

FITUR 2024 REPORT

FITUR, Madrid International Tourism Fair, was an objective of the Spanish Geoparks Forum for 2024. Since 2023, a working group has carried out the initiative with the details described in this report.

DATES: JANUARY 24-28, 2024

PARTICIPATING ENTITIES AND FINANCING

The costs were assumed by the Spanish geoparks participating in the event.

The Spanish National Commission for Coordination with UNESCO participates in co-financing, favoring the participation of the Latin America and Caribbean geoparks.

GGN assumed the cost of its participation and that of the GeoLAC coordinator.

PARTICIPATING GEOPARKS (ES)

1. COUREL MOUNTAINS
2. CAPE ORTEGAL
3. LAS LORAS
4. BASQUE COAST
5. SOBRARBE-PYRENEES
6. ORIGINS
7. CENTRAL CATALONIA
8. MOLINA-ALTO TAJO
9. MAESTRAZGO
10. GRANADA
11. VILLUERCAS - IBORES - JARA
12. EL HIERRO
13. LANZAROTE AND CHINIJO ARCHIPELAGO

GEOPARQUES GEOLAC.

1. GRUTAS DEL PALACIO
2. SERIDÓ
3. COLCA Y VOLCANES DE ANDAGUA
4. MIXTECA ALTA
5. IMBABURA

GGN 20TH ANNIVERSARY AND REPRESENTATIVES

Being 2024 the GGN 20th anniversary and the presence in FITUR its first commemoration event, Nickolas Zouros and Artur Sa were representing the GGN.

Additionally, Wednesday and Thursday there was a tasting of local products from different geoparks that have collaborated with companies from each of the territories.

COMMUNICATION.

A communication campaign was carried out on the Forum's own social media, especially on Facebook and Instagram using the hashtags: #GeoparquesEnFitur and #20thAnniversaryGGN before and during the celebration of FITUR supported by the website: www.geoparques.es

The participating geoparks have contributed in their own social media to give visibility to the presence of the geoparks at FITUR and to the presentations and activities that each of them have developed in the different events organized at FITUR, inside and outside the Geoparks' stand.

The campaigns, which have had no cost, have had the following impact:

FACEBOOK: 52,965 total reach, with an increase of 182% and a daily average of 16,600.

896 visits to the page have been registered. 54 new followers.

INSTAGRAM: 285 total reach, with 4 posts and 42 stories. 69 profile visits. 22 new followers.

GENERAL ASSESSMENT

The assessment is very positive; a milestone achieved about collaboration among geoparks and geoparks networks. The participation of the Spanish National Commission for UNESCO and the Spanish Agency for International Cooperation, AECID, favouring the GeoLAC participation, was relevant.

INFORMATION ANNEX ON THE AGENDA OF THE UNESCO GLOBAL GEOPARKS BOOTH IN FITUR.

DISCOVERING EARTH'S HISTORY
UNESCO Global Geoparks

unesco
Geoparque Mundial

(Fitur)
2024

Geoparks' Booth
GEOPARQUES
ESPAÑA

PROGRAM OF EVENTS AT THE GEOPARKS BOOTH.
Monday to 23rd January. Professional days program. During the weekend the booth remains open for the public.

	Wednesday 24	Thursday 25	Friday 26
11:00-12:00	Booth Opening		
12:00-12:30		Meeting Spanish Geoparks Forum-GeotAC	Presentation "Geoparque de Granada: Territorio singular"
12:30-13:00			tribalera. Ecuador
13:00-13:30		Presentation Geoparque Cabo Ortigal	
13:30-14:00	Geoparks' Booth inauguration event: Isa M. Barera / IEG Roberto Zurera / IEG Eugenia Barreiro / GeotAC Santiago Sierra / GeotAC / IEGCO	VIRREAN Bores Ara	
14:00-14:30	Tasting of local products from the geoparks.	Tasting of local products from the geoparks.	
14:30-15:00			
15:30-16:00	Presentation El Hierro	Meeting with the Ecoturismo Association	
16:00-16:30	Presentation Maestrazgo		
16:30-17:00	Presentation : Geoparc Origens Virtuales Museum		
17:00-17:30	Presentation Club ecoturismo Geoparks		
17:30-18:00	Meeting Spanish Geoparks Forum-GeotAC	Presentation Sorido RR	
18:00-18:30			

Wednesday the 24th at 2:00 p.m.
Inauguration event.

The booth offered activities, presentations and informative material to publicize these areas that hold geological heritage of international value. Through different territories with very diverse landscape, cultural and natural characteristics, the geoparks provide visitors with an impressive opportunity to discover the history of the Earth.



For its opening, a busy event was held with the participation of representatives of the Spanish Geoparks Forum, the Latin American and Caribbean Geoparks Network, the Global Geoparks Network and the Spanish National Coordination Commission with UNESCO.



The Spanish Geoparks Forum and the Spanish National Commission for UNESCO (that depends on the Spanish Agency for International Cooperation –AECID-) invited the Latin American and the Caribbean Geoparks Network, GeoLAC.



Concerning the Global Geoparks Network, the participation in FITUR constituted the first of its events to commemorate its 20th anniversary. This network brings together the 195 UNESCO Global Geoparks distributed in 48 countries around the world, 16 of them in Spain. One of their common characteristics is their high degree of cooperation from the local to the international level. Cooperation, a basic tool of innovation, is carried out within the framework of the Network, an international association recognized by UNESCO for the development of the UNESCO Global Geoparks Program.



The Spanish Geoparks, GeoLAC and GGN presented their brochures in this event.



Wednesday 24th at 15h30.

Presentation of El Hierro Geopark: where man still lives in harmony with nature

El Hierro, the island of the meridian, the island of a thousand volcanoes, the youngest island of the Canary archipelago and the wildest. An island territory where traditions, local gastronomy, crafts, agriculture and livestock continue to be part of its essence and authenticity. An environment of diverse landscapes, which invite you to enjoy them little by little, through a network of trails that link the main viewpoints and towns. You can see, from seascapes, where natural pools take center stage, a marine reserve of incredible biodiversity, increased by the underwater eruption in 2011; to the beautiful juniper forests that show how the branches of the trees dance to the sound of the trade winds and pine forests or humid forests that contrast with the inhospitable and singularly beautiful landscape of the lajiales. El Hierro is a natural environment where man still lives in harmony with nature.



Wednesday 24th at 16h00.

Maestrazgo Geopark: GEOLAND 360° project.

The Maestrazgo Cultural Park-UNESCO Global Geopark, presents one of its latest projects at FITUR 2024, GEOLAND 360°. A commitment to accessibility, which aims to bring the geology of the territory closer to all visitors, betting on 360° technology using drone images, complemented with a digital catalog of the most emblematic resources of the territory. The proposal aims to lay the foundations for future visits and capture the attention of tourists and curious people who wish to know more about the dean of Spanish Geoparks.



Wednesday 24th at 16h30.

Presentation of the project "Orígens Geopark: Virtualis Museum"

Its objective is to convert the Geopark into an open-air museum to publicize our natural and cultural heritage through immersive Virtual Reality experiences. The project (PLEC2021-00793) is funded by MCIN/AEI/10.13039/501100011033 and by the European Union NextGenerationEU/PRTR.



Wednesday 24th at 17h00.

The next Ecotourism Congress at the Basque Coast UGGp.



The announcement of the next venue for the Ecotourism Congress, which will be held in Geoparkea on October 22 to 24, was made official.

Geoparks are a first-class ecotourism destination and have important weight in the Spanish Ecotourism Association. This presentation contributed to the visibility of ecotourism as a tourism model in Geoparks.

Wednesday 24th at 17h30.

Spanish Geoparks Forum-Global Geoparks Network Meeting.

Assessment meeting of the event at FITUR, as part of the commemorations of the 20th anniversary of the GGN.



Thursday 25th at 12h00.

Meeting of the Spanish Geoparks Forum-Latin American and Caribbean Network. Special report annexed.



Thursday 25th at 13h00.

Cabo Ortegal Geopark: a commitment to tourism, education and sustainable socioeconomic development.



The implementation of an educational program is presented, which includes, in addition to teaching material for classroom working (didactical units for students) and guided tours in the territory. Likewise, the XeoRutas program was presented. It takes place every year in summer and Easter. With respect to socioeconomic development, the A Fusquenlla Agri-Food Transformation Center was presented as an example of collaborative work among geopark municipalities, facilitating

individuals and small self-employed workers to process their surpluses for sale or self-consumption, thus contributing to local companies and familiar economies.

Thursday 25th at 13h30.

Tourism events at Villuercas-Ibores-Jara Geopark.

With the participation of a large representation of public and private entities, partners of this geopark, the activities scheduled for this year 2024 were discussed. Among them, business activities, Geoeducational actions, Geodyssey, the roads to Guadalupe, the Festivals of Tourist Interest, the promotion of the blue flag of Cancho del Fresno beach, the new arrival of La Vuelta the Villuercas Peak and the activities of the European Geoparks Week.



Thursday 25th at 17h30.

Presentation of Seridó Geopark. Brasil.



Friday 26th at 12h00.

Singularities of the Granada Geopark.

The Granada Geopark, a hidden treasure, is one of the landscapes least altered by human action within the European continent. It constitutes a window to the history of the earth, where you can enjoy landscapes, genuine experiences, traditions, natural heritage, culture and science. It is also a powerful tool that fills a territory with possibilities and improves the lives of its inhabitants.

As part of these unparalleled experiences, astronomical tourism stands out. A growing, sustainable and intelligent type of tourism, capable of providing the Granada Geopark with a new and powerful tool for economic development.

But what makes us unique and different...are the CAVE-HOUSES as a model of traditional sustainable habitat, which invites you to rest in places where the earth embraces you. They are accommodations excavated inside the earth, which constitute a unique tourist product, efficient from an energy point of view, respectful of the environment, integrated into the landscape and a hallmark of local identity.



Friday 26th at 12h30.
Presentation of Imbabura Geopark, Ecuador.



Saturday 27th and Sunday 28th.
Visitors attention.





Thursday 25th at 12h00.

Meeting of the Spanish Geoparks Forum-Latin American and Caribbean Network.



Participants:

Geopark	Network	Representative
Grutas del Palacio UGGp	GeoLAC /UY	Eugenio Bidondo
Colca y volcanes de Andagua UGGp	GeoLAC/PE	Fernando Mejías J. Carlos Meza.
Imbabura UGGp	GeoLAC/ EC	José Boada
Lanzarote and Chinijo Archipelago	SGF	Samuel Carmelo Jorge
Las Loras UGGp	SGF	Karmah Salman José Ángel Sánchez
Mixteca Alta UGGp	GeoLAC/ MX	Emmaline Rosado
Sierra Morena UGGp	SGF	Gonzalo Fernández de Castro M
Seridó UGGp	GeoLAC/ BR	Janaina Medeiros Nayara Santana
Basque Coast	SGF	Leire Barriuso
Villuercas Ibores Jara UGGp	SGF	José M ^a Barrera Javier López

Introduction and background.

The meeting is included into the agenda taking advantage of the presence of GeoLAC representatives in the FITUR activities, favoured by the collaboration of the Spanish Agency for International Development Cooperation -AECID- and the Spanish National Commission for Cooperation with UNESCO. This framework provides a good opportunity for the exchange of knowledge at the Geoparks stand as well as a first evaluation of the experience.

Both the representatives of the SGF and GeoLAC expressed themselves in a positive way, valuing different aspects:

- The opportunity of promoting GEOLAC Network together with GGN and SGF at the Madrid International Tourism Fair.
- The need to evaluate aspects of improvement that drive participation in other editions. Even to assess the presence in similar fairs in Latin America.
- The visualization of other cooperation experiences in meetings managed with our common languages, thus allowing greater participation and a better degree of efficiency.

Issues:

1. Assessment of the cooperation experience and the support from AECID.

The meeting is held within a framework of frank recognition of the organization of the event. Beyond the SGF geoparks initiative and the specific coordination working group, the support of AECID / Spanish National Coordination Commission with UNESCO / Spanish National Geoparks Committee is recognized as fundamental. Likewise, the meaning of the celebration of the 20th anniversary of the Global Geoparks Network and its effective participation. Together with the presence of GeoLAC representatives, the group presented the opportunity to glimpse the design and planning of new cooperation activities for the future that must be agreed upon.

2. Common promotion objectives.

It is about evaluating the joint experience, improving it in terms of its programming and observing the opportunity to share spaces in other editions of FITUR or in other similar fairs in Latin America:

- **World Travel Market (WTM) Latin America 2024.** Expo Center Norte. Sao Paulo (BR) Monday 15 to Wednesday 17 April 2024



It is for this reason that results reports and improvement proposals are prepared for other editions. These reports will be submitted to the SGF and the geopark networks.

3. Awareness raising and capacity building.

- To program new courses to acquire skills and knowledge about geoparks in Latin America and the Caribbean, enabling new territories to think about becoming geoparks.
- Improve knowledge about Geoparks in comparison with other protected natural spaces or biosphere reserves.
- Find better instruments for dissemination and understanding of the local population that, now, understand easier the biodiversity.
- Knowing how to reach the people who live in the geoparks, taking care of their purchasing power so that they, in turn, take care of the geopark.

4. Discover financing mechanisms for cooperation, facilitating the relationship between entities and society that live in geoparks.

- Development Cooperation Funds. (AECID, GIZ,...)
- The Erasmus+ programs in which entities from Latin America and the Caribbean can participate:
 - European Youth Together: ERASMUS-YOUTH-2024-YOUTH-TOG Call for proposal
 - Capacity Building in the field of Youth; ERASMUS-YOUTH-2024-CB Call for proposal
 - Partnerships for Cooperation - Cooperation Partnerships in the field of Youth submitted by European NGOs. ERASMUS-YOUTH-2024-PCOOP-ENGO
 - PROFONANPE: <https://profonanpe.org.pe/>

5. Demographic challenges and social participation.

- Working on the consequences for geoparks in terms of companies, promotion, education, etc.
- Procedures to stimulate participation in the geoparks management plans.
- The important value of communities and their contribution to the identity of geoparks.

6. Legislation and geological heritage.

- Comparative evaluation of legislation, geotourism, geodiversity and geological heritage. For example, through a forum/workshop on the topic (also observe the particular legislation in the autonomous communities in Spain).

7. Tourism.

- Promote a common day of Geotourism.
- Tourism as a tool for social construction and promotion of the territory.

8. Cooperation and institutional support.

- Guarantee institutional support for a work forum with the participation of GeoLAC, geoparks of Portugal and the Spanish Geoparks Forum.
- Propose dates for mixed meetings, events and other GGN action purposes.
- Capacity-building actions when creating new national committees.