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BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Acquisition and installation of interactive information supports for tourism in Moguer and Mazagón. EDUSI Moguer 2020

Moguer City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

ACQUISITION AND INSTALLATION OF INTERACTIVE INFORMATION SUPPORTS FOR TOURISM IN MOGUER AND MAZAGÓN

This good practice consists of the design of a communication channel of interactive digital content that brings information closer to the public space where citizens and visitors to Moguer and Mazagón pass every day, combining information related to the cultural and tourist assets of the municipality, with other information of public interest (accessibility, mobility, etc.) and with information from third parties (associations, local small bussines, etc. in the tourism and cultural sector). To this end, six tourist information points (totems) have been installed and put into operation, connected to a digital platform for communication and digital content management, which will facilitate accessible and updated communication in real time with content of interest to citizens and visitors. In addition, trade and companies in the sector will be promoted using geomarketing tools, thus contributing to their modernization through TICs and encouraging the development of e-commerce among local companies.

All these actions have been carried out considering the gender perspective and the obligations in terms of web accessibility, so as to promote an inclusive and equal use of the cultural and tourist assets of the city.

Both the location and the design of these interactive supports advance in the achievement of Thematic Objective 2 of the EDUSI: to make better use of information technologies. Care has been taken so that they become an attractive and useful tool for both tourists and for the population of Moguer.

The new information totems are located at strategic points of the municipality, where many residents and visitors pass. In Mazagón they are located next to the Mancomunidad building and on the beach of the Parador, while in Moguer they are located in the Coronación Square, the Fairground at the bus station, the Cabildo Square at the tourist office and inside the Felipe Godínez Theatre.

TOTEMS IN MAZAGÓN



Mancomunidad building



Parador Beach

TOTEMS IN MOGUER



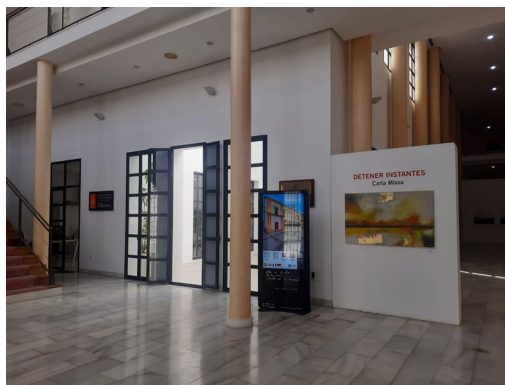
Coronación Square



Fairground at the bus station



Cabildo Square



Teatro Felipe Godínez Theatre

The project involved an investment of 57.632,61 euros, with 80% financing: 46.106,09 euros, from the European Regional Development Fund.

This intervention is a good practice for the following reasons:

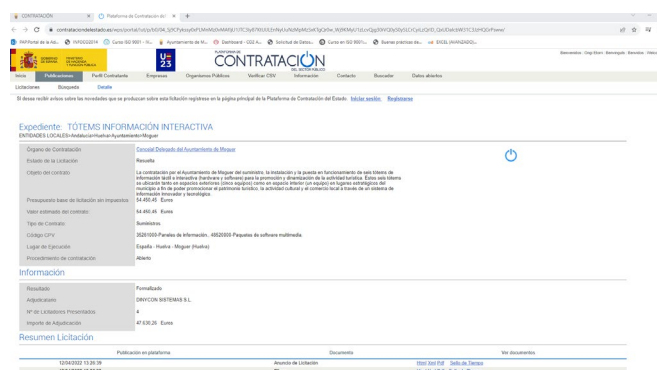
1.- THE FEDER'S ROLE HAS BEEN ADEQUATELY DIFFUSED AMONG THE BENEFICIARIES AND THE GENERAL PUBLIC.

The action has complied with the minimum communication obligations such as the identification on each support of the co-financing of the FEDER Funds, the publication of the procurement on the public sector procurement platform and on the single ERDF web portal (<https://www.aytomoguer.es/es/fondos-europeos/fondos-FEDER/gestion-y-seguimiento/contratacion/>) and the dissemination of the operation in the media and social networks.

Each of the information devices includes in a visible space the emblem of the European Union and the slogan "A way to make Europe" engraved or silk-screened on the device itself:



Contracting platform



Press releases on the City Council's own web site:

<https://www.aytomoguer.es/es/fondos-europeos/fondos-FEDER/.detail-news/Seis-totems-informativos-para-dar-a-conocer-todos-los-recursos-de-Moguer/>

<https://www.aytomoguer.es/es/fondos-europeos/fondos-FEDER/.detail-news/Los-nuevos-totems-informativos-han-mejorado-la-informacion-turistica-del-municipio/>



Once the operation is completed, the communication contract is executed and the following advertising actions are carried out:

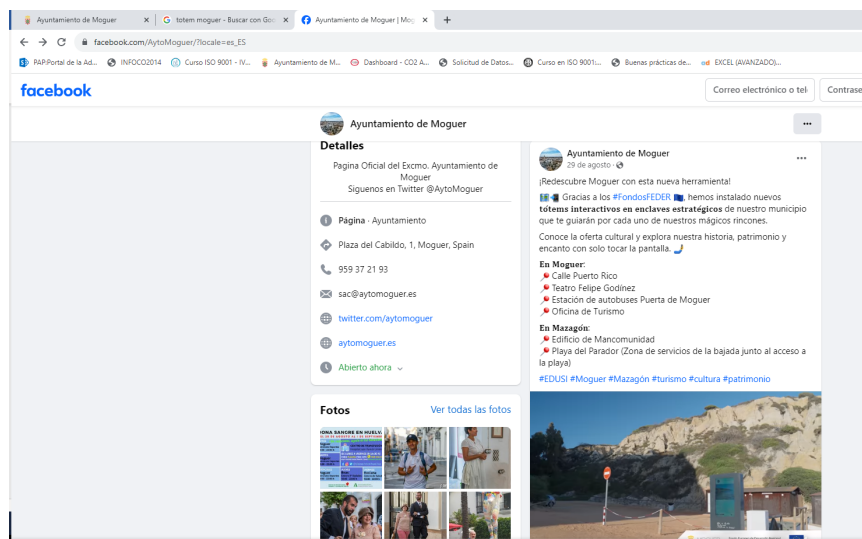
Purchase of spaces in social media, publication and promotion on Facebook and Twitter:



Recording of images and editing of microvideo for social media with totals, published on August 29, 2023:

<https://www.facebook.com/AytoMoguer/videos/798931888654046/>

<https://twitter.com/AytoMoguer/status/1696582049249784046>



Broadcasting campaign on provincial radio, specifically on Onda Cero, between September 11 and 18, 2023.

CONTROL DE EMISION REGIONAL ANDALUCIA septiembre 2023



Cliente: S203239415-AZAHARA DE COMUNICACION S.A. E. Gestora: HUELVA
 Anunciante: 16945426-DUSH-MOQUER
 Orden: 1415187113 Orden externa: N° 133/2023
 Programa:
 Texto Face:
 Campaña: CUÑA RADIO 25°-ONDA CERO REGIONAL

Fecha	Duración	Hora de radiaciones	Radiado en fecha
11/09/2023	25	19:25	1
12/09/2023	25	19:23	1
13/09/2023	25	19:24	1
14/09/2023	25	19:23	1
15/09/2023	25	19:20	1
18/09/2023	25	19:23	1
Total radiado septiembre de 2023			6
Total Radiado en la orden			6

2.- THE PERFORMANCE INCORPORATES INNOVATIVE ELEMENTS.

The innovative elements of this operation are the use of Information and Communication Technologies (TIC's) to promote the cultural and tourist assets of the municipality, through bilingual formats in Spanish and English; and the design of a communication channel of interactive digital content that brings information closer to the citizens and visitors, so that they can access on equal terms and with information updated in real time, on the cultural and tourist assets of the municipality, as well as other information of public interest.

Another innovative element is the promotion of local commerce and companies, with the use of geomarketing tools, contributing to their modernization, increasing their competitiveness and helping to consolidate the local commercial fabric.

3.- ADEQUACY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES.

The objectives for this operation were the implementation of new systems based on TICs for the promotion and dynamization of tourism and cultural activity, the improvement of the competitiveness of the productive sectors of Moguer and Mazagón, especially the cultural and tourism sectors, contributing to the use and adoption of TICs among local companies and, finally, the improvement of the digital skills of public sector employees and local businessmen affected by the operation.

Through the acquisition and implementation of tourist information points or digital totems for outdoors and indoors, an accessible and updated communication in real time of cultural and tourist contents, as well as any other information of interest for citizens and visitors to the municipality is facilitated.

In addition, local companies, mainly from the commerce and tourism sector, are offered a space for their promotion and contribution to their modernization through TICs, favoring the development of e-commerce for these companies.

4.- CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF EXECUTION.

The urban center of Moguer has a large number of quality tourist resources, mainly related to the Cultural Interest Sites of Colombinos Places and those of the places linked to our Nobel Prize for Literature Juan Ramón Jiménez. In addition, the municipality has a wide cultural offer and an extensive array of festivals and celebrations that take place throughout the year.

In turn, we find Mazagón, which belongs to the municipality of Moguer, and enjoys a great potential for sun and beach, cultural and environmental tourism.

Despite this cultural, heritage and environmental wealth, the municipality did not have digital information points for the promotion and revitalization of these resources. Nor did it have a centralized platform that would allow citizens and visitors to interact with the existing information on the tourist and cultural resources of Moguer and Mazagón (make reservations, buy tickets, plan routes, etc.).

With the installation of the six totems in Moguer and Mazagón, citizens and visitors can access all the tourist and cultural offerings and any important information in an accessible and updated way in real time.

On the other hand, the local companies that make up the productive sectors of culture, hospitality and tourism are small business with reduced competitiveness and a latent economic decline. With this action these companies will be promoted, contributing to improve their digital competences, and favoring the development of electronic commerce among them.

5.- HIGH LEVEL OF COVERAGE OF THE TARGET POPULATION.

The degree of coverage of the population in this operation is 100%, since the totems have been distributed in strategic points of great affluence of people passing through the urban nucleus and people visiting the town.

The resident population of Moguer is more than 20.000 inhabitants, together with that of Mazagón, which exceeds 3.000 residents. To these figures should be added the number of visitors who travel to the municipality throughout the year, so that, in global terms, the population benefited can be estimated at around 150.000 people.

6.- CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITY AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY.

The action respects the principles of equality, non-discrimination and accessibility. One of the main objectives of the action has been the promotion and dynamization of the tourist and cultural activity through web accessibility, in order to promote an inclusive use of the resources of the municipality. To this end, the gender perspective and accessibility for people with disabilities have been taken into account.

The dissemination of the actions has been carried out using non-sexist language and images.

7.- SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INTERVENTION.

This operation is part of the actions of the Smart City Master Plan of Moguer, a strategic document, included in LA2 of the DUSI Strategy, which defines the Smart development model of the municipality.

The actions are aligned with the provisions of OE 2.3.3 of the POPE (Pluri-regional Operational Program for Spain 2014-2020), which seeks to promote actions that allow the municipality to be classified as a smart city according to the parameters established by the Spanish Network of Smart Cities.

Likewise, the operation is aligned with a set of actions to revitalize and promote tourism that the City Council of Moguer has been developing in recent years.

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