Regional prospective of sharing economy in Sustainable tourism

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ARAGÓN, INLAND SPANISH REGION
demographic dimension

Area
47,719Km²
9,4% Spain
Larger than Netherlands

Population
1,3 Million
2,9% Spain

Capital
Zaragoza
675,000 inhabitants

Density
27.2 inh/km²
50% living in Zaragoza
One of the biggest sparsely populated areas of Spain
Demographic challenges:

• Unbalanced urban and rural distribution: 95% of the territory involves “fragile and hardly structured” rural zones.

• Ageing population / gender unbalance.

• Brain drain of most educated Spanish young people.

• Providing good public services to citizens in a large depopulated territory has a high cost.

A sustainable, responsible tourism provides a valuable opportunity to develop the territory on the basis of culture, high quality food, education and well being.
KEY CONCEPTS

Individual

The Industrial-capitalism Economy

Profitable
 quantify
 throwaway
technological transfer
 productivity

Exclusive

critical resources
 capital

Community

The Sharing Economy

Responsible
 quality
 durability
 new technologies
 creativity

Sharing

critical mass
 trust

The Sharing Economy
Some shared values and trends in our depopulated region in relation to Tourism

- Authenticity
- Slow Tourism
- “Off the beaten track”
- Traditions
- Natural & beautiful landscapes
- Restored Old Houses
- Ruines
Restored Old Houses
Smart and singular hospitality projects
Wonderful Landscapes
“Off the beaten track”
Solitude & Peace
Authenticity & ruines
Transition from Sustainability to Sharing

• Sharing economy must be based on:
  SUSTAINABLE DEVELOPMENT
  and
  ECONOMY FOR THE COMMON GOOD.

Values are:
  SOCIAL PARTICIPATION
  THE INTERNET AS A TOOL OF PARTICIPATION
  EQUITY
  SOLIDARITY
  TRUST
Examples of initiatives in Aragón

• GRAIL PROJECT. Transnational cultural tourist product: **Holy Grail’s spiritual and cultural Route**, constructing a model of Sustainable Tourism.

• **Matarraña**, small county from Teruel province. An example of improving Sustainable Tourism from a Solved conflict around water and collaborative/ sharing economy and consumption.
GRAIL: Holy Grail: mystic Routes and Activities to Improve Local tourism
Main values of the Holy Grail Route

• All the work with the cultural and social associations
• County of La Jacetania leadership.
• Aragonese Government
• Researchers team all together with different stakeholders.

Caballeros y Damas de San Juan de la Peña, 2011
Participatory Method of the Project by different techniques

- Experts interviews in all the partner countries
- Group interviews and discussion groups
- Repeated Day/meetings with all the stakeholders.
- Participation of the team members in different international conferences.
Some important aspects

- Public/Private Coordination among all the main groups.
- Public/Private Leadership
- New products and new messages
- Funding opportunities
- Spiritual accumulation
- Knowledge generation
- .......
Old traditions along the Aragonese route
Tourist development by interinstitutional collaboration

GRÁFICO.- PACTO PARA EL DESARROLLO DEL TERRITORIO.
Basa de la Mora. Así llaman al ibón de Plan en el valle de Chistau. Aguas de un lago donde habita una reina mora, un ser femenino fantástico que, mostrando serpientes de reflejos metálicos que rodean su esbelto cuerpo, danza cada amanecer el día San Chuan, sobre las aguas de uno de los muchos lugares mágicos que tiene el Sobrarbe en la parte alta de Huesca. **Porque Huesca, tiene magia.**
Matarraña or Matarranya
Participatory governance & ecosystem sustainable model

Country Property
DREAM WE MAKE IT HAPPENS
TOURISM IN MATARRAÑA
Strategic actors involved in Tourism
• **Public sector**: where are the different territorial administrations: DGA, Shire of Matarraña / Matarranya and town planning.

• **Local Population**: forum of participation of the inhabitants of the region.

• **Private Sector**: understood as pressure groups of various economic areas of the territory.

• **Tourists**: considered as contributors to the project authorities.

• **Voluntary Sector**: network-specific associations (cultural associations, heritage, youth, women, etc.) in each of the populations.
Main values of this experience

• Cultural and territorial Identity
• Attraction of inmigrants
• Social, politic and economic commitment
• Territorial equilibrium
• Slow Tourism
• Slow food
• Traditions
• Gastronomy
• Heritage resources
• Sustainability
• ......
CONCLUSIONS

• Different factors all together:
  – The conflict
  – Solving the problem by a participatory action of multiple actors and a participatory management of that.
  – The Territorial Quality Brand.

MODEL OF SUSTAINABLE, RESPONSIBLE AND ETHICAL DEVELOPMENT OF TOURISM AND TRADITIONAL ACTIVITIES.
Examples of initiatives in Aragón

CULTURAL PARKS
Examples of initiatives in Aragón

Is that a case of sharing economy?

https://www.youtube.com/watch?v=zGwPFSC5Src

http://www.guardianesdelinvierno.es/?utm_campaign=Guardianes&utm_medium=youtube&utm_source=Visibilidad
Thank you for your attention!