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An interregional cooperation project for  
improving innovation delivery policies

## **ACTION PLAN FOR CANARY ISLANDS REGION**

Project partner: Innovalia Association



Research &  
Innovation



€1,957,745.00



from 1 Jun 2018  
to 31 May 2023



European Union  
European Regional  
Development Fund



#### General information

Project: Digitourism  
Partner organisation: INNOVALIA ASSOCIATION  
Other partner organisation involved (if relevant): None  
Country: SPAIN  
NUTS2 region: Canary Islands  
Contact person: Antonio Collado  
Email address: [acollado@innovalia.org](mailto:acollado@innovalia.org)  
Phone number: +34 92 224 41 14

This “Canary Island Action Plan” is the result of Innovalia’s experience in and commitment to digitalisation and tourism transformation; of the knowledge shared and the lessons learnt within the group of Digitourism partners; and the co-creative initiatives carried out together with the local stakeholders.

Many thanks to the dedicated territorial stakeholders for their time, support and contribution.



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## PART I - GENERAL INFORMATION

Table 1 – Contact data

Project	Digitourism	
Partner organisation	Innovalia Association	
Other partner organisations involved (if relevant)	None	
Country	Spain	
NUTS2 Region	Canary Islands	
Contact person	Antonio Collado	Email address: <a href="mailto:acollado@innovalia.org">acollado@innovalia.org</a> Phone number: +34 92 224 41 14

This document is divided into four parts. The first part, general information, introduces the Digitourism Project and the Canary Island Action Plan. The second part provides an overview of the policy context about the region and the policy instrument addressed by the present Action Plan. The third part indicates an overview of the actions envisaged, and finally, part four describes the details of those actions: their relevance to the project, the nature of the Action, the stakeholders involved, the timeframe, the costs and the funding sources.

### About the Digitourism Project

Many business intelligence surveys demonstrate that Digital Realities (Virtual reality and Augmented reality) are becoming a huge market trend in many sectors, and North America is taking the lead in this emerging domain. Tourism is no exception, and this sector in Europe must innovate to get ahead of the curve of this technological revolution. However, this innovation needs public support.



This is the context of Digitourism, a European Territorial Cooperation project co-financed by the European Regional Development Fund (ERDF) through the Interreg Europe programme.

Digitourism groups nine partners from eight regions located in different countries (FR, IT, HU, UK, NO, ES, PL, NL)<sup>(1)</sup> who are facing this regional development challenge together. Their overall objective is to improve policies in order to bring about tourist-channelled innovation in the Digital Realities sector. Through the exchange of experiences and the sharing of best practices, the partners aim to create individual regional action plans for *“improving policies in support of*

<sup>1</sup> Digitourism partners: AURA (Auvergne-Rhône-Alpes Tourism) from France; Grand Paradis Foundation from Italy; the University of Pécs from Hungary; Surrey (Surrey County Council) from the United Kingdom; Oppland (Oppland County Authority) from Norway; Itainnova (Aragon Institute of Technology) and Innovalia (Innovalia Association) from Spain; KPV (Kujawsko-Pomorskie Voivodeship) from Poland; and Breda (NHTV Breda University of Applied Sciences) from the Netherlands.



*sharing Good Practices to increase their impact on key structural funds policies and regional policies”.*

Digitourism aims to improve the partner regions’ policies (specifically structural funds and regional policies) in order to foster tourist-channelled innovation in the Digital Realities sector.

**Phase 1 (2018-2021):** The project partners (except Univ. Breda) carried out a thorough regional analysis: the RIA (Reciprocal Improvement Analysis). In this document, each partner explained their region’s needs and target policies, and they then all proposed solutions to improve the policies of each region.

Next, on the basis of this RIA, each partner (except Breda) organised a study visit and an ‘exchange of experience’ activity. The aim of this visit was to share first-hand experiences of valuable practices that could inspire other partners to improve their target policies. Over the course of seven interregional study visits, the Good Practices selected from each region were summarised and used to draw up regional action plans<sup>(2)</sup>.

The last three of these seven study visits (Canary Islands - Spain, Kujawsko-Pomorskie - Poland, Aosta Valley - Italy) were carried out as online sessions due to COVID-19 restrictions. These visits gave a general idea of the best practices for each region, which will be confirmed by the ‘catch-up’ visits that are expected to be done by the end of November.

**Phase 2 (2021-2023):** Regional implementation of the action plans and monitoring of the results.

## About the Canary Island Action Plan

Each region participating in Digitourism produces one Action Plan, providing details on how the lessons learnt from the interregional cooperation will be put into practice in order to improve the policy instrument tackled within that region.

This document is the ***Digitourism Action Plan for the Canary Islands region***. It was drafted by the Innovalia Association (PP7) so that the Managing Authority of the Canary Islands would be more informed when it comes to the ERDF Regional operational programme (ROP). This initiative was carried out with the support of the [Canarian Agency for Research, Innovation and Information Society \(ACIISI\)](#), and the contribution of several stakeholders from the regional Tourism and Technology areas in the Canary Islands.

The development of this Action Plan has been based on the principles of:

- **interregional cooperation between Digitourism partners**, supported during phase 1 of “*interregional learning*” by a series of ‘exchange of experiences’ activities and sharing of Good Practices;
- **the involvement of the main stakeholders from the Canary Islands**, with their participation supported mainly by setting up a Regional Stakeholder Group (RSG).

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<sup>2</sup> [Good Practices | Interreg Europe](#)



This group was composed of the Government of the Canary Islands through its agency ACIISI, the Canary Islands Digital Innovation Hub (CIDIHUB), and technology-based entities like AVANTALIA, CARSA and TECHNARTE.

## PART II – TERRITORIAL AND POLICY CONTEXT

During the application stage of the project, each partner identified a public policy which needed improvement. This section is dedicated to this target policy only.

Nature of target policy: ☐ Investment for Growth and Jobs programme  
☐ European Territorial Cooperation programme  
☒ Other regional development policy instrument

Name of target policy: **Canary Islands European Regional Development Fund (ERDF) - Regional operational programme (ROP)**

Table 2 – Managing authority data

<i>Name of managing authority of the target policy</i>	The Government of Canarias is the institution that holds the executive power in the competence framework of the Autonomous Community of Canarias, vested by the Statute of Autonomy of Canarias <sup>(3)</sup>
<i>Original name</i>	"Gobierno de Canarias"
<i>Website</i>	<a href="http://www.gobiernodecanarias.org">http://www.gobiernodecanarias.org</a>

This section includes a brief overview of the territorial context and the policy instrument addressed by this action plan.

### The Canary Islands Region

The Outermost Regions (OR) face a number of difficulties due to their geographical characteristics, such as remoteness, insularity, size and weather, generally restricted their development.

The Canary Islands are an extremely popular tourist region. This is particularly true of Tenerife, Gran Canaria, Fuerteventura, and Lanzarote, which are the regions most favoured by tourists, with over 12 million visitors per year before COVID-19. The reason for their popularity was down to their beaches, subtropical weather, and famous natural attractions, especially Maspalomas in Gran Canaria, Teide National Park, and Mount Teide (a World Heritage Site) in Tenerife.

<sup>3</sup> Government of Canarias; Link: <https://ec.europa.eu/growth/tools-databases/regional-innovation-monitor/organisation/government-canarias> [Last access: August 2021]



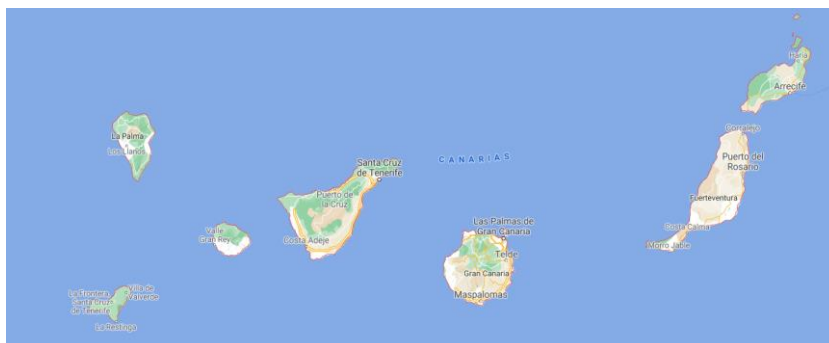


Figure 1 – Map of the Canary Islands (Google Maps ©)

The recovery of the tourism sector will solidify the Balearic and the Canary Islands as regional growth leaders both this year and the next, while other regions will benefit from the expected improvement in consumption, investment and exports <sup>(4)</sup>.

According to data from [Promotur](#), the Canarian tourism market has been revived faster than others. From January to April 2020, 76% of the demand that existed in 2019 for those same months was recovered. In the summer of 2020, the domestic market gained a significant share and was responsible for 36% of total demand, compared to 19% in the summer of 2019.

### Policy instruments addressed by the Canary Islands Region

Innovalia participates in Digitourism Project in order to improve its own **ERDF Regional Operative Programme (ROP ERDF)** – particularly several measures of **Axis 1: Smart Leadership of Tourism; improvement of the competitiveness and productivity of the Canarian tourist product; specific objective: innovation for the introduction of new tourism products and the cost-effective consolidation of existing products.**

#### Description of the policy:

Within EU Cohesion Policy, different operational programmes support projects in the Canary Islands, covering a wide range of regional development needs. The main goal of this Action Plan is to improve the **Canary Islands ERDF Regional Operational Programme** (also called “FEDER”).

The funds intended to be used to create innovation under the 2014-2020 ERDF Operational Programme of the Canary Islands was articulated around 9 Thematic Objectives (Priority Axes) and 14 Investment Priorities, excluding the Technical Assistance Axis and the OR Axis. However, **this operational programme (2014-2020) has just finished, while the next one (2021-2027) is still in the preparation stages.**

The aim was to improve the competitiveness and productivity of the Canarian tourist product; the measures created aimed to promote the introduction of new tourism products and the cost-effective consolidation of existing products.

<sup>4</sup> BBVA Research; Análisis Regional España, La recuperación del consumo marca las diferencias en el crecimiento regional. Link: <https://www.bbvaresearch.com/publicaciones/espana-la-recuperacion-del-consumo-marca-las-diferencias-en-el-crecimiento-regional/>





## Priority Axes and Specific Objectives

The policy operated according to 9 Axes<sup>(5)</sup>:

1. Development of the knowledge economy
2. Development and innovation by and for enterprises
3. Environment, Water resources and Prevention of risks
4. Transport and Energy
5. Local and urban sustainable development
6. Social infrastructures
7. Technical assistance and strengthening institutional capacity
8. Reduction of additional costs hampering the development of the outermost regions (Investment expenditure)
9. Reduction of additional costs hampering the development of the outermost regions (Operating expenditure)

## Specific Objectives relevant to the Digitourism Project

The main objective of the Canary Islands ERDF OP was the "promotion of sustainable development in the Canary Islands consolidating a competitive economy, ensuring full employment, increasing the social and territorial cohesion of the archipelago, improving the quality of life of its citizens and promoting a real convergence with the European Union".

The [main objectives](#) of the operational programme were:

- to increase the competitiveness of the productive sector through innovation and information society, and the internationalisation of the economy;
- to improve the deployment and quality of transport infrastructures to interconnect the islands and the whole archipelago to other regions;
- to optimise the offer of basic natural resources for the socio-economic system in the name of environmental sustainability;
- to create jobs, increase the level of education and reduce the poverty rate;
- to reduce and mitigate the additional costs of being an outermost region.

Within the Canary Islands Operational Program, Axis 1 "Smart Leadership of Tourism" is the one related to the Digitourism Project. The themes of research, development and innovation (R&D&i), within the exclusive reference framework of the regional smart specialization (RIS3), were the core element of and priority axis in the support of the region's R&I system.

The RIS3 was recently evaluated as a basis for the new S4 strategy, and it became clear that the five priority lines ("Smart leadership of tourism", "the Canary Islands as an intelligent Atlantic reference", "socio-economic valorisation of R&D in astrophysics", "maritime-marine sciences or biotechnology", "digital agenda and green growth and sustainability") remain valid "because

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<sup>5</sup> Operational Programme "Canary Islands"; European Commission; EU regional and urban development. Link: [https://ec.europa.eu/regional\\_policy/en/atlas/programmes/2007-2013/spain/operational-programme-canary-islands](https://ec.europa.eu/regional_policy/en/atlas/programmes/2007-2013/spain/operational-programme-canary-islands)



they continue to be great challenges and opportunities for the present and future" for the Islands, according to the Canary Islands' Minister of Economy, knowledge and employment<sup>(6)</sup>.

It is intended to improve the policy instrument of the Canary Islands ERDF Regional Operational Programme 2021-2027. This will be possible thanks to the implementation of some of the lessons learnt from the cooperation period of the Digitourism Project.

In terms of results, the policy instrument will be influenced by changes in the strategic focus of the policy instruments (structural change) – IE Programme Manual section 4.3.1. Type 3. Thanks to the Digitourism project (based on the lessons learnt), we are in the best/key moment to change the new operational programme because this OP is still under preparation. OP 2021-2027 has not yet published as explained above, and in its preparation, there are different main players involved, including the managing authority.<sup>(7)</sup> The other actors involved are the CIDIHUB and the ACIISI:

- **CIDIHUB - The Canary Islands Digital Innovation Hub**. Innovalia is a key member of this regional hub and is the organisation in charge of the tourism and technology pillar. CIDIHUB has the support and collaboration of all key players in the innovation ecosystem of the Canary Islands, which will enable the greatest possible impact in the region. CIDIHUB is a member of the regional Digitourism stakeholder group.
- **ACIISI – The Canarian Agency for Research, Innovation and Information Society**. This public body is a member of our regional Digitourism stakeholder group. It is the organisation in charge of executing the public policies and public programmes in research, technological development and innovation.

And Innovalia is working with all of them parallelly (Figure 2). This is the best time to try to bring about a "structural change" because we are going to attempt to influence the forthcoming OP 2021-2027 Canary Islands ERDF, thanks to the process of transferring this AP with the main actors (mentioned above).



Figure 2 - Players involved

<sup>6</sup> Máñez says that the S4 specialisation strategy will include a diagnosis of R&D&I on each island; link: <https://www3.gobiernodecanarias.org/aciisi/ris3/actualidad/estrategia/s4-diagnostico-idi-insular>

<sup>7</sup> Directorate General for Planification and Budget within the regional government, is the responsible body for the policy instrument OP 2021-2027



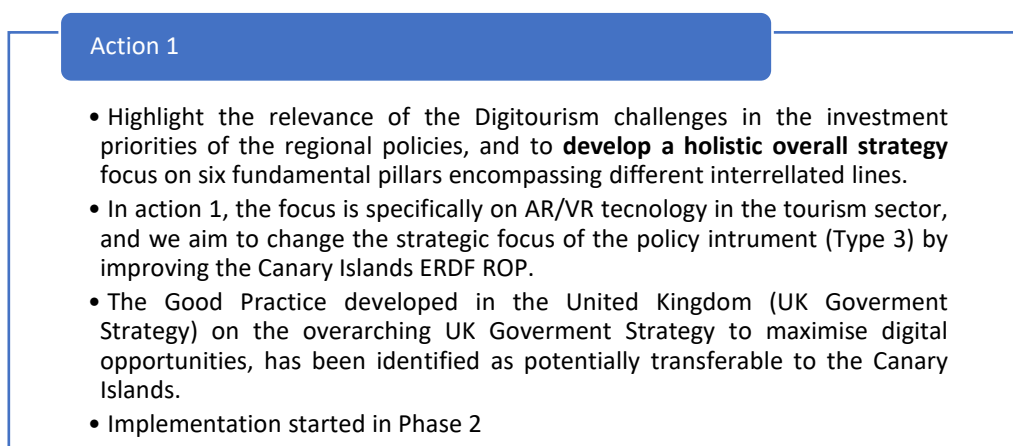
## PART III – OVERVIEW OF THE ACTIONS ENVISAGED

This section includes a brief overview of the actions included in the Action Plan. These actions were drafted according to a set of broad guiding principles:

- **Stakeholder inputs** –identified during phase 1 (study visits and SHG meetings)
- **Interregional learning process** – during the ‘exchange of experiences’ in each partner region: in UK, FR, HU, ES (Aragon) and NO before COVID-19 and in an online visit during the pandemic, in ES (Canary Islands), PL and IT.
- **Feasibility** – a limit of actions was defined including the Pilot Action requested, and their scope was controlled, to implement it.

The objective of the Digitourism project is to improve the partner regions’ policies (specifically their structural funds and regional policies), in order to foster a tourist-channelled innovation in the Digital Realities sector.

The **Digitourism Action Plan for the Canary Islands** consists of three complementary actions closely linked within the regional policy framework, within the same policy instrument (ROP ERDF):



*Figure 3 – Overview of actions envisaged (part one, continued on next page)*



#### Action 2

- **Setting up a "Hard To Reach (H2R)" test** for the experimental concept of tourism-focused 'hard-to-reach' assets (tourist spots that are "difficult to reach" or difficult to access), by identifying, validating and accelerating new projects in tourism in the Canary Islands.
- In Action 2, the focus is on testing and demonstrating the Hard-To-Reach concept in the tourism sector, for supporting their following up taking and funding as well as other concepts, *with a possible change in the strategic focus of the policy instrument (type 3) operational programme 2021-2027.*
- The Good Practices developed in France (Isère Outdoor 360) and in Hungary (Agroverzsum), on testing how we can deliver the benefits of augmented and virtual realities for tourism-focused 'hard-to-reach' assets (tourist spots that are "difficult to reach" or difficult to access), were transferred to the Canary Islands as intended by the Interreg Europe Digitourism Project.
- The Action includes an Interreg Europe **Pilot Action** to support the creation of an AR/VR solution in test conditions.
- Implementation started in Phase 2

#### Action 3

- Increase the relevance of AR/VR and the number of **new Digital Realities products in the tourism sector of the Canary Islands.**
- In Action 3, the focus is on the extension and durability of the actions developed in phase 2.
- The good practice developed in Aragón, Spain (IMPACT HUB) is the initiative that has been the main inspiration for the development of this action, because they applied a method to measure different indicators to evaluate the professional and entrepreneurial activity in the region.
- Implementation started in Phase 2

Figure 4 – Overview of actions envisaged (part two)



## PART IV – DETAILS OF THE ACTIONS ENVISAGED

This section presents the actions elaborated in Phase 2 of the Digitourism Project.

For each action, the relevance of the project, the nature, the description of the action concept and its specific activities, the players, the timeframe, the costs and the funding sources are all identified.

The general inspiration for this Action Plan came from the lessons learnt during the “exchanges of experiences” during the project. During this time, we realised the need:

- to develop a strategy based on several fields of regional tourism, which, in turn, complemented each other;
- to test and demonstrate the Hard-To-Reach concept in the tourism sector, for supporting the following up taking and funding;
- To design and develop a tractor project to increase the number of new Digital Realities (AR/VR) products in tourism sector

These points all came from the Digitourism Project, after the analysis of Good Practices presented by the rest of the project partners that have been successfully developed in their own regions. These Good Practices will be described in detail in the "*Relevance to the project*" sections of this document.

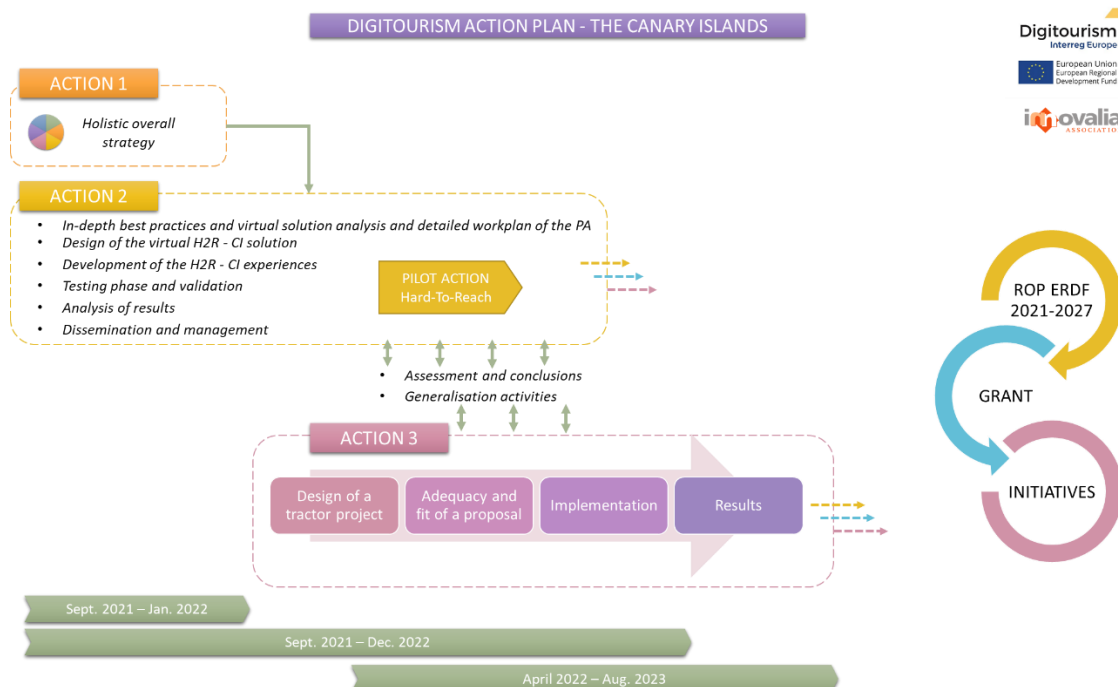


Figure 5 – Action Plan for the Canary Islands



## Action 1

### ACTION 1

- Highlight the relevance of the Digitourism challenges in the investment priorities of the Canary Islands policies.

#### 1) Relevance to the project

As highlighted during the Digitourism learning process, Action 1 requires an updated regional strategy.

This action comes from the analysis of Good Practices that showed the need for a strategy to take on new challenges in the tourism sector, taking into account Digital Realities. The observed inspirations indicate the necessity of providing all the actors of the tourism sector with access to knowledge and instruments facilitating development with the use of digital technologies. In order to accomplish this, the development of **an overall and holistic strategy** focus on six fundamental pillars encompassing different interrelated lines.

One Good Practice observed with similar characteristics is the “[UK Government Digital Strategy](#)” (presented during the study visit in Surrey, UK, PP4) to maximise digital opportunities through seven strands: connectivity, skills and inclusion, the digital sectors, the wider economy, cyberspace, digital government, and the data economy.

This practice turned out to be of considerable interest to the regional authorities and stakeholders. It was decided to set up a Strategy in the Canary Islands inspired by the UK strategy, but tailored to region’s specific needs.

#### 2) Nature of the action

Action 1 involves the development of the overall and holistic strategy of the Canary Islands. It is hoped that this strategy can be based mainly on six strands or concepts, for example: Ecosystem, Infrastructure, Governance, Human resources, Entities and Dissemination.

- **Ecosystem:** every organisation exists in multiple business ecosystems. These business ecosystems are dynamic networks of entities interacting with each other to create and exchange sustainable value for their participants.
- **Infrastructure:** where the collaboration between institutions and universities takes place, as well as the generation of new innovative solutions.
- **Governance:** with the identification of policies where AR/VR could be included.
- **Human resources:** the set of people who make up the workforce of an organisation, business sector, industry, or economy. This sector is important to increase the culture of innovation through workshops or training programmes.
- **Entities:** related to the overall business environment, the factors that influence it and influence its activity.
- **Dissemination:** to raise the awareness of the project and its results among stakeholders and to maximise the impact in the region.

The best way we have found to improve our policy instrument is through a **holistic overall strategy**. This initial approach covers all sectors involved in the policy instrument and ensures



every sector is related to the other sectors. The specific actions that will be implemented are divided into 4 main steps: Plan, Do, Check, and Act.

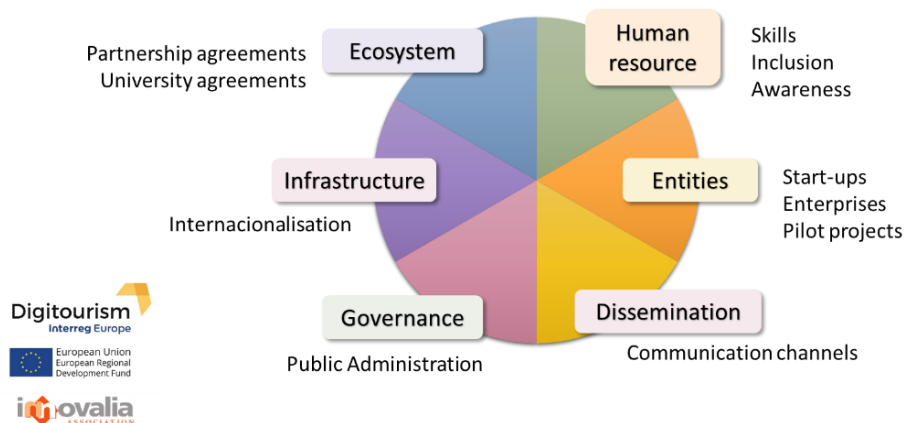


Figure 6 – Preliminary scheme of overall strategy

### 3) Stakeholders involved

The organisation in the Canary Islands involved in the development and implementation of the action is CIDIHUB. It has the support and collaboration of all key players in the innovation ecosystem of the Canary Islands, which will enable the greatest possible impact in the region. CIDIHUB is a member of the regional Digitourism stakeholder group.

### 4) Timeframe

Estimated start date: September 2021

Main milestones: holistic overall strategy

Estimated approval/enforcement date: January 2022

### 5) Indicative costs

EUR 80.000

### 6) Indicative funding sources

This action will be financed by the Canary Islands ERDF Regional Operational Programme 2021-2027.

## Action 2

### ACTION 2

- **Setting up a "Hard To Reach (H2R)" test** for the experimental concept of tourism-focused 'hard-to-reach' assets (tourist spots that are "difficult to reach" or difficult to access), by identifying, validating and accelerating new projects in tourism in the Canary Islands.





## 1) Relevance to the project

The inspiration for this Action came from France (Isère Outdoor 360 Good Practice) and Hungary (Agroverzum Good Practice). Both Good Practices have been described in detail in the Pilot Action request.

This was explained in detail in Pilot Action “*HARD TO REACH (H2R) – Canary Islands (H2R-CI). AR/VR solutions facilitating access to tourism assets in the Canary Islands*” (see attached document).

Taking into account all Hard-To-Reach areas of cultural and tourist interest in the Canary Islands, and the several Good Practices identified during Digitourism study visits, we were inspired to design and develop this PA. Specifically, we are going to use two Good Practices observed in FR and HU, which will be tested in our region and evaluate the suitability and relevance of these solutions in facilitating our new and innovative “difficult-to-reach” tourism line. These Good Practices are:



Figure 7 – Why two Good Practices?

- **Isère Outdoor 360<sup>(8)</sup>** (PP1 – France, PP1) is an innovative way to promote outdoor activities that could seem difficult to do, using immersive devices. This practice is a good example of creating promotional material.

This good practice was selected primarily because it shows a very good use of video 360° technologies, used with immersive devices to experience extreme sports in natural environments. The technology used is the element that will be transferred for the testing. In this case, they used 360° videos of different sports to offer immersive experiences. In our case, we would like to test a similar approach using a series of 360° videos of different parts of the vineyards:

- to facilitate access to areas that are difficult to visit for various user profiles, e.g. school groups;
- to promote outdoor sites in the Canary Islands region and allow the discovery of rural activities and natural sites;
- to encourage Tenerife residents to appreciate their agricultural heritage in order to promote a diversification of the tourism model through local products;

<sup>8</sup> <https://www.interregeurope.eu/policylearning/good-practices/item/3382/isere-outdoor-360/>



- to inform the public about the need to protect the natural heritage of the Canary Islands.

Isère's approach involved promoting different sports disciplines (kayaking, caving, mountain biking, via ferrata, etc). We will adapt it to our context –a limited scope focus on Tenerife's vineyard – because this will make it easier to use the same model for other tourism activities abroad, such as for the National Park of Teide. Furthermore, vineyards are places where different activities of cultural, gastronomic and tourist interest take place during the production of wines with a designation of origin.

We will focus on a vineyard in Tenerife, with different types of promotional material (360° videos) from the winery, the tour or some related activity of the sector, with the aim of raising public awareness of the natural environment and biodiversity of the islands and the local production.

The concrete elements that will be transferred from this good practice for testing are mainly the same equipment to create a booth accessible free of charge equipped with 2 helmets, supervised by 1 partially operator, and 3 videos (including the rent for a 360° drone).

- **Agroverzum**<sup>(9)</sup> (PP3 – Hungary, PP3), developed in the *Centre for Agricultural Research*. This best practice was chosen because it shows that exhibitions about rural activities can be supported with AR/VR tools (adapted to every attraction), with a huge impact on customer satisfaction. Cultural tourism has been identified as an important economic and social contributor worldwide. Main drivers have been linked to an increasing desire for cultural awareness, meaning-creation and learning. An increasing body of research is exploring the application of VR and AR in this context. While previous studies outline VR and AR as promising technologies to positively influence visitor experience, these typically do not focus on how such technologies should be built to suit the context or add value to tourists. So far, only theoretical studies have been carried out, and it is necessary to test the tourist experience in the cultural tourism context, as was shown in Hungary with success at the **Agroverzum Center of Science and Fun**. This good practice was selected for the demonstration of how to apply AR/VR technology for educational purposes to improve customer experience in the Canary Islands.  
The key element that will be transferred for the testing is the strategy that has been implemented to create educational content and the opportunity to develop a similar application using AR/VR tools about a concrete rural activity in a Tenerife vineyard: the vintage. In concrete, the specific feature is the custom-made experience terminals, to upload the videos in an experience terminal related with different profiles of visitor's

<sup>9</sup> <https://www.interregeurope.eu/policylearning/good-practices/item/3449/agroverzum/>



vineyard. This will be made with the help of a questionnaire with basic data from visitors, so, depending on the profile, they will see one 360° video or the other.

In this case, we would like to adapt both Good Practices to use in one test in Tenerife to introduce the innovative multimedia solutions in a rural area with 360° videos, and to expand an exhibition with life-like virtual reality, where vineyard visitors can take a ride in time and space and where they can move and look around in 360 degrees. These Good Practices will also be used to map and analyse the winery business process, building new systems to meet the specific needs of these customers by using a questionnaire to select profiles and to show them a type of video. The duration of the H2R - IC Pilot Action will be 15 months.

All of these initiatives are expected to contribute to increasing visitor awareness and to improve the impact of VR and AR technology on the visitor's learning experience in a Hard-To-Reach area of Tenerife.

## 2) Nature of the Action

Action 2 involves the development and implementation of the Pilot Action "Hard-To-Reach".

This was explained in detail in Pilot Action "*HARD TO REACH (H2R) – Canary Islands (H2R-CI). AR/VR solutions facilitating access to tourism assets in the Canary Islands*" (see attached document).

## 3) Stakeholders involved

The organisations in the Canary Islands who are involved in the development and implementation of Action 2 are the CIDIHUB, the ACIISI and the Government of the Canary Islands.

## 4) Timeframe

Estimated start date: September 2021

Main milestones: in-depth best practices and virtual solution analysis and detailed workplan of H2R-CI PA; design of the Virtual H2R-CI solution; development of the H2R-CI experience; testing and validation; analysis of the results; dissemination and management.

Estimated approval/enforcement date: December 2022

## 5) Indicative costs

We estimate the travel and accommodation, staff and equipment costs for the implementation of action 2 to be as follows:

*Table 3 – Total PA Budget*

Staff costs	Office and administration	Travel and accommodation	Equipment	Total Pilot Action budget
41.890,00 €	6.283,50 €	1.500,00 €	2.450,00 €	52.123,50 €



## 6) Indicative funding sources

This action will be financed by the Interreg Europe Pilot Action (included in the approved budget of the Pilot Action).

## Action 3

### ACTION 3

- Increase the relevance of AR/VR and the number of **new Digital Realities products in the tourism sector of the Canary Islands.**

#### 1) Relevance to the project

This Action came to be from the Digitourism Project, from the interregional 'Exchange of experience' developed in Zaragoza, Aragón (Spain).

The inspiration for this Action came from the **IMPACT HUB** initiative taken by the Technological Institute of Aragon (Itainnova – PP6). IMPACT HUB supports building ecosystems to drive collaboration and entrepreneurial innovation around the Global Sustainable Development Goals (SDGs) through their locally rooted Impact Hubs, as well as partners and allied networks.

IMPACT HUB is capable of measuring different aspects related to their hub activities in the ecosystem of that region such as: the number of users in their community, the members, the collaborative projects, how many minutes were spent in each room, the initiatives started, the initiatives in operation, the people who were most involved, as well as the increased turnover of their business, and the opinion of the people involved in the hub to evaluate the usefulness of events, overall satisfaction, speaker satisfaction, and whether or not attendees would recommend events at the hub.

#### 2) Nature of the Action

Action 3 involves the design of a tractor project, adaptation and fit with regional public grants of the target policy, the implementation of the tractor project and the achievement of results. These results will measure the number of new Digital Realities products created by the beneficiaries.

#### 3) Stakeholders involved

The organisations in the Canary Islands who are involved in the development and implementation of the action are the CIDIHUB, the ACISI, and the Canary Islands Government.

#### 4) Timeframe

Estimated start date: April 2022

Main milestones: design, adaptation, implementation and results.

Estimated approval/enforcement date: August 2023

#### 5) Indicative costs

EUR 200.00



The activities mainly concern a “*change in the strategic focus of the policy instrument*” (Type 3) the implementation of which is of interest to all parties involved. As such, all costs will be covered:

- In kind, by the parties involved, mainly for the use of internal staff;
- all resources for the launch of the tractor project initiative will come from the ERDF ROP of the Canary Islands.

6) Indicative funding sources

This action will be financed by the Canary Islands ERDF Regional Operational Programme 2021-2027.



**OFFICIAL SIGNATURE(S)**

**Date:** January 2022

**Name of the organisation(s):** INNOVALIA

**Signature(s) of representative of the relevant organisation(s):**