

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Intelligent Tourist Office. EDUSI “Jaén hábitat”

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

GOOD PRACTICE EDUSI “JAÉN HÁBITAT”. CITY HALL OF JAÉN

ACTION: Adequacy of the old garages of the firemen, located in the historic centre, next to the Cathedral of Jaén, for the creation of Sustainable Tourism Promotion Office, with interconnected and themed rooms for attracting visitors.



Interiors of the Intelligent Tourist Office

This action, which is considered as a good practice, has consisted in the adequacy of the old garages of the firemen (a structure that takes part of the medieval system of the historic centre of the city) and which were in disuse, in order to transform it in the new Office for the Promotion of Sustainable Tourism, with a technological and cutting-edge space. This is an integral action near to the Cathedral of Jaén and it is located in one of the main doors of the historic centre of Jaén.

The action has an eligible budget of 368.000 euros, and the assistance of FEDER is 294.400 euros. In the same way, it is estimated that the action will have a direct impact on 132.757 people.

1.-The action has been conveniently diffused among the beneficiaries, the potential beneficiaries and the public in general.

A wide diffusion of the rol of FEDER in the action has been done, from its planning (previous phase of the drafting of the Project), during its implementation (phase of work), and until the opening and the setting up for the citizenship.

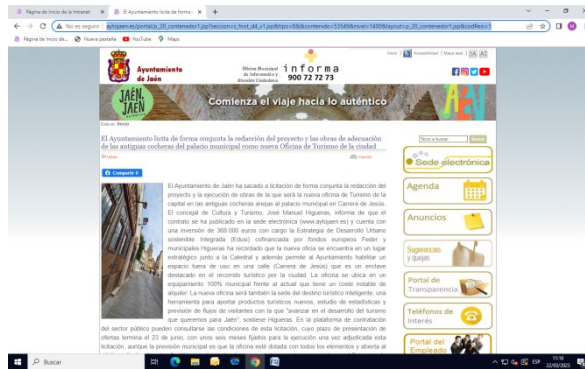
Respect to the regulatory communication, the relevant sign of the work has been situated during all the implementation, as well as a inauguration plaque once the work has been finished:



Sign of the work

Inauguration plaque

http://www.aytojaen.es/portal/p_20_contenedor1.jsp?seccion=s_fnot_d4_v1.jsp&tipo=8&&contenido=53549&nivel=1400&layout=p_20_contenedor1.jsp&codResi=1



<https://www.europapress.es/andalucia/turismo-00476/noticia-ayuntamiento-jaen-licita-368000-euros-conversion-antiguas-cocheras-oficina-turismo-20220613140500.html>

<https://www.ideal.es/jaen/jaen/nueva-oficina-turismo-20220613150957-nt.html>

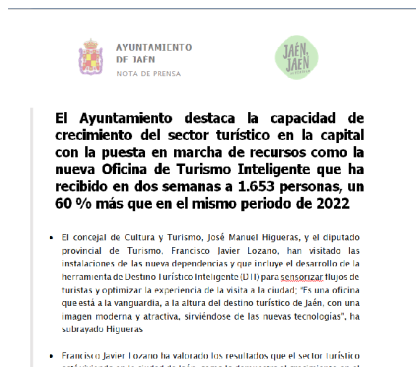
<https://almadepueblos.es/fitur-jaen-estrena-oficina-de-turismo-junto-a-la-catedral/>



<https://edusi.aytojaen.es/content/el-ayuntamiento-brinda-en-fitur-la-nueva-imagen-de-la-ciudad-trav%C3%A9s-de-su-oficina-de-turismo>



As it is a tourist office located in a semi-pedestrian zone, the impact is very high because the number of visits has been substantially increased from its opening.



In addition, the action has had a bigger impact in the social networks of the City Hall and EDUSI, as well as facebook, Instagram and Twitter. Moreover, a video of the opening was diffuse on the following link:

<https://www.instagram.com/reel/CnhCgffBXVu/?igshid=MDJmNzVkMjY=>

2.- The action incorporates innovative elements.

The old tourist office of Jaén, that was a little space where embrace and attend the visitor, had not got an exhibition and only had a reception in order to offer information of the city for the visitor. The new Intelligent Tourism Office itself incorporates innovative elements. Its five interconnected rooms have a first space where is the visitor's reception that counts with a big screen at the bottom, in which next events, promotional videos, touristic information, etc. are shown.

It also has another room with sensitive projection related to natural space of Jaén with a video that includes a surrounding sound. The next room is dedicated to the historical events and all the heritage that can be found in the city, with a help to organize the visit and different routes in maps, with six "capsules of the time" like showcases that contain some printed objects in 3D that represent the history of the city. Under them, there are some QR codes in which are a brief placard with information about the piece and a link to Google Maps that allows the user to reach to some points of the city, that are essential to visit Jaén. In addition to that resource, there is a tactile screen at the bottom disposed in vertical that shows a map of the city with 12 points of interest with information about the main monuments and the best routes to know Jaén.

The Intelligent Tourist Office of Jaén also accommodates another space related to know with an entertaining way and through the senses, the gastronomic variety of Jaén and its star product, the olive oil. On one side, there is a space only dedicated to AOVE (Extra Virgin Olive Oil) , where the main olfactive notes of olive oil are represented through an Odorama. Moreover, there is also a screen with a quiz for learning more about our gastronomy. On the other side, there are three screens in which the visitors can find our gastronomy related to the popular festivals of the city, a recipe book and interesting information about the olive oil. Finally, the visitor has a space for relax, plan the visit or ask the touristic-cultural agent for the city. All the spaces count with the accessibility and there is a magnetic lock for people with hearing disability in the reception.

The office includes the development of the tool of Intelligent Touristic Destiny for sensorize tourist flows and optimize the experience of the visit to the city. In addition, lighting systems led of low consumption have been installed in all of the rooms. Also, in the reception to visitors, the conditioning system is low consumption and a management and domotic system has been installed in order to provide the activation of all the resources that allows the staff to perform a centralized control of all the expographic installation from a computer with software of personalized management.

3.-There is an adequacy of the obtained results to the established aims of the strategy.

To concentrate the information more in the tourist than in the product has been achieved. The new Intelligent Tourism Office now allows a suitable planning of the visit and the stay. This has allowed generating a bigger power of attraction to the visitor of the city, and specially, to the historic centre of it, because it is there where the office is located.

The own physical space gives now much more content and service and in addition, it puts in value all the touristic resources with a more segmented way (nature, gastronomy and historical and cultural heritage). The action is adequate to the aims of the EDUSI strategy “Jaén Hábitat”, that is, has contributed to improve the urban surrounding, because a closed space and in disuse has been restored and it has revitalized the environment where it is situated. The tool of Intelligent Touristic Destiny allows making measurements of flows of tourists. All this has generated an increase of visits at this new touristic resource and at the places of natural heritage and other attractions of the destiny.

In the same way, it contributes in a direct way to the expected results through the specified aim (O.E) 6.3.4., because is an example of protection, promotion and development of the cultural heritage of one of the areas of biggest touristic interest of the city.

4.-There is a contribution to the resolution of a problem or detected weakness in the territorially ambit of execution and captured in the strategy.

The action fulfills with the aim of put in value the surrounding and generates a bigger potential of touristic interest that received before its implementation. This way, it strengthens the identity of the city and its image and contributes to revitalize the environment where it is situated with the historical buildings and the houses, improving the quality of life of the citizenship. The creation on this environment of the New Intelligent Tourist Office has given a bigger impact in this zone that has been related with the revitalization of the economy and cohesion in the entire city. The enclave where it is located has reached limelight from its opening with an important increase of flow of tourists and local people. The Carrera de Jesús street is a semi pedestrian street near to the Cathedral that, although is door of the historic centre, has remained very dark during decades and now starts again to beat forcefully after the opening of this new space.

5.-There is a high degree of coverage above the population at which it goes intended.

The action is framed in the historic centre of the city, so that it generates the revitalization of this space, but its degree of coverage includes the entire city because the intervened space connected the visitor with its three touristic ambits (nature and landscape, cultural and architectural heritage and its gastronomy). This fact gives it a high degree of coverage, so comprises the 100% of the `population of Jaén.

6.-There is an important consideration of the horizontal approaches of equality of opportunities and no discrimination, as well as social responsibility and environmental sustainability.

The approaches of gender perspective in the sorting of the spaces has been taken in count in the design of the action. The equipment of the technological devices and theming for the information and the exhibition panels count with the demanded fulfillments in terms of environmental sustainability. The action also accurately answers to the respect of the environment, the conservation, protection and improvement of this singular and historic place of the city. The action answers to the approach of equality, whilst the installations answer to a total accessibility in order that all its space can be used and understood by all the people. In fact, these new installations count with an universal access for people with mobility problems or sensorial perception, just as they has an access to all its functions and the content has been adapted with the aim of be totally understood. In the case of environmental sustainability approach, it fulfils with the established regulation, so all the light lime installation is led and the conditioning system has low consumption.

7.-There are synergies with other politics or tools of public intervention.

The action of “Adequacy of the old garages of the firemen located In the historic centre, next to the Cathedral of Jaén, for the creation of a sustainable tourism promotion office with subject-based rooms interconnected to attract the visitor”, takes part of one of the formulated operations in the frame of the Strategy of Sustainable and integrated urban development “JAÉN HÁBITAT”, named “TOURISM OFFICE OF JAÉN”. In these complementary actions, there are, among others things, the restoration of the old walls of Jaén.

On its part, this operation is framed in the action line “R1. PUT IN VALUE OF BIC AND RECOVERY OF HISTORIC RELATIONSHIPS OF THE HISTORICAL SITE WITH ITS NATURAL ENVIRONMENT THAT STRENGTHEN THE URBAN IDENTITY AND INCREASE THE TOURISTIC INTEREST”, which includes the realization of other actions directly linked to the one submitted in this document, sharing all of them the last achievement that consists in the promotion, advancement and development of the cultural heritage in urban areas.

The action generates synergies with the private touristic market so with this Intelligent New Office it has discovered all the touristic potential for the city that joined to the new tool of Intelligent Touristic Destiny will allow managing the touristic flows and provide useful information to the sector of the city. All of this represents a big support for the increase and development of the companies of the sector, like private tourism guides, companies of restaurants and hospitality industry, hotels and other tourist accommodations.

Likewise, and as a consequence of these new installations, it has started the writing of a collaboration agreement with the public company Turismo Andaluz, which is part of the Junta

of Andalucía in order to support, with measures and resources now for establish, the services that gives this Intelligent Tourism Office from the City Hall.



Carrera de Jesús street

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