DESIGN BIOTOP 2017

27 sept. 2017

FA short presentation

1st part - the topic: Saša Kerkoš (Design Biotop)
2nd part - process & the workshop: Ana Kyra Bekš (Servis8)
STARTING THE PROCESS
Thinking topics

/ Cultural Tourism Strategy
Experience

& the background stories
Mentors

Miss-matching knowledge & skills
MENTORS

Juuso Koponen & Jonatan Hildén  
(Koponen+Hildén)

Shareen Elnaschie & Kimberly Pelkofsky  
(Office of Displaced Designers)

Paolo Patelli  
(Architect & a researcher)
Supporting the process

Ana Kyra Bekš & Marko Horvat
(Servis8)

Aljaž Vindiš
(konsultant for the ‘data team’)

Aljaž Vindiš
WORKSHOPS
# Workshops

<table>
<thead>
<tr>
<th>Who is the city (+ tourism) for?</th>
<th>Using data to reveal hidden opportunities and challenges for cultural tourism</th>
<th>Support structures for thinking heritage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic</strong></td>
<td>Communicating for Inclusive Tourism Strategies</td>
<td><strong>Topic</strong></td>
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<tr>
<td><strong>Problem</strong></td>
<td>Currently no plans in place for the proposed quarterly workshops for communities</td>
<td><strong>Problem</strong></td>
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<td><strong>Topic</strong></td>
<td>Experience, discuss - and possibly renew - the significance of monuments and heritage in the city.</td>
<td><strong>Problem</strong></td>
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Who is the city (+ tourism) for?
“An inclusive city is a city in which the processes of development include a wide variety of citizens and activities. These cities maintain their wealth and creative power by avoiding marginalization, which compromises the richness of interaction upon which cities depend.”

-Collaborative for Inclusive Urbanism
<table>
<thead>
<tr>
<th>Key Stakeholders</th>
<th>Information</th>
<th>Activities</th>
<th>Feedback back post-workshop to participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>All groups:</td>
<td>Get info on existing tourism offering, points of congestion, existing</td>
<td>mapping/ with trained map hosts</td>
<td>Sticker feedback on what people thought of the activities</td>
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<td>with special considerations for minority groups, other language groups, persons</td>
<td>services, socio-spatial experiences</td>
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<td>Follow-up email with summary of key points that came up.</td>
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<td>with sight, hearing, or mobility impairments</td>
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<td>Updates on status of how projects are progressing.</td>
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<td>Give info on offering: pictograms/ symbols</td>
<td>pitch night for existing/ proposed offerings</td>
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<td>Get info on potential offerings</td>
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<td>Networking</td>
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<td>Details</td>
<td>Get info on job/ entrepreneurial opportunities</td>
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<td>Comms: direct invitation through mail, outreach through representative</td>
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<td>organizations, general advertising through posters in public areas, blogs or</td>
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<td>online journals, local city magazine, facebook and other social media channels,</td>
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<td>universities and schools, ethnic society groups</td>
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<td>Location: center, neutral, accessible for people with special needs, accessible</td>
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<td>by public transport,</td>
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<td>Times: 17:00-20:00</td>
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<td>Other: childcare/ children’s activity provided</td>
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<td>Refreshments! translations/ translators training for hosts</td>
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<td>Equipment: projector, sound equipment, pins/ markers, stickers, string</td>
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</table>
Using data to reveal hidden opportunities and challenges for cultural tourism
→ Locations of AirBnB rentals – comparison with locations of main tourist attractions
→ How much time are tourists spending in certain locations?
→ **Which geographical clusterings from photos on Flickr and Instagram don’t fit existing preconceptions of tourism attractions?**
→ **What are tourists and visitors finding outside of the city center?**
→ What trends can be discerned over time? Have the tourists’ interest become more or less centered?
→ Google Search trends?
→ **Which areas have less attractions?**
→ Where tourists come from and where they are going?
→ What kind of budget are tourists spending?
→ **Patterns in photos taken by tourists. When were the photos taken (year, time of day)? Correlation with public bus network?**
→ **Points’ of interest accessibility using the public bus network**
→ New ways of looking at what is interesting to tourists – monuments are so 20th century

**How could tourists be attracted to places outside the city center?**
AirBnB vs. hostels, hotels

Distance from nearest BicikeLJ to tourist attraction
AirBnB prices (Ljubljana - Zagreb)  

AirBnB visitor satisfaction (Ljubljana - Zagreb)
Support structures for thinking heritage
Enjoy at the Airport

Ljubljana

Green and friendly capital

Relax, socialise, culture, prestige

Cafe, architecture, safe, elegant

Castle, no cars, slow, oyster

Books, grass, lounge chair, book culture

Frozen floating in time

Undisturbed, isolate, no traffic

Architecture

River

Water, walls, green and friendly capital

Isolate, no traffic required

Cuisine

Triple dumplings

No effort, very photo required
**LOOKING FORWARD**

**For community workshops:**

- Design training for workshop hosts + facilitators
- Define specific questions for each map topic
- Create a template for offering pitches
- Identify resources for idea development
- Identify who to contact about which issues
- Defining the rules of engagement in the activities, workshop summary: prepared in several languages
- Designing the activity to gather feedback on how the citizen workshop went

**Data that should/could be collected in the future:**

- More detailed tourist spending data
- More detailed hotel price data
- How tourists move around the city (could be inferred from phone operators’ data)?
- Instagram and AirBnB data for a longer period
- Similar data for other cities for comparison