



European Union
European Regional
Development Fund

SHARE public talk event – Resilience strategies for tourism-reliant cities (lessons learnt)

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On behalf of General Secretariat of Culture
Regional Government of Extremadura (SPAIN)

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Case Studies

Vostell Museum: <https://museovostell.gobex.es/index.htm>



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Vostell Museum

Resilience strategies for tourism-reliant cities (lessons learnt):

- Vostell Museum includes open spaces and large buildings, which has generated public confidence during the pandemic.
- Certain open spaces (e.g. courtyards) have been further developed to organise exhibitions that had not been used before the pandemic.
- New alternative evening activities have been organised ("under the stars" cycles), with limited seating capacity, and attendance by prior reservation:
 - Performative concerts
 - Stargazing
 - Happenings
 - Due to the success of the new activities developed during the pandemic, it has been decided to maintain them after the pandemic.

Major challenge that remains unsolved:

- Due to its rural location, the Vostell Museum does not yet have good communication infrastructure (internet connectivity), which is a limitation for the development of activities that require a high rate of data transfer. It is nevertheless, and partly boosted by COVID situation decided to invest in solving the problem soon.

Case Studies

Plasencia Cathedral: <http://catedralesdeplasencia.org/>



Plasencia Cathedral

Resilience strategies for tourism-reliant cities (lessons learnt):

- New digital access to the Heritage, through Website and tourism app
- Social Media promotion
- Hosting local choruses
- Alliances with projects such as Las Edades del Hombre

Major challenge that remains unsolved:

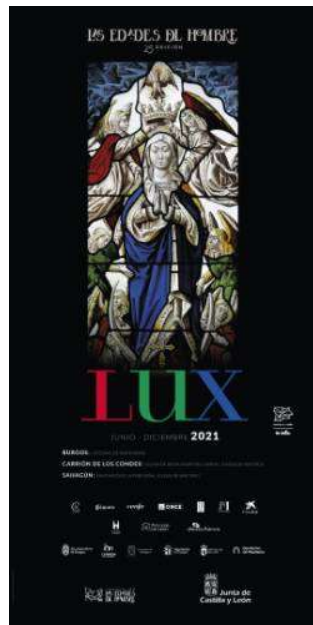
- Sustainable financing model for the restoration and maintenance of movable and immovable goods

Case Studies

“Edades del Hombre”: Yearly Religious Art exhibitions since 1998

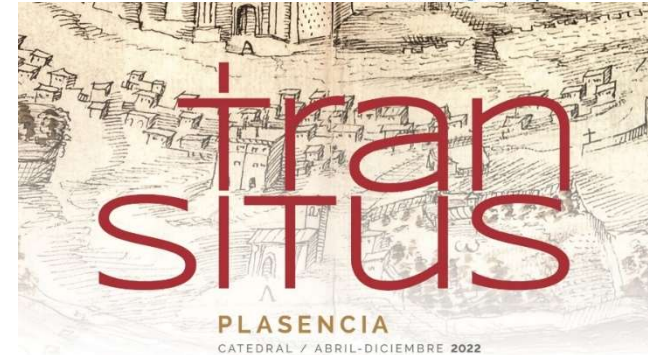
2021 exhibition

- Burgos Cathedral
- Church at Sta. María del Camino (Carrión de los Condes)
- Sanctuary of “La Peregrina” (Sahagún)



Case Studies

“Edades del Hombre”: 2022 exhibition



Resilience strategies for tourism-reliant cities (lessons learnt):

- Online ticket reservation
- Capacity control
- The management of group visits pre-formed groups before arrival and those formed just outside the entrance.
- On-line visits will be potentiated, although it is an option available since 2011
- Social Media
- The audio guide with QR codes: downloading explanation on their own mobile phones, avoiding any contact or possibility of contamination.
- Sanitisation of audio-visual equipment for personal use
- Mask implementation in certain situations

Major challenge that remains unsolved:

- The need to enhance visitors experience through new digital solutions, such as augmented reality or use of 3D techniques.
- Communication and coordination between institutional supporters.

The case of Plasencia city



The case of Plasencia city

Resilience strategies for tourism-reliant cities (lessons learnt):

- Increased parking capacity (cars and buses) to facilitate the parking of tourists passing through the European motorway
- Maintenance of the increased capacity of terrace spaces (bars and restaurants) during pandemic
- Digitalisation of all stages involved in tourists' visits to the city

Major challenge that remains unsolved:

- Need to reduce car dependency for visitors
- Need to improve communication with visitors



Thank you!

Questions welcome