DEVELOPING TOURISM IN BORDER REGIONS

Dani Blasco Franch
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DEVELOPING TOURISM IN BORDER REGIONS

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   I. THE CASE OF THE CERDANYA VALLEY
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1. RIS3 STRATEGY & CAMPUS TURISME UdG
Some elements for background

EU: RIS3 strategy => smart specialization
RIS3 STRATEGY AND CAMPUS TURISME UdG

Some elements for background

University of Girona: Campus Turisme

Campus Sectorials
- Campus Algua
- Campus Turisme
- Campus Alimentació i Gastronomia
- Campus de la Comunicació Cultural i Corporativa
- Campus Composites
- Campus Salut
- Campus Patrimoni Cultural i Natural

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UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030
2. THEORETICAL FRAMEWORK
1. THEORETICAL FRAMEWORK

TOURISM DESTINATIONS IN BORDER REGIONS

Saraniemi & Kylänen 2011; Nilsson et al. 2010; Prokkola 2007; Ioannides et al. 2006; Lovelock & Boyd 2006; Sofield 2006; Timothy & Tosun 2003; Timothy 2001; Paasi 1996

2. Tourism zoning

+Weidenfeld et al. 2010; Chhetri & Arrowsmith 2008 Vasiliadis & Kobotis 1999
+Distance (Nyaupane & Graefe 2008; Nicolau & Mas 2006; Hwang et al. 2006; Eldridge & Jones 1991)

3. Tourism Governance

+Local tourism governance (Dredge, 2006; Scott et al. 2007).
+Collaboration (Beritelli 2011; Dredge 2006)
+Informal relationships (Strobl & Peters, 2013).

1. Tourism consumption and mobility patterns

3. CREATION OF TOURISM FLOWS ON THE BORDER
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I. HERITAGE TOURISM CLUSTERS IN THREE BORDERS IN MEXICO

II. TOURISM DESTINATION ZONING IN MOUNTAIN REGIONS: A CONSUMER-BASED APPROACH

III. THE CASE OF THE PINK STORE

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METHODS

• Identification of tourism zones or clusters based on distance between attractions
  • Identification of main attractions on each border
  • Cluster analysis: calculation of smallest intra-cluster distances and highest inter-cluster distances
• Multiple destination => corridors (aggregation of clusters)
• Representation of results in maps
Results: CLUSTERS

- Cross-border clusters in Mexico-USA and Q.Roo-Belize border
- No cross-border cluster in the Chiapas-Guatemala border

Mexico-USA  Chiapas-Guatemala  Q. Roo-Belize
Results: CORRIDORS

• Cross-border corridors in all three borders
• Clear multi-destination potential in the Mexico-USA and Chiapas-Guatemala borders

Mexico-USA border

Chiapas-Guatemala b.
TOURISM DESTINATION ZONING IN MOUNTAIN REGIONS: A CONSUMER-BASED APPROACH

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Tourism zoning in the Pyrenees mountains

Tourism zones
1. Cerdanya-Andorra
2. Atlantic Pyrenees
3. Aragon Pyrenees
4. Oriental Pyrenees
5. Basque Country
6. Navarra Pyrenees
7. Pallars-Ariège
8. Aran-Haute P.
9. Ariège-Aude
ZONING RESULTS

• Nine tourism zones that differ from the current tourism destinations: all of them are cross-border either interregional or international.
• They are more uniform in size than the administrative regions
• Very similar to historical regions
• Choice of time as the relevant distance criterion
### TOURISM DESTINATION ZONING IN MOUNTAIN REGIONS: A CONSUMER-BASED APPROACH

#### CLUSTER ANALYSIS FOR CATEGORIZATION OF ZONES

<table>
<thead>
<tr>
<th>NAME</th>
<th>Cluster</th>
<th>Borders</th>
<th>Beds</th>
<th>Population</th>
<th>Intensity</th>
<th>Specificity</th>
<th>Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cerdanya-Andorra</td>
<td>1</td>
<td>6</td>
<td>38.475</td>
<td>136.559</td>
<td>64</td>
<td>35</td>
<td>5</td>
</tr>
<tr>
<td>Oriental Pyrenees</td>
<td>2</td>
<td>1</td>
<td>15.739</td>
<td>383.139</td>
<td>39</td>
<td>21</td>
<td>5</td>
</tr>
<tr>
<td>Basque Pyrenees</td>
<td>2</td>
<td>2</td>
<td>10.491</td>
<td>325.226</td>
<td>33</td>
<td>18.5</td>
<td>5</td>
</tr>
<tr>
<td>Atlantic Pyrenees</td>
<td>3</td>
<td>1</td>
<td>29.198</td>
<td>145.966</td>
<td>44</td>
<td>23</td>
<td>3</td>
</tr>
<tr>
<td>Aragon Pyrenees</td>
<td>3</td>
<td>1</td>
<td>8.673</td>
<td>35.924</td>
<td>39</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>Navarra Pyrenees</td>
<td>4</td>
<td>1</td>
<td>2.875</td>
<td>207.221</td>
<td>21</td>
<td>11.5</td>
<td>4</td>
</tr>
<tr>
<td>Pallars-Ariège</td>
<td>4</td>
<td>1</td>
<td>2.392</td>
<td>17.749</td>
<td>19</td>
<td>9.5</td>
<td>3</td>
</tr>
<tr>
<td>Aran-Haute P.</td>
<td>4</td>
<td>2</td>
<td>5.506</td>
<td>16.593</td>
<td>31</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>Ariège-Aude</td>
<td>4</td>
<td>2</td>
<td>1.144</td>
<td>28.753</td>
<td>31</td>
<td>17.5</td>
<td>4</td>
</tr>
</tbody>
</table>
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CATEGORIZATION OF ZONES

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CATEGORIZATION OF ZONES

• Type I: highly cross-border; highest level of intensity, specificity and variety and of accommodation units
• Type II: most populated; highest values in variety, and medium values of intensity and specificity, accommodation and cross-border nature.
• Type III: medium levels.
• Type IV: lowest levels in all indicators

TOURISM DESTINATION ZONING IN MOUNTAIN REGIONS: A CONSUMER-BASED APPROACH

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THE CASE OF THE PINK STORE

The Pink Store

Shop all of Mexico
at The Pink Store in Palomas. Drive or walk across the border...it’s easy!
Sip a margarita as you shop. Enjoy the extensive selection of art, silver, jewelry, folk art and fine gifts from all of Mexico, personally selected by the proprietors, Ivonne and Sergio Romero.

We also offer tours into Mexico to visit the Mata Ortiz Pottery village, Casas Grandes and Copper Canyon!
While a passport is required, a birth certificate, valid driver’s license and/or another form of ID will also serve to prove US Citizenship.
Passport Cards can be obtained at your local Post Office! Click for more Info.

The Pink Store in Palomas, Mexico is open every day of the week from 9am to 6pm! (Closed Easter Sunday, Christmas Day, and New Year’s Day.)

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Mexico-US border:
- a case of a less permeable border
- establishing businesses on one side that are meant to attract customers from the other side is a significant challenge

The Pink Store: represents a case of success in how small businesses can take advantage of the presence of a border by adopting unique actions and strategies
- all-inclusive concept
- both exotic/foreign and safe: provides the “Mexicolandia” encounter that is so often desired by Americans who desire the experience but do not want to venture far into Mexico
- service and pricing have been adapted to meet the needs and expectations of visiting US residents

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THE CASE OF THE PINK STORE

Factors of success:
- a “Mexican experience” within a short walking distance of the border
- the village’s safe environment
- publicity efforts focused on its American niche market (word of mouth)
- free transportation to and from the border
- quality food and handicrafts
- international shipping services
- arranging inland tours
- providing all assistance in English
4. EMERGENCE OF GOVERNANCE IN CROSS-BORDER DESTINATIONS
The Cerdanya Valley – Catalan Pyrenees cross-border tourism destination
METHODS

• Data collection:
   • Semi-structured interviews, including all categories of stakeholders and from both sides of the border

• Methods:
   • Narrative analysis
   • Thematic analysis

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RESULTS AND DISCUSSION: 5 FACTORS

1. Cross-border institutional dissimilarity/similarity
2. The role of bridging actors and institutions
3. Leadership and financing
4. Types of relationships
5. Serendipity
5. FEEDBACK ON THE ACTION PLANS
ECUADOR-COLOMBIA BORDER
SWOT ANALYSIS: Strengths

1. In Ecuador, in 2016 tourism was 5.1% of GDP and it is expected to grow up to 6.1% of GDP in 2017. In Colombia, the direct contribution of Travel & Tourism to GDP in 2015 was 2.0% of GDP. In 2017 it was 5.7%

2. Identification of cross-border networks and stakeholders by INNOVACT project

3. Natural and cultural heritage: This border area has biological, cultural and geographic diversity

4. Examples of cross-border collaboration: cycling route between Carchi y Nariño and religious tourism route between santuario de Las Lajas (Ipiales, Colombia), and Gruta de La Paz (Montúfar, Ecuador). Potential for further development: agrotourism in the coastal corridor of Esmeraldas and the Narinense coast and Caucana
SWOT ANALYSIS: Weaknesses

1. Extreme poverty, access to basic services such as education, health, drinking water and sanitation
2. Insecurity and violence
3. Threatened environmental conditions (deforestation, soil and water pollution)
4. High rates of informal employment, the low generation of quality employment
5. The sector is not well organized, informal and deprived from any international standard or guideline for sustainable tourism
6. Low levels of technology to improve production processes
SWOT ANALYSIS: Opportunities

1. Support of governments: existing strategic plans at national level, supporting tourism development. The support of the tourism value chain can help generating income and employment and can help to protect natural assets and cultural values through sustainable forms of travelling and conservation

2. Coordination among the different actors, to shape a robust cross border governance structure

3. Huge potential for adventure tourism to grow in the border area

4. Technology at the service of improving the tourist experience.

5. Collaboration with EU regions to boost changes and actions

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**SWOT ANALYSIS: Threads**

1. Lack of participation of the ‘social’ sector in the development of tourism activities
2. Lack of infrastructures and connectivity with international markets
3. Lack of international tourism markets
**PEST ANALYSIS: Political**

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PEST ANALYSIS: Technology

1. Low levels of technology to improve production processes
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CHILE-PERÚ BORDER
SWOT ANALYSIS: Strengths

1. Tourism, for this border area, represents one of its main economic activities. For the Region of Arica and Parinacota, Tourism represented 8.1% of GDP in 2015 (142.2 million USD) and for the Department of Tacna it represented 8.4% in the same year (178.6 million USD).

2. The decision for choosing Tourism is mainly explained by the existing critical mass, previous projects conducted, alignment with the priorities of regional governments, the potential of diversification of the economy and the relevance of having to be contrasted with European experiences and the potential they have to learn from them.

3. Identification of cross-border networks and stakeholders by INNOVACT project

4. The importance of city tourism in Arica (i.e.: 15 cruises visit the city every year). Very important efforts are seen to revitalize its coastline and attract private investment.

5. Tacna take advantage of its status as a commercial free zone, and has developed a vast retail and wholesale trade offer. Their efforts to modernize the historic center and promote local cuisine and hospitality have tended to increase the permanence of these
SWOT ANALYSIS: Weaknesses

1. A very arid zone, a meeting point between the Atacama Desert and the coastal desert of Peru
2. Low population density
3. One of the main barriers to the development of the area as a significant tourist attraction in the international context, corresponds to the little recognition among actors of both cities (Tacna and Arica) that the cross-border area as a whole can constitute a single more complete destination.
**SWOT ANALYSIS: Opportunities**

1. The Peru-Chile bilateral relationship has acquired greater density and content
2. The increase of city tourism in Arica (i.e.: the development of the Chinchorro culture)
3. Strengthen the area as a tourist point with enough attraction to stop being a mere point of passage for these international tourists and become an obligatory space for overnight stays and visits.
4. Strengthen the Andean border area as a destination for Nature, Adventure and Culture Tourism, based on the Pre-Inca and Inca heritage (culture) and the Andes mountain range (nature and adventure).
5. Collaboration with EU regions to boost changes and actions
SWOT ANALYSIS: Threads

1. In addition to the difficulty of finding an offer for tours to the Andean area on the other side of the border, there is also the lack of tours that integrate visits to both countries, despite the development of efforts previously promoted by local actors to develop cross-border tourism products.
FEEDBACK ON THE ACTION PLANS: CH-PE border

PEST ANALYSIS: Political

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PROPOSAL FOR IMPROVEMENT ON BOTH BORDERS

PROJECTS

EC-COL

• Improving binational tourism planning between public and private actors to meet quality standards

• Diversification of the touristic offer focusing on culture and natural assets across the border

CH-PE

• Design of binational tourism product in the Andean zone, high Andean and coastal edge of the Tacna and Arica and Parinacota Regions

• Training and capacity building program associated with the binational product

• Preparation and execution of the marketing plan of the binational tourism product

TOPICS TO BE FURTHER DEVELOPED:

1. Guarantee sustained FUNDING sources. Specially beyond the project.

2. Building the NETWORKS. Identify leaders and other crucial actors, betweenness, etc.


4. The VISION: Quality & sustainability. Focus on the businesses and institutions.

5. The PROMOTION: We need to tell. Marketing (image) - Benchmark.

6. Efforts for MONITORING the tourism activity: Tourism Observatory. Getting data on tourists, businesses, impacts, indicators, ...
THANKS FOR YOUR ATTENTION