

VIDEOGUIDES EXPERIENCE IN VIANA'S TOWN

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INDEX

- VIANA LOCATION
- BACKGROUND
- WHY THE VIDEOGUIDE?
- PROCEDURE
- IMPLEMENTATION PHASES
- BUDGET AND FINANCE
- STARTS UP
- USERS
- EVALUATION
- IMPACT

INDEX



2

VIANA LOCATION



LOCATION



3

BACKGROUND

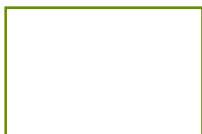
- In 1993 starts the tourist office was set up, but only for the summer time.
- In 1998, there were implanted a guided tour service and a tourist promotion service.
- Currently, the service is available all year, with reinforcement in the summer time.
- The office offers guided tours for groups around the town.

BACKGROUND



4

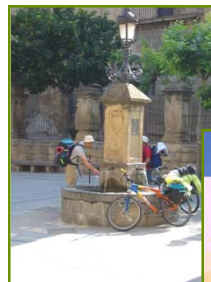
- Viana is in the border of Navarra, and the Way to Santiago, and Cesar Borgia is the main important products.
- The duration is one hour and it's visited the Church of Santa Maria, the ancient pilgrims' hostel (current Cultural House) and the walls and Church of San Pedro



BACKGROUND



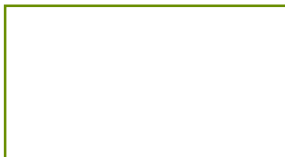
5



BACKGROUND



6



BACKGROUND



7

¿WHY THE VIDEOGUIDE?

- Develop a new type of tourism adapted to the new technologies and accessible to any tourist.
- Supplement the information in the city, customs, festivals and culture through images.
- Promote their artistic and historical heritage through the Internet and in the tourist office.
- Offer the opportunity to take guided tours to audiences who are out of the target of conventional guides, such as the disabled and children.
- Offer virtual access to not accessible monuments to disable people, or that are closed to the public.

¿WHY THE VIDEOGUIDE ?



8

- Accessibility for the deaf, because texts are subtitles.
- Accessibility of information in different languages.
- Increase quality of tourist services in the municipality and improve its image.
- Increase, diversify and further improve tourism economy.
- Give the visitor the possibility to take the tour with freedom of schedule and time.

¿WHY THE VIDEOGUIDE ?



9


PROCEDURE

- Invitation to 4 companies with a maximum budget and some technical terms
- Assessment of the 4 proposals received (given economic, technical, maintenance and improvements)

	Economic proposal	Technical value				Maintenance and technical support	Improvements	Total
		Schedule	Characteristics of the goods supplied	Making the video guide	Brochures design			
Max score	25	5	10	25	10	5	20	
Company 1	25	3	5	15	10	2.5	5	68.5
Company 2	6.83	5	10	20	10	5	18	68.83
Company 3	4.38	5	9	18	10	3.5	16	65.68
Company 4	3.74	3	8	17	8	3	14	54.74

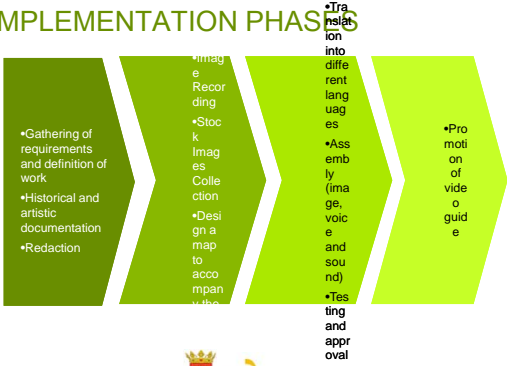
- Is awarded to the company DISLINE for having obtained the highest score in the assessment.

PROCEDURE




10

IMPLEMENTATION PHASES



IMPLEMENTATION PHASES



11

BUDGET AND FINANCE

- Budget 25,257 euros
- Financed through Axis 4 Leader of the Rural Development Plan of Navarra, Estella Land managed by the Association TEDER



Fuader: Europa invierte en las zonas rurales

BUDGET AND FINANCE



12

- The financing is approved because:
 - It fits the objectives of Axis 4 Leader and district strategic rural development marked by TEDER
 - It is innovative
 - It is a project easy to transfer
 - The subsidy is about 70% of the tax base, therefore 60.5% of total investment



START UP- MP4 DEVICE



START-Download (www.viana.es)



The screenshot shows the website 'www.viana.es' with a navigation menu for 'Video guías de Viana'. The menu lists various locations and their corresponding video guides, such as '1. Pousadouro', '2. Hospital de Santa Maria', and '3. Castelo de S. João'. The website header includes the logo of the Ayuntamiento de Viana and the URL 'www.viana.es'.

START UP

17

FOREIGN USERS OF THE TOURIST OFFICE

Country	Percentage
FRANCIA	33%
ALEMANYA	18%
OTROS	28%
ITALIA	6%
UK	6%
PAISES BAJOS	2%
IRLANDA	2%
CANADA	2%

2,504 people in 2010

USERS

18

USERS OF THE TOURIST OFFICE (DOMESTIC)

Region	Percentage
NAVARRA	18%
MADRID	8%
BARCELONA	8%
LA RIOJA	7%
OTROS	41%
VIZCAYA	10%
GUIPUSCOA	9%
ALAVA	2%

10.800 people in 2010

USERS

19

USERS OF THE VIDEO GUIDE

- From the start up of the service on 27th of June to 31 st of December 2010, 267 people have used the MP4 of the tourist office.
- Until the 31st of August, 2010 there has not been counted the views and downloads from the website.
- At present, the number of visits to the download page exceeds 1,000 views

USERS

20

EVALUATION OF USERS

- Availability schedule, independent of tourism office
- Languages (French, English and German)
- Adapted for persons with disabilities
- Adapted to new technologies

EVALUATION



21

EVALUATION FROM THE ORGANISATION

- Increased tourism
- Improving the image of Viana
- Possibility of using the videos in different presentations and events
- The visitor or tourist is motivated to visit Viana by the view from the web
- It's pending: working with local tourism establishments to be prescribers of the product, and with tourism of Navarra

EVALUATION



22

IMPACT

- CLAVE. Association whose purpose is to find sites that are accessible to the group with hearing impairment, have applied for membership to pages with accessibility for this group by the subtitles.
- Fundación DEDALO. This service has been selected in ICT-VN proyect by Denmark, to be transfered because of the usability and easy – transfer good practice, "ICT Value Networks on SMEs"

IMPACT



23



IMPACT



24

The collage features several news articles from 'El Mundo' dated July 13, 2011. The main articles include:

- La visita de Viana a través de las audioguías recibe una buena acogida entre los turistas** (The visit of Viana through audio guides receives a good reception among tourists).
- Viana se muestra al turismo con videoguías** (Viana shows itself to tourism with video guides).
- Viana presenta hoy a los vecinos los nuevos trajes de los gigantes** (Viana presents today to the neighbors the new costumes of the giants).
- Estrella programa el Voy y wingo con la reducción de un servicio por la crisis** (Estrella programs the Voy and wingo with the reduction of a service due to the crisis).

Logos for IMPACT, the coat of arms of Viana del Castillo, and TEDEF are visible at the bottom. The page number 25 is also present.

