

Improving sacred sites management through new technologies: the case of Montserrat

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It is proposed in this paper a new method to improve sacred sites management through the use of new media.

Montserrat Monastery, in Catalonia, is the major sacred site of the country, also, one of the most visited places for tourist. Over 2,5M visitors each year visit this sacred place, generating, sometimes, conflicts between different types of visitors and carrying capacity problems.

The project proposes to implement a technology solution based on Bluetooth and Wi-Fi coverage in different areas and buildings of Montserrat. This solution allows geotag visitors using their mobile phone in order to track their behaviour and interact with the visitors providing them specific and adapted services.

It is a project that aims to use information and communication technology to improve the sustainability of a fragile and sometimes crowded space, while providing a performance improvement of the facilities (providing those products and services to visitors who may be interested in it) improving at the same time the visitor experience.

Therefore, part of the information system will allow managers of the space to think in the design of new products adapted to different audiences depending on the motivations and behavior (they may be more interested in the natural, historical and cultural aspects, in the spiritual sphere, etc.).

The objectives to be achieved through the project are:

- Better knowledge about the behaviour of tourist in sacred spaces
- Generate content for the visit to the heritage site and make it accessible to visitors.
- Improve the management of space assets, especially in periods of more number of visitors
- Optimize marketing products; create new products geared to different demand profiles according to their behavior and their motivations
- Improve visitor satisfaction and increase the level of loyalty

Key Words : New technologies, visitor experience, sacred sites management, Montserrat (Catalonia), marketing of religious tourism

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