

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



Cultural heritage and Tourism: a natural alliance

Tourism sector in Andalucía

- 26 million tourist
- 12% of regional GDP

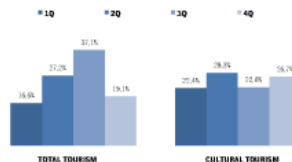
7 million cultural tourists

Smart option for:

Period of crisis



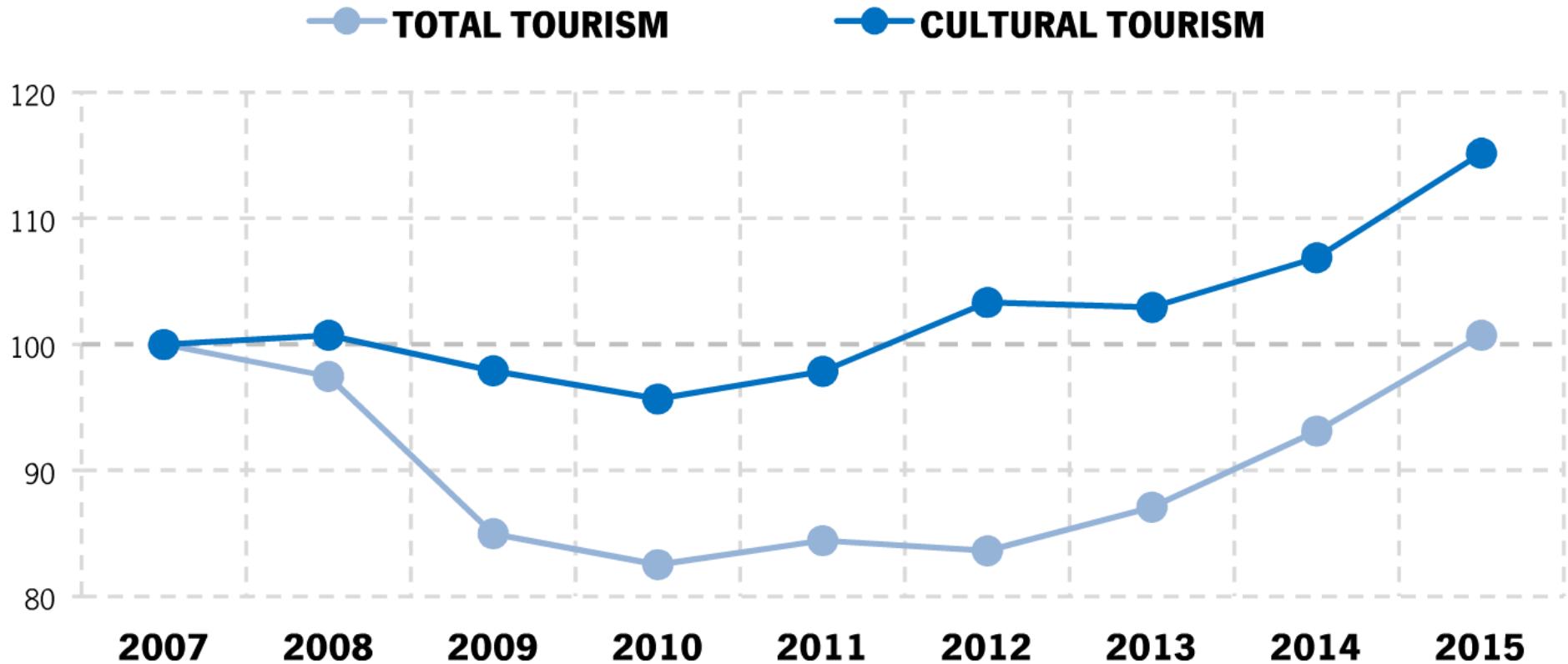
Fighting against seasonality



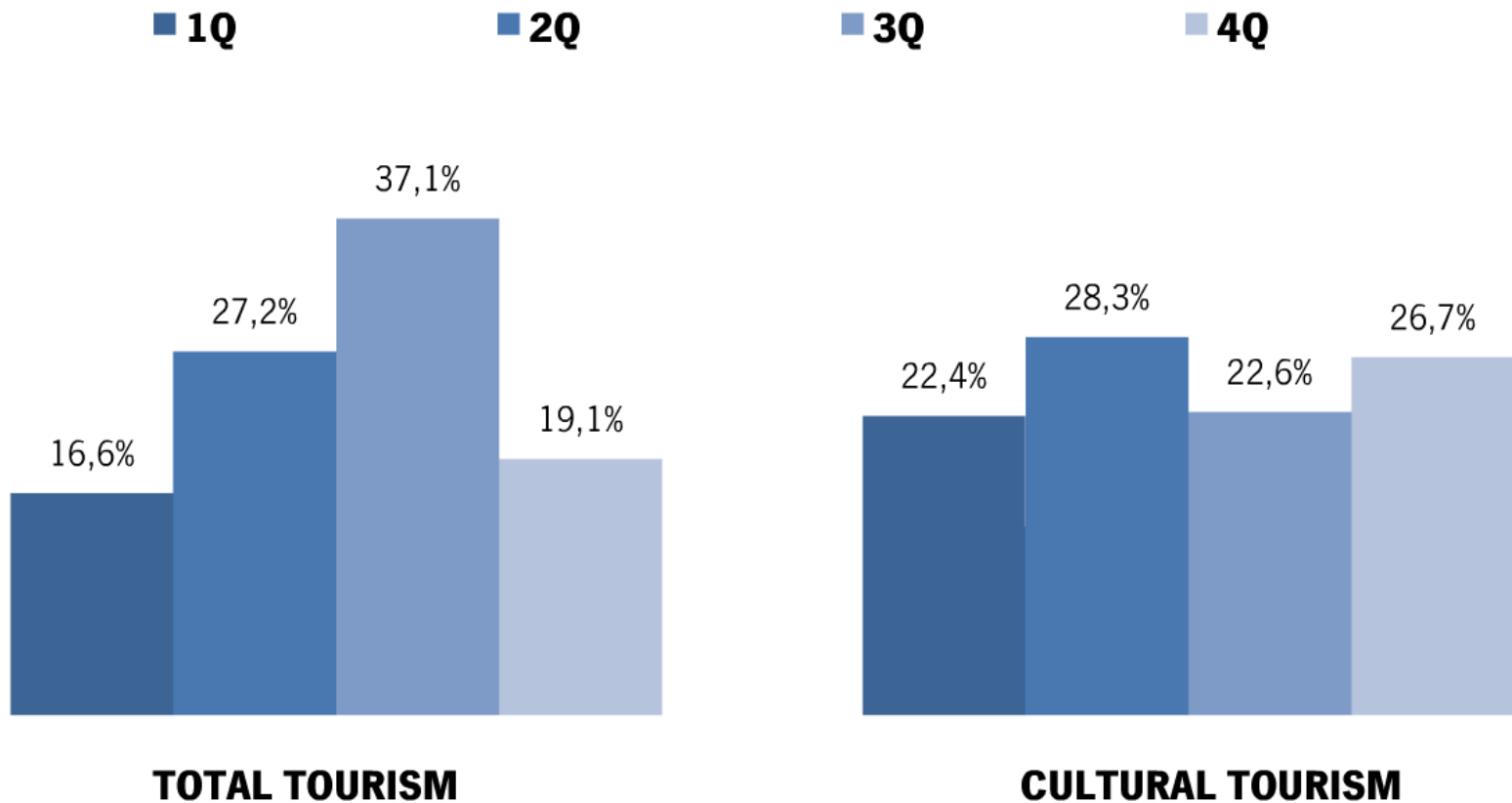
Focusing on profitable markets



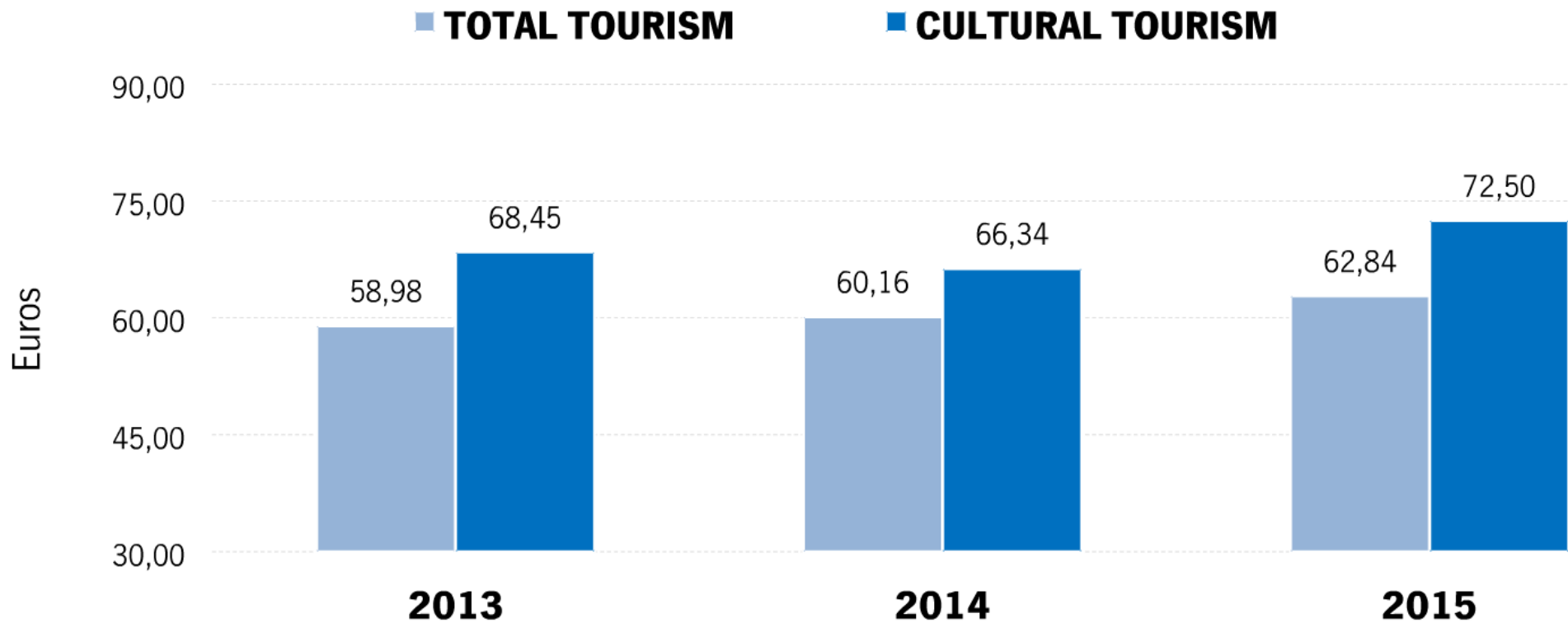
Period of crisis



Fighting against seasonality



Focusing on profitable markets





Cultural heritage and Tourism: a natural alliance

Tourism sector in Andalucía

- 26 million tourist
- 12% of regional GDP

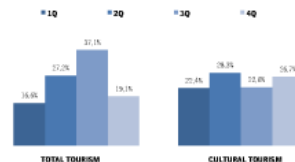
7 million cultural tourists

Smart option for:

Period of crisis



Fighting against seasonality



Focusing on profitable markets





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

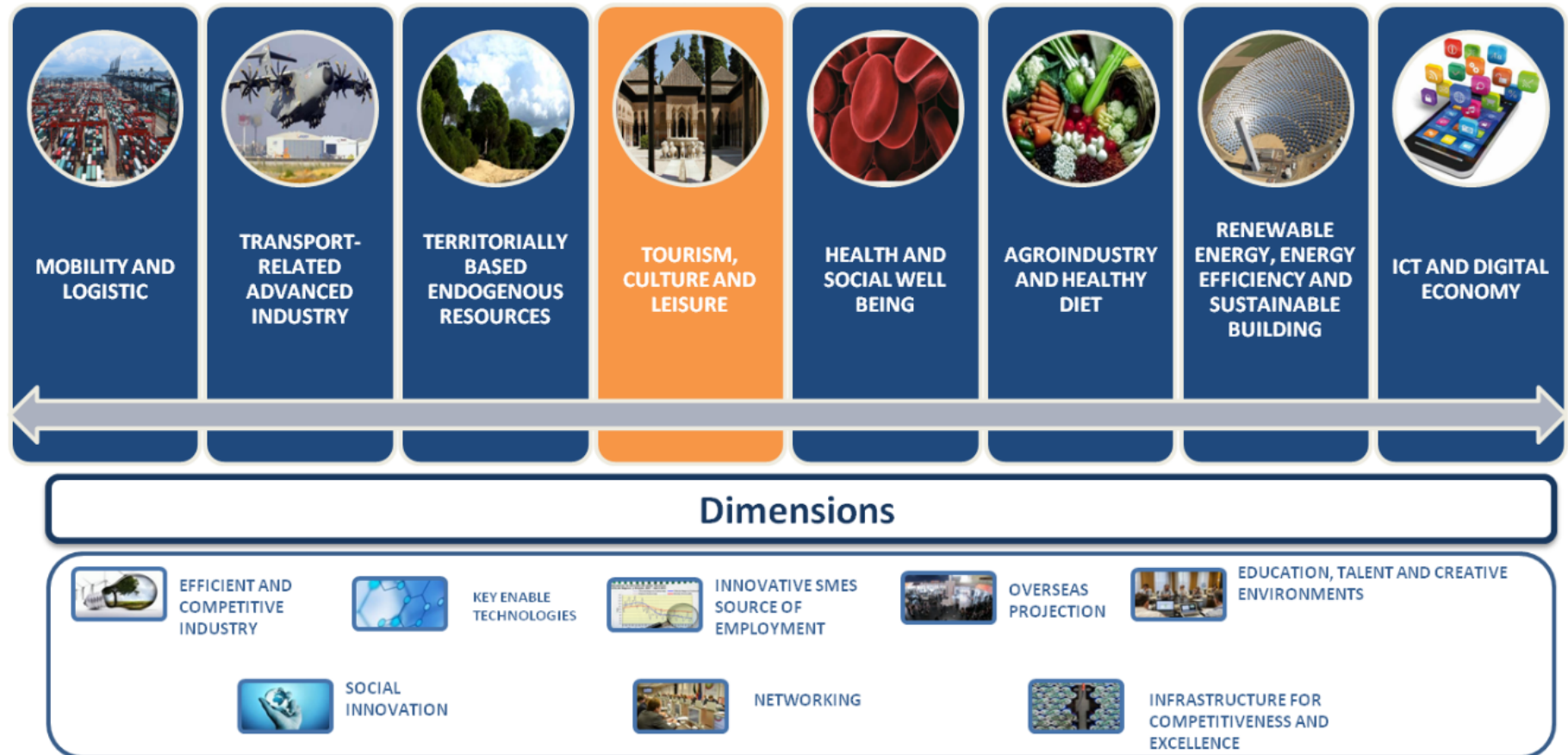
- Tourism and Cultural stakeholders: natural allies, but...
- Not only for business
- Also for protection



Cultural heritage and Tourism: a natural alliance

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



RIS3 Andalusia: Prioritisation





Cultural heritage and Tourism: a natural alliance

Two projects:

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

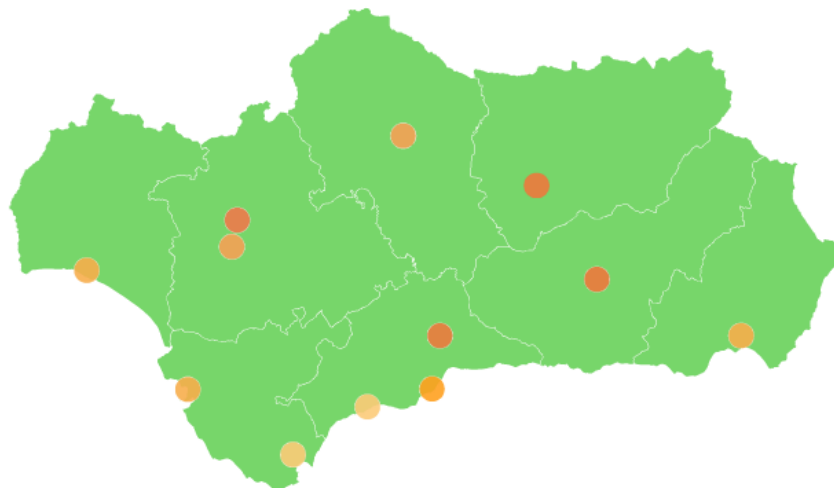




TUS RAÍCES...

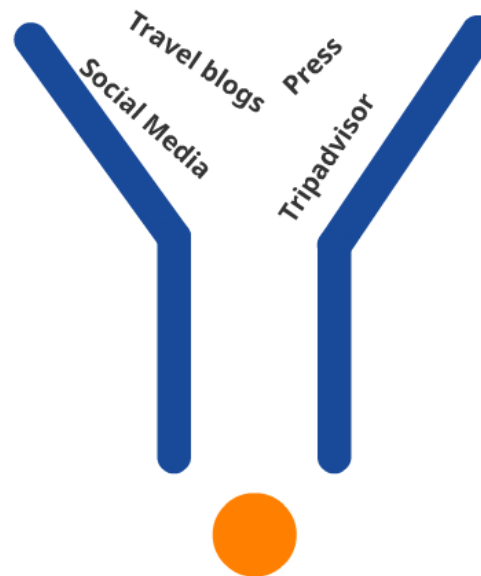
Big data: Sentiment analysis of tourism destination

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





TUS RAÍCES...





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.



daniel0
Buenos Aires, Argentina

Colaborador de nivel 8

- 16 opiniones
- 3 opiniones sobre atracciones
- 7 votos útiles

"Beautiful place with a terrible booking system."

Opinión escrita el 20 septiembre 2016

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 Iazares 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

Responsible for the implementation:

Tourism Regional Government

Departments are in charge for the implementation:

SAETA and University of Málaga

Timetable:

2017

Budget:

45.000 euros



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



Responsible for the implementation:

Tourism Regional Government

Departments are in charge for the implementation:

Promotion Department

Timetable:

2017 - 2020

Budget:

300.000 euros / year



TUS RAÍCES ...

Andalucía



Andalucía

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

Working group

Has your region considered the pairing of Tourism and Culture as a Smart Specialisation?

How has your region incorporated data within Cultural Heritage management?

Intangible Heritage and Smart Specialisation

SMART SPECIALISATION and CULTURAL HERITAGE. An engine for innovation and growth – S3 Platform thematic workshop
Roma, 25th November 2016

Andalucía



1



Ana Moniche Bermejo
Inmaculada Gallego Galán