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# DESTINATION BRANDING. A COMPILATION OF SUCCESS CASES



TRANEMO  
KOMMUN



DEVELOPMENT



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# INTRODUCTION: PLACE BRANDING FOR TOURISM AND LOCAL DEVELOPMENT

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This handbook is an intellectual output of the IBRAVE Project (Improvement of Branding for Rural Areas through Vocational Education). IBRAVE Project is a 2 year project (September 2014-August 2016), co-financed by Erasmus+ KA2, which aim is creating more attractive local areas for residents and tourists through developing vocational skills by exploring existing branding methods. The main objectives of IBRAVE Project are to develop through cross-border cooperation vocational skills by exploring existing branding methods, and identify the most effective methods on a municipality level to strengthen the link between local SME's and the municipality. There will be a special emphasis on SME's with focus on tourism, to create more attractive local areas where residents and tourists want to come and stay, and to create work opportunities.

The partners of this European Project are four local governments, two Vocational Training Institutions, a University and a private brand/design enterprise, which work together to find branding methods to design a strategy and put in relevant tourist resources, foster and advise entrepreneurial activities in rural areas. All the partners have already worked within this particular subject area, some of them in previous EU projects. They all have different experiences that will be exchanged during the project. The partners are: Ceutí Town Council (Murcia, Spain), Tranemo Kommun (Sweden), Lemvig Kommune (Denmark), VZW Midwest Development (Belgium), Colegiul Economic Buzau (Romania), Ekonomiska Skola Braca Radic (Croatia), University of Almeria (Spain) and Exesios BDD (United Kingdom). More information in: <http://www.ibraveproject.eu/home>

The concept of Place Branding has emerged in recent years as a powerful instrument. The inception of place branding evolved from various fields including place image and marketing. It is possible to apply the branding concept to various geographical entities ranging from locations to countries, so place branding is a term encompassing nation, region and city branding. Due to the globalisation process, competition between places today affects not only nations, regions and cities but towns and even

small villages which are competing nowadays for the same people and for the same potential customers all around the world. The global competition of cities is estimated to host 2.7 million small cities/towns, 3,000 large cities, and 455 metropolises (Metti & Bronner, 2011). In this context and environment no place can now think of prospering unless it knows how to manage business and marketing tools (Kotler et al., 1993).

Nevertheless the transfer of marketing techniques to towns, cities, regions or countries entails a number of difficulties due to the peculiar nature of places as brands. The American Marketing Association (AMA) defines place marketing as “Marketing designed to influence target audiences to behave in some positive manner with respect to the products or services associated with a specific place.” City marketing is largely dependent on the construction, communication and management of the city’s image, based on perceptions. Therefore the city’s image is the starting point for developing the city’s brand. City branding provides, on the one hand, the basis for developing policy to pursue economic development and, at the same time, it serves as a conduit for city residents to identify with their city. City branding is based on a combination of city marketing measures and the components of the city’s brand management (Kavaratzis, 2004). Brand image is the set of beliefs or associations relating to that name or sign in the mind of the consumer. Many place names are a type of brand name: people respond to them as they respond to brands, they can acquire and lose equity like brands (Anholt, 2010).

Branding contributes a competitive advantage by creating associations in the mind of the consumer between the named product and a wide range of other attributes so that the consumer purchases not just the physical product or service but also various other intangible symbolic merits (Simoes & Dibb, 2001). Place branding is related to the idea of creating some uniqueness, which differentiates one place from others in order to gain a competitive brand value. It is therefore a concept broader than marketing place, by taking into account the overall

image and reputation of the place. The heightened competitive environment makes it important for places, no matter their size, to clearly differentiate themselves and to convey why they are relevant and valued options.

Place branding can be defined as the process employed by public administrations to intend to create place brands, networks of associations in the target groups’ minds “based on the visual, verbal, and behavioural expression of a place, which is embodied through the aims, communication, values, and the general culture of the place’s stakeholders and the overall place design” (Zenker & Braun, 2010). The state, region or municipality is generally responsible for the overall place image (even though, collaboration and commitment of citizens is essential) leaving the marketing of specific services to the end-user to private operators. Place branding is useful to destinations, by creating an “umbrella brands” that provides consumers with a specific image and status not only of the destination itself, but of the products and services that are marketed from this place. A positive place image makes it cheaper and easier for producers to attract potential customers (Anholt, 2010). Place branding therefore aims to impact the perceptions of a place and position it favourably in the minds of the target groups and it can even be considered as a governance strategy for projecting images and managing perceptions about places (Braun et al., 2014). In this regard, many public administrations are implementing place branding strategies.

Place branding is a complex process. Branding a place, whether it is a small village or a whole country, is probably the most complicated form of branding due to the fact that it is neither owned nor controlled by a single entity. Some key factors which affect the development of locations as brands are: organisational complexity and control, the management of partnerships, product complexity and the measurement of success (Hankinson, 2001). Successful destination-brand management can be seen as an exercise of coordination where relevant variables; such as tourism infrastructures, quality of local services, and other

destination-brand users need to be managed in order to achieve a coherent and desired destination-brand identity. Destination brand building is not solely an exercise in communication; destination branding is, in reality, an exercise of identification, organisation and coordination of all the variables that have an impact on the destination image (Freire, 2005).

The process of developing a solid strategy of place branding covers different stages and areas. First of all, to establish a working group with representatives from government, industry, culture, education, science, sport and the media. After that is very important mapping the identity of the place (to know how the inhabitants themselves see the place and its people), measuring the actual image (through an external audit, to know what other people think about the destination), vision (where you want to be in the in mid and long term), and developing a strategy (that sets out the positioning, brand platform, identity, communications and media platform). So the main objective is to figure out what the main strengths of a place is that organizations and people can use as ingredients for their branding. For this aim it is essential that the message that people get from the place is consistent and coherent. It is necessary to identify and define the target.

From the moment that the destination has sufficient information about the reality of the place and how it is perceived by different target audiences, the group is able to create a central idea assisted by professionals from Branding and communication. This central idea should be reduced to a phrase and eventually transform it into a slogan, creating a whole design around the idea. Some important element when developing the place branding are: sincerity, simplicity, creativity and innovation, thinking long term, and a motivating, engaging and memorable communication. One of the keys to the success of such campaigns is to coordinate communication between different types of messages addressed to tourism. Social media represents a great opportunity for destinations looking to brand themselves internationally, even on a small budget.

There are many different strategies and instruments for creating a strong brand for destinations. Attending to Ashworth (2009), local governments can use three categories to get a unique brand: personality association (places associate themselves with a named individual, from history, literature, the arts, politics, entertainment, sport or even mythology, in the hope that the necessarily unique qualities of the individual are transferred by association to the place), visual qualities of buildings and urban design (that could include flagship building, signature urban design and even signature districts), and hallmark tourist events (where places organise events, usually cultural or sporting, in order to obtain a wider recognition that they exist but also to establish specific brand associations).

Whatever the strategy and positioning selected place branding must be used to achieve social, political and economic objectives. Public authorities are required to take care of the necessary measures for the Place Branding program actually lead to an improvement for the country and its citizens, and does not result in a mere business for a small number of companies. This means that it must always be programs that take into account the inclusivity and the public/common good. A good place Branding strategy, will result in a clear shared sense of purpose, which will help unite the three (public, private and NGO) sectors and encourage the involvement and participation of the population. Externally, will help strengthen and consolidate links with other places and people.

In order to present different alternatives to create and develop “place branding” strategies by tourist destinations, IBRAVE project members have chosen this good practices toolkit collecting different mini case studies, as a compilation of good practices all around the world. The purpose of the case study is “to arrive at specific or general conclusions about certain phenomena, recognizing the multitude of variables, complex interrelations and ambiguities of social life. Case study research provides the researcher with an input of real-world data” (Gummesson, 2001). A case study is a research strategy that allows us to understand

the dynamics of a single situation (Eisenhardt, 1989). For this purpose, we asked well recognized tourism professional to select and explain a mini case study. So we have collected cases from Europe (Belgium, Croatia, Denmark, Romania, Spain, Sweden and United Kingdom) and other destinations all around the world (Belize, Canada, Ecuador and Peru).

Finally this toolkit presents some interesting Apps for destination. The relationship between travel and technology has become closer than ever. With the increasing penetration of mobile, Apps are gaining both users and prominence. This trend is reflected in the growth of mobile platforms. At present they are more than 1.5 billion Smartphones in the world; that means no less than one for every five people on the planet. More than a guide for visitors or a responsive Website with basic information Apps provides people deep content that keeps them engaged and coming back. Nowadays the place branding strategy should consider using Apps to interact with people, whether in the inspiration phase of the tourist, during interaction with the destination, or in the later stage of the visit, when the customers shares their experiences and become key opinion leaders.

We will show first the best apps from IBRAVE partner's territories, as well as the best ones selected from a tourist apps guide designed by the Ministry of Industry, Energy and Tourism of Spain, through the State Society for the Management of Innovation and Tourism Technologies (SEGITTUR).

I hope you enjoy this handbook and I wish you the greatest success in the management of place branding of your territory.

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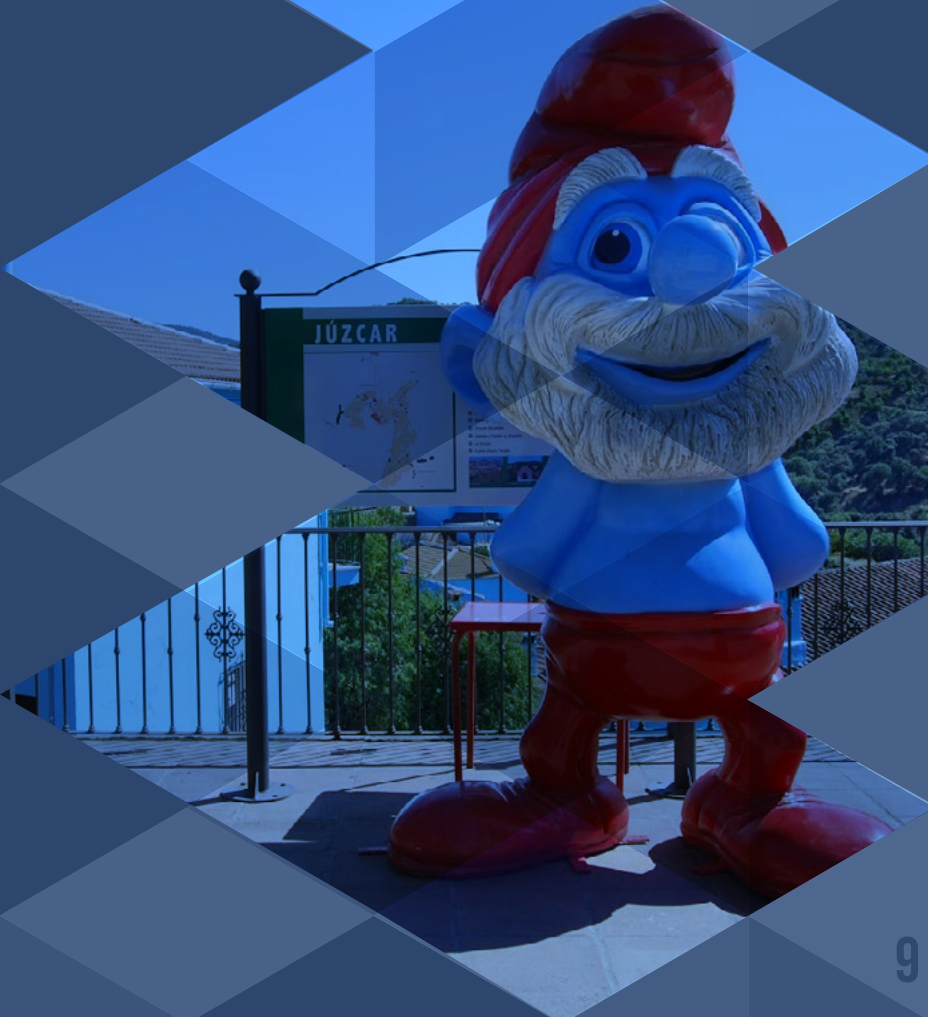




# JÚZCAR: SMURF VILLAGE

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INTRODUCTION



Júzcar is located 115 kilometres from Málaga (Southern Spain) and 25km from Ronda. It is one of the small villages (230 inhabitants) located in the beautiful Serranía de Ronda.

Júzcar used to be a traditional white village and a weekend destination for lovers of rural tourism, hiking and other activities such as climbing. People came from all over to explore the area that surrounds it.

Júzcar was transformed when it was chosen by Sony Pictures as the setting for the premiere of their new film “The Smurfs 3D”. To gain more publicity Sony’s experts have come up with an innovative idea to paint the whole village blue.

Júzcar became so the world’s first official Smurf Village, in June 2011.

*“The transformation of the village involved a team of 20 painters and 9,000 kilos of bright blue paint.”*

## METHODOLOGY AND SPECIFIC ACTIVITIES

Once the cinematographic event had passed, the inhabitants of Júzcar decided to keep the buildings painted blue, carrying on as the village of the Smurfs and taking advantage of this uniqueness to attract tourists and generate a greater income among its inhabitants. There is only one person in Júzcar who is not happy with the “Smurfness” of the town and refused to have his house painted and is therefore known locally as Gargamel. Every single building was painted blue: houses, the Church, the cemetery and the Town Hall, to embrace the premiere of the film. The transformation of the village involved a team of 20 painters and 9,000 kilos of bright blue paint.



*“Sony Pictures estimated the economic impact of the advertising campaign at 800,000 euros.”*

Now the town has become a huge tourist attraction and receives a large number of tourists, more than 80,000 a year, coming from all around the world. From then, eight new companies have been created, among them three guesthouses, as well as souvenir stores, new public services and parking facilities. Two local companies organize thematic activities related to the Smurfs. The village even organizes special events such as Smurf painting competitions, a Smurf moonlight fun run, and Smurf trade fairs. There are even Smurf-themed weddings to keep tourists coming. Now visitors come and can stay all day.

With the promotion of the first film, Júzcar was in the media worldwide. Sony Pictures estimated the economic impact of the advertising campaign at 800,000 euros. Besides this Júzcar placed on the world map of leisure.



*“Nearly 2000 tourists visit the Smurf village every weekend.*

*That’s 10 times the town’s population.”*



**RESULTS AFTER THIS BRANDING STRATEGY**

## CONCLUSIONS

- ◆ Nearly 2000 tourists visit the Smurf village every weekend. That's 10 times the town's population.
- ◆ Special permission had to be sought from the regional government of Andalusia as well as the local bishop because even the church was painted blue.
- ◆ Never before 9,000 kilos of blue paint were so profitable.
- ◆ “Our blue friends are ecologists and enthusiastic mycologists, just like us”.
- ◆ “It's given a boost to the local economy, it's increased our happiness, our dreams and our levels of employment”.

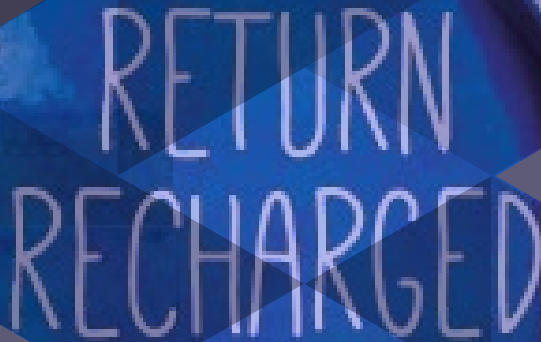


# ENJOY LIMFJORDEN

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## INTRODUCTION



RETURN  
RECHARGED

— På pusten ved Limfjorden —

‘Enjoy Limfjorden’ represents collaboration between 6 municipalities in Jutland, namely Holstebro, Lemvig-Thyborøn, Skive, Struer, Viborg and Morsø Municipality.

The project was born at the initiative of Network Limfjorden, which is an association that promotes tourism in the fjord’s area, where the partners are Central Jutland, North Jutland and 8 municipalities, though only 6 of them decided to continue with the project ‘Enjoy Limfjorden’.

The project is based on the common characteristics that the fjord represents in all the participant municipalities– water and land, and focuses on nature’s diversity together with the common cultural and maritime history.

The fjord’s area already had a significant tourism value, but there was a large and unexploited potential, particularly in relation to extending the tourist season and increasing visitors’ daily consumption. The services available to tourists in the fjord’s area are both attractive and competitively priced, but they are not sufficiently available and visible in foreign markets, nor bound together in such way, that one can talk about the overall experience offer.

Enjoy

Limfjorden

Return recharged...



## METHODOLOGY AND SPECIFIC ACTIVITIES

The first step was to research and analyse the local situation of the 6 municipalities. This was done through defining the local target group (who will be interested in participating and partner-up), carrying interviews with local stakeholders, tourism managers, and other relevant actors.

*“Enjoy Limfjorden’ represents collaboration between 6 municipalities in Jutland, namely Holstebro, Lemvig-Thyborøn, Skive, Struer, Viborg and Morsø Municipality.”*

The second step was to identify trends and tendencies, in order to develop a product that is accordingly with the new developments in the industry. The results showed that the travel motivation is becoming increasingly characterised by a search for:

- Escape
- Emotional recharge
- Authenticity
- Fulfilling experiences
- Outdoor activities/adventure
- Participating and exploring rather than merely relaxing
- ‘Getting away from it all’ and to use travel and holidays for discovery of places, of cultures and of self

After that a SWOT analysis was carried in order to establish the position on the market and in order to identify the national competitors. The results showed that there is no other Danish destination that matches Limfiordas a touristic destination 100%, and there are no other Danish competitors that offer the same product. The destination is unique.

The assessment report made by Ramboll Denmark showed that many positive results were registered after the branding strategy was implemented:

- Increased knowledge and skills for the local actors from the tourism industry.
- Increased level of networking and cooperation in tourism industry.
- Increased product diversity and quality.
- Increased knowledge among tourists / the destination became more visible.
- The professionalization of the local tourism industry.

*“There is no other Danish destination that matches Limfjord as a touristic destination 100%, and there are no other Danish competitors that offer the same product”*

*“The fjord’s area already had a significant tourism value, but there was a large and unexploited potential.”*



RESULTS AFTER THIS BRANDING STRATEGY

## CONCLUSIONS

- ◆ A very detailed analysis of the focus markets (Denmark, Germany, Norway, Holland).
- ◆ A very detailed analysis of the local competitors.
- ◆ Analysis of the existing trends and tendencies together with the most recent discoveries in the industry.
- ◆ Digital development / digital visibility / homepage / social media / hashtags / online campaign for Denmark, Norway and Germany / commercials / marketing campaigns for cycling vacations, golf vacations.





# CEUTÍ: A CULTURAL REFERENCE



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## INTRODUCTION

Ceutí, a small municipality of 10.34 km<sup>2</sup> in the Southeast of Spain, has been one of the most dynamic towns in the Region of Murcia during the first years of the 21st century. 23 kilometres away from Murcia it developed as other surrounding municipalities its industrial states. But, what has made a difference making its population grow by 51% in 15 years has been its strategy of transforming the town into a cultural reference point. Ceutí, a town that many people from the Region did not know where it was, built an Auditorium with a very interesting programming which attracted people from the whole region and the province of Alicante and created an Author's Song National Contest. Its streets, squares, parks are decorated with sculptures and murals of well-known artists; Antonio Campillo sculptor donated its collection to the museum named after him and the 7 Chimneys Museum shows how people lived 100 years ago and the importance of the canning industry for Ceutí development.

But Ceutí main attraction was Ceutimagina, an art and science centre in an amazing space of a totally renovated old cannery with impressive exhibitions rooms. With an offer of interactive science shows (many of the experiments being the base for a popular Spanish TV show), hands-on, and exhibitions, some created by the centre, others brought from centres such as the Natural History Museum from London or la Villete Paris , and art exhibitions from artists such as Dalí or Goya, Ceutimagina attracted people from all ages and towns.

*“Its streets, squares, parks are decorated with sculptures and murals of well-known artists”*

## METHODOLOGY AND SPECIFIC ACTIVITIES

The brand was also very strong, a mixture of Ceutí and Imagine, and a logo which transformed one “i” into a chimney, a symbol of the cannery where the centre was placed. Its attractive colours were in line with its attractive programme. Applications of the logo in uniforms, in leaflets, in posters showed the centre you were going to find: welcoming, inviting to explore...

### KEYS OF ITS SUCCESS:

- **Continuous evaluation.** We gathered visitors’ opinion every day. From Monday to Friday, edutainers talked to teachers to know their point of view. On Saturday and Sunday, random surveys were done to visitors in order to find out how they had known about Ceutimagina activities, how many times they had visited it before, which activities they had preferred... This helped us to know which were our most effective promotional activities and to adapt our programme to our visitor’s demands. Word of mouth was very much mentioned in these surveys, as a reason to visit the centre.
- **Changing activities.** Twice a year, Ceutimagina content changed completely, there were no permanent exhibitions. People could visit it and find something totally new. Before closing, surveys indicated that some people had visited Ceutimagina for the 5th of the 6th time, and the same happened with some schools.
- **Activities for all ages.** We always take into account children of all ages, having specific activities for pre-school, primary and secondary education.
- **Activities for all subjects.** We tried to pay attention to different interests: Earth Fury was a perfect exhibition for Geography teachers, our science shows for Chemistry and Physics; we had two Maths exhibitions, Monsters Creepy Crawlies for Biology, and so on.

In our promotional activities, we did not tell what we were, we showed what we were. Every year we participated in the Regional Science Fair and Tourism Fair, and we brought our science shows, our workshops, stand walls were exhibition spaces with optical illusions... That was the best way of showing what people would find when visiting us.

#### **Free advertising.**

We always looked for websites and publications where they were happy to have content and us to have promotion. For example, we tried, (why not?) to contact flight companies magazines. IBERIA magazine decided to publish an article about us: Ceutimagina appeared in all IBERIA flights without spending any money.

#### **THE CHANGE TO LA CONSERVERA**

With the arrival of the financial crisis, a small municipality such as Ceutí could not sustain Ceutimagina. Thanks to having this marvellous container who has received architecture prizes, the Regional Ministry of Culture decided to buy the space and turn it into what is now: an important contemporary art centre called La Conservera. Ceutí goes on being a cultural reference point.

*“With an offer of interactive science shows, hands-on, and exhibitions, some created by the centre, others brought from centres such as the Natural History Museum from London or la Villete Paris.”*

**RESULTS AFTER THIS BRANDING STRATEGY**

*“We brought our science shows, our workshops, walls were exhibition spaces with optical illusions.”*

## CONCLUSIONS

- ◆ Joining tourism and culture in a same strategy.
- ◆ Positioning as a must in the region (because of cultural activity).
- ◆ Create a brand building on experiences.
- ◆ Continuous feedback from your visitors.
- ◆ Strong relationship with international centers.



# SMOEFELTOER. A BIKE-AND-DINE TOUR FOR FOODIES

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INTRODUCTION

Mid-West-Flanders: Europe's vegetable garden.

Mid-West-Flanders is characterized by a strong presence of the agro-food industry. The sector is good for a turnover of 6.5 billion euros in West-Flanders, the biggest of all sectors and generates significant employment in the region.

Mid-West-Flanders has a 63% share in the outdoor vegetable production in Flanders and 40% of the total European vegetable processing industry. So, Mid-West-Flanders can rightly be called 'Europe's vegetable garden'.

The region opted to brand itself as a strong food region and since 2007 a lot of energy went into developing a regional identity in which agro-food was the 'leitmotif' of the Midwest branding strategy. A major concrete step was taken in 2012 with the founding of the Flanders House of Food in Roeselare which is the showcase of the strong agro-food sector.

METHODOLOGY AND SPECIFIC ACTIVITIES

**Rationale behind the development of the Smoefeltoer.**

Given the consumer demand for 'authentic' and different local 'sense of place' experiences, the Flanders House of Food decided in 2015 to develop, in close collaboration with regional and provincial stakeholders, a biking trail where local food and provenance are key attractions. The development of such a trail is an 'authentic' touristic experience that allows visitors to see beyond the shop front and establish a strong relation with the region. The biking trail connects local stakeholders, farmers, producers, institutions and people (e.g. families).



*The development of such a trail is an 'authentic' touristic experience that allows visitors to see beyond the shop front and establish a strong relation with the region*

## **Smoeffeltoer: a bike-and-dine tour for foodies**

Cycling is one of the favourite pastimes of the Flemish people. It's healthy, environmentally friendly and relatively easy in a flat country. If you add nice food to that mix, you've got the people's attention.

**The Smoeffeltoer is a relaxing cycling route of 18 km with several food stops, tasty challenges and quirky bits of information about the area. West-Flanders is called the vegetable garden of Europe. The food industry is big, the love for food even bigger. The tour is aimed at groups of 8 to 26 participants: families, groups of friends or associations on a day out, companies on a teambuilding ...**

If they can't bring their own bikes, we can provide rentals. If they don't feel like looking at the instructions on the map, they can hire one of our guides.

An electric transport bike is included in the package: a real eye catcher that can easily transport all the stuff. The cycling tour finishes in the state-of-the-art Taste Academy (cooking studio) of the Flanders House of Food, where groups can get

cooking. Depending on their budget, they can opt for a basic formula or a fancy 3-course-meal. We can show them our cooking demo on the big screen, but we can also invite one of our chefs to give a live workshop. These workshops will raise awareness on provenance and locality of food amongst visitors. They will be able to prepare and taste the local food.

This Smoeffeltoer is an initiative of Flanders House of Food, RESOC Mid-West-Flanders, Stad-Land-schap't West-Vlaamse hart and the province of West-Vlaanderen.

*Agro-food was the  
'leitmotif' of the  
Midwest branding  
strategy*

**METHODOLOGY AND SPECIFIC ACTIVITIES**



## RESULTS AFTER THIS BRANDING STRATEGY

Results and anticipated benefits:

- Local food products are used as an attraction to tourists.
- Better connection, cooperation and trust between consumers, local producers, farmers and stakeholders.
- Emphasis on local identity and authenticity.
- Better knowledge of (seasonal) food and food products, provenance, etc.
- Families can use the information at home and 'spread the word'.
- It illustrates how responsible tourism principles can underpin place branding and enhance destination image, by linking food, health and tourism.

The Smoefeltoer will be launched officially on 13th May 2016





*“We can show them our cooking demo on the big screen, but we can also invite one of our chefs to give a live workshop for foodies.”*



RESULTS AFTER THIS BRANDING STRATEGY

## CONCLUSIONS

- ◆ Betting for a new familiar mode of enjoying tourism based on healthy lifestyle.
- ◆ Return to the origins through a concept of rural environment.
- ◆ Developing a common strategy around a local feeling of the whole community.



# MATARRAÑA

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## INTRODUCTION

The region of Matarraña is located in the northeast province of Teruel (Aragon, Spain). Matarraña adjoins the southern part of Catalonia and the northern part of Valencia.

Since 2000 public management empowerment is achieved through the creation of the Shire of Matarraña. One of the first strategies has posed tourism as a catalyst of territorial development, generating a continuous increase in accommodation units and visiting tourists, from 880 accommodation places in 2003 to 1,974 seats by 2015 and from 18,713 visitors to the tourist information office in 2013 to 36,075 in 2015.

Internet is breaking the geographic isolation, allowing visibility to the tourist destination throughout the network and making it known on a global scale, so that the local information communicated from the territory comes to the Internet and then a return is achieved by having tourists who will visit the region.

One of these initiatives is the one around the Hotel La Fábrica de Solfa in Beceite, which has managed to boost the local destination personality as a tourist resource to achieve, create, and market tour packages directly over the Internet and grow sustainably having love for the territory as a basis for differentiation.

“Hotel La Fábrica de Solfa in Beceite, which has managed to boost the local destination personality.”

## METHODOLOGY AND SPECIFIC ACTIVITIES

In 2000 the members of the Moragrega family decided to buy an old paper mill in ruins in the town of Beceite and restore it to offer rural accommodation with good service quality and to continue living in their native land.

Thus the Hotel la Fábrica de Solfa (<http://www.fabricadesolfa.com/>) was born, located in a historic paper mill on the banks of river Matarraraña, thoroughly renovated in a clean style and modern design with eight rooms. Within its commitment to quality the hotel became part of the group of boutique hotels “Hotel Boutique Spain” (<http://ow.ly/YMi0m>).

Noting the development of the tourism market toward a hyper segmentation, in 2011 the route “*Pedales dels Ports*” (<http://pedalesdelosports.com/>) created a circular bike route with a distance of 205 km and

5,800 m of positive difference organized by mountain bike trails.

Furthermore there is also an offer for walkers called “*A walk through the ports*”, which is a route that offers the possibility of reliving a historic route based on the book “*A Walk through the Ports of Beceite*” (<http://www.websenda.com/un-paseo-por-los-puertos/>)

The latest acquisition is the “*burricleta*” (<http://www.websenda.com/burricleta/>), a rural electric bicycle that connects the traditional concept of mobility donkey with the current bicycle from a focus on sustainability and which provides a fun, new way to enjoy the Matarranya’s nature and landscapes.

Gradually they have been opening the various social networks like Facebook, Twitter, Google Plus, Google My Business, YouTube, Pinterest, Instagram, Foursquare, etc. to interact with tourists.

The key to online communication is that the communication source is a real person with names and surnames, who represents the brand but emotionally transmitting his love for the territory and the slow philosophy.

**Increase awareness:** a hotel with 8 rooms in a region of inland Spain is visible worldwide.

**Key to Success:** enhancing endogenous and local resources as a differentiating fact only offering information about a single product

**Promote:** the hotel and its services are promoted on Google and social media, making 70% of sales come by these means.

**Key to Success:** Use the Matarranya destination brand to promote the hotel and its services on the Internet through the web and social media

**Sell:** that the only distribution Hotel and other services is made directly (without intermediaries) by Internet and assume 50% of turnover.

**Key to success:** create specific services and complete tour packages that can be booked and purchased in an online form.

*“The key to online communication is that the communication source is a real person with names and surnames.”*

*“The “burricleta”, a rural electric bicycle that connects the traditional concept of mobility donkey with the current bicycle.”*

RESULTS AFTER THIS BRANDING STRATEGY

## CONCLUSIONS

- ◆ Efficient use of the Internet and social networks.
- ◆ Successful hyper segmentation strategy.
- ◆ A comprehensive tourism offer based on the defence of the territory and of local resources.



# BELIZE AND THE IMPORTANCE OF VIDEO MARKETING IN TOURISM CAMPAIGNS

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## INTRODUCTION

The tourism sector has been transformed through technology. People today spend more time daily connected online than offline. Due to the increase of viewers online each of the processes of the tourist inspiration cycle involves interaction with the online world. The inspiration comes to you through videos on YouTube and wall posts on Facebook, Twitter and other social networks. Both platforms Twitter and YouTube allows information to flow easily and quickly among thousands of people, which is the basic principle of Buzz Marketing.

Given the major changes experienced by the sector, Belize, a small country on the Caribbean coast of Central America, faces for several years now the challenge of leveraging technology to increase the number of tourists arriving in the country. The average annual growth of the sector in the period between 2012 and 2015 was 8.67%. The total number of tourists in 2014 is 321,000.

Belize has positioned itself as an up-and-coming tourism destination due to its natural wealth including, its great beaches, the majesty of its lush rainforest, its ancient Mayan temples, white sandy islands, atolls and home to the largest Barrier Reef of the Western Hemisphere amongst many other such factors. The use of digital marketing action, led them to be the first country in the region to introduce the “*Discover how to be*” Video on the homepage of their official destination website, so as to inspire their customer base.

*“Belize has a network of terrestrial and marine protected areas that offer many opportunities.”*

## METHODOLOGY AND SPECIFIC ACTIVITIES

The Belize tourism product depends largely on the natural and cultural heritage: archaeological sites, terrestrial and marine protected areas for scuba diving, bird watching, wildlife observation, hiking and other recreational activities.

### **Belize’s Digital Marketing strategy considers:**

- **Emerging markets.**
- **Regional markets.**
- **Niche Markets (Weddings and Honeymoon, fly fishing, Gastronomy and Ornithology).**
- **Expansion of marketing to major product segments (Scuba Diving and Adventure).**
- **Training Initiatives for Belize’s tourism sector to adapt to digital marketing.**

Digital Marketing Manager of the Belize Tourism Board initially identified the main viewer’s profile main patterns of the Belize Tourism Board on YouTube and Vimeo. Viewer’s interactions were assessed so as to gauge the level of engagement from Belize’s published channels. In the assessment conducted on March 2016 it 95 videos were reviewed about the various topics on Belize YouTube Channel. This diversity in videos appeared to be both in regards to the marketing destinations and public opinions and public testimony. A modest number of 612 registered users making the Belize Channel ranks 78.854<sup>o</sup> position in the ranking of channels on YouTube. Certainly other social networks also helped to amplify in the video sharing growth, one example is Twitter which has 16.3Mil followers. Belize actively participates on Facebook conversations and engages 150,272 fans daily, in regards to Pinterest and Instagram they have 4,500 followers on Pinterest Boards and 4,300 likes in Instagram which has 7094 followers, Vine which was recently launched has 268 followers followed by Snapchat with 78 followers. Both Snapchat and Vine were recently launched and Belize remains the only destination to have a Vine and Snapchat accounts to date.



# *“Belize actively participates on Facebook conversations and engages 150,272 fans daily”*

## RESULTS YOUTUBE:

YouTube for Belize reached a peak in 2012, with 287,474 views. The views drastically decreased the following years posing a great opportunity to get back the high number of displays with creative videos promoted from all areas.

Comments and other engagements on Belize’s YouTube channel were few from users and tourists, who expressed satisfaction with the new creative videos. The increase number of users on YouTube coped with the ease of access validate the exponential effect online has in comparison to offline initiatives.

## RESULTS VIMEO:

This video platform is primarily used by the Belize Tourism Board to activate engagements with micro - market segments in the North America targeted to very specific profiles and filters. It is important to emphasize that Vimeo is used to measure specific results of specific digital efforts. The measurement and high impact of these micro communities are not only of an exponential reach, but determines the success of each. Belize Tourism Board has five regional destination videos with outstanding results within a short period of eight months, a total view of of 232,000.

*“The Belize Tourism Board has implemented video marketing strategies from a very early stage.”*

RESULTS AFTER THIS BRANDING STRATEGY

## CONCLUSIONS

- ◆ A key phase in decision-making processes of tourist shopping for destinations are videos.
- ◆ Video content is essential when generating engagement with customers, sharing information and creating travel inspiration.
- ◆ Tourists must be involved in creating video content. Let's create videos according to our characteristics, both home videos as well as professional.
- ◆ To include video content in your marketing strategy.



# SOPORTÚJAR. PROYECTO EMBRUJO: WITCHES IN SOUTHERN SPAIN

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INTRODUCTION

Set high in the Alpujarras Mountains, just 68 km from the city of Granada, Soportújar is a small town with 320 inhabitants. Further on are the three villages of Pampaneira, Bubión and Capileira which are hugely popular with tourists in summertime. So many coaches pass by this little village on the way there.

If we look back at history, we can see that after the second expulsion of the Moors in the region, Soportújar filled with Galician and Celtic, neighbours who came with their meigas, queimadas and legends who provided them the nickname of witches. The legend of the village of Soportújar goes like this:

*“In years gone by, any child who wandered outside of the village unaccompanied would be snatched by the local witch’s coven and taken to the cave of The Eye of the Witch. There they would meet their grisly end, and the witches would sell their fat to the local dairyman the next morning, to be turned into milk, cream and cheese”.*

It’s thought that the legend was started to stop local kids from wandering off too far from the village. In any case, the City Council has capitalized on its gentle “witches”, which refers to potions, mystery and legends, to bet on sustainable tourism focused on spells, covens and witchcraft with which achieve local development.

“Everything has an association to witchcraft.”

## METHODOLOGY AND SPECIFIC ACTIVITIES

Soportújar sets up the “*Proyecto Embrujo*” (“Bewitched Project”), has rehabilitated new spaces and has been consolidated as a destination connected to witchcraft. In the middle of August, they hold a witch festival (“*Fiesta del Embrujo*”). The village is full of life also in Halloween. Even local television covers those events. Along the streets there are about 18,000 people, making the town one of the main attractions of the region of the Alpujarra. Several buses arrive every weekend to Soportújar to approach their “witches”.

**Embrujo Project includes numerous performances** (included within a tourist and cultural project based on the anthropological features of the municipality):

- **Era de los Aquelarres (covens place).** This was said Alpujarra witches gathered

to celebrate their rites in this place, which can be called a coven or Sabbath.

- **Fountain of Witches in *Mirador del Embrujo*.**
- **Thematic Centre.** This centre describes evolution of witches and warlocks and their social role, from the Neolithic period to the present.
- **The Haunted Bridge in *Barranco de la Cueva*.** It has been given a medieval appearance with coverings materials from the area and wood. At the entrance of the bridge it was placed the statue of a witch that invites us to go and visit the Cave of the Witch, near there.
- **Witch Eye Cave.** It is in the *Barranco de la Cueva* face to face with the cemetery. Inside the cave you can find a statue of a young witch with typical tools of witchcraft.
- **Time Capsule Embrujo de Soportújar.** Appealing to the will of all the neighbours who provided photos and utensils. The time capsule will be buried for 50 years, becoming a new tourist element of the municipality.

All signage has been placed on Spanish and English.

The municipality has counted for these initiatives with a budget that has exceeded 230,000 euros, of which the Government of Andalusia has provided 154,000 euros through the Rural Development Group “Alpujarra Sierra Nevada”. The remainder has been financed by the Municipality of Soportújar and the Provincial Council.

**Soportújar has recently won the National Award Amuparna 2015 (Association of Municipalities with the Territory in National Parks) by the Embrujo Project,** for having managed to turn the village into a unique tourist destination. This award also recognizes the citizen involvement in the project.

To achieve success in bewitching tourism, the City Council has contacted other destinations focused on this tourism sector, as Salem (United States), Samlesbury (United Kingdom), Escazú (Costa Rica), Benevento (Italy) and Zugarramurdi (Spain).

*“During “Fiesta del Embrujo” Soportújar population is multiplied almost threefold.”*

*“The sign on the side of the road to Soportújar it’s a small model of the villagewith symbolism related to witchcraft.*

*Next to the number of each house there is the image of a witch, as an identifying feature of the municipality.”*

RESULTS AFTER THIS BRANDING STRATEGY

## CONCLUSIONS

- ◆ Tourism product developed on the basis historical facts and legends.
- ◆ Create a product addressed to the whole family.
- ◆ Promoting the product through events, fairs and activities.
- ◆ Commitment of all residents and the municipality itself for the recreation of the environment.



# TAMBOPATA. REGION OF PERU

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## INTRODUCTION

Natural paradise in the Amazon region of Peru, the garden of Eden. Tambopata National Reserve is located between the basins of two rivers: Tambopata and Madre de Dios. It has an area of 274,690 hectares. The rich biodiversity is incalculable, the scientist have already registered 632 bird species, 1,200 species of butterflies, 169 species of mammals, 205 species of fish, 103 species of amphibians and 67 species of reptiles. The vegetation is typical of tropical regions, the best macaw clay licks in the world, wonderful sylvan landscapes. Ideal for bird watching and ayahuasca rituals area. Accessible via Puerto Maldonado.

The origin of “Tambopata” derives from two Quechua words meaning “inn” or “place of accommodation” (dairy farm) and “high point” (leg). His place was a strategic site of many indigenous people. Despite its Quechua name, the region was not actually used by the Incas for much of its history. Tambopata was settled thousands of years by Amazonian indigenous groups. It can be seen remains of primitive settlements in the Neolithic remained for a long time.

During the Spanish colonial period, access to the Tambopata region was so difficult, that was ignored and left to their own resources. This changed in the early twentieth century, during the height of the rubber industry. This area was famous for the continuing conflict with indigenous populations.



## METHODOLOGY AND SPECIFIC ACTIVITIES

*The origin of “Tambopata” derives from two Quechua words meaning “inn” or “place of accommodation” (dairy farm) and “high point” (leg).’*

### INDIGENOUS TOURISM DESTINATIONS TO DIFFER FROM OTHER THING WITH OROGRAPHY

Remote indigenous populations in the image of the stereotype of Peru and the Inca people, in recent years, have appeared new types of travellers looking for different, less massive and more contact with nature and indigenous societies from different regions experiences, this area meets the appropriate conditions to develop in a sustainable manner, both rural indigenous tourism trends.

Madre de Dios is the ancestral home to several indigenous groups like the Eséjeja, Machiguenga, Yine and Haramkbut, as well as about a thousand Indians in voluntary isolation that go deep into the jungles following the rhythm of the forest for their hunting and gathering. Almost all native communities in the region retain their cultural richness and vast knowledge of the forest.



This has caused one of the fastest growing regions is the Department of Madre de Dios, Tambopata National Reserve where reside a large number of tribes who have struggled to maintain the ecosystem.

According to the National Service of Protected Natural Areas by the State of Peru (Sernanp) during 2012 National Reserve Tambopata reached a record of over 33,000 visitors, which meant an increase in activity by 16% compared to that recorded in 2011 is positioned as one of the main tourist destinations nature of the Peruvian Amazon. Precisely because of the development of the region and the demand in the domestic commercial aviation sector in January the airline LAN Peru opened to daily flights from Lima to Puerto Maldonado Airport.

*“In recent years, have appeared new types of travellers looking for different, less massive and more contact with nature and indigenous societies from different regions experiences.”*

*“During 2012 National Reserve Tambopata reached a record of over 33,000 visitors, which meant an increase in activity by 16% compared to that recorded in 2011.”*

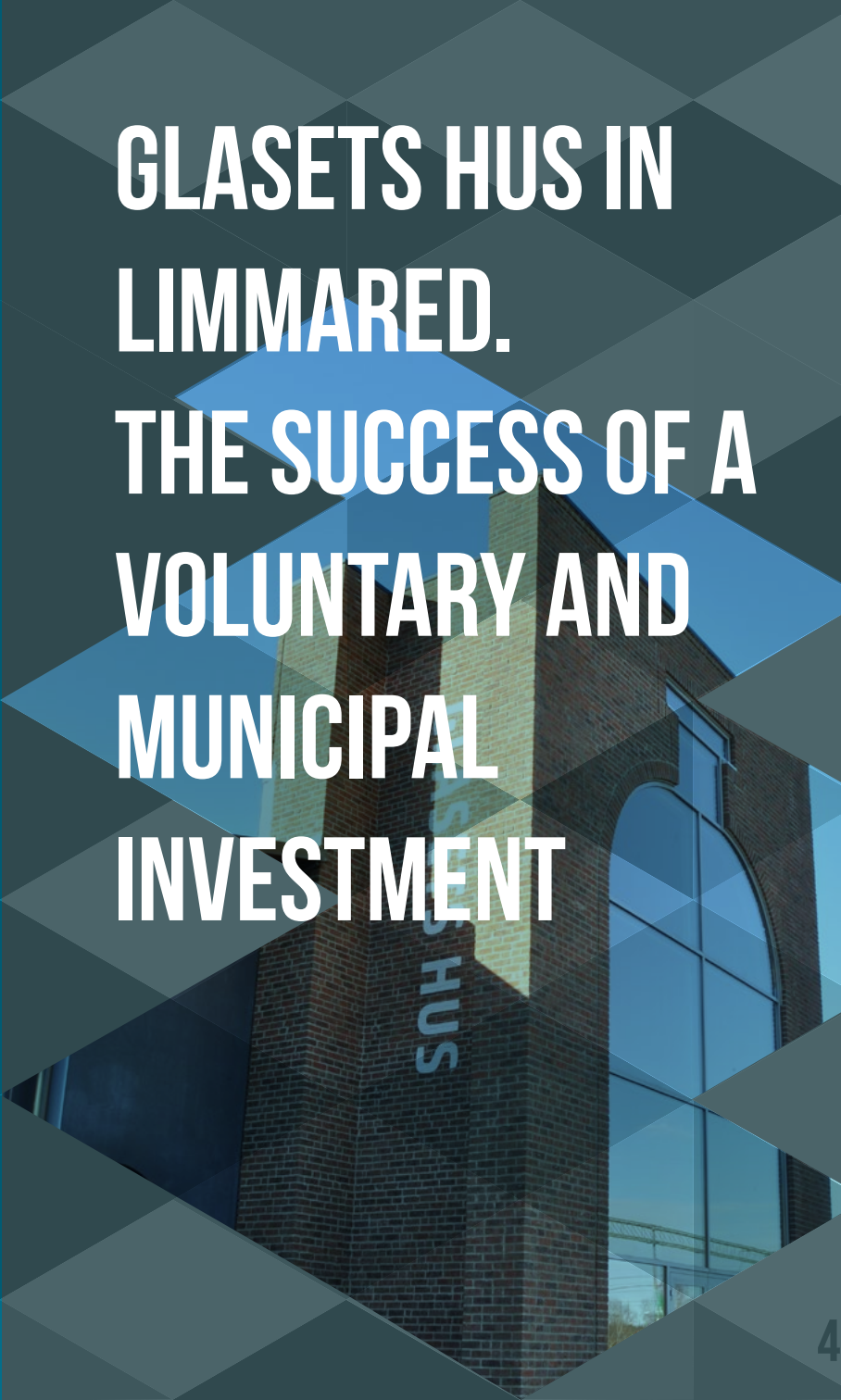
RESULTS AFTER THIS BRANDING STRATEGY

## CONCLUSIONS

- ◆ The importance of keeping intact the essence of traditions and indigenous people as an offer of authenticity for visitors.
- ◆ Promotion of anthropological tourism.
- ◆ Take advantage of the orography to offer an active and tourism based on adventure.



# GLASETS HUS IN LIMMARED. THE SUCCESS OF A VOLUNTARY AND MUNICIPAL INVESTMENT



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INTRODUCTION

In Tranemo municipality we have a lot of small villages, many small and medium enterprises and a low rate of education level, but despite this, we have very low unemployment caused to the many work opportunities. We also have a history of manufacturing and a glass factory that started up in 1740 and still running producing for example the Absolut vodka bottle.

The glass factory is situated in a small village named Limmared. When this project was introduced there were many empty shops and houses in Limmared, as in many other villages in the Swedish rural areas. An old glass blower had a dream and a glass collection of glass produced from the year 1740 until today but no respectable and inviting environment to present the collection in. An association was started and the NGO was named Kultur 1740 after the starting year of the glass factory.

## METHODOLOGY AND SPECIFIC ACTIVITIES



- Objective: To have a building where the collection of glass could be kept for everyone to take part of.
- Bottom-up approach, what do the civil society want and need?
- Let it take time
- Involvement and commitment of the local business community
- Use external funding (LEADER in this case) to plan and organize and make use of others mistakes and success stories and experiences.
- Triple helix: private, public and the civic society
- Use press all the way, that way everyone already knows about you when you open.

*“The place works as a restaurant, as a meeting place and works as a central place in the municipal and local work with integration.”*

Glaset hus, had its Grand opening in June 2012. 2 years later, they had 30 000 visitors and had already hosted art exhibitions from world known artists and more is to come. The place works as a restaurant, as a meeting place and works as a central place in the municipal and local work with integration. It also works as a waiting hall for travelers with bus and train. The ideas of expanding and future development of Glaset hus is never ending!

Antikrundan, “The antique and retro Tour” of Limmared is another of the synergetic actions caused by Glaset hus. About 14 retro and antique shops is now situated in the before empty shops and display windows are now styled with very popular stuff for the interested.

*“About 14 retro and antique shops is now situated in the before empty shops and display windows are now styled with very popular stuff for the interested.”*



*“An old glass blower had a dream and a glass collection of glass produced from the year 1740 until today.”*

RESULTS AFTER THIS BRANDING STRATEGY

GLASETS HUS

## CONCLUSIONS

- ◆ Bottom-up approach (no “outsider” can build a success like this that transforms a whole village).
- ◆ Transparency – Be open and listen to all participants in collaboration.
- ◆ Set the objectives high, but realistic.



# DUNDEE. CITY OF DESIGN

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## INTRODUCTION

Dundee is a city that is currently in a state of flux...so in other words ‘everything is changing’. And when I say “everything” I mean everything. I visited the city in April 2015 and a lot of work was in progress.

There is an old saying that the more construction cranes you see on the skyline the more prosperous the area is. On this basis Dundee is going places. It is Scotland’s 4th largest city.

During Victorian times (1830-1900) the city prospered through its involvement in the Jute trade for the textile industry but in the mid to latter half of the twentieth century it was a city in decline and was derided by most of Scotland as a place not to visit or live.

Due to this situation the local council started on the rebuilding of its reputation and repositioning in people’s hearts and minds. At the heart of this proposition was to engage with the universities (21,000 students) and local organisations and came up with the term “Dundee, City of Discovery” to reflect its past related to the exploration ship of the same name, which is in dry dock on the sea front (Waterfront) and the fact that through the strong association with the education institutions “discovery” seems appropriate.

*“In 2012 they joined the European URB ACT ‘City Logo’ project.”*

## METHODOLOGY AND SPECIFIC ACTIVITIES

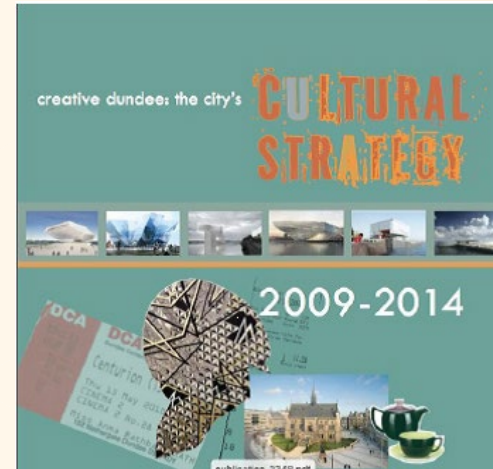
Consultation with the whole community and a shared vision and objectives. For example <http://www.dundee.com/dundeeandme.html> a web site that got every part of the community to have their say.



### Creation of a “strategic advisory” board.

They used their strengths such as the success of local computer games developers and the strong connection with the “Design institutions” to position the city through a culture driven set of exercises.

*The new term became...  
Dundee “One City,  
Many Discoveries”*



### Dundee Cultural Strategy 2009-2014

In the middle of this five year plan in 2012 they joined the European URB ACT “City Logo’ project (<http://urbact.eu/citylogo>) to learn and share experiences from bigger cities that had similar chequered histories. This project was well managed and set a new standard for European city rebuilding frameworks. Each city had it’s its own set of problems but by identifying a process driven strategic set of rules, each could start to identify and solve their unique circumstances.



As part of the five year plan in 2013 they embarked on the planning of the current.. New ten year plan (longer term vision.. good practice) 2015-2025.

New modified strapline instead of City of Discovery.

The new term became... Dundee “One City, Many Discoveries”.



Accepted to be the the only other V&A museum in the UK featuring a fantastic building designed by Japanese architect Kengo Kuma as part of a long term £30 billion “Waterfront” development plan.

2014 bid to be recognised by UNESCO as a City of Design.

After a Positioning and perceptions project undertaken by Klien O’Rorke created a ‘focused proposition’ “Dundee ignites a spark in everyone, encouraging them to embrace all life has to offer,” commissioned by the City Development Department of Dundee City Council.

Now the ‘spark’ brand style and graphic element are used to lift all visual communications.

## OUTCOMES OF THE EXERCISE

1. New strapline playing on the old ... **‘One City, Many Discoveries’**
2. Proposition pillars
  - As a result the 3E’s are fundamental to the new positioning
  - Enjoy: Great quality of life
  - Enrich: Through wide ranging activities in Dundee and prime location for Scottish countryside.
  - Excel: In innovative industries
3. Focused Proposition: **“Dundee ignites a spark in everyone”**
4. Graphic style ‘spark’ to lift all visual communications
5. New aims: We aim to portray Dundee as a city of stature, a high achieving ‘centre of Scotland’ that is an intriguing and interesting place.

RESULTS AFTER THIS BRANDING STRATEGY



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2014

## CONCLUSIONS

- ◆ At the moment the whole city looks as if a bomb has been dropped onto it. But this just goes to show the positive state of development and transition that the city is undertaking.
- ◆ The city is now on a path of clear objectives and a bright future which as the new buildings start to appear will dramatically illustrate to the global audience the New Dundee fit for the 21st Century.



# PRINCE EDWARD ISLAND. ANNE OF GREEN GABLES ITINERARY

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## INTRODUCTION

Literary tourism is a type of cultural tourism that deals with places and events from fictional texts as well as the lives of their authors. The writer Lucy Maud Montgomery was born on the north shore of Prince Edward Island (Canada) in 1874 and raised in Cavendish by her grandparents. It was here that she penned her most famous novel, *Anne of Green Gables*, which is beloved around the globe and has been translated into 15 different languages.

When the novel *Anne of Green Gables* was first published in 1908, most people could only dream of visiting its magical setting. As the book became popular around the world, it's likely that many readers had no idea where Prince Edward Island was. They may have even wondered, "Is it a real place?"

Tourism marketing plan was focused in showing to the world that *Anne of Green Gables* magical setting is real and its name is Prince Edward Island. Therefore *Anne of Green Gables* itinerary was organized to provide an attractive itinerary that invites visitors to stay at least three days on the island, and offer tourists a cultural and attractive itinerary that can also be enjoyed in group or family. This itinerary is also environmentally friendly and offers an interaction with the local culture and environment.

*“Literary tourism is a type of cultural tourism deals with places and events from fictional texts as well as the lives of their authors”*

## METHODOLOGY AND SPECIFIC ACTIVITIES

This is the proposal for the Anne of Green Gable itinerary:

### **DAY ONE: Cavendish – New London (Green Gables Shore)**

- Picturesque Cavendish at the very setting of Anne’s story.
- Site of Lucy Maud Montgomery’s Cavendish home, where the author’s relatives still reside.
- Avonlea Village, a recreated rural community based on the village where Anne lived. Step back in time in our 19th century school house, manse and church set among spectacular gardens.
- Visit to Lucy Maud Montgomery’s birthplace. Replica of the writer’s wedding dress and personal scrapbooks containing some of her stories and poems.

### **DAY TWO: Park Corner – Borden-Carleton – Lower Bedeque – Bideford**

- Anne of Green Gables Museum at Silver Bush.
- Matthew’s Carriage Ride around the Silver Bush property, past the Lake of Shining Waters.
- Head to Gateway Village in Borden-Carleton, where it is possible dress up as Anne herself for a replica photo at Cavendish Figurines.
- In Bideford, Bideford Parsonage Museum, where a 19-year-old Montgomery lived.
- Lower Bedeque Schoolhouse, where L.M. Montgomery taught.

### **DAY THREE: Charlottetown**

- Performance of Anne of Green Gables – The Musical™ at The Confederation Centre of the Arts. Or head to The Guild to see Anne & Gilbert, The Musical, a celebration of Canada’s best-known love story.

Nowadays, thousands of the book's fans have made the trip and discovered the land that captivated Anne in Lucy Maud Montgomery's stories enjoying the Anne of Green Gables itinerary which it is considered as a perfect boost for the local economy and promoting the island.



*“Tourism marketing plan was focused in showing to the world that Anne of Green Gables magical setting is real and its name is Prince Edward Island.”*

And for those who just can't get enough of their favourite red-headed girl, or the woman who created her, there are Anne-related attractions all over the Island...

**RESULTS AFTER THIS BRANDING STRATEGY**

## CONCLUSIONS

- ◆ To become and successful literary or artistic work in a tourist destination.
- ◆ Building a strong emotional connection with fans.
- ◆ Attracting families in a new way for cultural tourism.



# LAS PEÑAS

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## INTRODUCTION

Guayaquil (Ecuador) is one of the biggest cities in South America, with most tan two million inhabitants. The name of the city came from Guayas River that flows to the Pacific Sea. Despite being a city located in the Pacific, its inhabitants have Caribbean spirit. It is a living city where the streets are always full of colours and activities.

Las Peñas is a neighbourhood built in a colonial architecture stile at the foot of Santa Ana hill, was declared National Cultural Heritage in 1992. It has been destroyed and reconstructed several times because of fires.

In 2001, a partial remodelling of the district was held with the improvement of “Diego Noboa Staircase” in Las Peñas: 444 steps which give access to a lighthouse and a little church at the top of the hill.

The remodelling of the staircase and its environment, pursue a double objective:

- The structural conservation of this area and the improvement of the sanitation services of the oldest quarter of the city, and changes on the street lighting and water supply.
- A social transformation of a neighbourhood that was characterized by high unemployment.

## METHODOLOGY AND SPECIFIC ACTIVITIES

*“There is a real improvement of the quality of life of the neighbours and an increase in employment.”*

The remodelling project of “Las Peñas” neighbourhood has been complex, but we can find some key aspects that have led to the improvement of this area.

- **Strategic Plan:** The reform works of this neighbourhood and the city, were sponsored by private entities, and a complete strategic plan was developed by Oxford Brookes University.
- **Structural measures (architectural):** Reconstruction of houses and facades along the whole staircase; Installing lighting, drinking water and wastewater collection.
- **Legal measures:** Residents cannot be enriched by the gain from the sale of their homes, but it's permitted to be transformed into tourist businesses.
- **Tourist footstep:** Improvement of safety and cleanliness (managed by private companies) as well as the numbering of the steps.



Obligatory visit for tourists arriving at Guayaquil. It is the third attraction of the city (TripAdvisor's web), obtaining the certificate of excellence. 90.3% of users that consider it as "excellent" or "very good".

There is a real improvement of the quality of life of the neighbours and an increase in employment.

Creation of more than 60 pubs, restaurants, cafeterias and leisure centers with a wide variety of attractions, from live music to art exhibitions.

*“Las Peñas is a neighbourhood built in a colonial architecture stile at the foot of Santa Ana hill, was declared National Cultural Heritage in 1992.”*

*“Now it is the third attraction of the city (TripAdvisor's web), obtaining the certificate of excellence.”*

RESULTS AFTER THIS BRANDING STRATEGY



## CONCLUSIONS

- ◆ Planning: Comprehensive plan for improving the development of the city, supported by public and private entities.
- ◆ Local development: Participation of the people in the process and in the final results.
- ◆ Entrepreneurship: Encourage the creation start-ups (tourist-related business).



# PENSIUNEA CETATUIA. RURAL AREA IN ROMANIA

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## INTRODUCTION

The venue was open in December 2015. It was made with European funding on the program designated to develop tourism in rural areas.

It is situated 34 km from Buzau, in a rural area not very well developed.

Services offered: parking, playground, traditional restaurant, guided excursions to the sights of the area, organizes events, WI-FI and mobile phone network.

### Objectives:

- To promote the location on local, national, international level.
- To offer new and interesting touristic services.

*“The logo was an important decision.”*

## METHODOLOGY AND SPECIFIC ACTIVITIES



**CETĂTUIA**  
*Măgura Buzău*

### Step 1.

- Research regarding the story of the place, historical, economical, cultural, social background.

### Step 2.

- Gather information regarding the touristic objectives in the vicinity.
- Visit the touristic objectives in the vicinity.

### Step 3.

- Realize a SWOT analyse on the base of information gathered.

### Step 4.

- Contact a company to design the logo.
- Delivery of different logos.
- Consulting a panel of potential consumers.
- Choose the most representative logo.

### Step 5.

- Promoting the venue through Internet.
- Design of a web page by a specialized company.

<http://pensiune.bergerbit.ro/>

They make also partnership with booking.com a very well known accommodation provider for all around the world.

Promoting the venue through social media.

Facebook:



Meeting and discussions with students from Colegiul Economic Buzau.

Promoting the venue on Bucharest International Tourism Fair by students from Colegiul Economic Buzau.

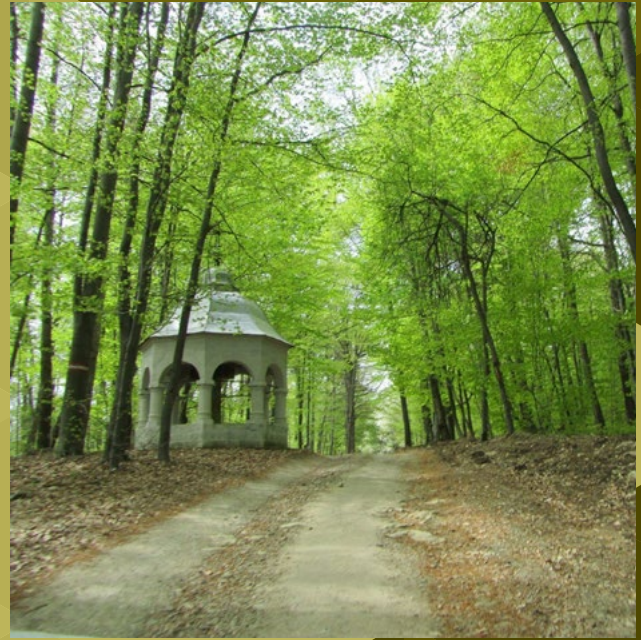
*“It was made with European funding on the program designated to develop tourism in rural areas”*

*“Gather information regarding the touristic objectives in the vicinity.”*

RESULTS AFTER THIS BRANDING STRATEGY

## CONCLUSIONS

- ◆ Use a professional company to design the logo.
- ◆ Use of the Internet in promoting the venue.
- ◆ Use of social media to promote the venue.



# HOTEL TIGAIGA, TENERIFE

## INTRODUCTION

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How can a small Hotel in a mass tourist destination as El Puerto de la Cruz (Tenerife) have a higher than expected impact according to its size in the international arena?.

Hotel Tigaiga (<http://www.tigaiga.com>) was founded in 1952. It is a family business hotel, four stars, which is located in the gardens of Taoro in Puerto de la Cruz (Tenerife). The origin of the Hotel Tigaiga is necessarily linked to the development of the Puerto de la Cruz as a tourist destination. This represents, at the same time, disadvantages and opportunities. The drawbacks refer to the tourist destination was still in launch phase / growth. The opportunities had to do with the ability to fill a gap in the market, properly manage business relationships and positioning in a solid manner.

Initially, its founder, and today their three children, manage the hotel based on principles of provide the highest quality and service to the customer (mostly from Germany) and eco-environment. Its strategy, its values and its management determine the positioning and visibility of this hotel that, nevertheless, go unnoticed by his prudence and commercial discretion. Currently Tigaiga hotel has over 8000 m2 of garden and 83 rooms. In addition, the hotel has ISO 9001, ISO 14001 and Environmental Management certificate (EMAS).

## METHODOLOGY AND SPECIFIC ACTIVITIES

*“Its strategy, its values and its management determine the positioning and visibility of this hotel.”*

The Hotel Tigaiga bases its philosophy and culture in the following **values and principles**:

- “Family” proximity to the client and personalized treatment.
- Dedication in service, quality and simplicity that provide exclusivity.
- Care, management and integration of environmental aspects in the organization.
- Tradition alongside continuous improvement and renewal.
- Experiences of relaxation, peacefulness and comfort.

With these elements as pillars of the business model of the Hotel, **objectives of management** are based on:

- Encourage active communication and personalized service.
- Establish and periodically review the objectives of quality and environmental management within a preventive framework and continuous improvement.
- Fulfil all loyal standards for the quality, safety and environment.
- Favouring management with suppliers that are committed to quality and respect for the environment.
- Enhance motivation and training of employees to ensure standards.



The results of the adoption and implementation of the principles and values listed above is reflected in the awards it has won the Hotel Tigaiga, some of which are:

- TUI Holly Award for quality of service.
- TUI Environment Award to the work of nature conservation.
- Award of the Swiss tour operator Kuoni - Green Planet for environmental management (2001).
- Landscape Award “Isla de Tenerife” of Cabildo Insular de Tenerife, for the effort and experience in conservation and landscape maintenance and sustainable use of natural resources (2010).

landscape maintenance and sustainable use of natural resources (2010)

**The hotel has achieved an international reputation because of the professionalism that everyone offer to customers.**

The gastronomy, the service, the quality of hosting and ongoing maintenance and conservation have been key factors in its rapid positioning, in addition to its excellent location and the quality and beauty of its facilities and gardens. Another element of note is the constant renewal and re-issue of principles and practices.

**In the commercial area, alongside instruments and performances of traditional marketing, the company also develops E-marketing.**

The online marketing strategy includes an active Web, which is dynamic, usable and adapted to mobile devices (<http://www.tigaiga.com>). Some of this Web features are following:

- Contains a link to TripAdvisor.
- Includes hotel videos, a video-tour 360° and reports on awards.
- Includes sales facilitators and contact, and messages that synthesize their philosophy.
- Direct links to social networks: Facebook, Twitter, Flickr, TripAdvisor, Hotel Blog and YouTube.

**RESULTS AFTER THIS BRANDING STRATEGY**

## CONCLUSIONS

- ◆ Tigaiga hotel has managed to be faithful to the “tradition” as the value of its promoters while has been adapting and modernizing depending on the market and the environment.
- ◆ The update that has been carried out has been gradual, not leaps, which has led to related advantages concerning the strength and attention to detail, in addition to efficiency.
- ◆ Tigaiga Hotel managers have consistently defended the quality, customer service and attention to environmental issues and sustainability.
- ◆ The hotel has successfully managed its target audience, relationships and cooperation with its collaborators.



# STATE STUD FARM ĐAKOVO AND LIPIK



## INTRODUCTION

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The first written record about horse breeding dates back to 1506 which makes it one of the oldest stud farms in Europe. At the beginning they were exclusively Arab horses, but in 1806, at the time of Napoleon's wars, 300 horses from Slovenian stud farm In Lipca were sheltered in Đakovo as a safer place for more than a year. On leaving Đakovo, the Lipica farm stud left three Lipizaner stallions as a gift. By the middle of the 19th century, when Josip Juraj Strossmayer was appointed bishop, Lipizaners became the only horses to be bred in Đakovo.

There are two locations of the stud farm. One is in the town where where horses are trained for riding and two and four in hand carriages, the other is in Ivandvor, nearby place where horses are bred and kept till they are three years old when they can start being trained. Numerous rewards in Croatia and abroad speak of high quality of these horses.

The State Stud Farm Đakovo becomes more and more popular among tourists who visit Slavonia. The most important visitors certainly are the members of the Royal family of Great Britain, the Queen Elizabeth II, princ Philip and princess Ann visited it in 1972 and in 2016 the dutchess of York, Lady Camilla. Owing to its great attractiveness to tourists and horse riding lovers, The State Stud Farm Đakovo becomes very important destination for those who visit Đakovo, Slavonia and Croatia.

*“Its strategy, its values and its management determine the positioning and visibility of this hotel.”*

**METHODOLOGY AND SPECIFIC ACTIVITIES**

- Competition in horse riding sport.
- Exhibitions and seminars.
- Specific methodology in breeding horses which makes the farm different from others.
- Licencing and branding the Lipizaner sort of horses.
- Renting indoor riding facilities.
- Renting facilities to private horse breeders.
- Enlisting performances and sport activities among the attractions of Đakovo and Slavonia.



*“The hotel has achieved an international reputation because of the professionalism and exquisite treatment that everyone in the organization offered to customers.”*



*“In the commercial area, alongside instruments and performances of traditional marketing, the company also develops E-marketing.”*

- Greater number of visits.
- Better exploitation of indoor premisses.
- Put sign posts which will enable visitors to reach stud farm easier.
- Lower the prices of the performances or even make it free of charge for students and children.
- Involve media.
- Increase efforts in training and making performances.
- Highly skilled staff.
- Offering services to private horse owners.
- Better coordination with other tourist offices and institutions involved in promoting tourism in Đakovo.
- Exploit the visits of famous persons in promotion of stud farm and Đakovo.

**RESULTS AFTER THIS BRANDING STRATEGY**

## CONCLUSIONS

- ◆ Rich history of breeding and selection of horses together with training and offering the most modern equipment with indoor premises for riding.
- ◆ Regular and thematic performances.
- ◆ Presence in media because of different reason, as some visits of members of Royal Family of Great Britain.



# THE 'NIGHT OF OIL LAMPS' OF ALMÓCITA

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INTRODUCTION

Almócita is a small village (161 inhabitants) located 54 kilometres far from Almería (Andalusia, Spain). Its municipal area is included in Sierra Nevada Natural Park, one of the region's natural paradises, due to its scenic, botanical and anthropological wealth and also for its fauna. This 'white village' of Almería's Alpujarra preserves the typical Moorish architecture of the area and right in the centre of the village stands the parish church of Nuestra Señora de la Misericordia, with its Baroque doorways and an unroofed nave; only the Mudéjar coffering of its main chapel remains, recently restored.

Since 2011, 'Night of Oil Lamps' Almócita' transformed a seasonal rural tourist destination into one of the best known and requested touristic destinations from Alpujarra's region.

*“Almócita won the Guinness World Record with this lamp of steel which has a capacity of 650 litres of oil.”*

**METHODOLOGY AND SPECIFIC ACTIVITIES**

*‘Night of Oil Lamps’ Almócita’ transformed a seasonal rural tourist destination into one of the best known touristic destinations from Alpujarra’s region.*

Annually, the evening of the first Saturday of May begins with the lighting of the world’s largest oil lamp. In 2013 Almócita won the Guinness World Record with this lamp of steel, which is 20 times larger than a traditional one and has a capacity of 650 litres of oil. At the same time, the village turn off the electric lighting and occurs the lighting of the oil lamps of the facades.

This event has become an important tourist attraction for the town and the region, so much so that since 2016 has become a weekend of rural active domestic tourism based on a proposal of playful and sociocultural activities which revolves around **three axes**:

1. **Ecotourism through hiking**
2. **Folk-medieval music concerts and facades and no flash photography contests**
3. **Leisure-gastronomic activities** (preparation of oil lamps recycled, stands of handcrafts and cuisine of the region, dance, Dj’s sessions, etc.)



### Objectives:

- Generation of new tourist attractions in Almócita regardless of their cultural heritage.
- Involving its inhabitants by promoting collective citizen initiatives of social activism towards sustainability, ecology and responsible energy consumption.
- Community awareness and promotion of environment that combine the possibilities of different segments such as nature, culture and leisure-gastronomy.
- Seasonal adjustment Almócita tourism, as young people are going to work out and only return in August, the most holiday month in which almost all the tourist demand is concentrated.
- Promote the settlement of the population and contribute to the repopulation of Almócita making known the municipality, since the people who live in this town there are currently insured only a couple of generations.

Now the 'Night of Oil Lamps' Almócita' has become a huge tourist attraction and receives thousands of visitors each year. In 2015 they received 2500 visitors.

From the first edition, Almócita has had an economic development and new jobs, which has already built a campsite to accommodate visitors not only during the 'Night of the oil lamps', but for the rest of the year.

Finally, it is noteworthy both massive support from the citizens volunteers from the village as great local, regional and national media coverage

*“They received massive support from volunteers from the village.”*

RESULTS AFTER THIS BRANDING STRATEGY

## CONCLUSIONS

- ◆ Almócita is betting for a new familiar mode of enjoying tourism based on magic and ancient rituals promoting values like sustainability, responsible consumption and eco-tourism.
- ◆ The 'Night of Oil Lamps' of Almócita has established itself in the cultural and leisure view of Almeria and has become an important tourist attraction for the town and the region.



# APPENDIX: GUIDE ON APPS

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## INTRODUCTION

With the arrival of smart phones, tablets or wearable technologies, tourists' services are more than ever using these new technologies. This new digital tourist, hyper connected and multi-channel, used to take advantage of Apps in their own territory to interact with their environment and make their life more comfortable, needs connectivity and mobile services along their travel different stages (before, during and after).

That's why, thousands of Apps have appeared in the tourist sector during the last years with products, services and tourist experiences: Apps to look for and book a transport, accommodation or a place to eat; Apps to discover a destination, Apps linked to nature, culture, gastronomy, Apps to look for a travel mate, to obtain tickets discounts, to know the state of waves to surf or weather to sail, to translate signs, etc...

In his guide, we are especially interested in Apps which help tourists during their stay in our territories, assisting them with all the information they may need and making of their stay a unique experience.

We will show first the best Apps from IBRAVE partners territories, as well as the best ones selected from a tourist Apps guide with 224 user-friendly applications jointly launched in Spain by the Ministry of Industry, Energy and Tourism, through the State Society for the Management of Innovation and Tourism Technologies (SEGITTUR) and the Chamber of Commerce, under the umbrella of the Centre Knowledge, Intelligence and Innovation (Intelitur).

Taking into account all IBRAVE partners experience in the tourism sector and the best examples of different Apps worldwide, we will give recommendations of how we think an App should be developed to promote local businesses, be useful for tourists and distinguish us from competition.

## APPS IBRAVE TERRITORIES

There exist a lot of differences among IBRAVE partners, in some territories there is a wide use of Apps, whereas in others they hardly use them.

### MIDWEST FLANDERS

vzw Midwest Development is a regional non-profit organisation that works to promote the innovative and sustainable socio-economic development on the region Mid-West-Flanders in Belgium.

One of their priority objectives concerns is the sustainable and profound grounding of a strong regional branding strategy with a focus on the agro-food sector for the region.

The two best Apps for tourists in the region are the following:

#### APP: 'WESTVLINDEREN'

With the App West-Vlinderen (only available in Dutch) you can discover West-Flanders by bike or on foot. The App works by using the nodes of the cycling and walking networks. The App knows where you are, thanks to the GPS function of your smartphone, and can suggest a 'tailor-made' route. On the basis of node numbers you get from one location to another. A tap on the screen is enough to learn all about it. If the route does not suit your needs, then you just shake your phone for a new suggestion. Don't forget to share your trip via Facebook or Twitter afterwards.

More info (only in Dutch): [www.west-vlinderen.be](http://www.west-vlinderen.be)

Summary:

- To discover West-Flanders by bike or on foot.
- Uses nodes of the cycling and walking networks.
- Tailor-made routes are possible.

- Provides detailed information with regard to certain points of interest.
- Shake your phone for a new suggestion, if the route does not suit your needs.
- You can share your trip via FB or twitter afterwards.

#### FREE WW I APP 'BEHIND THE FRONT OF THE GREAT WAR'

With this mobile Application you discover life under the German occupation in the municipalities of Midwest region. Civilians and soldiers take you along hospitals, airfields, churches, schools and cemeteries. In some places you can slide the photos of the past over the actual image. The routes are illustrated with unique photo material, historical information, personal testimonials and fun info.

The App provides 7 walking routes in the 'BIE-region' (Roeselare, Ingelmunster, Moorslede, Staden, Lichtervelde, Hooglede and Izegem), 2 coach routes and the following 4 themed car routes in the broader Lys region (Wervik, Kortrijk, Waregem, Deinze...):

- The route "Schuwe Maandag" (Shy Monday) about the German invasion.
- The route "Geneeskunde en verzorging" (Medicine and care).
- The route "Het dagelijks leven onder Duitse bezetting" (Daily life under the German occupation).
- The route "De bevrijding van 1918" (The liberation of 1918).

More info: <http://veertienachtien.be/nl/node/7800>. This link also contains links to Google Play and the iStore, where you can download the App.

## Summary:

- Discover life under the German occupation in the municipalities of Midwest region.
- Civilians and soldiers take you along hospitals, airfields, churches, schools and cemeteries.
- In some place you can slide the photos of the past over the actual image.
- The routes are illustrated with unique photo material, historical information, testimonials, etc.
- The App provides 7 walking routes and 2 coach routes and 4 car routes.

There is another one to promote local businesses:

### **SMART CITIE APP (ROESELARE)**

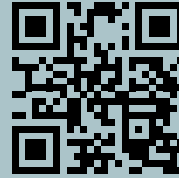
Is an Application that gives useful and practical information about several stores in Roeselare, like opening hours, addresses, ... It even guides the visitor/customer to the nearest vacant parking places where you can pay with your smart phone.

Once the customer/visitor walks into a store, he/she gets a notification about the most interesting offer (bargains, ...). Further, by simply walking in and out the local stores the customer can collect points and exchange them after some time for local products or services. In addition: the App replaces all the paper or plastic loyalty cards.

With the App the customer can pay online, make appointments or even order for instance a sandwich in a sandwich bar a couple blocks away.

The App strengthens the commercial centre of the town: for retailers it is a very affordable way to join the digital (r) evolution.

The Smart Citie App was launched in September 2015.



## **LEMVIG**

Lemvig Kommune is a municipality of 21,000 inhabitants in Denmark.

Their best two Apps are the following:

### **KYSTCENTRET APP**

The Costal Centre, placed in Thyborøn, has an App, which can be used in order to find useful information about the Costal Centre and play with the virtual interactive map. The App also contains information regarding events happening in the proximity of the costal centre, picture albums from different events and much more. The App is available in Danish, English and German. The App is considered to be successful because it covers a very touristic area (with museums, aquariums and other touristic attractions) and it's the only Apps of this kind in the entire area.

### **JERNKYSTEN APP**

The App offers a 'virtual reality' where you can experience the west coast of Jutland through twelve shipwrecks that have been destroyed in places between the cities of Thyborøn and Thorsminde. The App guides users to twelve interesting places and tells the story of what happened back then. Users can find information and stories about why the Danish rescue service was established and how did they helped the sailors in trouble. The App is relevant for both tourists and citizens, as it tells a lot about the municipality's profile and its history. The App is available in Danish and English.

## DJAKOVO

Economicska Skola Braca Radic is a secondary Vocational Business School in Djakovo (Croatia), the centre of the fertile Djakovo region.

Djakovo-heart of Slavonia is a mobile App that lets visitors discover all the natural, cultural and gastro beauties of Đakovo town - Heart of Slavonia.

The application guides you through the town with the precise GPS instructions.

For example, if you want to find a proper restaurant, you can choose one from a list, or view a map and find which restaurant is closest to your GPS location.

When you click on a restaurant, you can find an image, google map location, GPS instructions how to get there, visit the webpage with all the informations, or even make a phone call inside the application!

There are also listed Twitter statuses posted nearby, so you can write something you like, recommend it, etc.

Information you can find:

- Accommodation
- Sightseeing
- Food/Restaurants
- Transport
- Events
- Facilities
- Bars/Coffee shops/Nightlife
- Sports
- Photo gallery
- About us



## TRANEMO

Tranemo municipality is located in the south east part of the West Region of Sweden with a long tradition in glass and has Approximately 11,600 inhabitants.

In their territory there have been a lot of different Apps during the years, but none had any breakthrough. The most used are those temporary, like for a special park such as Liseberg or the zoo.

For residents they only have Muniapp, which is used to report issues like falling trees or bumps in roads and so on.

## BUZAU

Colegiul Economic is a quite large vocational school specialising in business administration and tourism studies in Buzau, southeast of Romania. Its region has a great number of tourist attractions such as Trovant Rocks in Ulmet, Berca Muds Volcanoes or Unquenchable Fire in Terca among many others, but they lack of enough promotion which is the reason why they are participating in IBRAVE project.

Buzau only has one Apps which offers just very general information from administrative field, the only language is Romanian.

Inhabitants are not very used to Apps.



## CEUTÍ

Ceuti is a small municipality in the Region of Murcia (Spain), but very well connected: only 23 km away from Murcia capital with a population of over 400,000 inhabitants, and 90 km away from the tourist city of Alicante. Two Apps were presented during the first IBRAVE meeting in Ceuti:

### RUMAPPS

Developed with LEADER funds through a cooperation project of the four Local Actions Groups in the Region of Murcia with the objectives of: spreading the rural heritage and resources of interest, providing users with a tool that helps them enjoy the most of the territory, increasing the user experience and overnights stays.

RuMApps is available for Apps Store, Google Play and Windows Phone in English and Spanish.

Visitors may choose to view the information either by selecting municipalities, either by categories.

When selecting a specific municipality, they will find information about what to visit, where to eat, general information, accommodation, leisure, circuits, tourists products and other practical info (police, health centre...).

By selecting categories, users will find the following rubrics: Museums, Gastronomy, Active Tourism, Nature, Local Products, Religious Tourism, Guided Visits, Health and Beauty, Wine Tasting, Iberian's Route, Castles, Handicrafts, Monuments and Local Festivities.

It allows you to create your own routes, lead you to a place nearby, share info through the social media and make recommendations.

However, it has only permanent information and lacks of an agenda of activities.

## ZANKIU

This App has been created to build loyalty with local businesses customers, by allowing different promotions: discounts, raffles... It contains a very big offer of shops, restaurants and cafeterias, and it shows the closest businesses to the user and how to get there, as well as contact details.

To encourage people to use it, other municipal information is sent in the way of alerts, such as cultural and festivities events, and lastly videos with interviews, news and so on.

It is possible to view Zankiu presentation during the first IBRAVE meeting on [www.ceuti.es](http://www.ceuti.es)

Apps in the Region of Murcia:

### TURISMO REGIÓN DE MURCIA

Developed by the Regional Ministry of Tourism it gives access to all tourist resources within the Region, users may look for information about accommodation, museums, restaurants, agenda, weather forecast, tourism offices... It uses Geolocation to place the user and show the closest options.

It allows users to book accommodation and buy tickets to certain places, evaluate destinations and check the highest valued.

## ALMERÍA

The IBRAVE partner University of Almería is one of the youngest and more dynamic universities in Spain. The province of Almería belongs to Andalucía and it is bordered by Granada, Murcia and the Mediterranean Sea. It is famous for the arid landscape which characterises part of the province where many movies has been shot such as "Indiana Jones and the last Crusade", "Lawrence of Arabia" and "The Good, the Bad and the Ungly".

The most interesting Apps are the following:

### **ADRA+**

It is the Local Tourism App of the municipality of Adra (Almería). Presented recently, its main advantage consists in Geolocation and augmented reality, guiding users through this augmented reality. Available for smart phones and tablets, free download, Android and IOS, and four languages (Spanish, English, French and German).

Thanks to augmented reality and geolocation, this App enables users to be guided to main tourist points in Adra, having also video and audio contents for most important places. It also has an agenda of activities, information about festivities, news, weather forecast, accommodation, bars and restaurants and shops.

### **ALPUGUÍA**

Alpugúa is the Alpujarra App which includes different municipalities of Almería province.

This App contains a “tourist buffet” which enables users to make recommendations about places to visit, accommodations or advices of where to eat once you have selected a town to visit. This way, the offer is tailor made for each tourist needs.

This “tourist buffet” includes the following rubrics: “Festivities and Events”, “What to visit”, “Hiking routes”, “Where to eat”, “Where to stay”, “Where to buy”, “Services”, “Buffet”, “Logbook”, “Personal Profile”.

It is available for smart phones and tablets, for Android and iPhone and in four languages: Spanish, English, French and German, also through the web [www.alpugua.com/Apps](http://www.alpugua.com/Apps).

With this App, users access info about more than 140 places to eat, 40 places to stay and more than 75 hiking routes with a description about length, time needed, difficulty and height. It also has photographs and info about more than 1,500 tourist elements (lookouts, fountains, religious heritage, stately

mansions...) and practical info (taxi, caravans parking places...), as well as more than 500 QR codes spread along all Alpujarra businesses and most visited places.

### **ALCOMERCIO**

To promote local businesses, Almería Town Council launched this App in 2015 for their dynamisation.

Promoted by the Chamber of Commerce with the objective of supporting new models of going to the market, increasing sales, making loyal customers, cooperating with other businesses and being trained in the use of new technologies, the Town Council is engaged to promote and encourage businesses to participate in this App.

This new platform based on the use of 2.0 technologies, will enable the consumer to access those establishments adhered to the Project either physically, either through the web, either through the App, available for IOS and Android. It is a common point for enterprises and consumers concerned about products' quality and a tool to increase consumers' loyalty through different ways of promotions: vouchers, offers, discount points, virtual loyalty card, crossed sales, common virtual shops...

For local retailers it is a window to present their products through simple tools to attract consumers and encourage them to visit their shops. This is a new virtual window and sales channels without making great investments.



## APPS WORLDWIDE

We will distinguish between global Apps which are present in many different countries of which we may take advantage, and those created for a specific destination. This information has been extracted from SEGITTUR APPS GUIDE 2015, available on:



### TRIP ADVISOR

Available in 27 languages, apart from providing information about flights, accommodations and places to visit, it counts with more than 150 million travellers' comments. It is very easy to find best hotels, fantastic restaurants and funny things to do anywhere you go.

### BOOKAPLAN

Available in Spanish, English and German, this mobile Application offers unique and exclusive experiences which will make your trip unforgettable. It is possible to get information, maps, timetables, prices and much more.

### TIMEOUT

In English, French, Spanish and Catalan, it offers an agenda of different cities life: concerts, movies, restaurants, exhibitions...

### MININUBE

Available in Spanish, German, French, English, Italian, Polish and Portuguese, this new mininube App has information about over 200,000 places in over 200 countries. It offers users the possibility of sharing all their travels content through this Application and creating lists about destinations or specific places and sending them to their friends through e-mail or social media.

### TOURISTEYE

This App helps users to plan their trip to more than 10,000 destinations in the world. Over 500,000 people have used this App taking with them all the information and maps in their smart phones without needing internet connexion. Users may collect travel ideas and recommend places to other tourists. It contains information linked to other Apps as Yelp or Foursquares which provide leisure and restoration information.

### TRIPWOLF

This App allows users to know most popular destinations around the world, with advices of experimented writers/ reviewers.

### VOLTIO

Voltio means stroll, this App allows you to know new places in your town, and tourists may discover different places where the locals go.

### SPAIN FOR KIDS

Available in Spanish and English, it offers activities in Spain for families with children.

### GUIDEO SPANISH TRAVEL GUIDE

It allows you to find your favourite cities with an augmented reality tour. Users may learn history and curiosities when they visit these places. You can visit the past with mythological characters.

### THEMATIC APPS

There are many thematic Apps for people searching for specific activities: NaturApps for Nature, Norway Lights for Aurora Borealis, there are Apps for those who want to sail, to ski, to surf, to dive, to play golf...

Apps created for specific destinations:

### **ARAGÓN GUÍA DE VIAJES**

History and gastronomy, charming towns and unique natural settings. Aragón is presented as a destiny full of details, amusing and complete. Users may discover Aragón three provinces with this guide made from other travellers experiences.

Available in Spanish, German, Catalan, French, English, Italian, Japanese and Portuguese.

### **BARCELONA GUÍA OFICIAL**

Turisme de Barcelona guides the visitor with the assistance of 1000 informative cards and 400 pictures through the wide Barcelona offer: Gaudí, Picasso, Miró and Tàpies works of art, magnificent beaches, Museums and gardens, gastronomy, theatres, music and sport events... For each rubric, it is possible to make selections by alphabetical order, distance from the user, areas, prices or type of cuisine for restaurants, dates for festivals or sports events, or specialisation in case of shops.

Available in 12 different languages.

### **CATALUNYA – THE REAL EXPERIENCE**

This App allows users to know all places of interest in the autonomous region of Cataluña through augment reality. It is possible to capture Cataluña with your mobile phone or tablet and share the picture through the social media. It is also possible to go on the Club Catalunya Experience web and enjoy more than 500 different activities along the country.

### **FORMENTERA PASSPORT**

With this App, users will be able to get info about Formentera best places, in points when you find the Apps logo you may get additional info by scanning. It is possible to overcome challenges to get prizes.

### **HARO IN GAME**

Users may discover this Rioja town through a game based on overcoming different challenges, as users answer questions correctly they get points and clues which help them to solve enigmas. It is a different way to get to know a destination where the interaction with the final user is the key of its success.

### **BERLIN**

PocketGuide is the App of the World leader city audio guide. It transforms your mobile phone into a personal tourist guide. Using GPS, it describes you points of interest around you. Users only have to listen and enjoy the city attractions, whereas their virtual guide explains everything and share personal ideas.

### **STORYWALKER**

Storywalker is a new cultural experience with neighbourhood stories/ legends ready to be listened in your mobile phone, a different way to know other cities through audio fictions. In Storywalker Usera (Madrid) very famous and popular Spanish actors have participated with their voices to tell stories taking place in Madrid though this original App.

## RECOMMENDATIONS

Apart from creating a tailor-made Apps for a territory, municipalities may benefit from worldwide Apps such as Trip Advisor or Mininube by inserting information of your destination and sharing it with others users. SEGITTUR APPS GUIDE 2015 contains information about the enterprises which administrate these Apps.

The University of Almería worked in the implementation of a very interesting tourist plan: Rumour project in La Alpujarra, where inhabitants have been trained on the use of social media by important companies such as Google or Trip Advisor and they share the main attractions of their territories: they may describe how a wine tastes, the preparation of typical recipes, a country house where people can stay... They record videos with their smart phones, publish them on youtube, and share them afterwards through the social media... This information can also be shared through these Apps.

It would be a good practice to designate people from the territory who would create contents and benefit from these recommendations tools.

With reference to a tailor-made Apps, it should have the basis all tourist Apps must have:

- Geolocation
- Available for Android and IOS
- Available minimum in English and other languages depending of your region visitors' origin
- Information of places to visit with contact details and timetables.
- Accommodation offer
- Where to eat

- Shops
- Routes
- Festivities
- Practical info (transport facilities, medical services, pharmacies, weather forecast, mechanic garage services, parking places, ...)

Other interested tools:

- Possibility of tailor-made routes according to your interests
- Possibility of sharing your trip through the social media and making recommendations
- Agenda of activities (very important the possibility of being administrators and keeping it updated)

To distinguish from competition, it would be nice that the App would contain audios or videos, recorded by locals where they tell users legends, stories, curiosities about the points where they pass by. For example, Ceutí has a Open Air Museum, where a typical tourist guide would consist in giving visitors information about the artist, the materials employed, the dimensions..., a local could explain how people used to throw others to the water during the festivities when visiting the mural called "Children swimming in the irrigated channel"... There should be short videos with different people to make it more entertaining. This way the App would not only be a tool to visit your territory but would transform the trip into a real experience. Moreover, citizens would feel part of the territory tourist strategy and be more engaged.

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