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Grupo de Desarrollo Rural Subbética



How to support the guide of geotourism from Geoparks. Las Loras UGGp



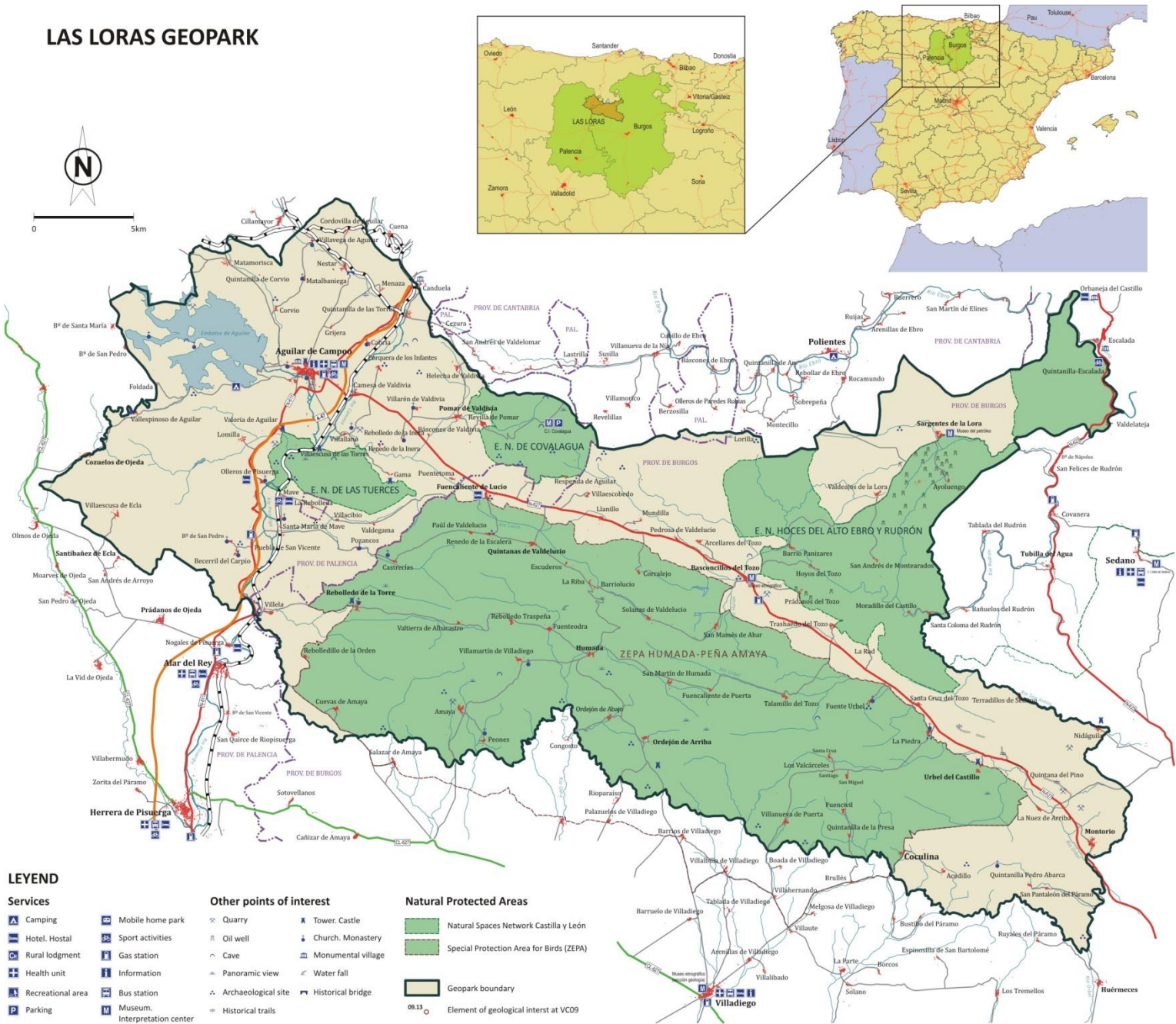
C1.- TRAINING COURSE



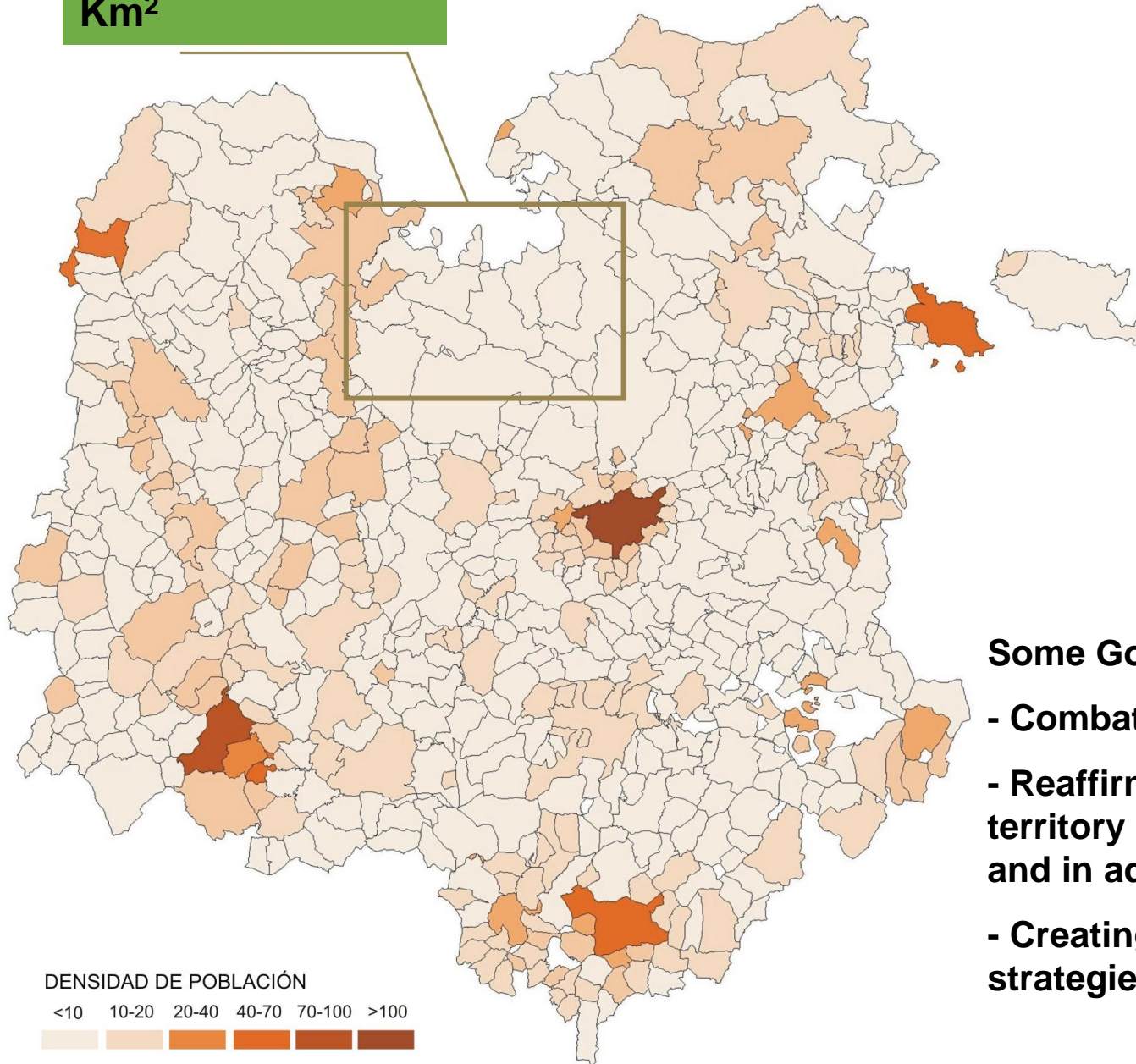
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WHERE WE ARE

13.076 inhabitants.
1.000 Km²



**< 7 inhabitants/
Km²**



Some Goals related with this depopulation-

- Combating the process of depopulation
- Reaffirm the sense of belonging to the territory and pride in it, both in young people and in adults
- Creating sustainable development strategies



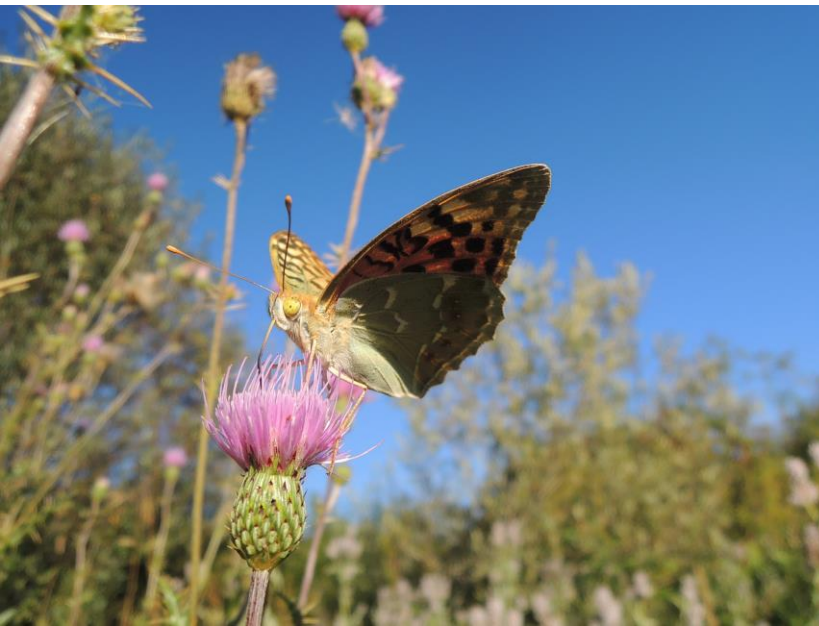
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Geotourism: a holistic vision of the territory to integrate natural and cultural heritage

Las Loras Geopark: It's landscape



And biological diversity



It is cultural heritage





Geology, of course!!



With this holistic view about the heritage and the different sectors related with the tourism we focus, even before becoming a Geopark, on these goals:

- Integrate the already established guides and create a network of geotourism informers in the Geopark.
- Establish quality criteria in the guiding process.
- Socio-economic development of the territory through the creation of new companies or support for existing ones.
- Promote and encourage guided visits to the Geopark as a model of sustainable tourism (guided visitors' center, guided tours, etc.).
- To provide quality training to all those involved in the tourism sector.
- Show the importance of geotourism and guide training to schoolchildren in the Geopark.

Actions and tools for dissemination and valorisation of natural and cultural heritage. *Create and develop the necessary products so that companies and other tourism initiatives can be developed*

- Creation of infrastructures for the support of guides and guides. Visitor centres and volunteering
- Creation of informative materials, maps, brochures, guides, app..
- Research to strengthen the guide's discourse and resource protection.
- Scientific dissemination, transforming scientific information into language for the general public.
- Projects for schoolchildren in the Geopark related to guiding
- Training courses (guides, custodians, tourist accommodation, tourist offices...). Field trips
- Common and uniform equipment for the different guides working in the territory.
- Accompaniment and technical advice (creation of companies, regulations, etc.).
- Visibility in the press, web and social networks
- Referral of activity bookings
- Direct contracting of projects and activities specific to the Geopark (guides, educational programmes, didactic material, etc).

Creation of infrastructures for the support of guides and guides. Visitor centres and volunteering





Geopark Visitors center-Palaeontology



Cave of French



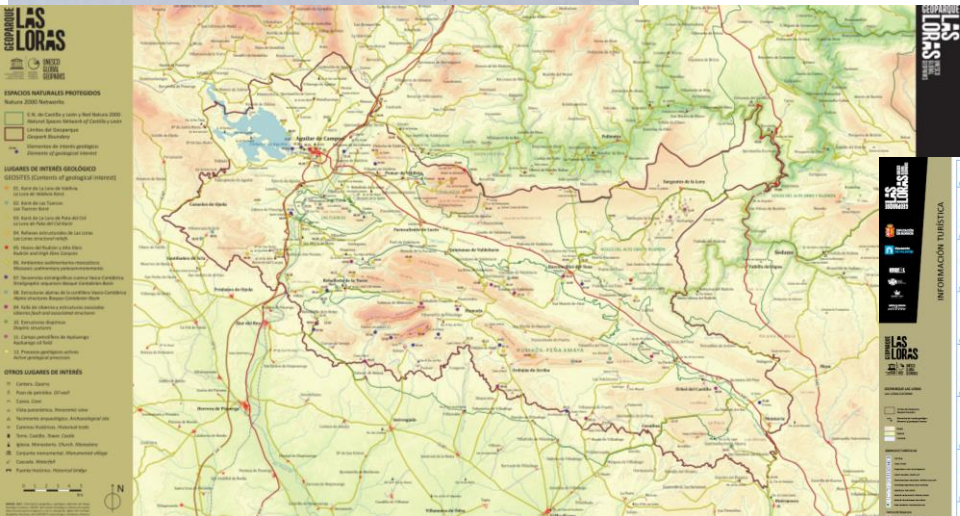
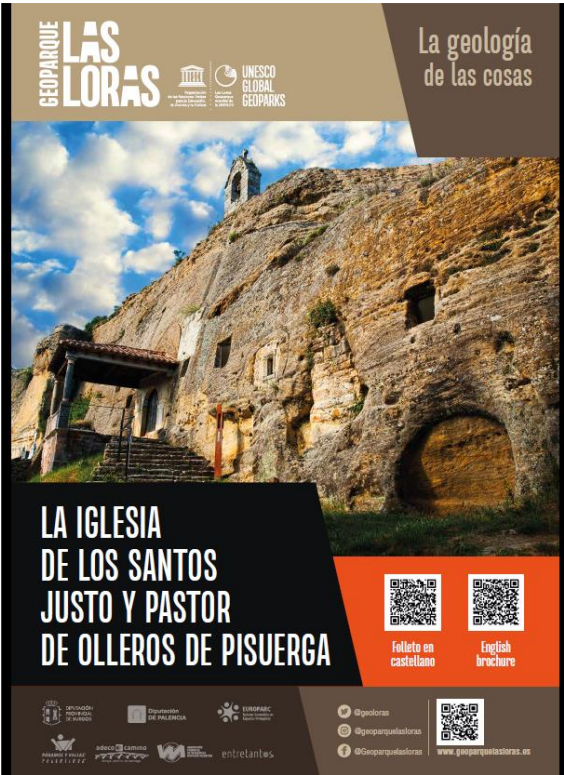
Petroleum Museum



Creation of informative materials, maps, brochures, guides, app...



Wospher



Research to strengthen the guide's discourse and resource protection.

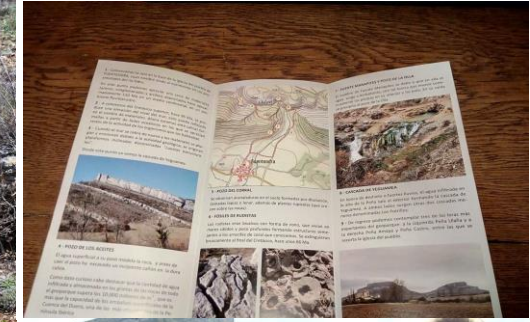
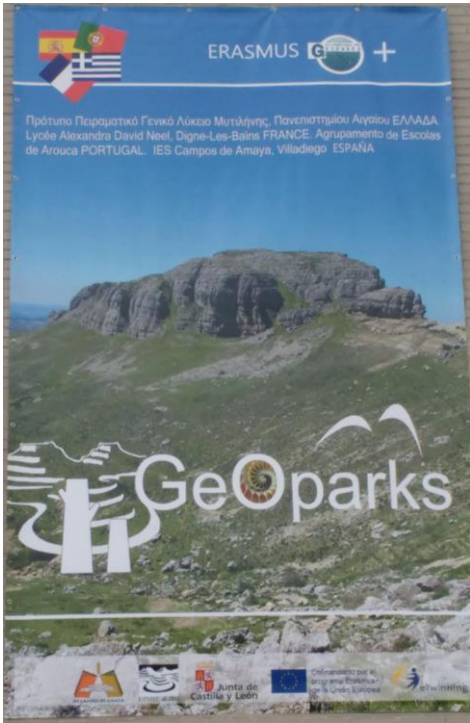


Scientific dissemination, transforming scientific information into language for the general public.



Projects for schoolchildren in the Geopark related to guiding

Erasmus plus project between 4 European geoparks and Exchange project between local Secondary schools- Study the geopark, create content, how to prepare a route, create materials and activities and develop and practice it



Vocational training Students -administration

- Creation of a guidance company
- Creation of a website for the sale of merchandising and other products of the Geopark, including activities



Some results...National Geological Olympiad 2020
4 of them in the first 10 places,
and one of them absolute winner



Maybe future guides????

Training courses: Theory and Field trips

Training *“Las Loras UNESCO Global Geopark, an innovative tool for the development of the tourism sector”*

For:

- Tourist businessmen of the territory, hotels and rural accommodation (they are the “first” guides for their customers), Tourist information point workers, active tourism and ecotourism companies that already existed...



Training courses: Theory and Field trips

Training of Geotourism informants-guides of the UNESCO Las Loras Global Geopark





Training courses: Theory and Field trips

2019 and 2020 by Natures company



GUÍA DE GEOTURISMO EN GEOPARQUES MUNDIALES UNESCO DE ESPAÑA



CURSO GRATUITO PARA PERSONAS DESEMPLEADAS

GUÍA DE GEOTURISMO EN GEOPARQUES MUNDIALES UNESCO DE ESPAÑA

ACCIÓN EN EL GEOPARQUE MUNDIAL UNESCO LAS LORAS

OBJETIVOS GENERALES

- Capacitar para la interpretación del patrimonio natural en geoparques.
- Fomentar el emprendimiento verde ligado a los geoparques españoles.
- Cualificar a los participantes para el desarrollo profesional como guías e intérpretes de la naturaleza.

MODALIDAD

Curso de modalidad mixta de 60 horas: 20 horas presenciales y 40 horas on-line mediante plataforma e-learning.

PÚBLICO DESTINATARIO:

Curso destinado a personas desempleadas, teniendo preferencia las pertenecientes a colectivos prioritario como mujeres, jóvenes hasta 35 años, mayores de 45 años, personas inmigrantes, personas con discapacidad, residentes en áreas protegidas y/o zonas rurales.

INSCRIPCIONES Y CONTACTO:

Si necesitas información y quieres asistir a este curso puedes contactar con nosotros en el teléfono **+34 648 140 091** o en el correo electrónico geoturismofb@natures.es

FECHAS DE IMPARTICIÓN:

Parte presencial: 14 al 16 de mayo 2019.
Parte online: 17 de mayo al 17 de junio 2019.

LUGAR DE IMPARTICIÓN:

Parte teórica: Biblioteca Municipal de Aguilar de Campoo "Bernardo del Carpio". Calle Maricadilla, 7, 34800 Aguilar de Campoo, Palencia, los días 14 y 15 de mayo en horario de 8.00h a 15.00h.
Salida de campo: 16 de mayo en horario de 9.00h a 15.00h.

MATRICÚLATE YA!

Con el apoyo del Geoparque Mundial UNESCO Las Loras



Proyecto puesto en marcha a través del Programa empleaverde de la Fundación Biodiversidad del Ministerio para la Transición Ecológica, y co-financiado por el Fondo Social Europeo

Acciones gratuitas cofinanciadas por el FSE
Conseguir formación y empleo de calidad

Training courses: Theory and Field trips

2018-2019

Custodian (65-95 years old)

The local guides, custodians of the Romanesque churches



Common and uniform equipment for the different guides working in the territory.

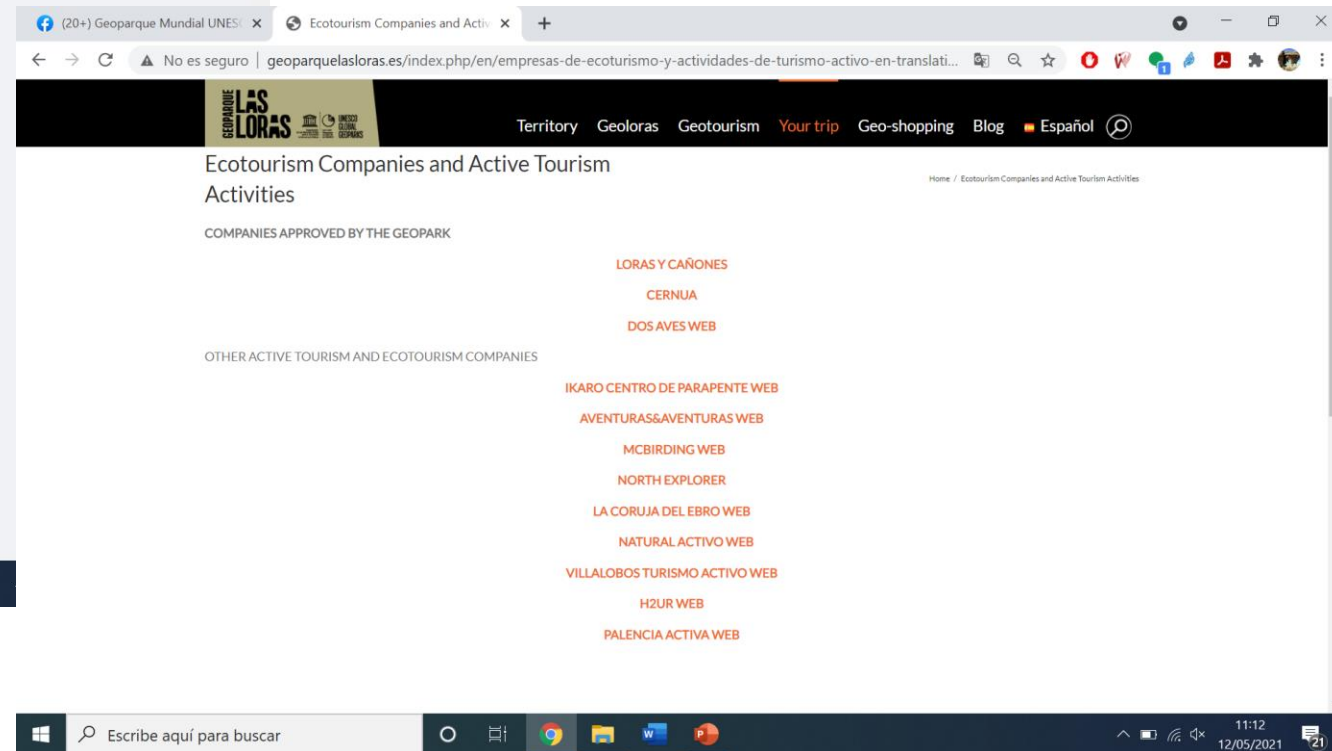
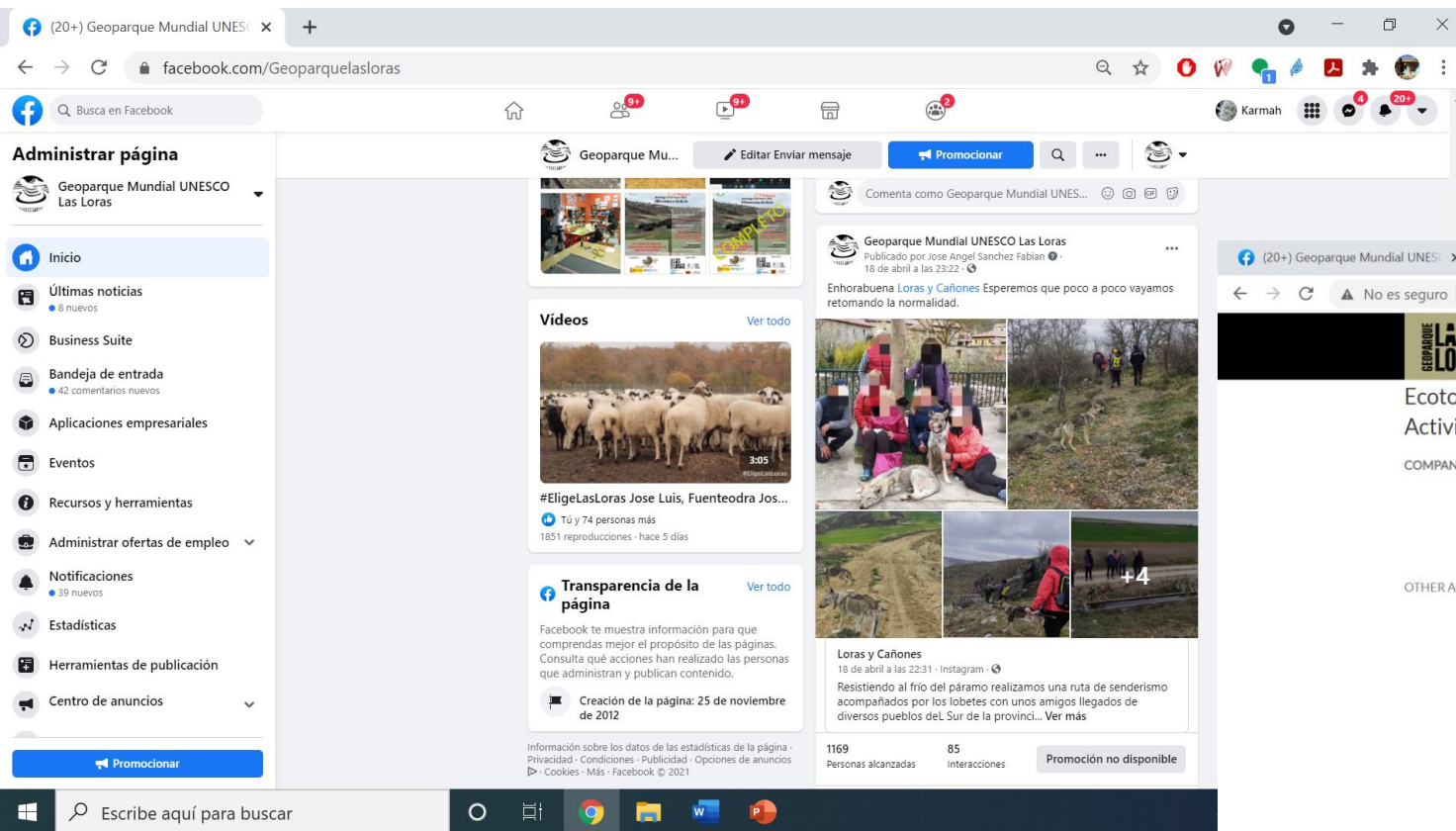


Ana G.Q.

Accompaniment and technical advice (creation of companies, regulations, insurances, etc.).



- Visibility in web and social networks
- Referral of activity bookings
- Direct contracting of projects and activities specific to the Geopark (guides, educational programmes, didactic material, etc).



Other ways to support the sector

Spanish and regional Club of Ecotourism, holding meetings, specific training, creating a brand of collaborating entity (with quality criteria)



Promoting and supporting the collaborations that begin to exist between them...



RUTAS 4X4

ESCALADA

RUTAS GUIADAS

SENDERISMO

INTERPRETADO

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FACEBOOK E INSTAGRAM
@alberguesombreros



1 Hostel and 3 activities companies working together: 4x4 routes, climbing, guided routes, interpretative routes, forest baths..



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**and everything that keep coming up with collaborating
and working together!!!!**

Thank you very much!

GEOPARQUE LAS LORAS



Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura



Las Loras
Geoparque
mundial de
la UNESCO

**UNESCO
GLOBAL
GEOPARKS**