



## GAMIFICATION STRATEGY

### DESTINATION VILANOVA I LA GELTRÚ: OUTBOUNDS NATURAL AREAS

#### 6.1.1 Current Tourist Site Situation

The city destination of Vilanova i la Geltrú has held the implementation of the MED GAIMS project in 2 destinations, City Center and Sea Front, both of them separate and complementary. The increase of tourism flow thanks to the gamification project can help both destinations to revenue more visitors. The sites selected for the gamification strategy cover the second ring of gamified activity and move it to the outbounds of the city, at the same time complementing one site in the city center that lacks gamified experiences.

#### **Destination Vilanova:** Outbounds of Vilanova

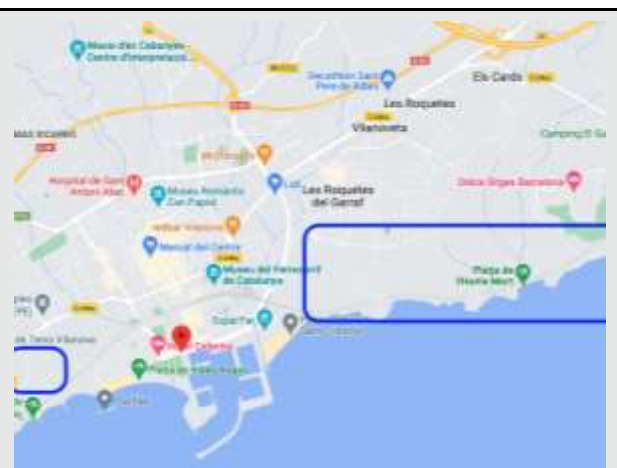
- 1 site listed on the inventory of Areas of Natural interest. Part of the network Natura 2000

Covers 2 civilizations:

- Iberian
- Roman
- XIXth Century fisherman's story

Themes:

- Old fishing
- Old trade trails
- Smugglers caves



The Organisme Autònom del Patrimoni from the Vilanova i la Geltrú City Council, wants to expand their area of knowledge to less known sites for tourists like the ones that are situated in the outskirts of the city. Also during the project implementation, an interesting museum has held no game experiences and could be an interesting proposal to complete the game ecosystem:

Executed projects:

- L'Ortoll rail:

The Ortoll rail is a public initiative that works for the recovery of old rural communications outside of Vilanova i la Geltrú. The recovery is done by using old techniques of working the land, also adding endemic botanic gardens and sheperd's huts.

All the rail goes from the end of the Sea Front to its western side and can connect with the top of the town.



## 6.1.2 Suitable Sites for Gamification

### 1. Adarró, Iberian village

#### Site Overview

- Els Colls - Area of Natural Interest:

Els Colls is the green area, at the east of Vilanova that runs all along the coast between Vilanova i la Geltrú and Sitges. The starting point of the “Els Colls” is the Lighthouse Museum which provides several tracks connecting multiple seaside areas and wild beaches.

In the terrestrial area, Colls i Miralpeix is located between the municipalities of Vilanova i la Geltrú, Sant Pere de Ribes and Sitges.

The Colls have two well-differentiated faces. By the sea, the area is very rocky and dry, with vegetation ranging from bushes to pine forests. You will also find the palm tree, the only European palm tree, distinctive of the Garraf Massif. Inside, the landscape is transformed into dense forests.

#### Location on Google Maps

[Google maps: Els colls](#)

#### Importance of the Site

Els Colls is a coastal agroforestry area of the Garraf that with an area of 2.5 km and an area of 379 ha becomes one of the largest undeveloped coastal areas between Barcelona and Tarragona.

It is part of the Natura 2000 Network.

It consists of a mosaic of valleys and a rocky outcrop occupied by crops and forests, with a peculiar Mediterranean coastal forest.

The Colls-Miralpeix Area of Natural Interest is one of the areas with the largest undeveloped area on the coast between Barcelona and Tarragona.

They are accessible, offer a very unique landscape almost unique on the coast of the Catalan Countries and, nevertheless, remain a space that probably most people from Vilanova i la Geltrú have not set foot on. We are talking about the Colls-Miralpeix, the natural area that connects



Vilanova and Sitges next to the sea and that inland and a point of the coast is part of the municipality of Sant Pere de Ribes.

The space has two well-differentiated faces. By the sea, the area is very stony and dry, with vegetation ranging from shrubs to pine trees. We also find the palm tree, a vegetable of the palm family that is one of the distinguishing features of the Garraf Massif and its immediate surroundings. The sea views and the deserted coves (out of season) show a reality that has nothing to envy depending on which corners of the Costa Brava or Ses Illes. There are many coves. The most popular is the beach of the Dead Man, between Punta de la Desenrocada and Punta de les Coves. It is easily identifiable because it has a beach bar and in summer it is a very crowded nudist beach. We especially recommend Cala Xica and Cala dels Gegants, which are much more intimate. These two are the ones from Punta de la Desenrocada in the direction of Vilanova. Here we will also find the Xica cove, the Pati Blau cove and the Colls cove. The latter is the only one that belongs to the municipality of Sant Pere de Ribes.

On the other hand, in the interior the landscape is transformed into dense forests, with rather humid shadows that contrast sharply with the vegetation of the seafront. Most of the sea views are covered by the different hills, but access to the seafront is always very affordable through the many trails that form the backbone of this space. The forests here are almost always made up of white pine, but there are other species as well. As for the fauna, birds and small mammals predominate. The latter case, especially towards the interior and north, closer to the agricultural area. On the track that crosses the Colls in the middle, we came across a fox, although it is quite difficult to match it. We will always be able to enjoy a variety of birds.

Apart from the small paths that form the backbone of the Colls-Miralpeix, there are two main roads that connect Vilanova and Sitges. One is the one that goes along the coast, by the sea, at the edge of the cliffs and coves, which is narrow, stony and suitable only for walking. The bike here would have to be carried on its shoulders at many points. The other route, the main one, is the forest track that crosses the space through its heart, also between the same localities as the previous one. It is spacious and has recently been adapted to suit mountain bike lovers. In both cases, the road is a real roller coaster, with small slopes (the tops of the hills do not reach even 100 meters) but constant. The journey in both cases is about 4 kilometers, and the fastest route is the pedalable one.

There are many possible routes. This natural space, declared a Site of Community Importance, a Space Protection Area for Birds and, curiously, excluded from the Garraf Natural Park, can be accessed by land from three different towns. Of course, there is also the option to access it from the sea. From Vilanova i la Geltrú it is best to access it from Sant Cristòfol beach, or directly from the street where the hermitage and the Molí de Mar are. From Sitges, the most direct access is



from Atlantis and the gulf. From the town of Sant Pere de Ribes, you can access it from the roads that start from the highest area of the town of Les Roquetes, as well as from Els Cards.

The signage is good, which allows you to move the space freely without suffering the possibility of getting lost. However, we propose as an example the route that we have completed, with departure to the Lighthouse of Sant Cristòfol de Vilanova and return to the same point, but by different paths. The first trip will be along the seafront, while the return trip will be inland. In this way we can check the richness and diversity of the space. Naturally, the order of the factors does not alter the product. You can leave from Sitges, go inland, etc.

In addition to the natural interest of the area, you can take the opportunity to climb the hill of Miralpeix, near Sitges. Despite being one of the highest hills in the area, it is not even 100 meters high. Of course, the rise is very steep. The reward, apart from the views, is that upstairs is the hermitage of the Virgen de Gracia and an old telegraph tower. It is accessed from the GR92 itself, just leaving Sitges, in the direction of Vilanova, turning right when you see the first tunnel of the train, turning right and climbing up the Turó de les Coves.

All in all, a walk for all audiences that can keep us well distracted all morning, even though with a couple or three h

The site is under the protectorate of Diputació de Barcelona.

- ✓ It's part of the Network Natura 2000.
- ✓ The place offers heritage shepperds huts.
- ✓ The trails are connecting two coastal towns so an intervention provides extra attraction to the beaten tracks.

### **Suggested Individual Game applications**

- *A 3D digital recreation of the area where visitors can visit from home and create a call of action to the place.*
- A digital geolocated game with information points of stories of the coastal land.
- Phisical interventions in the area to find mytical creatures in the forests, a hunting fairies game.

## **2. L'Ortoll**

### **Site Overview**



The Ortoll is a space of an approximated surface of 97 hectares; is located west of the city of Vilanova i la Geltrú.

The Ortoll is the only green lung available to the population and one of the last undeveloped areas in the metropolitan area of Barcelona.

In this space, we find elements of historical, archaeological, cultural, environmental, ecological, agricultural value, which should be known, disseminated and turned into a reason for attracting quality tourism to the city. In addition to this work, the artist had created a similar installation dedicated to the land in the town of Agramunt a few years earlier.

## **Location on Google Maps**

[Google Maps: L'Ortoll](#)

## **Importance of the Site**

### Mules, Mills and Dry Stone Margins

The Barraques de Pedra Seca, popularly called mulasses in the municipality of Vilanova i la Geltrú, are constructions that served as a shed for utensils. If the dimensions allowed, they were also used as a resting place for draft animals. These mules were built by the farmers themselves who worked in the fields, either mowing or harvesting. However, there is the circumstance that the farmers who built them were those from the region of La Segarra, which the people of Vilanova contemptuously called segarretes. During the 16th century and until the 20th, strong immigrant populations from inland Catalonia moved to coastal Catalonia to earn their carobs. On the edges of the mules we will find several fruit trees that provide good shade and food.

Remains of a windmill located in the Adarró area, on the Camino de Sant Gervasi, to the west of the Carrerada and the Ortoll chalet. In 1616, "Joan Esquerdó" obtained a license to build and build it "in the square of Darró", in "the place called the ferris wheel". Decades later, the "Molí d'en Escardó" (1725/1739) is documented, to become known as "Torre de l'Escardó" and also as "Molí de Vent a Darró" (19th century), the name given to the house located in the current "Sina Torre Escardó", a vegetable garden that already existed in the 16th century (1578). The Escardó vilanovins have been known since 1486. Over the course of five centuries, the surname has been written Scardó, Schardó, Squardó, Asquardó, Squerdó, Ascardó, Esquerdó and Escardó, the latter still in force.

### The Carroll de l'Ortoll

There are roads in this area that appear in historical documents for centuries.

In addition to connecting the town center and the orchards, the Ortoll roads are part of the transhumance network, which was used for cattle traffic, in order to take advantage of summer or winter grazing.



These are the "carrerades", "cabaneras" or "lligallos" cattle paths, different names depending on the region.

In Vilanova, the busiest road was the Carrerada de la Talaia or de la Serra (documented in 1723) which began in Ribes Roges, crossing the Camino de St. Gervasi, continued next to the chalet of the Ortoll, next to the Tower of the Escardó to continue towards the Windmill and to connect with the old way of Cubelles. From the Collada it went to the Six Ways; passing by Mas d'en Palau, it continued to Mas Ricart to go up to La Talaia where it joined the Carrerada de la Cerdanya which led the herds to the summer pastures of the Pyrenees.

The roads have been declared public domain. Livestock roads are protected by law. They are ecological runners, a guarantee of quality of life, as well as cultural heritage, economic resources and a sign of identity.

The Camí de Sant Gervasi and the Camí Darró in Cubelles

The Way of St. Gervasi led to orchards and waterwheels outside the settlements. There were three paths to Adarró: the one coming from Cubelles, the one coming down from Enveja and the Camí St. Gervasi (or Fondo road) mentioned in 1410 and formerly also called Camí d'Adarró.

### Crop Fields

Today there are still fields of tomatoes, beans, spikelets and other crops that are sold in the market of Vilanova. Tudons and rabbits proliferating in the area pose the greatest threat to crops. Natural predators are lacking and endangering the ecosystem.

The Chalet of the Ortoll. Ortoll Garden.

Where the Xalet Ortoll was, now demolished, we find the remains of a modernist-style garden that is being regenerated as a typical Mediterranean coastal forest with some characteristics of riparian forest.

Although this area has suffered severe degradation due to its proximity to the city, its geographical location is privileged, as it is located on fertile and deep land on the western bank of the Sant Joan torrent; these circumstances favor the presence of a very high biodiversity that is only found in a habitat with humid environmental conditions.

This space stands out for the abundance of monumental trees, remnants of the old garden. There is a hundred-year-old oak, a mastic that is perhaps even older, and other evergreen species such as pines and cypresses.

In addition, an omeda is sprouting in the area closest to the torrent. The elm, a deciduous tree, is characteristic of the riparian forest.

### The Long Beach



The future natural area of Platja Llarga is the last relic, quite damaged, of the old delta of the river Foix. This is the most important extension of an unbuilt beach between Torredembarra and the Llobregat. It is a refuge for communities of saline and sandy environments, which are well represented, but in a precarious state.

The sectors adjacent to the beach, called La Millera, El Prat de l'Esquerrer and the western end of Ortoll, were also part of the old lagoon of El Prat and preserve the remains of lagoons, reedbeds and fields. In the near future it will be necessary to preserve the whole of this area as a protected natural space that will be a sample of the Mediterranean agricultural landscape and the ancient coastal wetlands, today very difficult to find along the coast. It is also important to preserve the headwaters of the Santa Maria torrent from the urbanization, in order to guarantee the recharge of the aquifer that drains towards Platja Llarga and the connectivity with the Foix system.

- ✓ The site is owned by a local citizen platform called: Defensem l'Ortoll. Active citizens helped by the municipality of Vilanova i la Geltrú that decided to recover the area.
- ✓ The place is considered Cultural Asset in the municipality.
- ✓ The site is in good condition because it has an active citizens activity.
- ✓ It's situated in a place where lot of people use to walk in off days.
- ✓ The crop fields are recovering ways of working and native plants and herbals from the area. Local knowledge of flora.

### **Suggested Individual Game Applications**

- A sensorial/digital experience related with the different floors.
- A audiovisual interactive show performed in the floor in front of the site.

### **Location on Google Maps**

[Google Maps: Masia en Cabanyes](#)

### **Importance of the Site**

The historical origin of Can Cabanyes can be traced back to the marriage of Llorenç de Cabanyes i Bret, from Argentona, to Margarida Fuster, a pubilla of Josep Fuster from the Canton of the outskirts of Vilanova, in 1755. Josep Fuster i Llorenç de Cabanyes, who owned land, founded a company that was engaged in the foreign trade of wine and spirits and operated under the name Fuster & Cabanyes. [8] In 1790 the heir Cabanyes i Fuster (merchant and father of the poet Manel





de Cabanyes) bought the estate of Can Parellada from Josep de Llupià, Marquis of Llupià. Eight years later, on the site of the old house, which was demolished, the new house of Italian taste was built according to the aesthetic criteria of neoclassicism, which has survived to the present day. The total works reached 30,000 pounds. [1]

Once the building was completed, in 1978, [9] the Cabanyes farmhouse became the family's summer house and was inhabited by characters such as Manel de Cabanyes and the painter Joaquim de Cabanyes.

The building was built next to the old farmhouse, known from 1574 until the end of the last century by Mas Parellada, where several generations with this surname lived. Mas Parellada was replaced by Cabanyes' house of the new owners.

During the years 1836-1840 the house was abandoned on the occasion of the First Carlist War. The doors and windows were covered, which remained so until the end of the war in 1840, when the family relocated. Later, the painter Alexandre de Cabanyes i Marquès (1877-1972) lived there, closely linked to the Four Cats of Barcelona in the first years of the twentieth century.

In 1976 the estate and the Cabanyes farmhouse became municipal property. In 1984, internal remodeling work was carried out to become a museum and public-cultural building.

- ✓ Cultural Asset of National Interest.
- ✓ The site is in good condition because it has been recently restored.
- ✓ There is strong engagement from local stakeholders.
- ✓ Lots of public activities, and also used for celebrations. Very well known for all the population

### **Suggested Individual Game Applications**

- An AR device that provides information about local flora recovered.
- An analog game based in orientation race where some spots need to be found and the track covers different parts of the area.

### **6.1.3 Local Cultural and Creative Resources**

<b>Gamification Stakeholder</b>
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1	Name of stakeholder	Vilanova i la Geltrú City Council
2	Country of affiliation	Spain
3	Type of stakeholder	Local institution
4	Interests of the stakeholder	Promotion of the village, development of tourism. Promotion of the recovery of the site and knowledge transfer to education.
5	About the stakeholder	Local authority at municipal level. The Municipality is the major actor in local development of Vilanova i la Geltrú at all levels.
6	Stakeholder contact information	Xavi Arrojo (Tourism) <a href="mailto:xarrojo@vilanova.cat">xarrojo@vilanova.cat</a> Tel: +34 8154517
7	Stakeholder website	<a href="http://www.vilanova.cat">www.vilanova.cat</a>



Gamification Stakeholder		
1	Name of stakeholder	Ludiartis
2	Country of affiliation	Spain
3	Type of stakeholder	Private company
4	Interests of the stakeholder	Generate memorable experiences in tourist destinations for tourists and locals. Provide with a gamified experience the exploitation of local resources.
5	About the stakeholder	Ludiartis is a travel agency specialised in the commercialisation and creation of gamified tourist experiences.
6	Stakeholder contact information	Meritxell del Brogit <a href="mailto:info@escapeludiartis.com">info@escapeludiartis.com</a> Tel: +34 689 006 199
7	Stakeholder website	<a href="http://www.elbrogit.com">www.elbrogit.com</a>



Gamification Stakeholder		
1	Name of stakeholder	Defensem l'Ortoll
2	Country of affiliation	Spain
3	Type of stakeholder	Citizen organization
4	Interests of the stakeholder	Recover and explain the cultural heritage of El Ortoll area.
5	About the stakeholder	
6	Stakeholder contact information	Centre Cívic Molí de Vent. Carrer del Aigua, 203-205 (51,21 km) 08800 Vilanova I La Geltru <a href="mailto:info@garrafcoopera.org">info@garrafcoopera.org</a>
7	Stakeholder website	<a href="https://www.garrafcoopera.com/plataforma-defensem-l-ortoll">https://www.garrafcoopera.com/plataforma-defensem-l-ortoll</a>



Gamification Stakeholder		
1	Name of stakeholder	SPOTLIO
2	Country of affiliation	Spain
3	Type of stakeholder	Private company
4	Interests of the stakeholder	Promote digital solutions for tourist destinations
5	About the stakeholder	From 2012 Spotlio has been developing digital solutions for Destinations and Venues.
6	Stakeholder contact information	Albert Ferrando (CEO) aferrando@spotlio.com Tel: +932 20 35 45
7	Stakeholder website	<a href="http://www.spotlio.com">www.spotlio.com</a>



Gamification Stakeholder		
1	Name of stakeholder	CUBUS GAMES
2	Country of affiliation	Spain
3	Type of stakeholder	Private company
4	Interests of the stakeholder	Mobile app games
5	About the stakeholder	Gamebook app developers from Barcelona. Amazing interactive stories with multiple choice, full color illustrations and great music.
6	Stakeholder contact information	Quim Garreta (CEO) <a href="mailto:info@cubusgames.com">info@cubusgames.com</a> Tel: +34 658 16 98 12
7	Stakeholder website	<a href="http://www.spotlio.com">www.spotlio.com</a>



## 6.1.4 Possible Financing Structures and Procedures

Gamification Financial Resource		
1	Name of stakeholder	I2Cat Foundation
2	Country of affiliation	Spain
3	Type of stakeholder	Funding organization
4	Interests of the stakeholder	Develop technology and research in urban ecosystems for business innovation
5	About the stakeholder	I2cat works to achieve excellence in knowledge generation and in its transference to the market, the citizens and Public Administrations through the participation and leadership in European research projects and the cooperation with other local R&D agents..
6	Stakeholder contact information	Tel. +34-935-53-25-10 Email: <a href="mailto:info@i2cat.cat">info@i2cat.cat</a>
7	Stakeholder website	<a href="http://www.i2cat.cat">www.i2cat.cat</a>



Gamification Stakeholder		
1	Name of stakeholder	Catalonia Tourist Board
2	Country of affiliation	Spain
3	Type of stakeholder	National
4	Interests of the stakeholder	Promoting Catalonia destinations abroad.
5	About the stakeholder	<p>The Catalan Tourist Board (CTB) was set up by the Government of Catalonia and is responsible for implementing the government's tourism promotion policies. It replaced the Turisme de Catalunya consortium, formerly responsible for this work, in early 2010.</p> <p>The Catalan Tourist Board was created as a body of the Government of Catalonia under Law 15/2007, of 5 December 2007 (in catalan), in accordance with the powers related to tourism conferred by article 171 of the Catalan Statute of Self-Government. The purpose of the CTB is to promote Catalonia as a leading tourist destination based on quality and the social and economic profitability of the tourism industry.</p>
6	Stakeholder contact information	Patrick Torrent (Executive Director) <a href="mailto:ptorrent@gencat.cat">ptorrent@gencat.cat</a> Tel: +34 934 849 900
7	Stakeholder website	<a href="http://www.gencat.cat">www.gencat.cat</a>





Gamification Stakeholder		
1	Name of stakeholder	Diputació de Barcelona
2	Country of affiliation	Spain
3	Type of stakeholder	Governmental institution
4	Interests of the stakeholder	Promotion of the cultural heritage and tourism.
5	About the stakeholder	The Diputació de Barcelona is the government institution that rules over the Barcelona territory
6	Stakeholder contact information	Eloi Juvilla <a href="mailto:ejuvilla@diba.cat">ejuvilla@diba.cat</a> Tel: +34 934 022 464
7	Stakeholder website	<a href="http://www.diba.cat">www.diba.cat</a>

