



9th International Conference for Cultural Tourism in Europe

INTANGIBLE HERITAGE: INCOMPARABLE ASSET FOR SUSTAINABLE AND RESPONSIBLE TOURISM DEVELOPMENT

Cascamorra's Festival, a 500 year old tradition now opened to the world

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(CHRISTA stakeholder), ES





CASCAMORRAS



Fiesta de Interés Turístico Internacional

CASCAMORRAS



Understanding the Cascamorras by its

W's

where



here



here





here

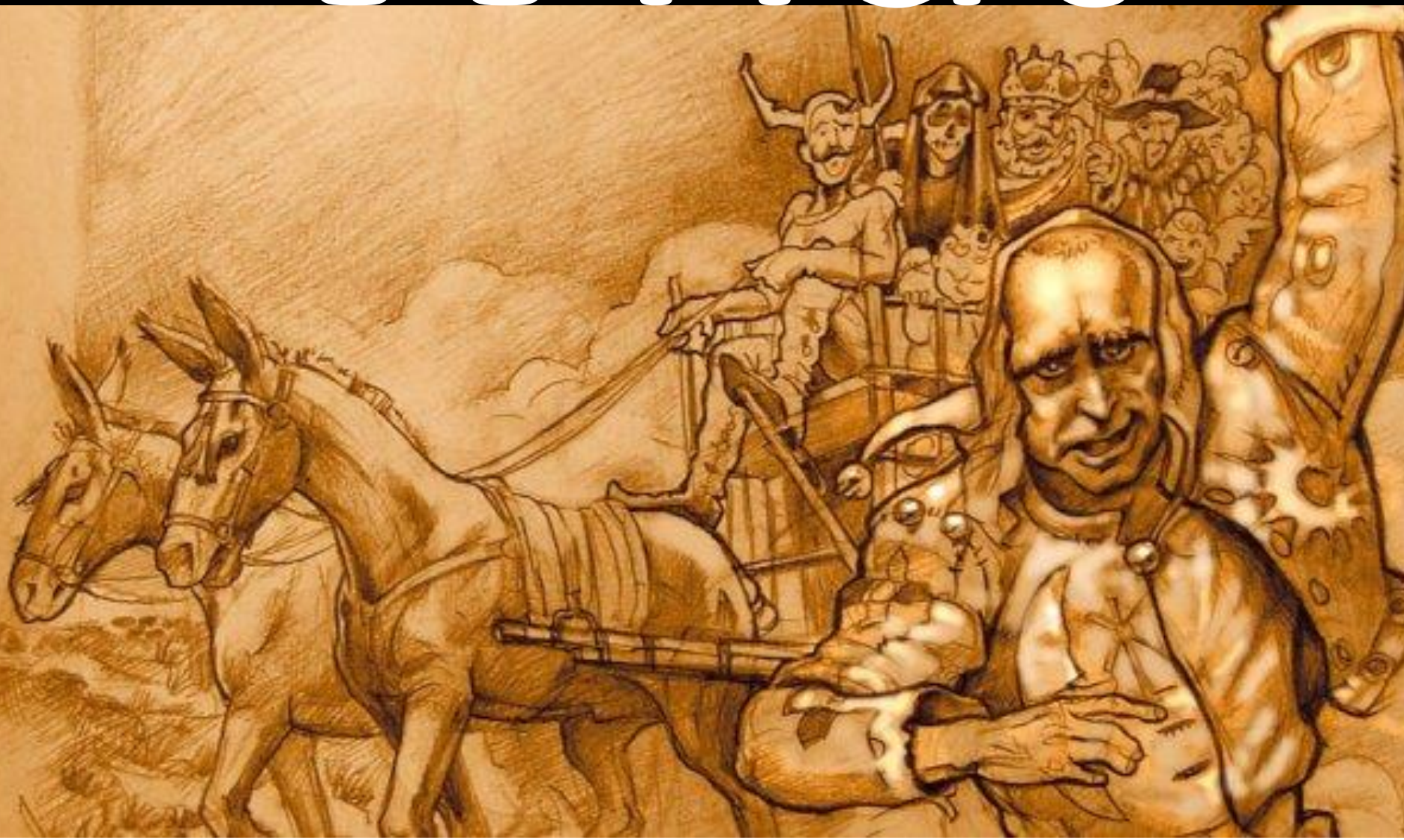


here

here



What



Two rival villages in the north of Granada (north-east of Andalucia) and one centennial dispute ...



Baza

Vs.



Guadix

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Baza

Vs.



Guadix

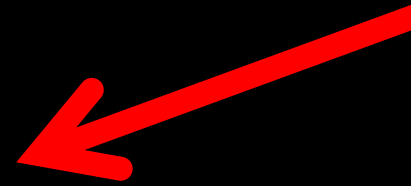


Why

**Juan Pedernal
(from Guadix)**



**Found the
Piedad Virgin**



...in Baza ...

**Since then, both
villages claim for having
the image
... which resides in Baza**

This led to a conflict
between the two towns.
Finally the statue was
given to Baza on the
condition that it should
be lent to Guadix for one
day a year for the people
there to venerate it.



What

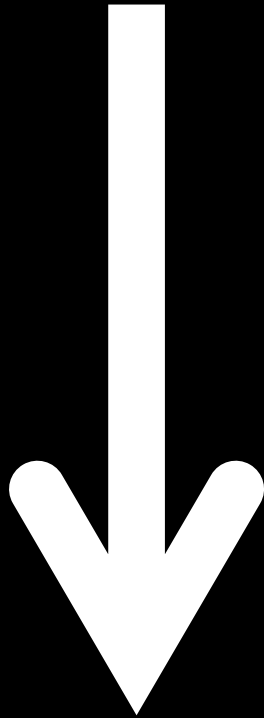
(again)



Since then, a local of Guadix, known as the Cascamorras, tries to take the statue to Guadix on the 6th of September.



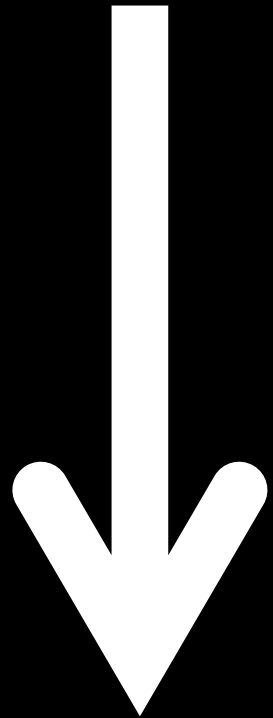
He will only succeed in getting it back to his town if he is able to reach the statue remaining clean and untainted.



Needless to say, his attempt is unsuccessful, as thousands of people wait on the outskirts of Baza throwing ink at the Cascamorras, and accompany him to the church to make sure he is not clean.



During the following two days, the Cascamorra character participates in festivals and religious celebrations. Then on the 9th September the Cascamorra returns to Guadix without fulfilling its intention and its once again stained in ink from top to toe by locals.





The When's



Then ...

1489 D. Luis de Acuña (Catholic Kings Knight) was building a Church in Baza and one of the workers (Juan Pedernal) found the image.

(526 years ago)

Now ...

Every year:

- the 15th. August: Designation of Cascamorras
- the 5th. Sept. Cascamorras departs from Guadix
- the 6th. Sept. Baza's run
- the 7th. Sept. Cascamorras gets some charity in Baza
- the 8th. Sept. Cascamorras travel to Guadix
- the 9th. Sept. Guadix's run.

Who



Who is involved

- **Cascamorras character**
- **Guadix Municipality**
- **Baza Municipality**
- **Hermandad Virgen de la Piedad y la Peña del Cascamorras**
- **Guadix Tourist Office**
- **Guadix Rural Development Association**
- **Granada Tourist Board**
- **Local Tourism Associations**
- **Local Population**
- **Visitors**



And
the
hoW

There are certain milestones and actions that led to make the festival known and demanded by non-locals:



CASCAMORRAS

FUERZA Y ESTÉTICA

525 años

FIESTA DE INTERÉS TURÍSTICO INTERNACIONAL

First

Recognition of the festival:

- **23 jan. 2000 Fiesta de Interés Turístico Nacional de Andalucía**
- **6 jun. 2006 Fiesta de Interés Turístico Nacional**
- **31 july 2013 Fiesta de Interés Turístico Internacional**

Requires:

- Cultural and traditional values
- Antiquity
- Continuity
- Being a deep root tradition
- With local participation
- With originality
- And international media impact

Also

Creation and diffusion of video and photos, both professional and non professional and distribution through social networks.



CASCAMORRAS
FUERZA Y ESTÉTICA

And in 2015 ... new strategy



w

h

y



CASCAMORRAS



525 Aniversario

Fiesta de Interés Turístico Internacional

Also

A large crowd of people, mostly men, is gathered in a street for a festival. The crowd is dense and extends far down the street. In the background, there are buildings and a sign for 'Servired' with the number '24'. The text is overlaid on a semi-transparent dark grey background.

The 6th of september is in the local festival in Baza:

20.000 participants

(locals and emigrants returned for the local celebrations equal the carrying capacity).

And

The 9th of september is a “normal” day in Guadix:

No more than **6.000** participants
(locals and few tourists)



So is in Guadix where there is an opportunity for growth and where a foreigner can live the festival more closely.

(in Baza there is nearly no room)



For developing this sustainably, it was needed to identify correctly and work from the beginning with all the local stakeholders involved: city council, the Hermandad (promoter of the festival), tourist association local tourist office, etc..

Plus...

SWOT / DAFO

Strengths and opportunities

Attitude of local authorities and local tourism office in Guadix
Recognition as an international Interest Festival
Existence of an specific webpage
Etc.

Weak and threats

The date in Guadix may coincide with the start of scholars
Date non coincident with the local festival in Guadix
Lack of a place / phone number or mail for providing information in advance and answer questions.
Etc.

The Plan

Creation of the Cascamorras Package

Includes:

Theatralized visit the sept. 8th.

Dinner

Runners bag (cap, t'shirt, maps, etc.)

Accomodation

Responsibles:

Guadix Municipality

Guadix Hotels association

Guadix Tourist Office



The Plan

Photo exhibitions:











The Plan

Flags:



The Plan

Media presentations



The Plan

Organization of a blogtrip with 4 participants covering details of the festival in Baza, the values of the territory and Guadix Run.



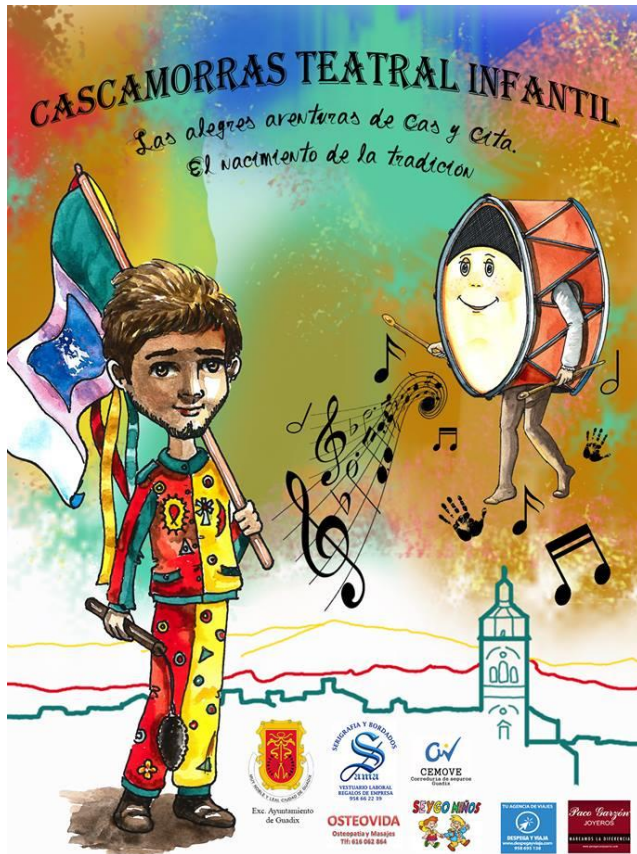
The Plan

Emisión of the new promotional video in the tourist office screens, and instalation of displays in the previous dates.



The Plan

Activities for kids



DIRECCIÓN Y DRAMATURGIA: GABRIEL MEDIALDEA



Cascamorras Infantil

LUNES
5 DE SEPTIEMBRE
PLAZA DE LAS ERAS
BAZA



Concentración: 19,00 h. / Salida: 20,30 h.

Recorrido:

Cruz de los Caídos, Plaza de las Eras, Avda. Andalucía, Caños Dorados, Alamillos, Carril, Plaza de la Encarnación, Plaza Mayor, Arco de la Magdalena, Zapatería San Juan y Plaza de la Merced.



The Plan: Improving the Webs

SHARE YOUR EXPERIENCE NEWSLETTER CONTACT ABOUT US BROCHURES SELECT COUNTRY International (English) ▼

WHAT ARE YOU LOOKING FOR? WHERE TO GO? SPAIN FOR... PRACTICAL INFORMATION SEARCH

ESPAÑA

Your Travelogues - YOU'VE GOT 0 FAVOURITES ADD TO FAVOURITES

Twitter Facebook YouTube Instagram

EXPERIENCES Search and find the experiences you want to enjoy

PROVINCE/ISLAND: See all See all

CATEGORY: See all

SEARCH

COMING TO SPAIN? TRAVEL TIPS

WHERE TO GO? INTERACTIVE MAP

THE WEATHER Guadix

HOME | WHAT ARE YOU LOOKING FOR? > CALENDAR OF EVENTS

Guadix

"CASCAMORRAS"

"Cascamorras"

Practical information Location

When?: From Sep 6, 2016 to Sep 9, 2016 Autonomous region: Andalusia

Where: Guadix Province/Island: Granada

More information : <http://el-cascamorras.com/>

The Plan: Improving the Webs

The screenshot shows the Andalusia website interface. At the top, the logo "Andalusía" is in a colorful font, followed by navigation links: "THIS IS ANDALUSIA", "WHAT WE OFFER YOU", and "PLAN THE TRIP" with a search box. Below the navigation, there are social media icons for Pinterest, Facebook, Twitter, Google+, and Email, along with an RSS feed icon. The main content area features the title "Cascamorras Festival" and a large image of a crowd celebrating with a flag. To the left of the image, there is a sidebar with a search bar, "Events Calendar", and weather information for Baza on 05 Sep 2016. Below the weather, there is a "Suggest..." section with an "ACCOMMODATION" link and a photo of a pool. At the bottom of the page, there is a "General information" button and a paragraph of text about the festival.

Andalusia > Events Calendar > Cascamorras Festival

Search
Events Calendar

Home
Top-rated events
Events search

05 Sep 2016
Baza
Max: 39°C Min: 23°C
tomorrow after tomorrow
Max: 38°C Min: 23°C Max: 38°C Min: 22°C

Suggest...
ACCOMMODATION

Cascamorras Festival

Type of event: **Fiestas**
Province: **Granada**
Municipality: **Baza, Guadix**

4 photos
Street view

General information

The Cascamorras festival takes place in September in Baza and Guadix, it has been declared to be of **International Tourist Interest** in 2013.

It has become an important tourist attraction, in Baza it is celebrated every year on the 6th September and it is the start of the **Fair and Festival in honour of Our Lady of Piety** that takes place from the 6th to 15th September each year.

For some time now the "Cascamorras" festival has become a cultural event that increases in strength year

The Plan: Improving the Webs

DESTINATIONS

PLAN YOUR TRIP

WHAT TO DO



WHAT'S ON

PROFESSIONAL SITE

MY GRANADA

Celebrations



Home » Things to do » Granada's art and culture » El Cascamorras



El Cascamorras


Add to My Granada


The Plan: Improving the Webs


Inicio Noticias Historia Titular La Fiesta Actos

CASCAMORRAS
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Fiesta de Interés Turístico Internacional

t
G
f
+
Twitter
Google Plus
Facebook
Social media icons

 **Noticias**
Todas las noticias relacionadas con la fiesta del Cascamorras, tanto en Guadix como en Baza
[Leer más](#)

 **Historia**
Cinco siglos de historia de una fiesta arraigada por la tradición, desde el origen hasta nuestros días.
[Leer más](#)

 **La Fiesta**
La bandera, el traje de cascamorras, la porra, el tambor... los símbolos de nuestra fiesta.
[Leer más](#)

Eventos

09
CARRERA EN GUADIX CASCAMORRAS
18:30 to 20:30

The Plan: Improving the Webs

Facebook interface showing the page for "Cascamorras".

Search bar: Busca personas, lugares y cosas

Location: Cali Inicio 20+

Notifications: 1


Messages: 58

Profile picture: CascamORRAS

525 Aniversario
Fiesta de Interés Turístico Internacional

Cascamorras

Fiesta de Interés Turístico Internacional



Me gusta Enviar mensaje Guardar Más Ver video

Información sobre Cascamorras

Sugerir cambios

Información de la página	INFORMACIÓN DE LA PÁGINA
Hitos	Fecha de inicio Inicio el 29 de agosto de 1512
Propietarios de páginas	Descripción breve Fiesta de interes turistico Internacional. http://www.el-cascamorras.com
	Descripción larga El origen de esta tradición popular se remonta al final del siglo XV y principios del XVI, tras la reconquista de Granada po... Ver más
	Premios Fiesta de Interes Turístico Internacional Fiesta de Interes Turístico Nacional Fiesta de Interes Turístico Andaluz
	Correo electrónico elcascamorrasguadix@gmail.com

Crear una página

Plus ...

... other ideas for the future

... other ideas for the future

Creation of “ La Leyenda Accitana” brochure.

(English, French, German and Spanish)

Publishing the Cascamorras Comic

For its distribution in schools.

Promotion among Erasmus students in Granada

Promotion among incoming TTOO in Andalucía

... other ideas for the future

Promotion of Cascamorras for Kids in the province

Creation of sport competitions following the historical track

So

Starting with a strategic diagnosis, and the consequent SWOT analysis, an action plan was developed and executed, and just in one year, the number of participants in Guadix changed from 6.000 to 12.000.

Next Challenge:

Declaration of:

Intangible Cultural Heritage of Humanity



UNITED NATIONS

Educational, Scientific, Cultural Organization



Thanks