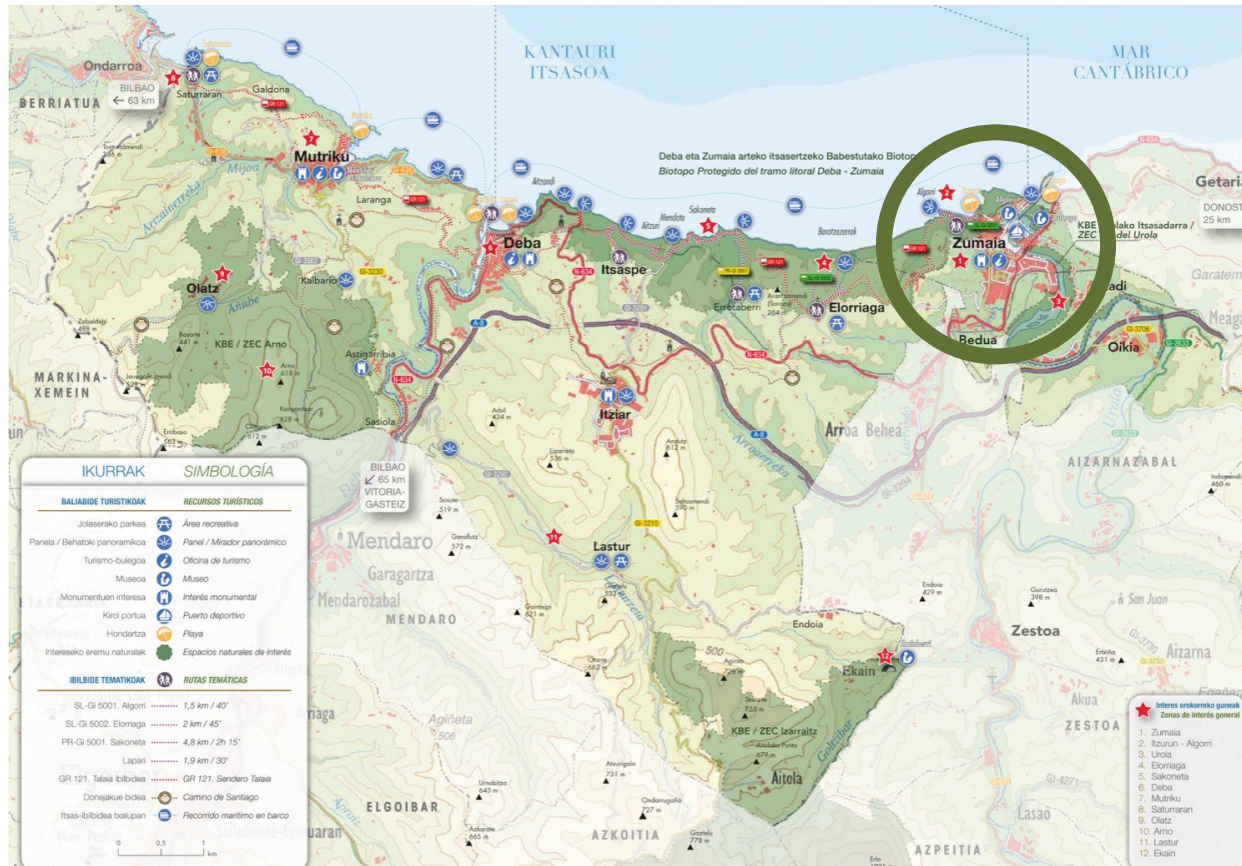


EU GEOPARKS NETWORK

At present, the Network comprises 69 Geoparks from 23 European Countries.

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Surface
89 Km²

Population
20,000
inhab

11,054
Visitors
Summer 2016

Map of the Basque Coast Geopark. Flysch and Karst.

The Basque Coast Geopark comprises the municipalities of Mutriku, Deba and Zumaia. The 13 km of cliffs have a spectacular formation of rock layers known as Flysch deposits, which show us over 60 millions years of the history of the Earth.

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Zumaia, Basque Country

Population
9,746
inhab

Population
density
905,76
Hab/km2

Surface
1,076
Ha

71.54 %
Basque
language
users

35,742€
GPD
per capita

10.55%
Unemploye-
ment rate

34 medium size companies,
60 equipment services,
232 shops/professionals
and 43 associations.

49.4%
Economic
Activity
INDUSTRY

36.5%
Economic
Activity
SERVICES

14.1%
Economic
Activity
OTHERS

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Geological Value and International UNESCO Network

- FLYSCH formation
- GLOBAL EU GEOPARK
- Biotope Zumaia

Regional Touristic Network

- BRANDING
- Cliffs and beaches
- Historical Routes
- Museums

Increase of visitors in the Basque Coast Geopark in 2016:

%50

The three municipalities that make up the UNESCO Geopark of the Basque Coast, Mutriku, Deba and Zumaia, have experienced this summer a significant increase in the influx of visitors.

From 1 June to 30 September, a total of 11,054 people participated in the guided tours offered by Geoparkea, compared to 7,348 last year, which represents an increase of 50%.

@ SanSebastian Region

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Confluence of Various Routes

- 4 Nordic Walking Routes
- The "Camino" of St. James
- GR-121
- Flysch Routes

Health and Rural Tourism

- Sea-water baths
- Rural Houses
- 1st Category Camping
- Leisure Activity

Tourist/Hiker Boom

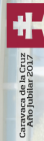


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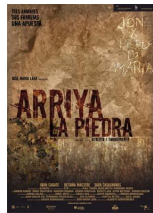


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Creative Industry

- Location of film-productions:
- GAME OF THRONES
Ocho Apellidos Vascos
End of year 2016



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Experience Tourism

- Extensive Festivals Calender
- Musical Festival
- May Dance Festival
- 39 scheduled events

Academic International Events

- EU Geoparks Week
- Interpretation Center "Algorri"



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High-quality Gastronomy

- Fish Grill Tradition
- Slow Food
- Sea Food > Octopus
- “Pintxo”

Cultural Roots and Identity

- Basque language Week
- Basque Festival
- Bertsolaritza



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Coexistence with Sport and Nature

- FLYSCH Trail
- Rowing Regattas
- Surfing School
- Canoeing
- Sailing Competition

Sport at international level

- “Pelota” ball-game
- Olympic Games



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Preliminary Diagnosis

Interesting positioning as a tourist destination in the regional, state and international scope due to the high geological-landscape value of its natural environment.

Integrated in consolidated networks as Geoparks and regional ones, Zumaia needs to analyze and look for its own sustainable touristic model to guarantee the coexistence between locals and visitors and new opportunities.



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Preliminary Hypothesis

The high geological value and the landscape of Zumaia, within the Basque Coast UNESCO Geopark, makes it a world reference point, offering excellent possibilities to develop itself as a smart tourist destination.



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3. Scientific and Policy Intervention

Smart Tourism Labs, ZumaiaLAB

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(smart) Urban Living Labs

Innovative platforms where the stakeholders develop and exchange ideas in a community. In the context of Smart City debate (Keith *et al.*, 2016), a slight evolution from smartness to experimentation, as something already given or produced for us, can be noticed. As such, “smart citizens” are already being considered as decision makers rather than just data providers. (Calzada, 2017)



Features and Principles of an (smart) Urban Living Lab

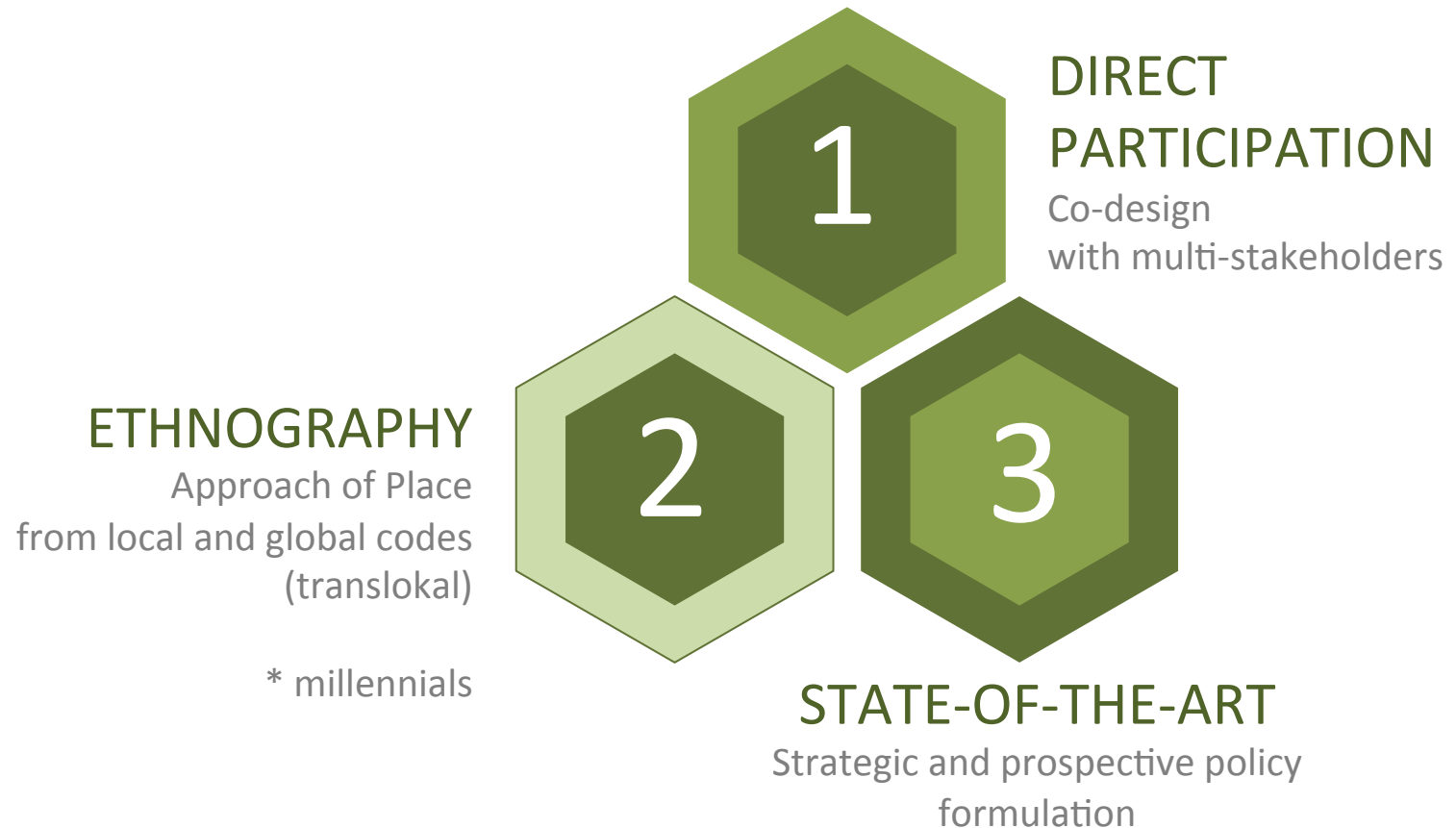
- Technology infrastructure
- An ecosystem of stakeholders who can interact to develop and assess products, services, processes or systems
- An innovation process that is as open as possible
- Users playing a key role as co-creators of the products, services and technologies being developed
- A human-centric design approach that involves ethnographic observation, empathy and rapid prototyping
- Sustained and meaningful interaction and community involvement
- Consideration of users' natural environments



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Research Methodology Triangularisation Techniques



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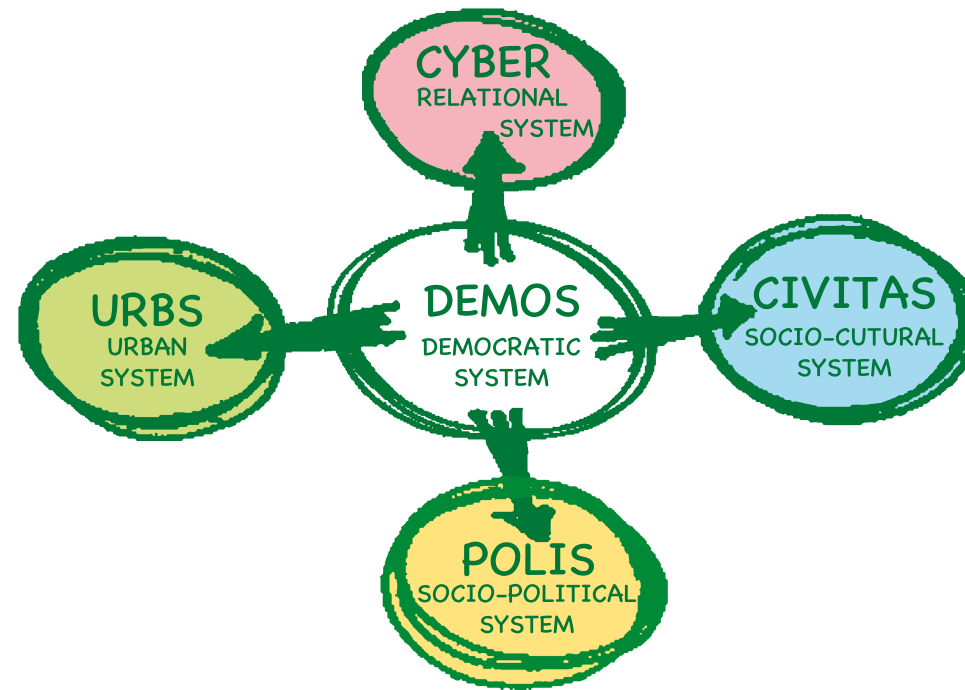
Corporación de la Cruz de Guzmán

Comunidad de la Cruz de Guzmán

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5-systems Framework for Local Touristic Ecosystem



Calzada, I. (2015),
[Benchmarking Future City-Regions beyond Nation-States](#), RSRs Regional Studies Regional Science, 2:1,350-361, [DOI: 10.1080/21681376.2015.1046908](#).

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4. Intervention projet and Action Research Methodology

Experimenting with Smart Tourism Labs in Zumaia

The current tourism model for Zumaia needs to innovate so that business and destination can evolve and advance in terms of sustainability, reputation and technology.



The laboratory itself is presented as an environment where cooperation is enable to innovate in the macro, meso and micro scales within the territorial systemic framework from the perspective of the open social innovation sending out international signs (global) which includes elements of its idiosyncrasy with locally-rooted smart update.

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Trends to Understand Tourism, Mobility and Human Experience in Place

KNOWLEDGE TRANSMISSION

#MOOC AND #OER UNLIMITED
AND OPEN ACCESS INFORMATION
DESTINATION
KNOWMADS & MILLENIALS

EXPERIENCE TOURISM

ONLINE REPUTATION
HOSPITALITY MANAGEMENT
INTERNAL PERCEPTION
EXTERNAL PROJECTION

(UN)PLUGGING

#ICT TO SUPPORT AND ENRICH OR
DESTROY THE VACATION EXPERIENCE?
SMARTE TRAVEL
HIGH MOBILE PROFESSIONALS

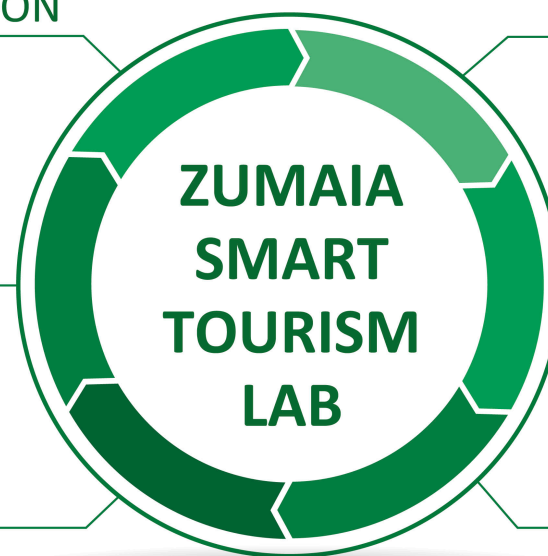
TRANSLOCALITY

SMART TOURISM

SMART INDUSTRY REVOLUTION
OPEN GOVERNMENT DATA

CONNECTING TALENT

ENTREPRENEURSHIP
TECHNOLOGY, TERRITORY, IDENTITY
POLITIC AND SOCIAL INNOVATION



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Knwoledge Transmission

- **#MOOC and #OER Unlimited and open access information about destination**
- **Knowmads and Millennials**

Iceland ACADEMY for tourists



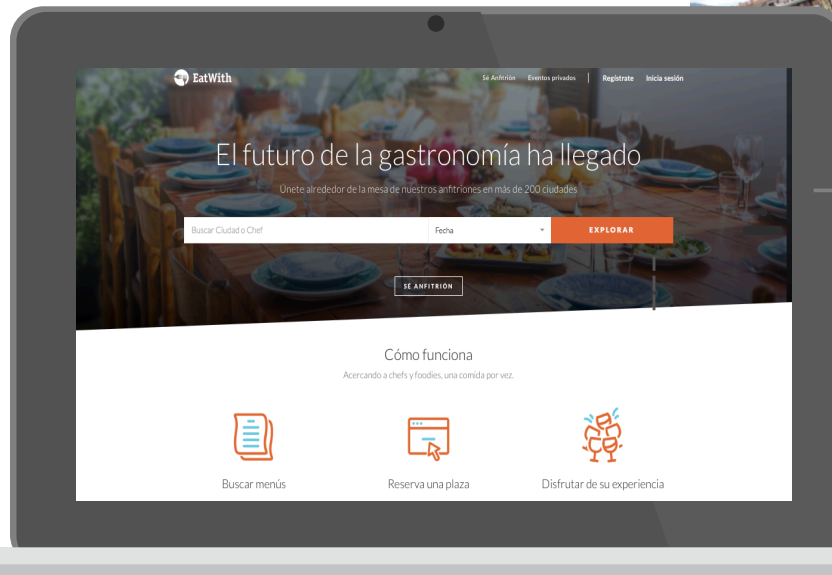
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Experience Tourism

Eatwith -
The future of the gastronomy



- Online Reputation and Hospitality Management
- Internal Perception and external projection



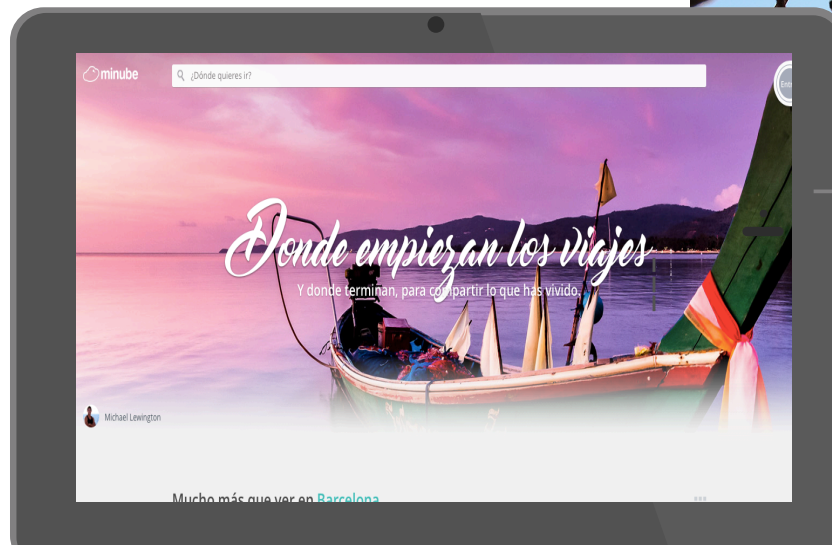
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(un)plugging

- #ICT to support and enrich or destroy the vacation experience?
- Smart Travel and Highly Mobile Professionals

Minube - Where travels begin



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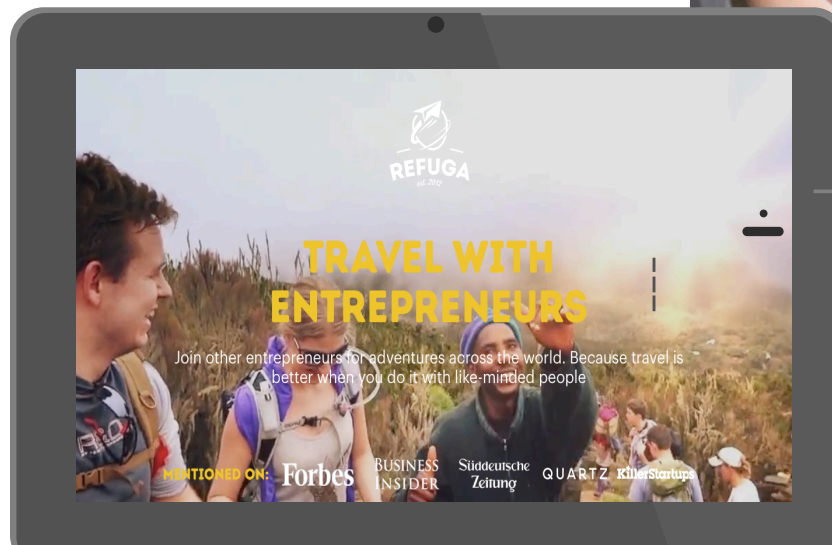
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Connecting Talent

- Entrepreneurship as a generator of employment and business opportunities
- Connection between Technology, Territory, Identity and politic and social innovation

REFUGA Travel with entrepreneurs



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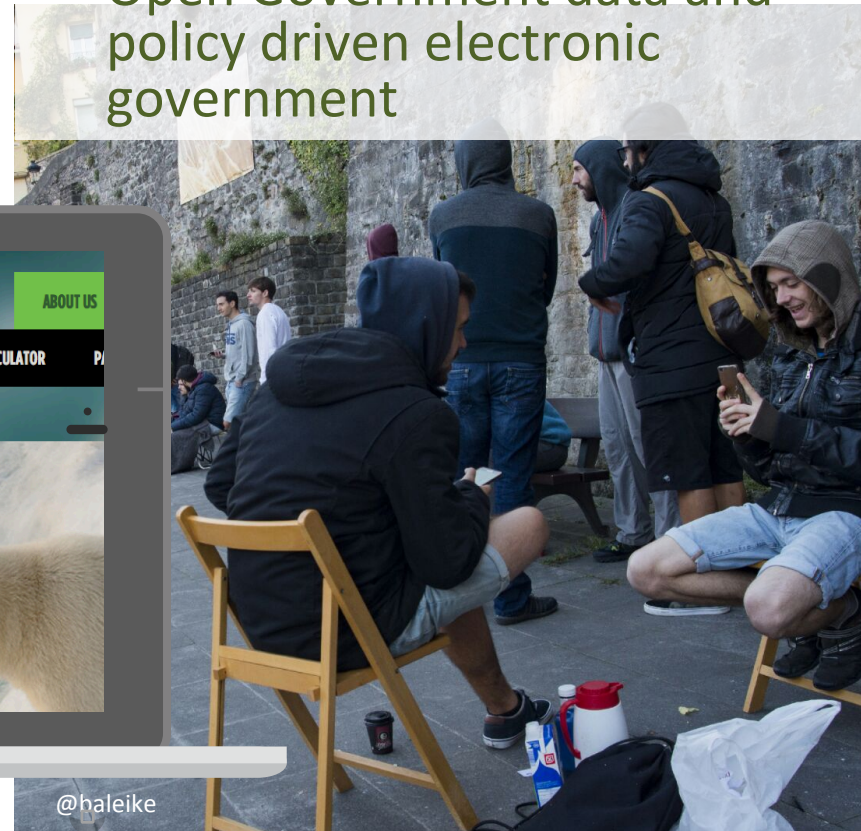
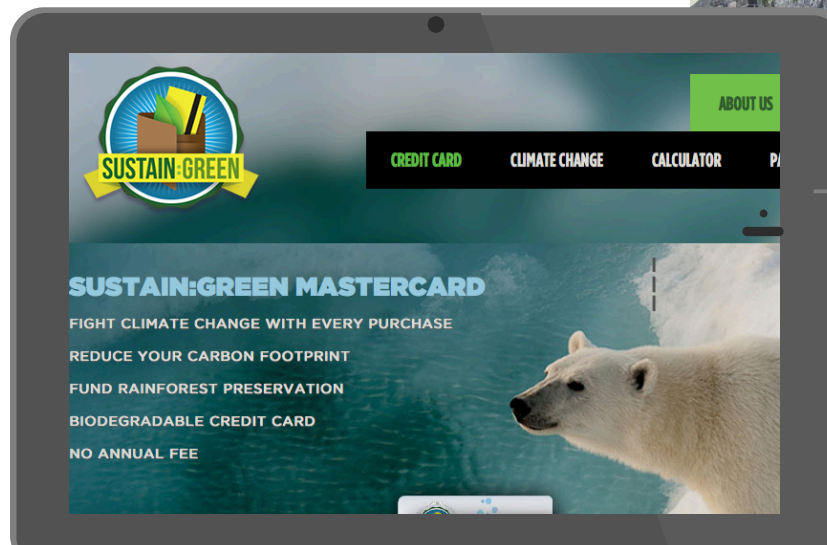


Smart Tourism

- Smart Industry Revolution
- Open Government data and policy driven electronic government

Sustain:Green —

Carbon footprint credit card



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Preliminary Conclusions

The impact on the village represents the first priority for locals. And despite the positive effect on the economic revenue for local finances, the environmental concern and the strong seasonality of the incomers emphasise the requirement for a deliberative touristic governance model, based on forward-looking strategies reinforced by smart destination policies, ultimately fixed by the taxpayers.



Preliminary Conclusions (I)

- Different reactions could be expected
- The current situation offers unexplored local business opportunities to locate Zumaia in the world-wide map
- The lack of foresight to anticipate the increase of the visitors is already a fact
- Touristic innovation is subject to and dependent on the rhythm of the public calls

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Preliminary Conclusions (II)

- The way in which participation and deliberation in a laboratory process is seen represents highly positive attitudes, even after years of political and communitarian confrontation
- The internal perception on the current touristic model is divided
- The opportunity to build a collective intelligence shows an overall agreement

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- Read here the full paper:
[Translocal Strategies for Experimenting with Smart Tourism Labs in Zumaia: The Case of the Basque Coast Geopark, Basque Country \(Spain\)](#)

- To cite this article:
Calzada, I. & Arranz, A. (2017), *Translocal Strategies for Experimenting with Smart Tourism Labs in Zumaia: The Case of the Basque Coast Geopark, Basque Country (Spain)*, paper accepted and published in the Proceedings in the 1st UNWTO World Conference on Smart Destinations, Murcia (Spain).



Thanks for your attention Gracias por su atención Eskerrik asko

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