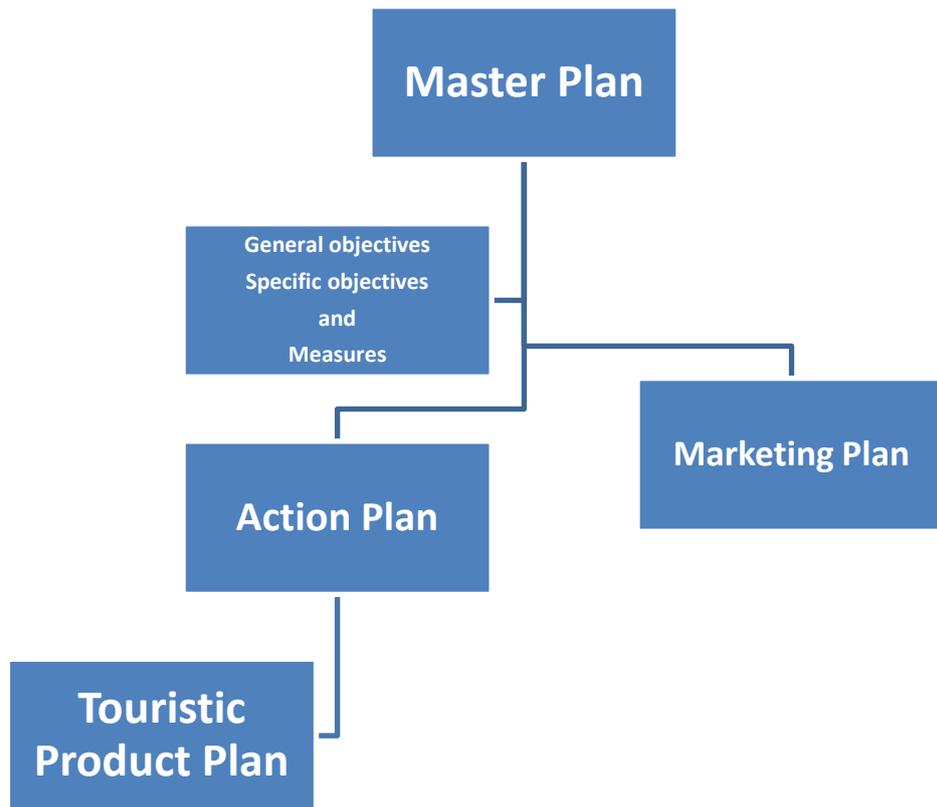




Proyecto  
Geoparque



Las Loras



## **ANNEXE 13- MASTER PLAN**

### **ADVANCEMENT OF THE STRATEGIC PLAN 2015-2020**

**Based on the Master Plan of the Geological Reserve Loras- 2005**



## 1. “GeoLoras” Project Master-plan

The general objectives proposed by the managing entity of the project (ARGEOL) are:

### 1.1. Short term general objectives

- Being recognized and declared as a UNESCO Global Geopark.
- Strengthening of the management structure and of the coordination of all social and economic agents, as well as of the public administrations involved in the territory by adapting the annual master-plan to the available budget in each case even if it is not declared as a Geopark. A protocol of collaboration between all parts has therefore been drafted and particular agreements are being signed by the regional public administrations of Burgos and Palencia and by local action groups working in the territory.
- Reinforcing a funding core budget which may allow the development of the project’s management and the project’s priority activities according to the existing budget.
- Developing a self-financing plan with resources generated internally by producing and distributing merchandising publications and articles.
- Starting the activities programmed within the master-plan together with the basic needed professional team continually and permanently, counting on a physical space for the management and coordination works.

### 1.2. Medium to long-term general objectives

- Boosting the distinctive and peculiar elements of the offer: a) Services of Heritage interpretation (natural, cultural and intangible), b) Artistic activity connected to the territory’s landscape. c) Relationship between all the elements of offer, combining the natural and cultural heritage within the actions to be developed.
- Maximizing the local population’s participation channels within the Project, especially through an already existing volunteering network.
- Maximizing the participation of collaborating facilities and companies in order to dispose of a network of an extensive and complete offer of quality services specialized in geo-tourism.
- Maximizing the relationship with educational communities (schools and universities) in order to promote Heritage divulgation, learning and protection programmes and establish research lines through established synergies between the Scientific Advisory Committee entities.



- Developing an integrated system of promotion and online sales and geo-tourism packs.
- Positioning the destiny brand among the most competitive of the region of Castilla and León and among the most competitive with specialized offer in geo-tourism within the Peninsula.

## **2. General strategy of “Geo-tourism at Las Loras” product.**

ARGEOL intends to elaborate a Strategy Plan for the territory of the future Geopark aimed to generate a tourist offer focused on the values of the territory’s natural, cultural and historical Heritage and directed to a potential demand made up of a public interested on these attracting general values. This demand is segmented according to the following basic motivation variables:

- a) Hobbies (related to personal interests).
- b) Leisure habits (related to free time availability and capacity for consumption).
- c) Geographical origin (related to the offer’s accessibility and the costs of transport and accommodation).
- d) Educational motivation (related to school and universities curriculum, educational and research programming).

There is already a vague tourist offer as a result of the tourist promotion that public entities, local action groups and the territory’s tourist facilities have been carrying out (autonomous communities, district governments and city councils). Such offer is based on the landscape and ethnographic values as well as on the existing copious and rich Romanesque Art Heritage. The priority objectives of the geo-tourist strategy are:

- 1) Drawing up a tourist offer integrated around a territorial brand (Las Loras) and around the concept of geo-tourism (Geopark) as an offer integrating directly connected local resources: a) with the local Heritage and its resources (geological, landscape, ecological, ethnographic, historic-artistic); b) with the universal knowledge of the Earth science; c) personalized experience where leisure and learning are associated.
- 2) Coordinating all the actions and agents, both private and public, implied in the “geo-tourism” product, in order to develop the offer and the promotion and marketing of the Geoloras/ Las Loras Geopark tourist brand.



## **Characterization of the tourist resources:**

### **1) Direct management (Geopark's visitors centres)**

- Villadiego Palaeontology Museum (municipal, it works presently as an exhibition centre and it is expected to be expanded until its conversion into a museum)
- Sargentos de la Lora Petroleum Museum (municipal and managed by Argeol until July 2015-also forming a museum guide)
- Cueva de los Franceses- Cave of Frech (property of Palencia's Council, longstanding facility, recently renovated)
- ESPAYT / Art and Territory Site (municipal, in initial design stage, conceived as the Geopark's main visitors centre and integrated by a space dedicated to the Geopark's geo-interpretation of the territory and another place dedicated to artistic production related to the territory and its natural-cultural landscape)

### **2) Natural resources:**

- Protected areas included in Red Natura 2000 (Hoces del Rudrón Natural Park-also SPA and Humada-Peña Amaya SPA, Tuerces and Covalagua Natural Areas-also SAC)
- List of Points of Geological Interest.
- Set of panoramic viewpoints or especially relevant on landscape grounds.
- Network of marked or geo-referenced footpaths.
- Mountain bike network.
- Network of caves available for visitors and speleological activity.
- Network of paths by road (12) (for cycle tourism and motor vehicles) that covers all the area and the main resources of the territory.

### **3) Historical and Cultural resources:**

- Romanesque routes.
- ROM Museum, Romanesque art and territory, Santa María la Real Foundation.
- Birthplace museum of the sculptor Ursi.
- Iron Age Archaeological Route (Monte Bernorio, La Ulaña, Peña Amaya and Monte Cildá pre-Roman *castros* (forts))
- Rock Art Route (Pisuerga and Valderredible valleys Cave Chapels)
- Historic-Artistic and Ethnographic Sites (Aguilar de Campoo, Villadiego, Sedano, etc)

### **4) Complementary tourism services:**

- Railway station (Aguilar de Campoo)
- Bus station, regular services (Aguilar de Campoo, Villadiego)
- Closest airports (Burgos, Santander, Bilbao, Valladolid)
- Network of Hotel accommodations
- Camping-Caravanning
- Network of rural accommodation
- Network of restaurants and inns.



## **The Geopark direct offer of activities and services:**

### 1) Existing offer at the ongoing stage of the Project.

- Self-guided routes of geological interest with interpretative signage.
- Guided routes throughout the territory by demand of tourist or educational groups.
- Other routes organized by ARGEOL
- Volunteering activities.
- Educational activities at the territory's schools.
- Organization of the Geoloday and Geological Week.
- Guided visits to the Oil Museum.
- Las Loras geological Book-Guide.
- *Walking through Las Loras* Book.

### 2) Expected offer in the following stages.

- Guided visits to museums and exhibition and interpretation centres.
- Editing a footpath and BTT routes' guidebook.
- School curriculum: Lectures-projections without moving; one-day geo-educational program, geo-educational program for a school week service (5 days).
- Tourist program: design of complete products (transport, guided activities and visits, accommodation and restaurant services) in collaboration with facilities and companies from the territory for its direct promotion and commercial distribution at travel agencies.
- Geo-scientific meetings with both University teachers and students.
- Organization of photography circuits, competitions and exhibitions.
- Organization of circuits of Flower and Bird-Watching.
- Informative events directed to the local population.
- Merchandizing portfolio.
- Communication and promotion activities: editing of a promotional leaflet and poster, attending to tourist fairs, plan of publications, organization of a week focused on documentary films dedicated to Earth Sciences.



# PROPOSED MARKETING PLAN

Administrative body of the Las Loras Geopark Project.

Product: **Geotourism** / Trademark: **GeoLoras**

## 1. General Plan:

Vision of the marketing plan as an overall management tool, simultaneously focused on three sectors:

- a) **The local population**, with the general aim of improving quality of life through the appreciation and promotion of the territorial heritage.
- b) **Local business**, with the aim of improving socio-economic work conditions and company profitability, through the general objective of activating existing natural and cultural resources in a holistic and innovative way.
- c) **The visitors to the territory**, with the aim of significantly increasing the flow and frequency, via the development of attractive aspects of the geotouristic product: in presentation, in the excellence of the services and facilities and in the quality of the touristic experience.

Consistent with this general and overall focus, all the actions contemplated in the marketing plan are across the board, both in their previous theoretical approach and in their posterior functional rollout.

## 2. Phases of the Plan:

1st. Description of the situation (Population, businesses, visitors)

2nd. Analysis of the situation

3rd. Securing objectives

4th. Marketing strategies

5th. Plans of action (Population, businesses, visitors)

6th. Supervision and monitoring



## Phase 1<sup>st</sup>. Description of the situation:

We find ourselves at the starting point of the Plan and so must describe the present situation, both external and internal, regarding: a) the population, b) the production (supply) and c) the market (demand), with natural and cultural heritage as raw material

- 1.1. **General background.** Description of the state of the population, the local businesses and the flow of visitors.
- 1.2. **Sectorial background.** Of the tourist sector and its specialized subsectors (Hotel catering, interpretation, activities etc.). Of the productive and generic local products sector (mainly agro-alimentary and craft).
- 1.3. **Competitive background.** General description of the situation in terms of competition with nearby products and destinations.
- 1.4. **Situation regarding supply.** General description of the situation in terms of local productive resources.
- 1.5. **Situation regarding demand.** General description of the market and the present state of demand.
- 1.6. **Human resources.** General description of employment in local production and professional competence
- 1.7. **Financial situation.** General description of private and public investments in private and public facilities.
- 1.8. **Marketing situation.** General description of the lack of organization and production planning and of a local territorial brand/ trademark.



## Phase 2<sup>nd</sup>. Analysis of the situation:

The objective of the analytical stage is to show the present situation through the SWOT framework which integrates an **external analysis** (of opportunities and threats) and an **internal analysis** (of strengths and weaknesses).

	INTERNAL ANALYSIS	EXTERNAL ANALYSIS
NEGATIVES	<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>- Scarcity of public facilities</li><li>- Access and communication difficulties</li><li>- Insufficient public and private financial capacity</li><li>- Lack of place brand, dispersion in presentation and communication</li><li>- De-structuring of the supply</li><li>- Scarce differentiation of the product</li><li>- Limited range of products</li><li>- Insufficient professional competence</li><li>- Lack of promotion and sales network.</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>- Nearby competition from other destinations</li><li>- Unfavourable sectorial legislation</li><li>- Globalization of market</li><li>- Inertia in tourist consumption habits</li><li>- Loss or destruction of heritage elements of great geological value</li><li>- Modifications of the landscape</li><li>- An excessive number of visitors could deteriorate fragile places</li><li>- New public infrastructures or extensions of these can produce damaging effects in the area</li><li>- New large-scale projects such as the AVE high speed train, the Aguilar- Burgos motorway or the installation of windfarms around the Project could generate important negative impacts</li></ul>



## POSITIVES

### STRENGTHS

- Diversity of ENPs/Red Natura 2000 with great geological value
- High singularity and geological and geomorphological interest
- In a good state of conservation
- The Ordnance Plan for Natural Resources of Covalagua y La Tuerces natural spaces has its diagnosis, guidelines and regulations which cover both conservation of geological and geomorphological values and public use
- High promotional and didactic potential of many outcrops and enclaves
- Diversity of promotional material made and given out
- Some upgraded infrastructures (Cueva de los Franceses, Mirador de Valcabado, parking, etc.)
- Exceptional quality of viewpoints and lookouts
- Abundance and quality of cultural resources
- High average quantity and quality of tourist services
- Visitor loyalty from closer urban centres and related to immigration
- Specialisation of natural and cultural product
- High number of visitors
- Easy access to principal points of interest
- Existence of areas of non-geological interest which act as attraction: Romanesque, Palentine Mountain...
- Variety of geotouristic offer (itineraries, guides, guided visits ...)
- Strong support and links with local action groups in the area
- Dissemination of geological resources at the Geoloday conferences (2010-2015).
- Relationship with geoscientific institutions (IGME, SGE, AEPECT...).
- Strategic situation of the territory, union of the North with the Meseta.
- Good transport and communication infrastructures

### OPPORTUNITIES

- Favourable tendency in the markets
- New segments of responsible tourism, interested in local heritage
- Technological evolution
- Strategic alliances (cities of Burgos and Palencia)
- New sales channels-internet
- Incipient renown of the destiny brand
- Geographic proximity to city of Burgos. Joint agreements and programmes with the ENPs /Red Natura 2000 and presence in the management bodies
- Create plans for Geoconservation: carry out specific activities for protection, maintenance and / or restauration
- Support scientific investigation in the territory. Cooperation with Universities, creation of investigation bursaries: scientific articles, Books or doctoral theses within the Project
- Great potential of geological and scenic resources to be exploited
- Create institutional relations between entities with jurisdiction in the territory
- Augment and complete the educational material already initiated
- Augment the network of paths. Possibility of creating more auto-guided itineraries. Improve and create more geotouristic infrastructures: visitor and interpretation centres, information points, outlooks, recreational areas ... a high number of visitors makes regulation and coordination of public use necessary
- Promote geotourism offer of Geopark
- Create Environmental Education and Volunteer Programmes
- Improve qualifications of technical personnel
- Galvanize entrepreneurs to start up business initiatives which create new products and revitalize the business and services sectors
- Creation of the Geopark brand
- Foster alternative and sustainable geotourism
- Become a member of the UNESCO Global Geoparks Network of
- Opportunity to share experiences from all over the world in the field of geoconservation, sustainable development, investigation and promotion of geological, natural and cultural heritage
- Put to use the tools of international promotion which the UNESCO Global Geopark Network has to offer



### Phase 3<sup>rd</sup>. Securing objectives:

\*Adhering to the following guidelines: **a) attainable objectives**, which do not lead to demotivation; **b) clear and specific** in their definition, expressed in business units, geographical zones, products, etc.; **c) with timescales** which aid in motivating their fulfilment.

\*Securing **quantitative** (such as the volume of sales per units of services and companies, the percentage of visitor loyalty, the increase in turnover and in company benefits, etc.) and **qualitative** objectives (such as improving visitor satisfaction and the reputation of the product / Geotourism as mark of destination brand / Geoloras, etc.)

### Phase 4<sup>th</sup>. Marketing strategies:

We will contemplate marketing strategies as an integrated and coherent set:

\* Strategy of **product portfolio** (to prioritize investment in resources depending on importance above achieving objectives)

\* Strategy of **segmentation** (dividing the market in groups with similar characteristics and needs to optimise available resources), with the following variables: a) geographical/countries, regions, cities; b) demographics/gender, age, salary, education, profession, social class, religion or nationality, c) psychographics/ lifestyle and personality, d) behavioural/frequency of product use, search for benefits, level of loyalty, attitude towards the product. Consider segmentation in niches (small groups) and personalised (individual), taking into account that thanks to technology it is also possible to apply it to a wide-ranging market, offering products on an individual basis.

\* Positioning strategy (defining the space occupied by the product in the mind of the consumer; establish positions based on product characteristics, value for money or lifestyles).

\* **Marketing MIX** (make strategic and coherent decisions about: product, price, distribution and communication).



## Phase 5<sup>th</sup>. The action plan:

\* This is the tactical/operative part of the plan, which helps us to develop appropriate strategies for achieving our stated objectives.

\* Contemplate actions on: **a) products** (modifications or changes to packaging, modification or launching of products, development of brand, including services, prices, communication, sales and distribution); **b) prices** (price modifications, discounts, financing etc.); **c) sales and distribution** (changing distribution channels, renegotiating conditions with wholesalers, improving delivery times, increase or decrease sales force, expand or reduce sales outlets, etc.) and **d) communication** (publicity, sales promotion, public relations, direct marketing).

## Phase 6<sup>th</sup>. Supervision and follow-up:

\* Via regular meetings of the “control panel”, or follow-up committee responsible for supervising the progress and dealing with contingencies.

\* The follow-up committee for socio-economic matters is made up of representatives from socio-economic agencies and bodies in the area, led by the professional executive team responsible for the coordination and general management of the Geotourism product and the GeoLoras brand.

Define 2-3 management indicators per objective to measure their achievement. Indicators: **a) of finance** (economic viability, net profit, short-term debt, long-term debt, total debt, working capital, benefit per employee, share dividend etc.), **b) of clients** (number of complaints, number of visits to clients, market share, sales per customer, customer loyalty, customer satisfaction, customer loss, benefits per customer, etc.), **c) of internal processes** (audit compliance, waste evaluation, dead times, maintenance needs, transport costs, net production, number of suppliers, process cycle time , etc.) and **d) innovation and learning** (training quality benchmarks, training costs, employee satisfaction, incentives rate, drop-out rate, communications, etc.)



# ACTION PLAN

## BUDGET AND PLAN OF ACTION

Collaboration agreements with the Diputaciones (County-Provincial Councils) of Burgos and Palencia: budget 20.700€

County-Provincial Councils			
Palencia 2015-2016: 10.350€			
Burgos: 2016: 10.000 in 2016			
BUDGET FOR INITIAL ACTIONS OF GEOPARK PROJECT			
Cod Category:	A. WORK UNDERTAKEN BEFORE THE EVALUATION BY THE UNESCO GLOBAL GEOPARK NETWORK COMMITTEE 2015-2016		
A-P	Priority Actions		
	ACTION	OBJECTIVES	IMPACT ON APPLICATION APPROXIMATE BUDGET
A-P1	Organization and coordination of Project.	Design actions, contact with public and private entities, development of project up until signing of agreements...	<b>Necessary</b> ARGEOL Three people on half-day
A-P2	<b>Preparation of Geopark candidature dossier and associated costs</b>	<b>Incorporation to UNESCO Global Geopark Network</b> <b>Cost breakdown:</b> <ul style="list-style-type: none"> <li>- <b>Completion of document and report (2.400 €).</b></li> <li>- <b>Travel costs (1.400 €).</b></li> <li>- <b>Translation of documents, editing, printing, post and other (1.800 €).</b></li> <li>- <b>Journey, reception and accompaniment of evaluators; the persons shall be accompanied by the technicians of Geoparque (3.400 €).</b></li> </ul>	<b>Obligatory requirement</b> Provincial Councils 9.000€
A-P3	Information panels	Restoration of existing information panels in the Geopark itineraries Substitution of deteriorated information panels for evaluation visit. <b>13 840x630cm boards and 2 1680x630cm boards.</b> Repairing of signposts of the Geopark's geological routes: repair of markers <b>and adaptation of paths</b>	<b>Relevant</b> Provincial Councils and Local Action Groups GAL 4.000€
A-P4	Meetings to decide on management of Geopark.	Finalise and define management structure of the Geopark and sign the necessary agreements for developing the action plan. (Budget and funding distribution)	<b>Relevant</b> Financial support supplied by each participating body
A-P5	Headquarters of Project	Adapt offices provided by the council for the associations' use.	<b>Relevant</b> Aguilar & Villadiego Councils
A-P6	Communication	Keep a more or less constant presence in the media, keeping them up to date on the	<b>Relevant</b>

		Project's activities. Press releases, interviews, TV programmes...	Provincial Councils & Junta of C&L, GAL & ARGEOL
A-P7	Candidate's Marketing Plan	Basic Geotourism product plan	<b>Relevant</b> ARGEOL: hours of work, journeys
A-P8	Dissemination	Assistance at Conferences, Workshops, etc.: Zumaia, Geological Heritage & Geoparks Course Spanish Geoparks Open days.	<b>Relevant</b> ARGEOL: hours of work, journeys
A-P8	Training	Basic training of monitors and existing workers at Geopark visitor centres (Tourist information Offices in Aguilar de Campoo, Villadiego, Sedano, Cueva de los Franceses...).	<b>Interesting</b> Provincial Councils, GAL & ARGEOL 1.500€
A-P9	Work with local associations	Collaboration and drive with local groups to obtain socio-economic support. Work meetings with associative and business sectors.	<b>Relevant</b> Provincial Councils, GAL & ARGEOL 1.200€
A-P10	Dissemination of Project to citizens	Continue actions carried out up until now to secure social support for the status of Geopark and involve the local population through participative activities and local events. Geolodays and talks (Quintanilla de Escalada, Geoscientific Assoc. of Burgos, Fracking Congress)	<b>Relevant</b> Provincial Councils, GAL & ARGEOL 2.500€
A-P11	Schools programme	As a continuation of the last few years' schemes in many of the Loras territory's educational centres, maintain student involvement in the Geopark's activities.	<b>Relevant</b> Provincial Councils, GAL & ARGEOL 2.500€

Cooperation project with local Action Groups ACD Montana Palentina, ADECO Camino y Adri Paramos y Valles. December 2015- June 2019

<b>COMMON</b>	Study New Points of Geological Interest (20)	3.000
	Incorporation to UNESCO Global Geopark	7.300
	Maintenance in UNESCO Global Geopark (3 years)	21.600
	Staff coordination (3'5 years) - 2 technicians (½ day)	105.000
	Web	7.000
	Design of materials (panels, routes, etc.)	10.000
	Design of educational and promotional materials	12.000
	Printing of materials	7.000
	Animation costs, participation, etc.	12.000
	<b>184.900</b>	
<b>INDIVIDUAL</b>	Small infrastructures for public use and fittings	<b>180.000</b>
<b>TOTAL</b>		<b>364.900</b>



## Details of costs and actions:

B. WORK AFTER PRESENTATION OF CANDIDATURE						
Cod	Priority Actions					
	ACTION	OBJECTIVES	Every year	1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year
B-P1	Annual costs for Geopark status	<p>Keep up membership of network and remain operative</p> <p>Breakdown of costs:</p> <ul style="list-style-type: none"> <li>- Geoparks network promotion funds (1.000 €).</li> <li>- Purchase of 100 Geopark magazines (200 €).</li> <li>- Participation by administrators of Geopark in the two annual meetings of the network (6.000 €).</li> </ul>	x			
B-P2	Draft for Plan for boosting tourism.	<p>Design and development of the geotourism product in cooperation with the administrations involved in the sector and local businesses, within the framework of the General Plan for tourism development (Turespana).</p> <p>In accordance with JC&amp; L and Diputaciones</p>	x	x		
B-P3	Draft for Plan for boosting tourism.	Programme of Combined Offer (Geopark & private sector companies)		x		
B-P4	Draft for Plan for boosting tourism.	Design & commercial distribution of geotourism packages, weekends and weeks			x	
B-P5	Promotion of Geoparque.	Promotion of geotourism products in tourism fairs and workshops and in the regional & national administration's general tourism publicity. Promotion through exhibitions, talks, film seasons, contests and competitions, grants, artist initiatives	x			
B-P6	Image of Geopark.	<p>Product plan: Geopark brand.</p> <p>Preparation of promotional material: video, leaflets, maps, guides...</p>		x		
B-P7	Image of Geopark.	Preparation of sales material: merchandising (design & production).		x		
B-P8	Image of Geopark.	Publication of Geopark Guide		x		
B-P9	Image of Geopark.	<p>Web, Facebook, blog and twitter for Geopark</p> <p>Restructuring, development and maintenance of Geopark web.</p> <p>Content development, informative, scientific and touristic offers on Geopark web.</p> <p>Dissemination on the Junta's and Diputacion's own networks - Microspace on the Natural Heritage, Cultural heritage pages etc.</p>	x			
B-P10	Investigation	Complete the inventory of places of touristic interest in the Geopark, and characterise them.		x		

		Make an initial diagnosis of the state of conservation of these places of touristic interest. Propose measures of prevention and protection (study of carrying capacity)				
B-P11	Investigation	Complete the scientific study and inventory of Places of Geological, biological and cultural interest. Make an initial diagnosis of the state of conservation of these places of interest. Propose measures of prevention and protection.		x		
B-P12	Scientific collaboration for geoconservation.	New agreements to collaborate with universities and institutions to bolster Geopark. Investigative work, practical studies, final degree projects, post graduate doctoral thesis. Work meetings; journeys. Subsistence allowance for investigators. Grants for students doing practical studies.	x			
B-P13	Educational community	Involve students and teachers of local Education centres in the development of the Geopark's educational activities. Maintain the relationship with the university community by offering a specifically designed educational programme product.	x			
B-P14	Educational community	Offer courses Summer University (in collaboration with UNED, UVA and UBU)				x
B-P15	Dissemination of the candidature via cultural activities.	Involve Geopark in the cultural activities being run in the territory. For example: - Romanesque. - Archaeological heritage. - International Short Film Festival Aguilar de Campoo. - Museum of Villadiego. Run Geopark's own cultural activities.	x			
B-P16	Local and business participation	Training courses, workshops, outings, fieldtrips. Different types of training courses: Geopark guides; specific for different business sectors (farmers, tourism, others...) or the local population in general...	x			
B-P17	Local population	Volunteer Incentive Plan (Friends of the Geopark)	x			
B-P18	Business participation	Involve local businesses to make products associated to the Geopark image.	x			
B-P19	Facilities	Signage and accessibility of resources and itineraries. In line with Protected Natural Spaces	x			
B-P20	Facilities	Maintenance of Signage		x	x	x
B-P21	Facilities	Conditioning of Lookouts. Creation of itineraries. Conditioning of points and itineraries of geological, ethnographic and botanical interest.		x	x	x
B-P22	Facilities	Visitor reception centre in Aguilar de Campoo (Palencia): Art and Territory Space ESPAYT Visitor reception centre in Villadiego (Burgos): Museum of Palaeontology		x		
B-P23	Facilities	Geotourism Information points furnishings (collaborating bodies and companies)			x	



# DRAFT PLAN TO BOOST “GEOPARQUE LAS LORAS” PRODUCT

## 1. Presentation. Background and context

The project of the Plan to Boost the Geotourism Product “GEOPARQUE LAS LORAS” is based on developing the tourism potential of the natural region of Las Loras, which coincides with the delimitation of the Geopark.

To achieve the proposed objectives, the plan focuses in three directions:

- 1. Towards the VISITORS: creating tourist products and infrastructures which meet the needs of our visitors and make up an attractive touristic offer.
- 2. Towards BUSINESSES: facilitating and boosting access to information and the means of obtaining Quality establishments.
- 3. Towards the INHABITANTS: informing them of the importance of the tourism factor for local growth and improvement in services.

This Plan is framed within the directives of the ‘Plans to Boost Tourism Product’ of the Ministry of Industry, Tourism and Commerce.

In March 2005 this Ministry changed the ‘Plans for Touristic Excellence’ and ‘Plan to Boost Tourism’, for the ‘Plans to Boost Tourism Product’, which combined the former two, with modifications.

The Plans to Boost Tourism Product (from now on known as PBTP) are centred on boosting promotion more than infrastructures and they focus on new markets rather than consolidated ones.

The Ministry defines them as "tools to co-finance tourism strategies" which are developed in cooperation with the different public administrative bodies in order to collaborate with local entities and improve their tourism offer. The first Plans to Boost Tourism Product were approved in 2006 and began in 2007.



## What is the Plan to Boost Tourism Product?

- \* This project seeks to launch emerging tourism products in conjunction with different agencies and administrations.
- \* Consequently it is an action of a public nature whose purpose is to foster tourism in the region, which, despite possessing sufficient resources and attractions they have yet to be incorporated into the process of touristic development.
- \* The Plans to Boost Tourism Product (from now on known as PBTP) are a working tool for the tourism offer of a destination, whose final purpose is to maximize potential, making a special emphasis on quality and sustainability criteria.
- \* The PBTP seek to create within a destination tourist products of quality for future commercialisation.

### It operates through the signing of a Collaboration Agreement between:

- The Ministry of Industry, Tourism and Commerce
- The Autonomous Community of Castille and Leon
- A regional or municipal consortium
- An association of regional businesses

The legally binding text which regulates the working of the Plan in all its aspects is published in the Official State Bulletin (BOE).

Following this model, adapted to the local circumstances of the Loras Territory, the following points are proposed:

### **2. General objectives of the Plan:**

- Increase the quality of the destination's tourist services.
- Improvements to the urban and natural surroundings of the towns involved.
- Improvement to and expansion of public utility spaces.



- Expansion, diversification and improvement of complementary services.
- Promotion of Touristic attractions.
- Creation of new products.
- Sensitization and involvement of the local population and agents within a culture of quality and respect for territorial heritage which will serve as a basis for the geotourism product of Las Loras.

## Who participates in the Plan to Boost Tourism Product?

The Plan is an initiative of the General Secretariat for Tourism of the Ministry of Industry, Tourism and Commerce, in collaboration with the Autonomous Community of Castille and Leon and the representative body of the local entities of the area (to be created).

These entities sign the above-mentioned collaboration agreement, where the respective contributions committed to by each organization are set down, which amount to a third of the funds which the Plan has at its disposal.

The business agents also participate in the plan subscribing to the agreement and taking part in its development, as the PBTP seeks to make the most of the synergies generated between public and private, between the institutions and the rest of society.

## How much time and how much money?

The duration of the Plan is three years to be rolled out in four calendar years, and the anticipated investment is of 2.4 million euros, as shown in the following graph:

TABLE OF ANNUAL BUDGETS				
YEAR	Ministry of Industry, Tourism and Commerce	Junta of Castille & Leon	Local bodies	TOTAL PER YEAR
1 <sup>st</sup>	350.000 €	350.000 €	200.000 €	900.000 €
2 <sup>nd</sup>	350.000 €	350.000 €	300.000 €	1.000.000 €
3 <sup>rd</sup>	100.000 €	100.000 €	300.000 €	500.000 €
TOTAL	800.000 €	800.000 €	800.000 €	2.400.000 €



## What actions can be undertaken through the Plan?

As public investments for projects of touristic development there is room for:

- Measures destined to improve tourism resources and infrastructure.
- Communication and promotion campaigns for the tourist destinations in the area.
- Organization of events with a touristic value.
- Signage for information and orientation.
- Training for the tourism sector.
- Publications to disseminate the destination.
- Actions targeted at improving the tourism image of the territory, the marketing of its products and its quality as a tourist destination.

## Which actions cannot be undertaken through the Plan?

- Subsidizing of private activities or initiatives, nor intervention in properties which are not publicly owned.
- Undertaking works of general infrastructure such as roads, repairs or public services.
- Generating repeat subsidies.

## The Monitoring Committee

This is the main decision-making body of the Plan, formed by representatives of each signatory and having the following **powers**:

- Approval of projects which define actions to be undertaken.
- Revision and adaptation of these actions.
- Programming the execution of the projects, determining criteria for their realization, and verifying their implementation and fitness for the purpose.
- Adopting the most adequate measures for the best organization and working of the Agreement.
- Resolution of problems of interpretation and compliance with the agreement.
- To act, without prejudice to the corresponding competencies of the Board of Trade, as Advisory Committee in the writing up of reports for the region's



contracting body, in the awarding of contracts which affect the PBTP and in the selection of the manager.

- To ask the signatories, if circumstances deem it necessary, to extend a project deadline and to justify actions.
- Direct the work of management and authorize and verify costs.
- Agree, justifiably, to the use of remaining funds which may be generated by the non-execution of some of the foreseen actions or for a lower cost than that originally budgeted for in those completed.

In its working methods, it will be subject to the following regulations:

- It is composed of eight members, two from each party concerned.
- It will be deemed validly constituted when all the signatory administrations are represented.
- It may invite experts or technicians to its meetings if considered necessary, and these will have a right to speak but not to vote.
- A mayor, elected from the territory's mayors, will be chair of the Monitoring Committee.
- The Manager of the Plan will act as Secretary. In the event of a vacancy a Town Clerk from one of the County's councils will act as Secretary.
- It shall meet at the initiative of the President, when requested by one of its members, and in any case on a quarterly basis.
- The agreements will be adopted by a majority of the representative parts, except for the approval of the actions, their modification and the concession of an extended execution deadline and justification, which demands unanimity from the administrations; in the case of there being various business associations, the totality of their representatives will constitute one entity with one single vote, which will be agreed by consensus between them.

### General Programme of planned activities (see plan of action):

1. Adaptation of heritage for touristic use
2. Network of reception and information centres
3. Creation of itineraries



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4. Programme of signage and accessibility
  5. Programme of training and awareness
  6. Programme of promotion and marketing