



# Strategies for a competitive and sustainable tourism sector

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“Granada Geopark, contributing to sustainable tourism development ”

Organization: Granada County Council

Interreg Europe project: “CHRISTA”



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Europe**



European Union | European Regional Development Fund

# Policy Change testimonial



- **The participation on the CHRISTA project enabled the Granada County Council to identify a good practice linked to our territorial needs:** PRISMA, a network of industrial heritage divulgation centres created by the Swedish region Västra Götaland: <https://www.prismavg.se/museums/>

This network has led to an industrial cultural route that connects industrial museums, people and remote places and provides a common branding for a wide range of regional players.

- **Västra Gotäland Region and north area of the Granada Province share several similarities:** small and dispersed towns; great tourism potential, based on natural and cultural resources; many small interpretation centres: dispersed, no cooperation, irregular timetable, temporary staff, no promotion, poor programme of activities
- The **territory** targeted by **CHRISTA** in **Granada** and the **candidacy** for the declaration of “**Geopark**” by the **UNESCO** were the same: highland regions in the northern area of the province of Granada. The County Council had a role in both initiatives.



Granada Geopark landscape

# Policy Change testimonial



## Description

Inspired by the Swedish collaborative approach, Granada decided to change the Provincial Geopark Strategy, introducing the creation of a network of public and private divulgation centres in order to: Develop a sustainable tourism based on protecting and promoting cultural and natural heritage; Increase the municipalities cooperation to stimulate economic growth

## Steps

- **Creation of the network in May 2018:** Today 35 centres are collaborating under a common brand to protect their heritage and to promote sustainable tourism, with a long-term vision of territorial development
- A **common directory of activities** offered by these centres
- **Continuous staff training:** awareness about heritage importance, centres management, attention to disabled people, complementary visits, etc.





# Policy Change testimonial



## Steps

- **Cultural communication management:** a map, routes around centres, a common leaflet in every centre, Christa videos are broadcasted on the screens of all the networked centres
- **Website platform** to support the network and give centres a common visibility: [www.turismoypatrimonio.com](http://www.turismoypatrimonio.com) (funded by as pilot action by I. Europe)
  - ✓ Fixed section: information about centres (content, timetable, activities, geolocation), heritage routes, heritage-related outdoor sports routes
  - ✓ Calendar: events shared by the network or organized by each centre
  - ✓ Blog section, allowing local residents to post entries on history, festivals, customs, traditional trades

\*\*\* The participation of the local inhabitants on this web is a key question

## Stakeholders:

- Rural Development Groups: Altiplano de Granada, Comarca de Guadix
- Granada Provincial Tourist Board
- Town councils of the area
- Representatives of the divulgation centres



# Granada Geopark: contributing to sustainable tourism development



## Description

- Transforming interpretation centres into reference points for tourism / Advertising heritage resources with tourism potential / Centralizing information of interest for visitors
- Promoting high-quality, environmentally-friendly tourism / Better access to heritage locations / Promoting the area as a destination / Enhancement of the sense of identity
- New business and employment opportunities / Contributing to sustainable and inclusive socioeconomic development

## Results

- Increased of tourism: From 2017 to 2019, the number of visitors was doubled: 65,547 (2017)-130,395 (2019); the average of overnight stays increased from 1.69 to 3.31 nights per visitor.
- In July 2020, the second candidacy of the Granada Geopark, enriched with the network of divulgation centres, was accepted in the UNESCO Network of Geoparks.

**Timing:** long-term strategy

**Budget:** website platform: 52,476 €(Funded by: FEDER I. Europe pilot action – County Council). Other actions: time spent by the County Council staff who is responsible for implementing the plan

**Responsible organization:** County Council of Granada

# Thank you!



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