



Enhancing SUStainable tourism attraction in small fascinating med TOWNS

Creating a new tourism offer for small rural areas

Online thematic seminar – RAMSAT

May 27th, 2021

Project co-financed by the European
Regional Development Fund

Importance of tourism

The promotion of responsible, sustainable and universally accessible tourism that aims to achieve the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), which are universal in scope.



What is Sustowns and who participates?

- SuSTowns is an initiative to promote **sustainable tourism in small villages** of the Mediterranean region financed by the Interreg MED.
- FAMCP participates in this initiative together with 9 other European countries.

[VIDEO → PROYECT SUSTOWNS GRIEGOS](#)



Partners map



Pilots

Two pilot projects carried out in Aragón
Sustainable tourism development

GRAUS

Located in the province of Huesca



- The municipality of Graus is a magnificent gateway to the Pyrenees.
- Tourism resources: The truffle, sausage, mushrooms.

GRIEGOS

Located in the province of Teruel



- Second highest town in Spain
- Activities and sport: Winter, High altitude
- Natural resources: Fauna, Flora, Landscape

The working process: Methodology WORLD Café

- Tourism resources: resources available were highlighted
- SWOT Analysis: to design actions to develop tourism the area
- Balance Sheet: Analyzing the general situation of each municipality.

The working process:

- Agents involved (local actions groups)
- Participatory sessions
- Contributions
- Training TQM

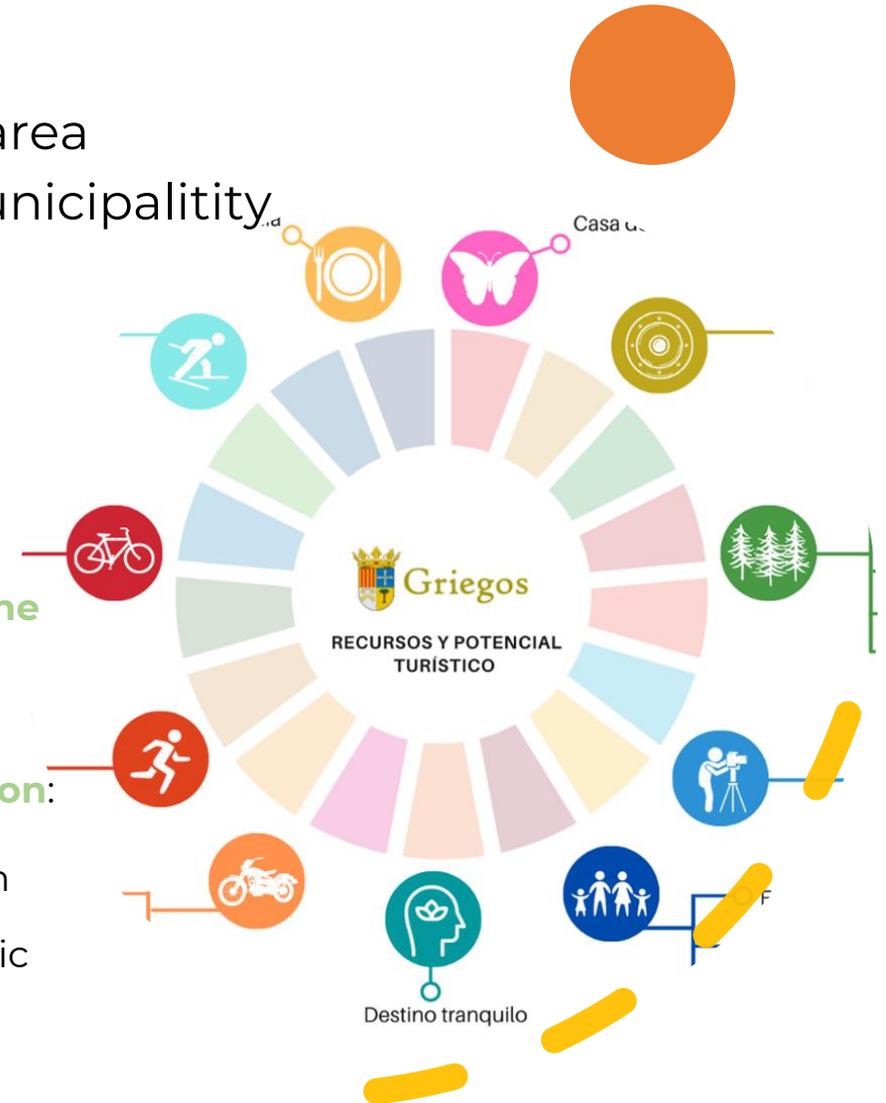
For SuSTowns Project, 2 LOCAL ACTIONS GROUPS have been foreseen with the following topics to comment:

1st Table: defining our touristic strategy

- ¿What do we have now?
- ¿What make us different from the rest?
- ¿What can/want we create?
- ¿Generating a sustainable trademark?

2 Table From Strategy to action:

- what we are going to launch
- Expected target group/public
- How do we proceed?
- Staff in charge?



Action plan - GRIEGOS

-Needs identified:

To take care of the territory and develop appropriate tourist activities that attract a public that respects and understands the uniqueness of the territory.

To attract tourists who come to the town and who eat, stay, and enjoy the area.

-**Type of tourism desired:** quiet tourist who enjoys the resources of the area and who is attracted by the area, its resources, and the activities offered.

-**Action plan and marketing plan for**

HIGH ALTITUDE WEEKENDS



ÍNDICE

1. El origen de este plan.....	3
2. El destino turístico	4
2.1. Descripción del destino	4
2.2. Recursos turísticos	13
2.3. Análisis DAFO	15
2.4. Balance de situación	16
3. El proceso de trabajo	17
3.1. Agentes implicados.....	17
3.2. Sesiones participativas.....	18
3.3. Aportaciones.....	25
3.4. Formación	25
3.5. Piezas de comunicación.....	28
4. Plan de acción	31
4.1. Necesidades detectadas	31
4.2. Tipo de turismo deseado	31
4.3. Objetivos definidos	31
4.4. Plan de acción	32
5. Desarrollo del plan	35
5.1. Calendario propuesto	35
5.2. Indicadores	38
5.3. Actores necesarios.....	38
6. Conclusiones aplicables a otros planes.....	39
7. Anexos.....	40



enhancing SUSTainable tourism attraction in small fascinating med TOWNS

SuSTowns

Priority Axis 3: Protecting and promoting Mediterranean natural and cultural resources

3.1: To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED Area

DEVELOPMENT OF SUSTAINABLE TOURISM IN GRIEGOS

Local Action Plan

Project Partner in charge: (PP2) BR2SD Foundation

Project partners involved: (FRANC)

National marketing plan of the sustainable tourism packages of the pilot Griegos (Teruel, Spain)

Deliverable 3.4.2 –National marketing plan of the sustainable tourism packages of the pilot municipalities



enhancing SUSTainable tourism attraction in
small fascinating med TOWNS: SuSTowns

Priority Axis 3: Protecting and promoting Mediterranean natural and cultural resources

3.1: To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED Area

National marketing plan of the sustainable tourism packages of the pilot Griegos (Teruel, Spain)

	Pg.
0.- PREAMBLE	2
1.- DESTINATION AND PACKAGE SUMMARY	3
2.- TARGET GROUP	5
3.- MARKETING STRATEGY	7
4.- SALES/DISTRIBUTION AND DISSEMINATION CHANNELS	10

Project Partner in charge: CeConBe Marketing Services

Project partners involved: AV Consultores

HIGH ALTITUDE WEEKEND

High altitude weekends are the common thread to create experiences that showcase the natural and heritage resources of the area. **The categories of this high-altitude weekend can be of the most varied:**

- o Gastronomic: Truffle
- o **Sporting**
- o Stars
- o Butterflies
- o Musical: Festival

Very simple program:

- FRIDAY EVENING

Reception, handing out of programs and dinner.

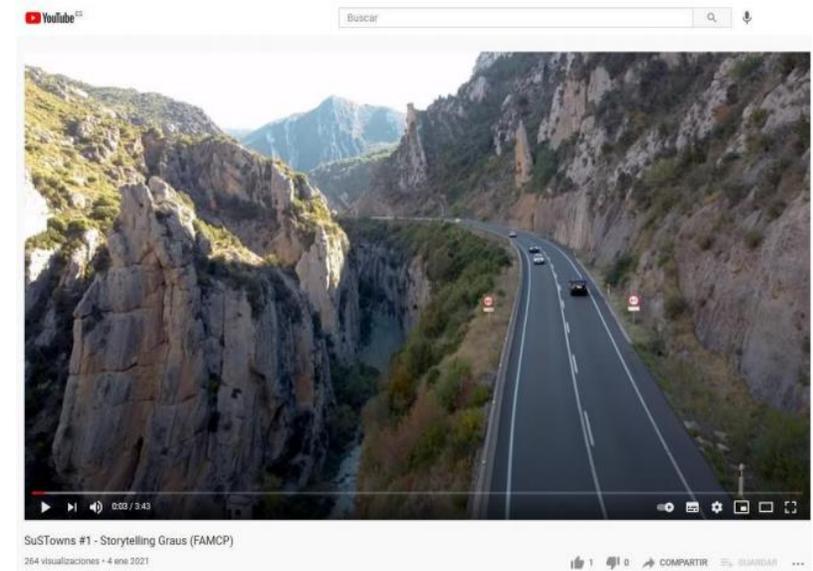
- SATURDAY

Activities throughout the day, including, for example, a visit to the trenches.

In the afternoon, specific literary activity

- SUNDAY

Prize-giving and departure after lunch



Sports and adventure tourism in Griegos

Dog racing



Cross-country skiing



Hiking and walking routes





THANK YOU FOR YOUR ATTENTION

www.famcp.org

<https://redaragonesaagenda2030.es/>

@Famcp.Aragon



Project co-financed by the European
Regional Development Fund

<https://sustowns.interreg-med.eu/>

@sustowns