



## WORKSHOP

- HOW TO CREATE ADDED VALUE IN TOURIST DESTINATIONS AND ROUTES USING INTERPRETIVE TOOLS


José María de Juan Alonso


## WHO WE ARE

- CEO of KOAN Consulting, S.L. – Tourism Consultants.
- Specialized in Heritage Interpretation applied to Tourism.
- Specialized in Cooperation for Development in Tourism.
  
- Co-Founder and Director of the Spanish Center for Responsible Tourism.
- Licensees for Spain of the sustainable tourism quality seal TRAVELIFE.
- Vice President for the Communication of EARTH - European Alliance for Responsible Tourism and Hospitality (Brussels).
- Advisors to the project "Sustainable and Solidary Tourism enhancing Women Entrepreneurship in Africa and Latin America". Banesto Bank Foundation, Spain.
- Member of the Scientific Committee of CIDES-International Center for Sustainable Development. City of Knowledge (Panamá).
- Member of the Board of AEPT (Spanish Association of Tourism Professionals).
- Founder and Member of the Board of GMIC-Green Meeting Industry Council-Iberian Chapter.





# SOME RECENT AND CURRENT PROJECTS

 Planning of two interpretive centers in **Belize Mayan sites (IDB)**.

 Planning and execution of the Agenda for the tourism development of the Andean Community 2011-2015 (**Perú, Bolivia, Ecuador, Colombia**).

 Design of the strategy on sustainable tourism for the Mediterranean Basin (**UICN**).

 Interpretive and communication plan for the handicraft of **Tunisia and Algeria (AECID)**.

  Interpretive planning of the Oasis Route in **Morocco (PNUD)**.

 Strategic tourism plan for **Santo Tome e Principe and Namibia (AECID)**.

 Leonardo Project **European Nature System**.

 **Spanish Center for Responsible Tourism**.



# PLANNING THE CREATION OF ADDED VALUE

- Concept, design and development of the service and product
- Image desired to be transmitted
- Design according to market expectations
- Segmentation and hipersegmentation
- Design in function of the operational conditions of the territory or site
- Design in function of the tourism and leisure market conditions
- Leisure and recreational activities initially designed for locals, can become a tourist product under certain conditions



## VIABILITY AND ADDED VALUE

- Technical viability (use and distribution of land, climate conditions, seasonality of natural and cultural facts, infrastructural materials, staff available on site...)
- Use of heritage dynamization and interpretation techniques
- Visitability
- Accesibility/ connectivity/ mobility
- Sustainability of the local businesses related to heritage and tourism
- Integration of local qualified staff



# CONCEPTION AND DESIGN OF PRODUCT

- Theme or leit motiv
- Homogeneous and standardized offer
- Adapted to motivation level in the demand
- Adapted to functional factors in the demand
- Adapted to the product patterns identified in the real market, via product benchmarking in the market and demand research studies
- Adapted to new needs in the market
- Flexibility on the performance of the products on site



# CONCEPTION AND DESIGN OF PRODUCT

- Adapted to trends and expectations (special events, happenings, technology, surprise, entertainment)
- Adequate combination of infrastructures, materials and qualified staff
- Rhythm of visits and circuits
- Time distribution
- Contents distribution







# HERITAGE INTERPRETATION

Creation of a qualified tourist experience fully assumes the four aims of interpretation:

Provocation

Revelation

Creation of relationships

Enjoyment



# HERITAGE INTERPRETATION

- 💧 Animation , dynamization and interpretation of the heritage resources within the frame of the experiential tourism:
- 💧 Revealing meanings
- 💧 Humanizing resources
- 💧 Connecting with emotions (wine tourism, gastronomy tourism, Medieval recreations, theme catering for events...)
- 💧 Enriching, specializing, adapting, qualifying and enlarging the stay





# HERITAGE INTERPRETATION

- Fun
- Interactive
- Privileged approach to the resource
- Relevant to the ego and identity of the tourist
- Use of myths, legends, traditions
- Using selective information
- Attracting new and alternative segments and minimizing seasonality



# PRODUCTION ORGANIZATION

- Incoming structure
- Formalization of the offer
- Public-private cooperation/ leading to destination management organizations
- Coopetition
- Coordination of local operators and key direct contact staff (guides, heritage interpreters, drivers...)
- Differential corporate identity towards an overcommunicated market
- Innovation in technology to attract young and new markets



# PRODUCTION ORGANIZATION

- Creation of destination branding
- Product clubs
- Value chain from the information to the operation / from the outgoing market to the destination
- Commercial value of the tourist information (selective, operational)
- Guaranteed operations on site
- Sensytizing mass and low cost tourism



## ADAPTATION TO MARKET

- Knowledge management on the tourist demand: use of data from observatories, surveys, direct observation of tourism behaviour, market intelligence systems...
- Attention to groups with special motivations and needs: academic, volunteer vacations, scientific, professional, families, alternative families, singles, seniors with reduced mobility, accesible, special languages, special social status, social exclusion groups...)
- Personalization/ segmentation of the experiences: Wine Tourism Routes, Gastronomy Routes, Significant Cemeteries Routes, Archaeological Routes, Wildlife Routes...



# TYPOLOGY OF PRODUCTS

- Specific interest
- Light and massive
- Standardized/ packaged/ serial groups
- Seasonal and special events





# PRODUCT PRESENTATION IN THE MARKET

- Closed
- Open
- Self-guided and semi-organized
- Options, independent visits, short excursions, extensions



# PRODUCTION AND MARKETING KEYS

- Agreement on compatible production and service models in the destination
- Joint promotion and distribution
- Sustainability and continuity of the local production structures
- Design of the products in function of the market, in permanent dialogue with outgoing markets, travel agents and incoming operators
- Enhancement of the creation of community-based incoming structures



# COMMUNICATION AND DISTRIBUTION

- 💧 Differential packaging
- 💧 Product branding
- 💧 Selection of the communication channel
- 💧 Selection of the distribution channel
- 💧 The target public defines their preferred channel; then the channel defines the service/ product format/ presentation in the market
- 💧 Look at the flexibility of virtual channels and social media
- 💧 Unification of terms and product patterns
- 💧 Use of new technologies for new segments (social media versus brochures)



# Contact data

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