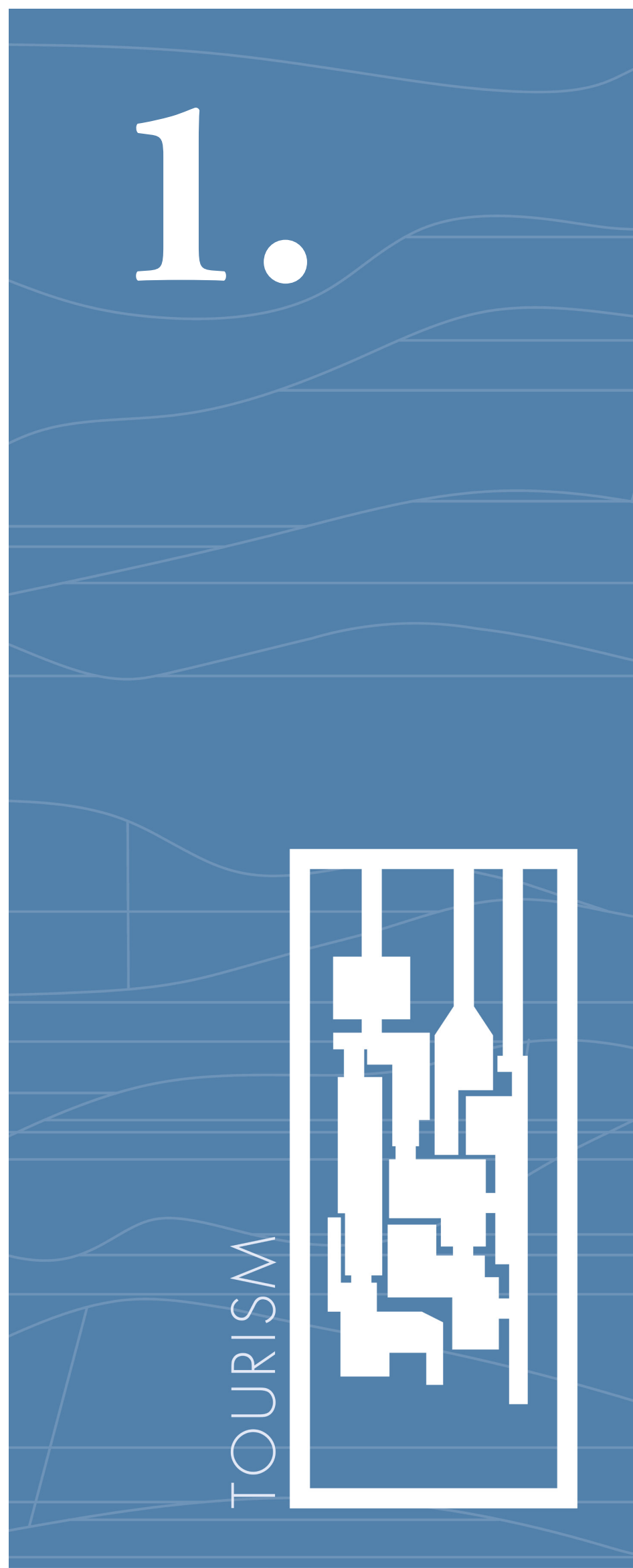
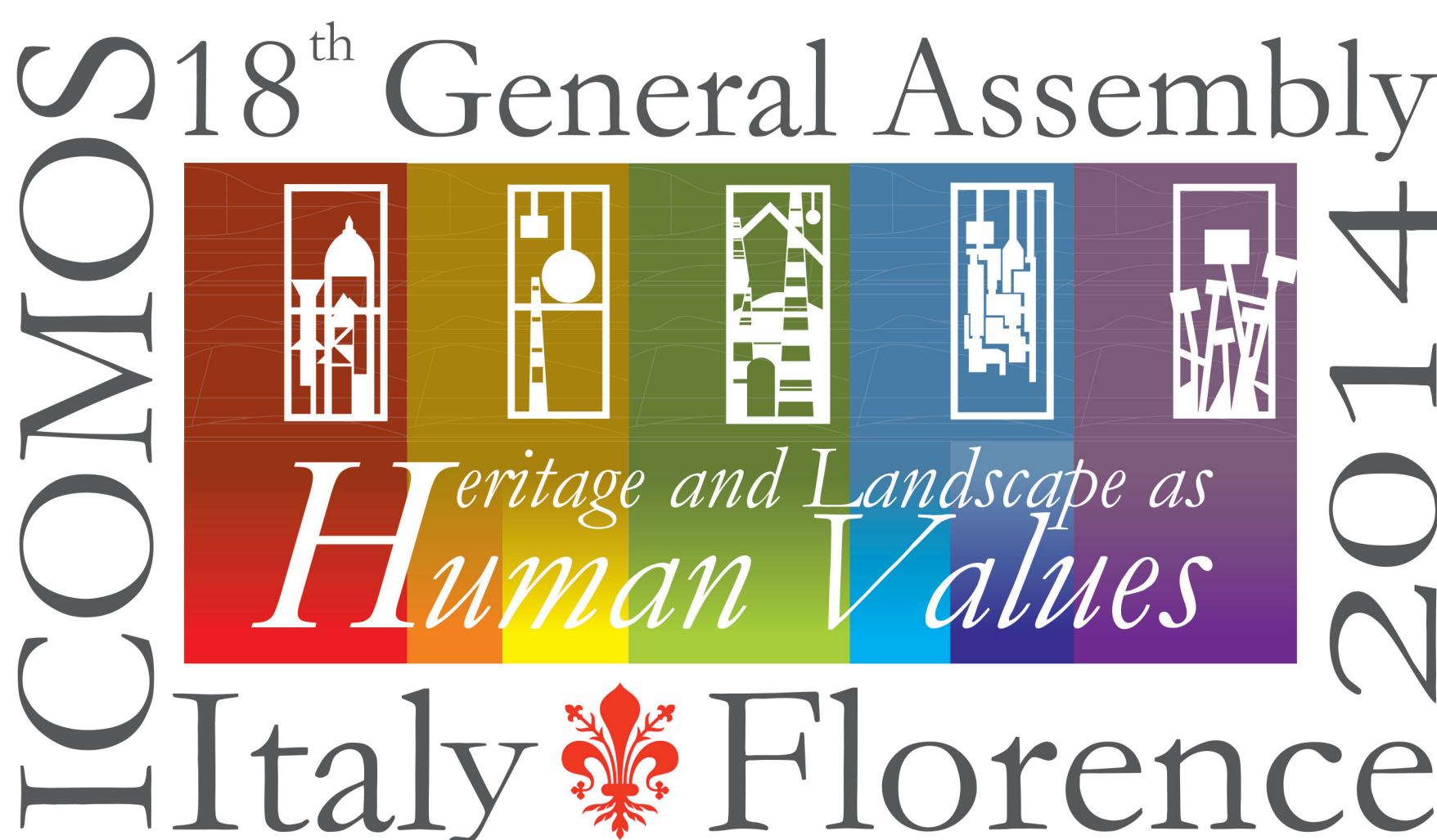




Symposium
Heritage and Landscape
as Human Values
Firenze, Italia
9/14 novembre 2014



Sharing and
experiencing the
identity
of communities
through tourism
and interpretation



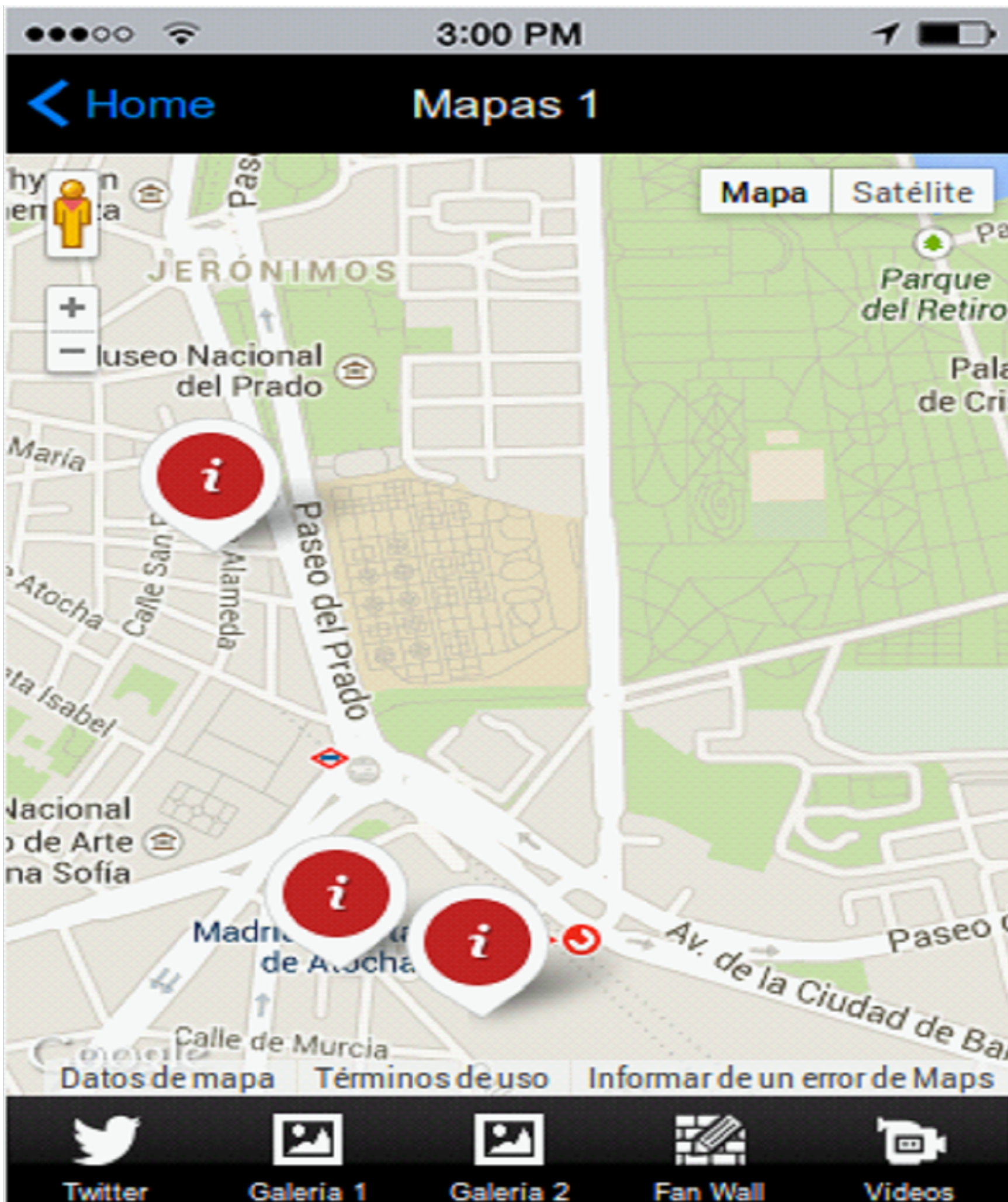
“INDUSTRIAL MADRID, ITINERARIES” A MOBILE APPLICATION TO INCREASE THE INDUSTRIAL LANDSCAPE'S KNOWLEDGE

Carmen HIDALGO¹, Antonio PALACIOS², Francisco David DE LA PEÑA³

¹Madrid Open University (mariacarmen.hidalgo@udima.es)

²Autonomous University of Madrid (antonio.palacios@uam.es)

³Madrid Open University (franciscodavid.delapena@udima.es)



HYPOTHESIS, OBJECTIVES AND METHODOLOGY

Hypothesis

The app “Industrial Madrid, Itineraries”, developed for the purpose of interpreting Madrid industrial landscape from a tourist point of view, could improve the local people knowledge of cultural resources located in their place of residence

Main Objective

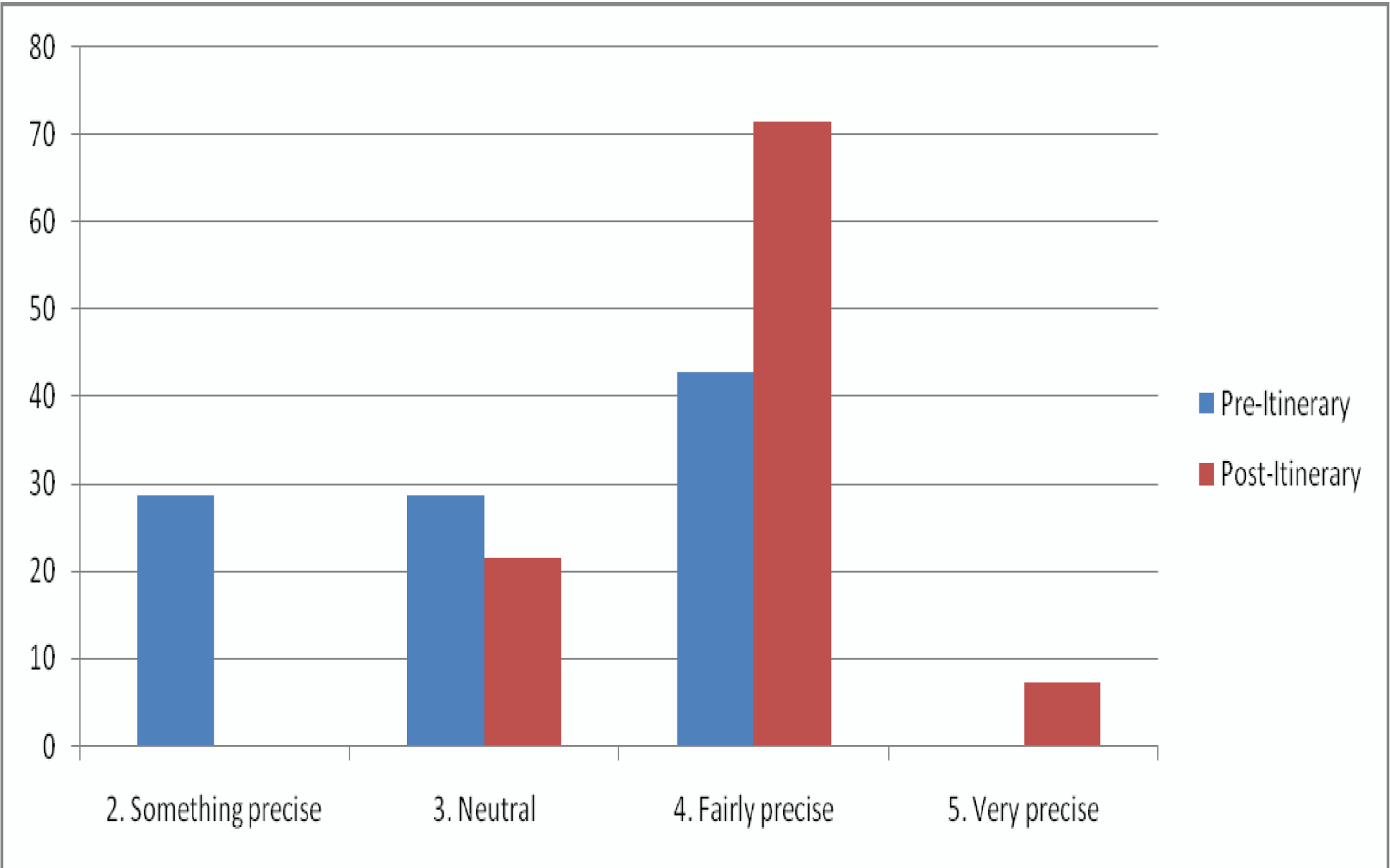
To determinate how the users' perception of the industrial landscape changes after finishing an itinerary with the app "Industrial Madrid, Itineraries"

Methodology

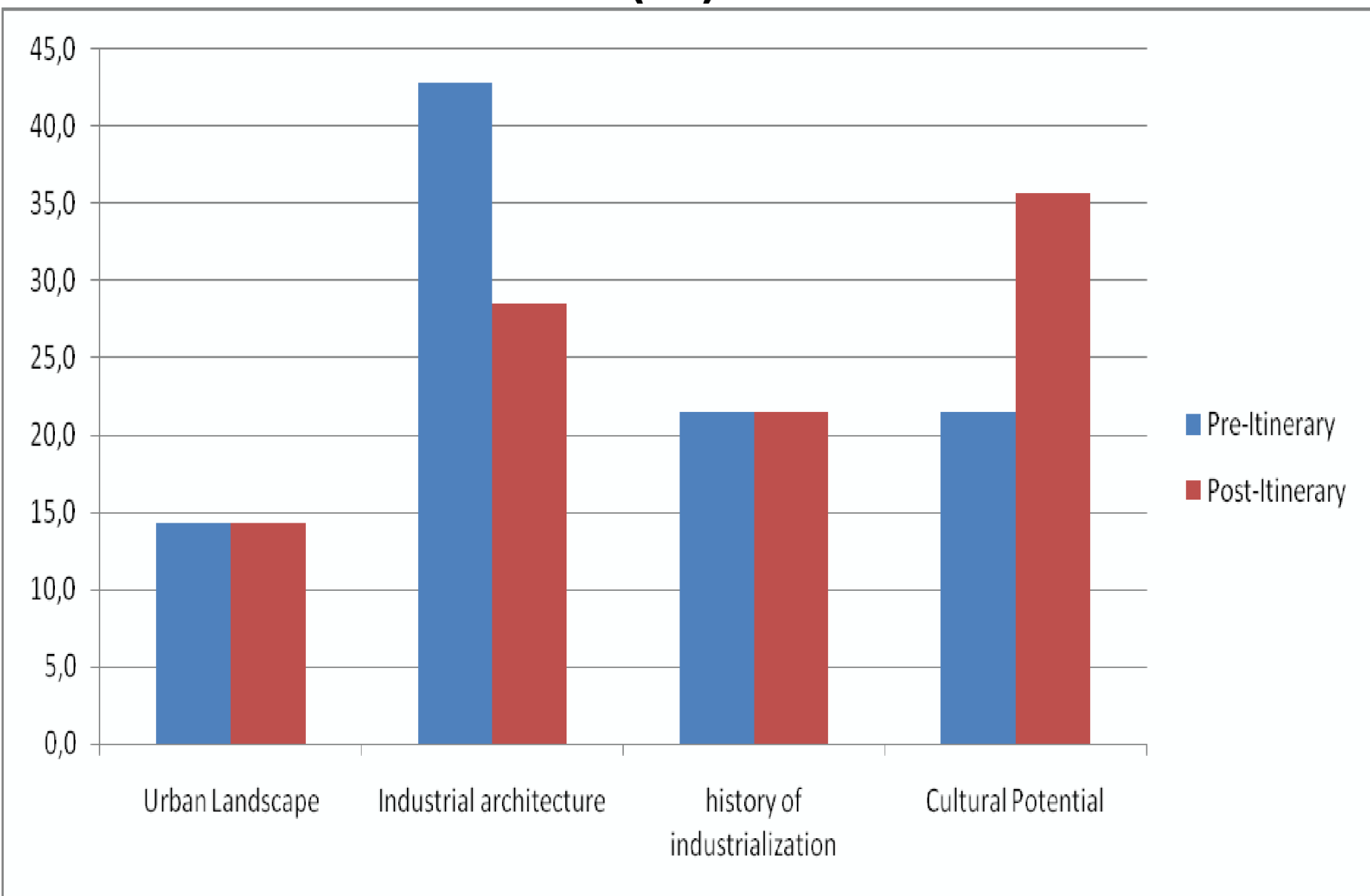
Phase I. Tourist for a Day. 14 people undertook an itinerary guided by the app "Industrial Madrid, Itineraries"
Phase II. Data analysis. Users had to fill in 2 questionnaires to determine how the perception of the industrial landscape changes before and after finishing the itinerary

MAIN RESULTS OF THE DATA ANALYSIS

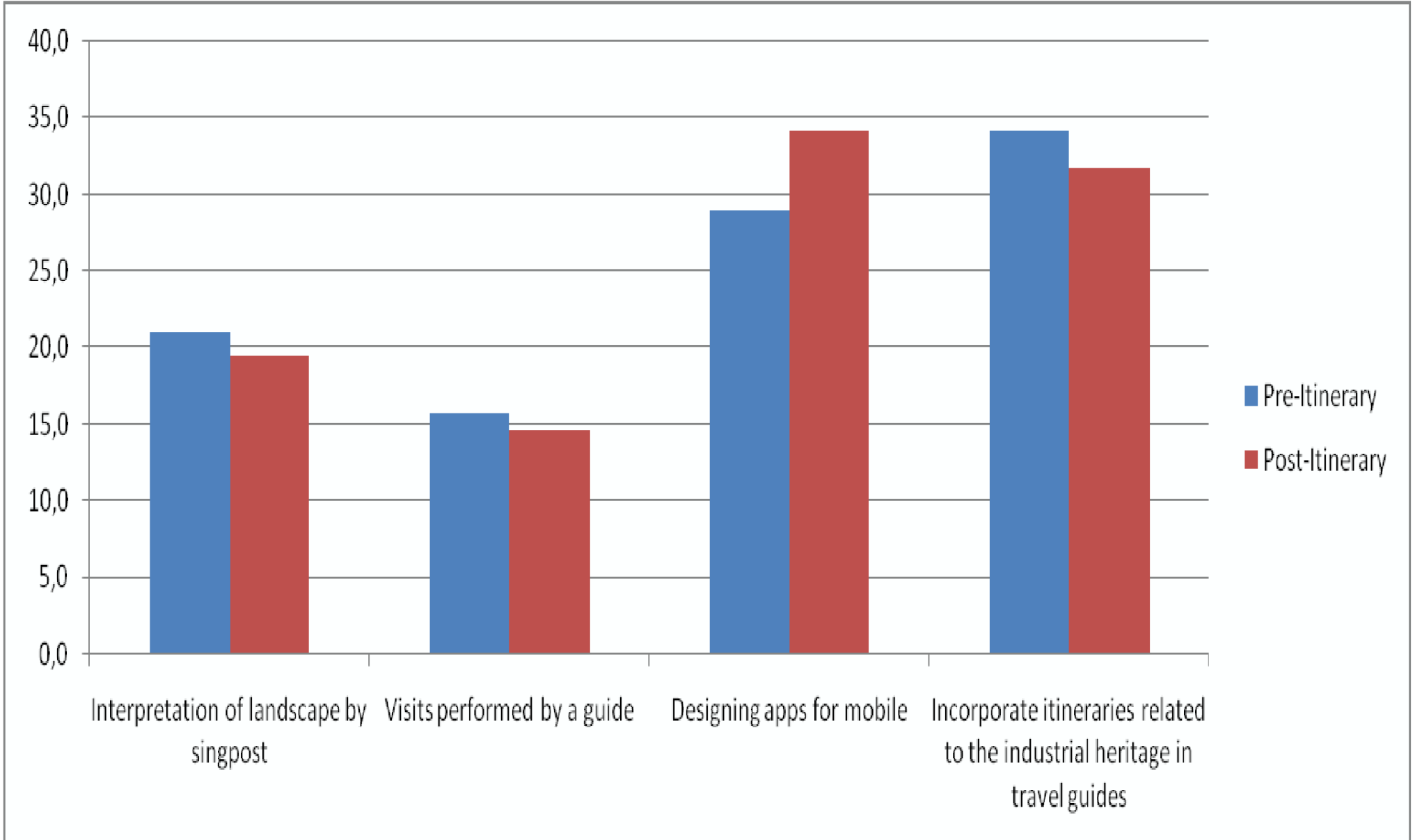
(Fig. 4) How precisely can you define the concept of Industrial Landscape? (%)



(Fig. 5) What element related to the Industrial Landscape of Madrid do you value the most? (%)



(Fig.6) What kind of touristic actions would you suggest related to Industrial Landscape? (%)



MAIN RESULTS AND CONCLUSIONS

DATA ANALYSIS

The accuracy with which users can define the concept of industrial landscape has been increased (Fig.4)
The category “cultural potential of the industrial landscape” > by 66.6% and “industrial architecture” < by 33.3% (Fig. 5)
An increase of 17.9% in the answer “design of applications for mobile phones” has been detected (Fig. 6)

CONCLUSIONS

- The app “Industrial Madrid, Itineraries” helps to reinforce the following aspects:
 - To increase the local population knowledge of industrial landscape
 - To sensitize the local population on the tourist potential of the industrial landscape
 - To improve the digital skills of the local population by using apps
 - To educate the local population in the cultural resources that are located in the city