



SUMMARY OF ACTION PLAN FOR "CREATION OF A NETWORK OF INTERPRETATION CENTRES IN THE NORTHERN AREA OF GRANADA PROVINCE"

1. General Information

Project: Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions (CHRISTA PROJECT)

Partner organisation: Granada County Council

Other partner organisations involved (if applicable):

Country: Spain

NUTS2 region: ES-6 Andalusia
ES-61 Granada Province

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2. Background of action plan policies

The aim of the action plan is to stimulate economic growth in the territory in question under the auspices of the CHRISTA Project (Guadix and Granada highland regions in the northern area of the province of Granada) by developing sustainable tourism based on protecting and promoting cultural and natural heritage. To this end, the good networking practice implemented by partner region Västra Götaland in Sweden will be mirrored with a view to bringing heritage resources together in interpretation centres and museums.

Thematic objective selected: 06 - Preserving and protecting the environment and promoting resource efficiency

Investment priority selected: 6c - Conservation, protection, expansion and development of natural and cultural heritage



Once set up in the territory, this action plan will promote effective and sustainable use of cultural heritage by means of interpretation and digitization of the area's cultural heritage in a manner that represents innovation in the region's strategic programme, and in this capacity will add value to the exchange of experiences with other EU regions and countries. The creation of a network of interpretation centres is therefore envisaged in the northern area of Granada Province so that their potential for developing sustainable tourism can be utilised.

Through lessons learned from the CHRISTA project and implementation of this action plan, direction will be given to a number of policy instruments, amongst which the project's stated objective: the ERDF Operational Programme for Andalusia 2014-2020. In this respect, as a result of cooperation between its Department of Tourism and the Directorate-General for European Funds, the Regional Government of Andalusia has designed a call for proposals scheduled for issue during 2018 and aimed at financing accessibility initiatives for enhancing public cultural heritage tourism, specifically the interpretation centres located in the Autonomous Community of Andalusia. In this way, the objectives of the ERDF Regional Operational Programme will be met.

Furthermore, it will be possible to include the lessons learned from implementing the CHRISTA action plan in the ERDF Operational Programme drawn up by the Regional Government of Andalusia for the subsequent period of the European programme.

Lastly, Granada County Council will include the lessons learned in the policy instrument embodying the strategy drawn up for creating a Geopark in the territorial area covered by the CHRISTA project in the province of Granada.

3. Actions proposed

ACTION 1: CREATING A COOPERATIVE STRUCTURE BETWEEN NETWORKED CENTRES AND MUSEUMS

- **Aim:** to enhance the content of some centres by means of cooperation, best practices and mutual exchange of resources and exhibition materials for enriching the centres, creating a link between them and the heritage in their immediate area. Similarly, to identify any weaknesses which may arise in the early stages of networking and resolve those introducing new corrective measures.

- **Timescale:** six months from the time the network is created for completion of the first four sub-actions, and a further five months to develop the fifth sub-action.



- **Cost and source of funding:** the cost of this action relates directly to the time spent working on it by Granada County Council staff responsible for implementing the plan, and by the technicians responsible for the interpretation centres forming part of the network.

ACTION 2. MANAGEMENT OF NETWORKED CENTRE RESOURCES

- **Aim:** measures for finding out about, assessing and organising the available resources in each of the different networked centres. It is important to organise and categorise each centre in terms of its theme, accessibility and location. A shared image for all the centres will be created, in addition to shared protocols for operation and services for visitors and a list of contacts.

- **Timescale:** the first two sub-actions will be implemented in months three to five following creation of the network, and the remaining sub-actions in months six to eight.

- **Cost and source of funding:** the cost of this action relates directly to the time spent working on it by Granada County Council staff responsible for implementing the plan, and by the technicians responsible for the interpretation centres forming part of the network.

ACTION 3. DRAWING UP A DIRECTORY OF THE ACTIVITIES OFFERED BY NETWORKED CENTRES AND MUSEUMS

- **Aim:** to gather information about the activities offered by each centre and thus draw up complementary itineraries for them, so that visitor routes can be put together by theme, location, etc. This directory will be visible in all the centres part of the network to provide information for visitors. In this way, the tourist offer is enlarged and improved, making the territory more attractive for visitors.

- **Timescale:** this action will be implemented in months eight and nine after creation of the network.

- **Cost and source of funding:** the cost of this action relates directly to the time spent working on it by Granada County Council staff responsible for implementing the plan, and by the technicians responsible for the interpretation centres forming part of the network.

ACTION 4. CONTINUOUS STAFF TRAINING

- **Aim:** to address continuous and refresher training and advanced training in specific topics, along with other courses on knowledge of the local area, for workers and management staff in



the centres, with a view to ensuring quality of service for all visitors who come to discover the local heritage. This training will be linked to the training courses designed and offered by different Public Administrations for themes directly relating to the management of these centres and their promotion as a tourism resource.

- **Timescale:** this action will be implemented in months six to nine after creation of the network.

- **Cost and source of funding:** the cost of this action relates directly to the time spent working on it by Granada County Council staff responsible for implementing the plan, and by the technicians responsible for the interpretation centres forming part of the network.

ACTION 5: CULTURAL COMMUNICATION MANAGEMENT: PROMOTION, DISSEMINATION AND PUBLICITY FOR NETWORKED INTERPRETATION CENTRES AND MUSEUMS, AND OF THEIR JOINT ACTIVITIES PROGRAMMES

- **Aim:** to put in place a shared communication strategy for all centres in the network, making use of the appropriate channels. The aim is mass publicity for all the available heritage resources, and for all the activities organised at different times of the year to facilitate access to centres by local visitors and incoming tourists.

- **Timescale:** sub-actions 1 and 2 will be implemented in months three to five after creation of the network, and the remaining sub-actions will commence in month six and continue throughout execution of the network creation plan.

- **Cost and source of funding:** the cost of this action relates directly to the time spent working on it by Granada County Council staff responsible for implementing the plan, and by the technicians responsible for the interpretation centres forming part of the network.

ACTION 6: CREATION OF A WEBSITE PLATFORM TO SUPPORT AND COMPLEMENT THE NETWORKED CENTRES

- **Aim:** to set up a website giving information about the network of centres, their location, contact details, themes and the different heritage trails designed, and also to create a section in which the local population is actively involved in dissemination of the customs, culture and folklore of their local area.

- **Timescale:** this action will be developed in three stages, the first taking place between months three and five, the second starting in month six, by which point the website must be operational and will continue to expand and be maintained throughout execution of the network creation plan. Stage three will be launched in month nine.



Cost and source of funding: the pilot action was costed at € 52,476.18, and will be jointly funded by the Interreg Europe Programme and Granada County Council.

Date: 30/7/2018

Signature: Daniel Macías Trasarun

Stamp of the organisation (if available): _____

