

GEOTUR: Training Course



Hello!!!

18th, May 2021

Who we are?



Natures



**Andalusian cooperative
formed by
geologists and
biologists**
(guides and interpreters
of natural heritage)



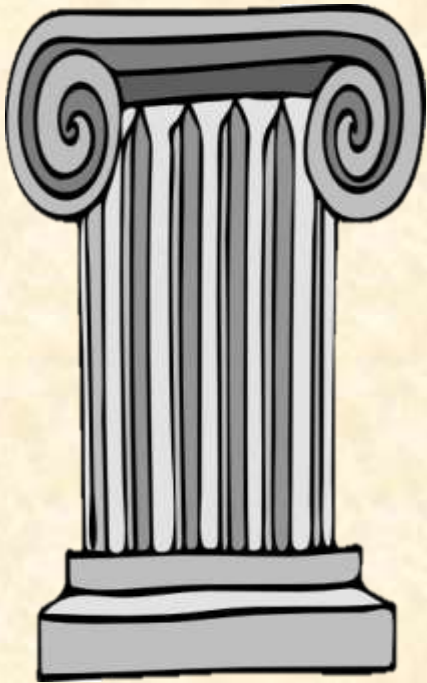
www.natures.es

“We are professionals who bring natural heritage closer to people.

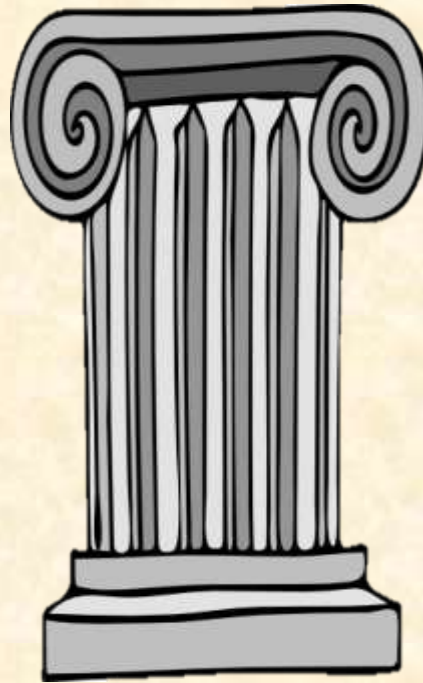
We are the bridge that links the scientific world with citizens”



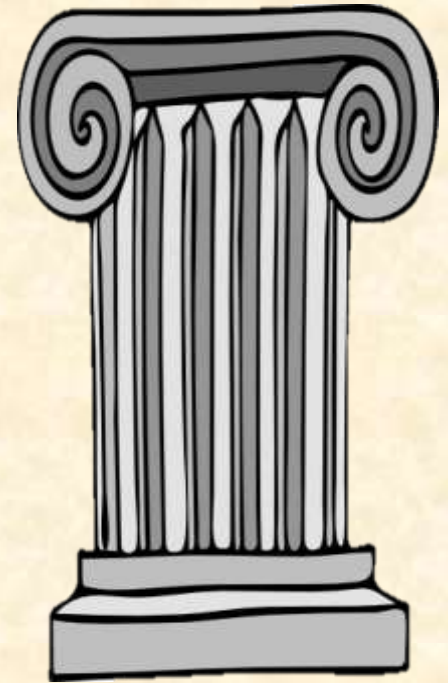
Business vision



SUSTAINABLE BUSINESS
GROWTH



CREATE
KNOWLEDGE



LABOR QUALITY

DEMOCRACY



TEAMWORK



BUSINESS COOPERATION



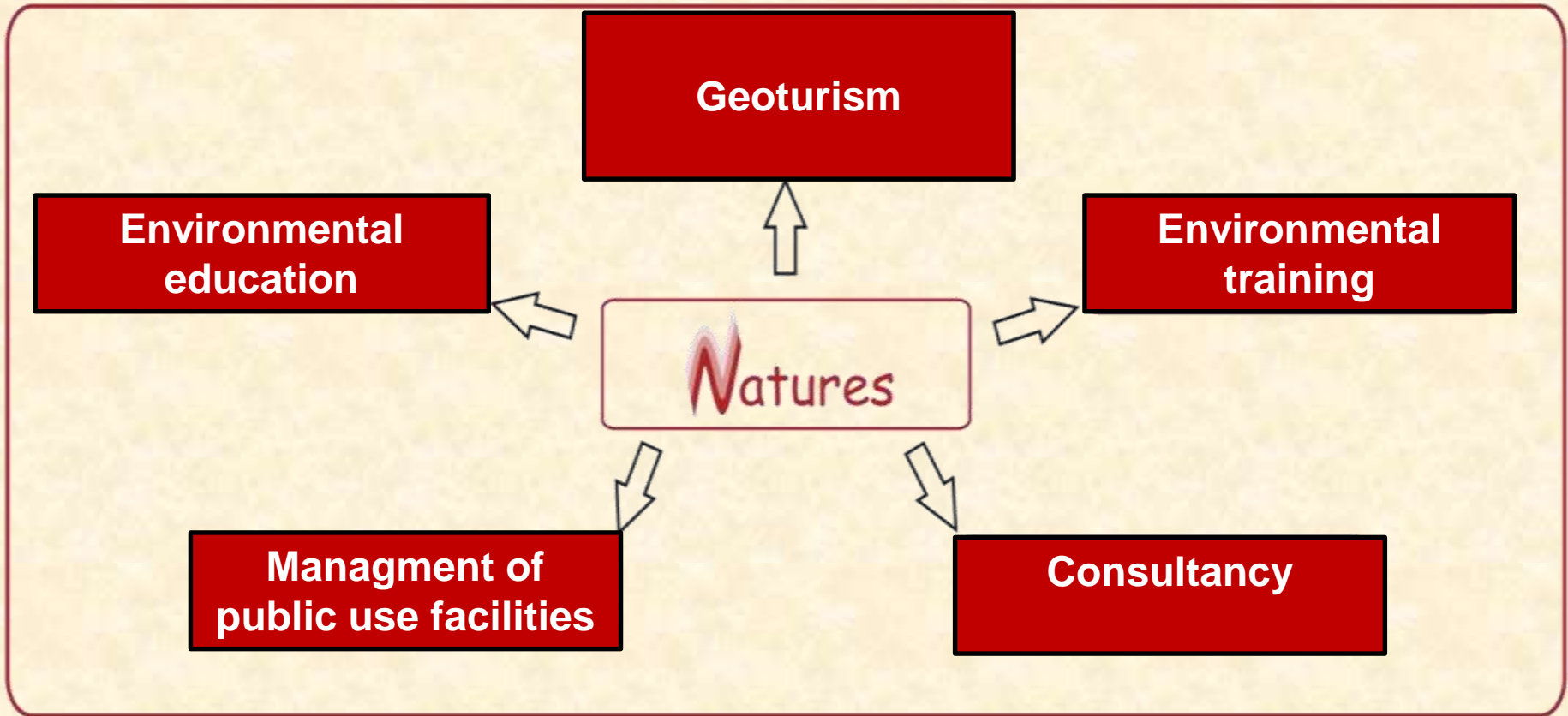
ECOTURISM QUALITY



LOCAL DEVELOPMENT

My attitude is based on how you treat me.

CLOSE TO THE CUSTOMER



Geotourism



Geotourism training

Logo: MINISTERIO DE TRABAJO Y ECONOMÍA SOCIAL, MINISTERIO DE MEDIO AMBIENTE Y TRANSICIÓN ECOLÓGICA, Natures

CURSO GRATUITO PARA PERSONAS DESEMPLEADAS

GEOTURISMO EN GEOPARQUES MUNDIALES UNESCO DE ESPAÑA

ACCIÓN EN EL GEOPARQUE MUNDIAL UNESCO SIERRAS SUBBÉTICAS

OBJETIVOS GENERALES

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

MODALIDAD
Curso de modalidad mixta de 90 horas: 30 horas presenciales y 50 horas on-line mediante plataforma e-learning.

PÚBLICO DESTINATARIO:
Curso destinado a personas desempleadas, teniendo preferencia las pertenecientes a colectivo 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 **geoturismofa@natures.es**

FECHAS DE IMPARTICIÓN:
Parte presencial: 04 de febrero al 09 de febrero de 2020.
Parte online: 10 de febrero al 15 de marzo 2020.

LUGAR DE IMPARTICIÓN:
Parte técnica: Jardín Botánico de la Trufa (Priego de Córdoba), del 04 de febrero al 06 de febrero de 2020, en horario de 09.00h a 15.00h.
Salidas de campo: del 07 de febrero al 08 de febrero de 2020, en horario de 09.00h a 15.00h.

Con el apoyo del Parque Natural & Geoparque Mundial UNESCO Sierras Subbéticas

Proyecto puesto en marcha a través del Programa empleoverde 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**

MATRICULATE YA!

GEOTURISMO EN GEOPARQUES MUNDIALES UNESCO DE ESPAÑA

Guía de geoturismo en espacios naturales

COORDINACIÓN: Encarna Águila Sánchez, Natures S.C.A.

FECHA: Del 7 al 9 de noviembre de 2014.

LUGAR: Camping Los Escullos, San José, Níjar (Almería).

**Andalusian Environmental Training
Plan of the Government of Andalusia.
3 times in Andalusian geoparks**

**EMPLEAVERDE Plan of the
Government of Spain.
2 times in 10 spanish geoparks**

Natures geotourism SWOT Analysis



Strengths

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	Strengths	
External origin (attributes of the environment)		

Qualified and trained staff

Professional experience (more than 10 years)

Knowledge of the geopark figure (territory, people, alliances and procedures)

Use of heritage interpretation techniques

Customer support

Resilience and adaptation of cooperative partners

Attractives routes design

Passion

Weaknesses

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)		Weaknesses
External origin (attributes of the environment)		

Languages (not all the guides have)

Need for more qualified partners for the cooperative

Not time for all

The size of cooperative (4 partners and 6 workers)

Problems with sales and marketing plan

Limited own financial resources

Effort and dedication ≠ €

Opportunities

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)		
External origin (attributes of the environment)	Opportunities	

UNESCO global geoparks

New markets

“Blue Ocean” (few companies)

**Possibility to show our Know-How
(training)**

To translate the geology using heritage interpretation

Local development

To know new people, customs, traditions and territories

Colaborate with others national or international geoparks

**Alliances with Universities, local development institutions or
scientific organizations**

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)		
External origin (attributes of the environment)		Threats

Threats

Unfair competition and labor intrusion

**The geotourist is very scarce.
Geotourism is unknown**

**National tourism is not used to paying
for routes**

Geotourism guide underrated

Possibility of red cards in geoparks

Confusion with active tourism (some geoparks are “red sea”)

Lack of regional and national promotion as a differential product

Pandemic

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Natures

Thank you very much!!!

JORGE RIDAO BOULOUMIÉ

