

## EXTENDED ABSTRACT

# FORGOTTEN MUSEUMS IN THE LAND OF CAMPOS DE VALLADOLID: THE CASE OF FIVE VILLAGES WITH GREAT HERITAGE VALUE

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### 1. INTRODUCTION

The concept of accessibility in tourism is also closely linked to the sustainability of an environment, depending on the author, the perspective is different, so here is the definition of Darcy Simon and Dickson J. Tracey, which is included in The World Tourism Organization (UNWTO), also known as the World Tourism Organization (UNWTO), as it is the most general and inclusive definition:

“Accessible Tourism is a form of tourism that involves strategically planned collaborative processes among stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive abilities, to function independently and with equity and dignity through the provision of tourism products, services and environments based on Universal Design” (Darcy and Dickson, 2009:4 as cited in UNWTO, 2014:22).

On the other hand, sustainability in the tourism destination is achieved by considering accessibility as an essential component to ensure that all travellers can enjoy tourism experiences in an inclusive and equitable manner.

In the words of Taleb Rifai, UNWTO Secretary-General in the UNWTO Handbook on Accessible Tourism for All: Principles, Tools and Good Practices:

“Accessibility is a crucial element of any responsible and sustainable tourism policy. It is a human rights issue and it is also an extraordinary business opportunity. Above all, we must realise that strategic planning as a guide to action in the Accessible Tourism project is not only good for people with disabilities or special needs, it is good for all.” (UNWTO, 2014:20)

The INE in 2020, dates at 4.38 million people with dependency and some type of disability in Spain, increasing by 11.8% compared to 2019. The regions of Galicia, the Canary Islands and Castilla La Mancha are the regions with the greatest physical disability per 1000 inhabitants. From the age of 45 onwards, the type of disability is related to physical mobility and self-care.

According to the Observatory of Physical Disability (2014), people with disabilities are increasing significantly throughout Europe, and more and more effective services and communication formats are needed so that these people can enjoy tourism products and destinations. The same centre puts the figure at 2.9 million people by 2020.

The case study is about the area Tierra de Campos, located in the northwestern part of the province of Valladolid, has an unknown wealth of heritage, located in many cases, in small villages near the capital of the province. The aim of this research is to analyse the communication and accessibility of museums of great tourist interest that, located in five small villages of less than 1000 inhabitants, do not manage to have a recognized place among the rest of the province.

## 2. OBJECTIVES

– To describe the problems of communication and accessibility in the five villages in the countryside where the Forgotten Museums are located.

– To determine the most important aspects to be addressed in order to improve the visibility of the Forgotten Museums.

– To propose ideas and actions to improve the communication of the Forgotten Museums.

## 3. METHODOLOGY

Initially, in order to carry out the accessibility study of these villages in the Tierra de Campos region, a group dynamic was carried out with a sample of students from the Degree in Advertising and Public Relations, so that they could contribute ideas, solutions and possible actions to improve the visibility of this route and universal tourism. The final sample consisted of 15 final year students.

Therefore, two main research techniques were chosen: group dynamics and then, having carried out this survey, a trip was made to the villages under study to observe the accessibility facilities and to check the communication of the museums in these villages. These are two qualitative techniques that help to provide a descriptive framework of the context of the problem under investigation.

The field study consisted of travelling several mornings at the end of May 2023 to observe and obtain images of the communication (mainly signage) and accessibility for

tourists in the five villages where the museums are located. This methodology of direct observation by the research group and structured, i.e. guided by observation parameters, served to study the object of study in a real way that will provide concrete and real data in the development environment itself. According to Rabadan (2022), observation techniques help to obtain credible qualitative information that helps the researcher to better focus his analysis and study.

In this way, together with a camera and with the information obtained from the consultation of secondary information sources and group dynamics, it was possible to see and determine the situation of the museums in terms of communication and visitor accessibility.

#### **4. RESULTS**

In the case that involves us it has been possible to observe through the taking of photos and the analysis tables that, Route of the Forgotten Museums needs an improvement in all its five villages both in the accessibility to its museums and to all the tourist locations within its surroundings, as well as in the information and signposting of its points of interest. There is an accumulation of information, badly placed and deteriorated signs that give a bad image to tourists and visitors. On the other hand, there is no coordination of opening hours or opening times of the museums, which leads to disorientation and misinformation for those interested in visiting the museums. This means that tourists do not return to the destination and may give their relatives and acquaintances in the area a bad experience.

Nor do there seem to be professionals in the sector to teach, show and communicate information about the museums to tourists. Sometimes it is the town clerk or a local resident who attends.

There is a lack of information on the signs of complementary services to the tourist attractions, i.e. there is no information on hostels, rural tourism houses, restaurants, etc.

#### **5. CONCLUSIONS**

In addition to non-discrimination, ensuring equality for all and job creation, there are several benefits, both for people with disabilities and for the tourism sector, such as those indicated below (Cocemfe, 2019):

For people with disabilities, it represents an active and healthy ageing strategy, it brings tourist resources, previously inaccessible, closer to the group of people with reduced mobility. It promotes leisure and free time for this group. It complies with the postulates of the UN Convention on the Rights of Persons with Disabilities, by allowing participation in this area of society with equal opportunities. It contributes to the improvement of the education of people with disabilities. It contributes to the visibility of the group and its needs.

For the tourism sector, it improves the quality of the tourist offer, enriches the image of the destinations. It expands the market share to all people, increases the volume of customers, as people with disabilities tend to travel accompanied. It reduces seasonality by allowing the entry of new tourists, as they travel at any time of the year. It contributes to the sustainability of the tourist offer.

In this way, the Research Group reflects and establishes a series of plans and actions as a proposal so that a public or private management entity could carry out an improvement of the proposed objectives. In the current case, as they are villages in the province of Valladolid, the main responsible and promoter could be the Provincial Council of Valladolid itself.

The design of a marketing campaign is proposed, as well as audiovisual resources to promote the route in different media and social networks. This could include training in social networks for those involved in the Forgotten Museums Route and the provision of visual resources to nurture the network. A fictional audio story could be created that connects the spaces of the route so that the user can access it through QR codes hidden in each location. The user would have to pass through all the points along the route to get the whole story so that he/she could link the visit with a game of searching for the code in each of the chosen places. In this way, a driving narrative would be promoted with all the locations and their tourist resources.