

Co-funded by the
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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')

WORKSHOPS

WORKSHOPS

**Who is the city
(+ tourism) for?**

Topic
**Communicating for
Inclusive Tourism
Strategies**

Problem
**Currently no plans in
place for the proposed
quarterly workshops for
communities**

**Using data to reveal
hidden opportunities
and challenges for
cultural tourism**

Topic
A data-driven approach to
cultural tourism's impact on and
potential for Ljubljana

Problem
Currently, data is not used to inform
decisions relating to cultural tourism
as well as it could be. More data
should be collected and better use
could be made of the existing data.

**Support
structures for
thinking heritage**

Topic
**Experience, discuss - and
possibly renew -the
significance of monuments and
heritage in the city.**

Problem
**Exploring the concept of
tourism and going beyond to
develop new products and
connections for cultural
tourism.**



What we will work.

- What makes you feel
- Valuable
- useful ?

What we will not do

What will we do when
are stuck or disagree

eg. What makes you feel like
our ideas are not welcome?

What makes you feel uncomfortable

no "wrong" questions

MY PROPOSALS
START FURTHER
DISCUSSION

accepting
my ideas

when
I am
talking

transparency
- being
clear

WHEN YOU
DISAGREE
YOU CRITIQUE
BY AN ARGUMENT
OR PROPOSAL

letting me
finish my
thought

not getting
distracted by
other stuff (from
topic etc.)

not that they
just we

IGNORING
IDEAS,
THOUGHTS,
PROPOSALS

No direct
negative
words

if somebody
is bombing
my idea
we need certain
circumstances

INDIVIDUAL
ACTIONS with
INCLUDING
THE GROUP
INTEREST

ONE'S
INSECURITY

raising your
voice +
physical volume

defining the
obvious

WELCOMING
THE OPINION OF
OTHERS
OR
DISAGREEMENT

not judging
things
said

zero feedback
&
change of topic

not peeing
to share
opinion on
everything

if people
are not
open for
different
opinions

sexism
&
racism

if people
are not
open for
different
opinions

TOO LONG
MONOLOGUES

ENFORCING
YOUR OWN
IDEA

GETTING
STUCK ON
ONE IDEA

WHEN GROUPS
MEET
DON'T HAVE
EACH OTHER
WELL,
UPDATING THE
PAIRS HELPS

take a
break

hand
signals
(shorthand)

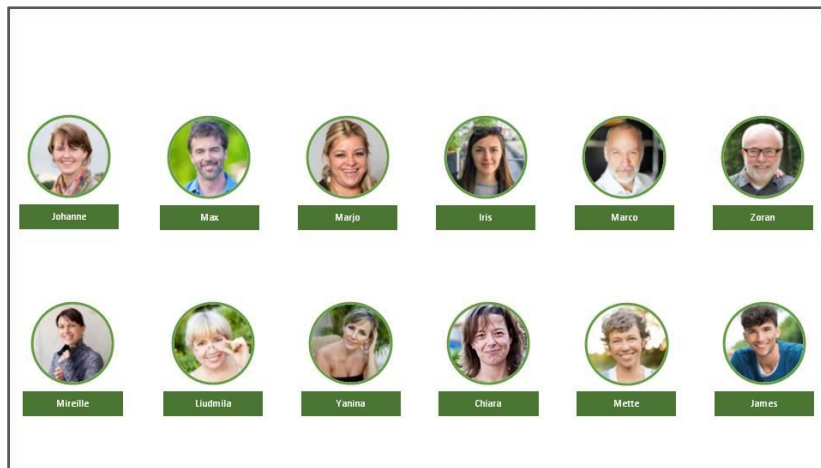
Questioning
- understanding

list of
priorities


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



I FEEL LOVE VIA *The name of a persona, (primary segment group)*



"Quote" (typical thought of a persona)

Character trait 1 | Character trait 2
Character trait 3 | Character trait 4

COMES FROM

Community/
neighbourhood, or
sector,
Friends + Others

PRIMARY MOTIVATION

SECONDARY MOTIVATIONS

EXPECTATIONS

DECISION-MAKING INFLUENCE (prevalence)

the journal
Length of time in
Ljubljana
Media (TV,
printed media)
Family
Friends + Others

TOPICS OF INTEREST

- What aspects of cultural tourism are they?

SPECIAL CONSIDERATIONS

- What challenges might they have in attending a citizen workshop?

TRAVEL

INFORMATION NEEDS

DESCRIPTION

A brief description of a persona including their role as a tourism stakeholder.

Key Stakeholders

All groups:
with special considerations for minority groups,
other language groups, persons with sight,
hearing, or mobility impairments

Details

Comms: direct invitation through mail, outreach
through representative organizations, general
advertising through posters in public areas,
blogs or online journals, local city magazine,
facebook and other social media channels,
universities and schools, ethnic society groups

Location: center, neutral, accessible for people
with special needs, accessible by public
transport,

Times: 17:00-20:00

Other: childcare/ children's activity provided
Refreshments! translations/ translators training
for hosts

Equipment: projector, sound equipment, pins/
markers, stickers, string

Information

Get info on existing tourism
offering, points of
congestion, existing
services, socio-spatial
experiences

Give info on offering:
pictograms/ symbols

Get info on potential
offerings

Get info on job/
entrepreneurial
opportunities

Activities

mapping/ with
trained map hosts

pitch night for
existing/ proposed
offerings

Networking

Feedback back post-workshop to participants

Sticker feedback on what people thought of the
activities

Follow-up email with summary of key points
that came up.

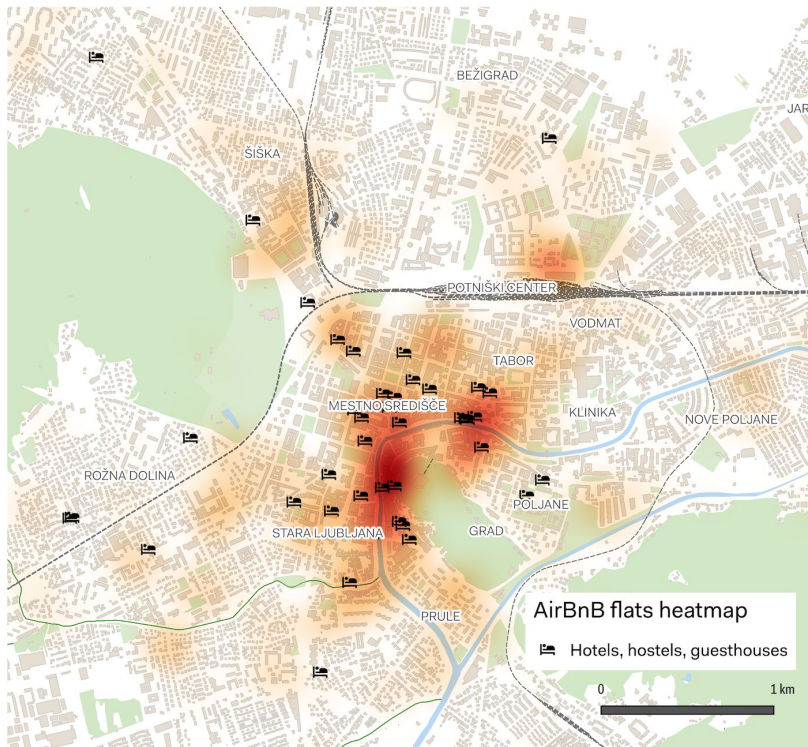
Updates on status of how projects are
progressing.



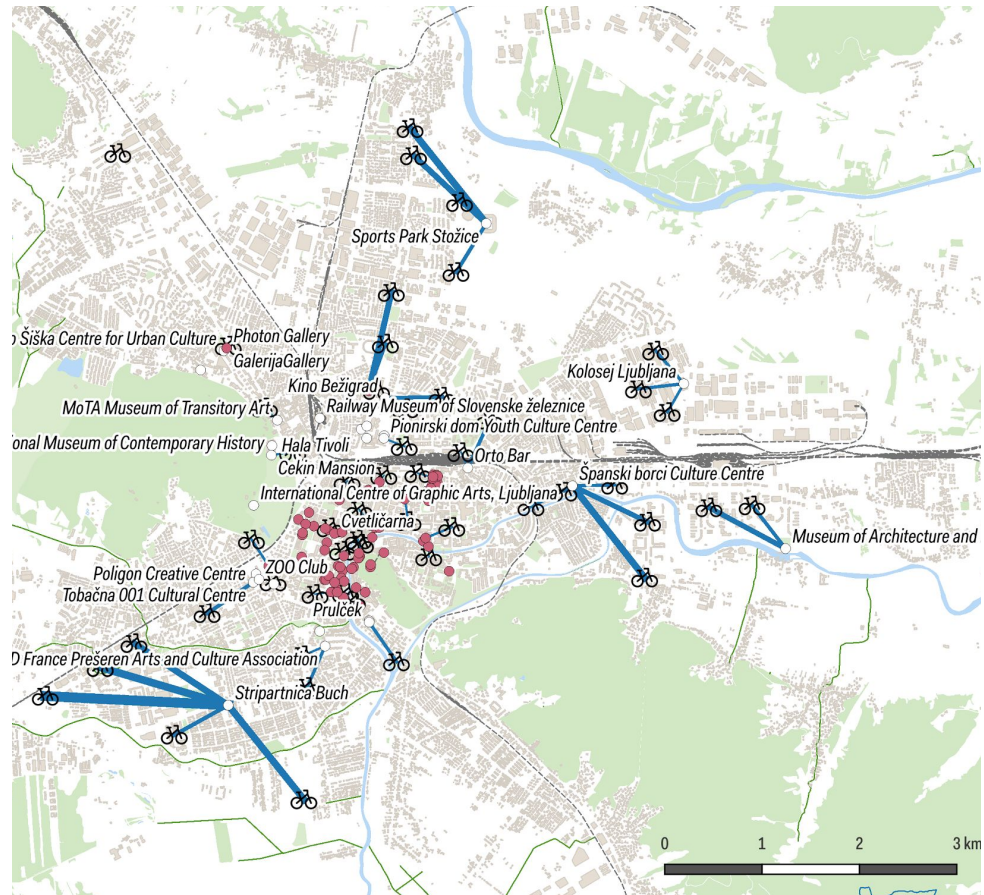
Using data to reveal hidden opportunities and challenges for cultural tourism

- **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?

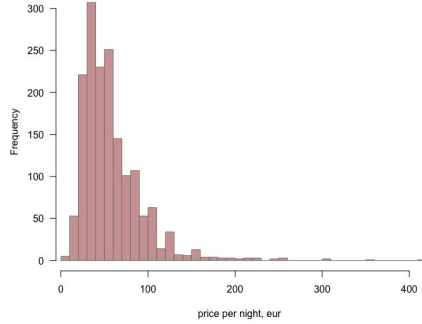


AirBnB vs. hostels, hotels

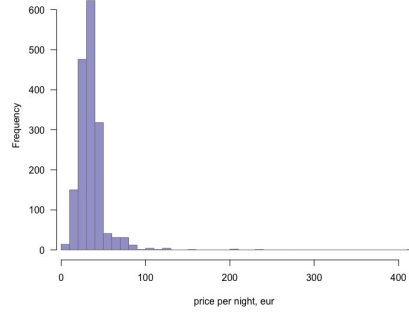


Distance from nearest BicikeLJ to tourist attraction

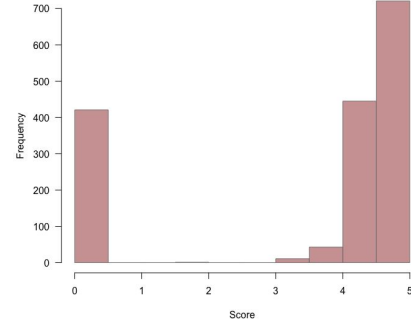
Histogram of AirBnB prices, Ljubljana



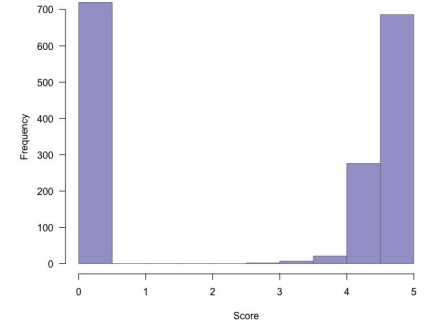
Histogram of AirBnB prices, Zagreb



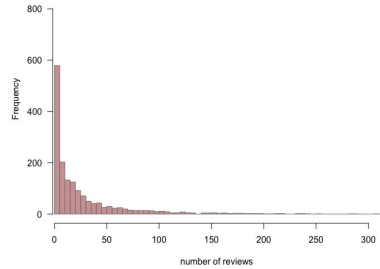
Histogram of AirBnB visitor satisfaction, Ljubljana



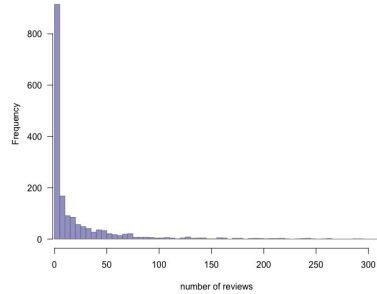
Histogram of AirBnB visitor satisfaction, Zagreb



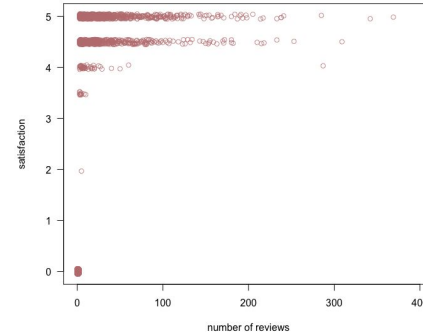
Histogram of AirBnB review numbers, Ljubljana



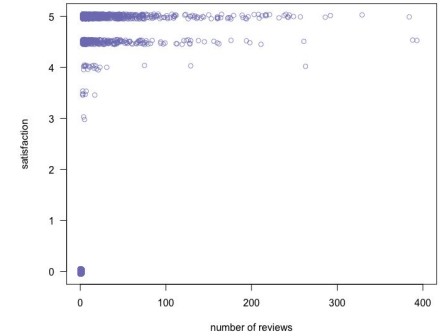
Histogram of AirBnB review numbers, Zagreb



Total reviews per AirBnB hosts versus guest satisfaction, Ljubljana



Total reviews per AirBnB hosts versus guest satisfaction, Zagreb



AirBnB prices (Ljubljana - Zagreb)

AirBnB visitor satisfaction (Ljubljana - Zagreb)

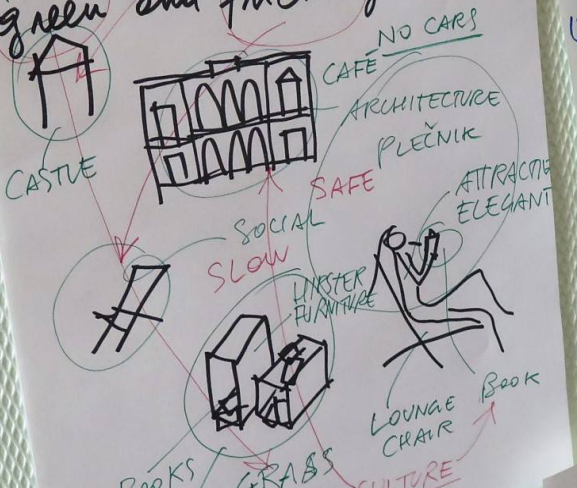



**Support
structures for
thinking heritage**

Enjoy AIRPORT

Ljubljana
 RELAX green and friendly
 SOCIALISE
 CULTURE PRESTIGE capital
 NO CARS
 CAFE ARCHITECTURE PLEČNIK
 CASTLE
 SAFE ATTRACTIVE ELEGANT
 SOCIAL SLOW
 LINGER FURNITURE
 BOOKS GRASS CULTURE
 LOUNGE CHAIR BOOK

GREEN RIVER ACTIVE
 FROZEN FLOATING IN TIME
 WATER PRO WALLS
 UNDISTURBED

TRIPLE BRIDGE
 RIVER
 NO TRAFFIC ARCHITECTURE

Enjoy AIRPORT

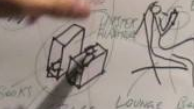


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 BOOKS GRASS CULTURE
 LOUNGE CHAIR BOOK

GREEN RIVER ACTIVE
 FROZEN FLOATING IN TIME
 WATER PRO WALLS
 UNDISTURBED

TRIPLE BRIDGE
 RIVER
 NO TRAFFIC ARCHITECTURE

CUISINE
 RELAXED ATMOSPHERE
 HISTORICAL SUBURBAN
 FRENCH RESTAURANT
 URBAN
 NO TRAFFIC ARCHITECTURE

NO EFFORT VACAY 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



Future
Architecture



Co-funded by the
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of the European Union

*Design
Biotop*

Space &
Perception
21-25 Sept '17
Ljubljana