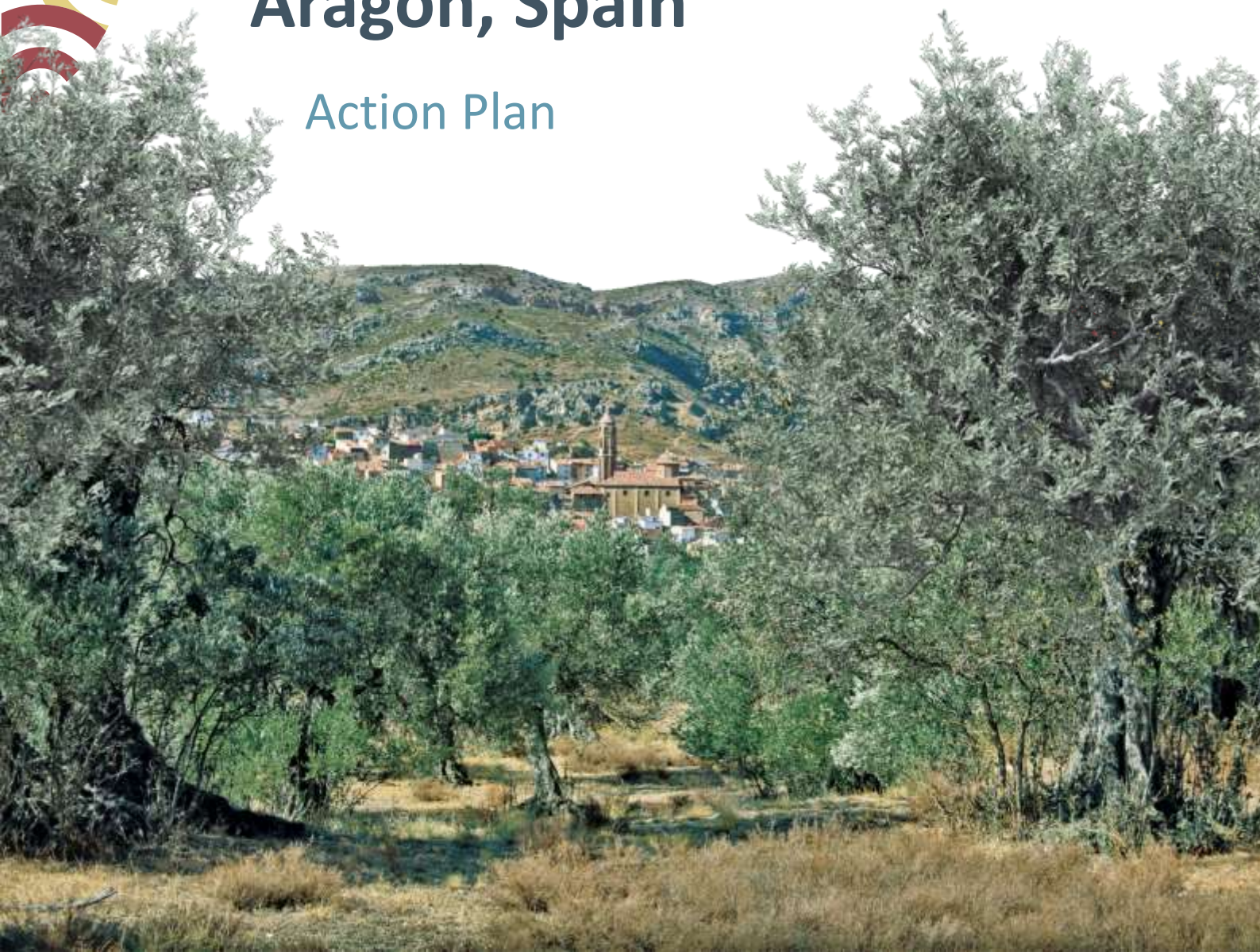




Be.CULTOUR
Beyond cultural tourism

Aragon, Spain

Action Plan



Be.CULTOUR Beyond cultural tourism

www.becultour.eu



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PREFACE

To develop the Action Plan of the Be. Cultour Project in the Cultural Park of the Martín River, three local meetings were necessary, which took place in November 2021, March 2022 and May 2022, with the participation of more than 30 agents.

In each of the local workshops, work has been carried out with different objectives, from the general to the concrete, to create an Action Plan.

The first local workshop focused on sustainability, the journey in experiences and coordination with the different local actors who searched for the hidden assets of the territory, defining the potential of the region, divided into four pillars:

- Nature (biodiversity, starlight, rare species),
- History and heritage (Jewish heritage, legends),
- Agri-food (dried tomatoes, beans, traditional sweets),
- Crafts and raw materials (mushrooms, jewellery, medicinal plants, stones and bones decorated with rock art).

The challenges identified in LWS1 were:

1. Depopulation: People are leaving the region and moving to the cities. The local government does not have a clear plan for brain gain and dialogue with young people.
2. Lack of awareness of the region's potential: The attractiveness of various destinations is not evident. So far, tourism policy has focused on encouraging short stays. Changing the orientation towards sustainable tourism requires a holistic approach and a joint effort.
3. Involvement of residents, cooperation: A community approach is missing. Organisations related to culture and the arts operate separately; this also applies to producers of local products who, for example, do not cooperate with potential distributors of their products.

The second local workshop reflected on the challenges identified in taking the first steps in devising the Action Plan. For each of the three challenges, groups identified the actions and sub-actions that could address each. This intense work made it possible to reflect on the changes needed to move from linear to circular tourism, to time the actions (short and long term) and identify the products/services that would contribute to solving the challenge.

As a result of this workshop, eight proposals for actions were identified and discussed at the last local workshop, resulting in the Action Plan below, consisting of three actions.



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Abbreviations

ATADI	Teruel Association of Associations of People with Intellectual Disabilities
DPT	Provincial Council of Teruel
LAAAB	Aragon Open [Government] Laboratory
LWS1/LWS2/LWS3	Local Workshop 1/2/3
SDG	Sustainable Development Goals
UNESCO	United Nations Educational Scientific and Cultural Organisation

What makes us unique? Introduction and context.

Pilot Heritage Site – short characteristic

The Cultural Park of the Río Martín (Martin River) has a total surface area of 252.88 km² and includes eight municipalities belonging to three different regions of Teruel: the region of the Cuencas Mineras (Montalbán and its hamlet Peñarroyas, Torre de las Arcas, Obón and Alcaine), the region of Andorra-Sierra de Arcos (Alacón, Oliete and Ariño) and the region of Bajo Martín (Albalate del Arzobispo).

The Association of the Cultural Park of the Martín River was created with the support of local and socio-cultural entities in 1995. The association aims to promote its definitive creation. In 1997, the Law of Cultural Parks of Aragon was developed. The Cultural Park stands out for its natural, geological and architectural heritage, gastronomy, language and folklore. It is especially remarkable for the rock art hidden in its canyons and ravines, which forms part of the Rock Art of the Mediterranean Basin in the Iberian Peninsula, declared a UNESCO World Heritage Site in 1998.



Tangible and intangible cultural heritage – including visitor hot-spots

As detailed below, there are 14 tangible and intangible cultural heritage resources in the Cultural Park of the Río Martín.

1. Rock Art of the Mediterranean Basin (tangible cultural heritage)

In 1998 the Rock Art of the Mediterranean Basin was declared a World Heritage Site. In the Cultural Park, there are 24 rock shelters with this declaration. The cave paintings in the Río Martín Cultural Park date from the Epipalaeolithic and Late Bronze Ages. The cave paintings in the Cultural Park of the Río Martín date from the Epipalaeolithic and Late Bronze Age, from approximately 6000 BC to 1000 BC.

A few examples:

- “El Covacho de la Tía Mona” is formed by seven archers chasing a goat.
- “El Frontón de los Cápridos”, made up of 43 figures. The most outstanding figure is a naturalistic deer.
- “Los Estrechos I” comprises 85 figures in red and black, Levantine and schematic. It has three zones, the third one being the most important with 77 figures where equids, bovinds, human figures, and lines predominate.
- “Los Estrechos II” is made up of 14 figures in red grouped in three panels, one of which is further away. The figure of a hind in a naturalistic style stands out.
- The route of the Straits gives access to the site of Los Chaparros. On the site, there are 115 figures from different periods. Archers and pregnant women stand out.
- “El Recodo de Los Chaparros” has entirely schematic paintings, separated stylistically and chronologically.

The "Antonio Beltrán" Cave Art Interpretation Centre in Ariño displays these manifestations in a photographic exhibition and life-size tracings of almost all the paintings in the “Cultural Park”.

2. Iberian site (tangible cultural heritage)

Iberian settlements are outstanding throughout the province of Teruel, and in the Cultural Park of the Río Martín, we find some examples in Oliete and Albalate del Arzobispo. However, the

most outstanding are "El Palomar" and "El Cabezo de San Pedro" in Oliete, which form an Iberian route of great tourist interest.

3. Mudejar art in Aragon (tangible cultural heritage)

Mudejar Art is a genuine manifestation of the Hispanic kingdoms' Muslim, Christian, and Jewish cultures. The Islamic heritage blends intimately with Western architecture as a lesson of coexistence and mutual learning. In Aragon, it developed between the 12th and 17th centuries. UNESCO World Heritage Site (declared in 2001). Mudejar monuments use brick and glazed ceramics, especially in the bell towers.

The following monuments stand out in the "Cultural Park":

- The church of Santiago in Montalbán is one of the monuments of Aragonese Mudejar art of most significant typological interest, along with the church of San Pedro in Teruel. The Order of St. James built the church during the 13th and 14th centuries, dedicated to St. Mary and the Apostle St. James the Greater. Two distinct phases can be distinguished in its construction, differentiated by the style and material used.
- Although the Church of the Assumption of Our Lady of Obón dates from the 17th century and is Baroque in style, it has a Mudejar tower. It is made of brick, has a square floor plan, is considered laminar, and dates from the 15th century. It is one of the few examples of a Mudejar tower in this part of the province of Teruel. The church has been recently restored, hence its whitish colour.
- In Albalate del Arzobispo, in the Church of La Asunción, built in Gothic style between 1581 and 1589, the tower was restored in 1998.
- In Alcaine, the Church of Santa María La Mayor (17th-18th centuries) stands out with its spectacular Baroque altarpiece and unique bell tower in the Mudejar tradition, typical of late Aragonese buildings.
- As in Alcaine, the Baroque church of La Asunción de Oliete, from the 17th century, has a bell tower built in the 18th century in the Mudejar tradition.

Resource 4: Mediaeval architecture (tangible cultural heritage)

The "Cultural Park of the Río Martín " also has a rich historical and artistic heritage, with outstanding buildings from the mediaeval period. The most important examples in the area are:

- The Tower of Los Moros de Alacón.

- The Castle of Alcaine.
- The Archbishop's Castle of Albalate del Arzobispo.
- The Montalbán Wall and the Torre de la Cárcel.
- The Castle of the Encomienda de Montalbán.

The Tower of Los Moros, or "Torre Vieja" of Alacón probably built to serve as a defense for this Muslim town, which also had a mosque and a palace. It formed part of the defensive enclosure. It has a square floor plan and is approximately 15m high. Its date of construction is unknown, although some studies date it to the 12th century. The tower was restored in 2008 and 2010 by experts.

The castle of Alcaine is a fortress of Muslim origin that served to guard the road that ran along with the Río Martín. The unique defensive system was composed of several towers (at least 7), built-in stone. In the 15th century, the castle was owned by private individuals.

The Archbishop's Castle of Albalate stands on a small plateau on a hill, an enclave where there was originally a Muslim fortress of which there are no remains. In 1149 Ramón Berenguer IV donated the town and castle of Albalate to the bishop of Zaragoza.

Its dual military and residential function conditioned the morphology of the castle. Due to its quality and conservation, it is considered one of the jewels of Aragonese Gothic architecture. The court belongs to the Town Council of Albalate, is used for civil and cultural events, and is open to tourist visits.

The building is made of ashlar and has a rectangular floor plan and two floors, with remains of sculptural decoration in some of the capitals. The castle also has an enclosed parade ground and a tower and walls that surround the enclosure.

Walls of Montalbán and Torre de la Cárcel: The town was surrounded by walls dating from the 14th century, although an earlier wall is possible.

Castle of the Encomienda, Montalbán: The castle is in the upper part of the town. Today only a few walls and the remains of three towers remain. The court was conquered by the Muslims and reconquered again. Jaime I, King of Aragon, also stayed there for some time. The castle was abandoned but was used again during the Carlist Wars in the 19th century and bombed.

Resource 5: The art of dry-stone wall technique (traditional construction methods)

The construction technique of dry stone, dry stone, or dry architecture is a traditional technique whose main characteristic is the absence of mortar or any binder in the placement of the construction material, the unworked stone, and generally of reduced size and weight.

These constructions have different typologies:

- Boundary elements: enclosures for pastures, farms, boundaries, and corrals.
- Constructions for diverse and agricultural uses.
- Constructions linked to water: wells or ponds, drinking troughs, washing places.
- Other constructions: refrigerators, fridges.

This technique was passed down from generation to generation, orally and through informal apprenticeship. This technique dates back to the Late Bronze Age and has been widespread in Europe since the Late Middle Ages. In Aragon, it was practised until the middle of the 20th century, being an overall technique throughout the territory. However, it has since disappeared entirely in some areas for various reasons (change of economic model, depopulation, disappearance of productive activities, and ageing of the population that know the technique).

In 2018, UNESCO inscribed this technique on the Representative List of the Intangible Cultural Heritage of Humanity, including Cyprus, Greece, France, Croatia, Slovenia, Italy, Switzerland, and Spain.

The following sites stand out in the "Cultural Park":

- The threshing floors of Peñasroyas.
- Huts and mouths of wine cellars distributed between Alacón and Montalbán.

From Montalbán, a track leads to the area of Cantalobos, of great ethnological value, where there are a large number of constructions made with this technique, most of them shepherds' dwellings. These constructions were recovered and restored with a European program Culture 2000 "Parcours de Pierres" project through an employment workshop.

Resource 6. Tamboradas (intangible heritage expressions)

The "tamboradas" are intense, prolonged, and rhythmic ritual peals of thousands of drums repeatedly beating, both day and night, in many public spaces in towns and cities.

Every year they contribute to creating a fascinating and emotionally charged atmosphere of sound, making a strong sense of collective identity and belonging.

The most experienced drumming groups transmit the corresponding practices and knowledge to the younger ones, communicating a strong sense of belonging and deep identification with this collective ritual. Thus, this social practice has long-standing and massive participation.

In 2018 it was declared Intangible Cultural Heritage by UNESCO. Albalate del Arzobispo, a village that makes up the "Cultural Park of the Río Martín", participated in this candidacy.

As well as in Albalate del Arzobispo, the "Tamboas" days in Ariño are also worth mentioning.

In the Interpretation Centre of Popular Culture (Albalate del Arzobispo), there is information about Easter, and you can find instruments used during these celebrations.

Resource 7. Mediterranean diet (Intangible heritage expressions)

The Mediterranean Diet is knowledge, practical skills, and traditions related to agriculture, fishing, livestock, and cooking and consuming food. Eating together in Spain is the basis of cultural identity. It is a moment of exchange and social communication with the family and the community. It is related to values such as hospitality, intercultural dialogue, and creativity. The Mediterranean Diet is present in all festivities and everyday life and favours social cohesion. Women play a fundamental role in the transmission of knowledge related to the Mediterranean diet.

It was inscribed in 2013 on the Representative List of Intangible Cultural Heritage by UNESCO.

This area is very well known for its olive oil production and the wine, two of the leading products of the Mediterranean diet. Nowadays, we still have oil mills such as "La Sociedad" in Albalate del Arzobispo, known for its magnificent oil. In this context of promoting the Mediterranean diet and fighting against depopulation, the project "Apadrina un Olivo (Sponsor an Olive Tree)" was created in Oliete to recover the abandoned olive trees in this town and promote sustainable rural development.

Resource 8: Fauna and flora (Natural heritage)

In the "Cultural Park," there is a great variety of protected species of fauna and flora. The climate, geomorphology, vegetation, and fauna are closely related. We can find two Interpretation Centres:

- Fauna Interpretation Centre (Alcaine): allows the visitor to learn about the varied fauna of the area. There are photographs, texts, recreations of animals, and even recordings of their sounds and pursuits of the place where they live in the Interpretation Centre. In addition, visitors can learn about the main ecosystems of the "Cultural Park."
- Flora Interpretation Centre (Torre de las Arcas): It has a botanical garden with examples of the flora of the "Cultural Park."

There are birds of all kinds, such as the peregrine falcon (*Falco peregrinus*) or the golden eagle (*Aquila chrysaetos*). Also, small reptiles, mammals, and bats (for example, in the Cueva of San Pedro). Other places of particular interest are:

- "Cola del embalse de Cueva Foradada" reservoir Foradada in Alcaine: breeding place for aquatic species. The great crested grebe (*Podiceps cristatus*), the mallard (*Anas platyrhynchos*), or the common teal (*Anas crecca*) stand out.
- Observatory of birds of prey at the Alacón vulture feeder.

As for the flora, there is an excellent contrast between the southern and northern areas of the Park. The southern zone has a colder and wetter environment (Montalbán-Torre de las Arcas, Obón, and Alcaine). There are natural groves such as the "Monte de Guardias" in Alcaine. In the northern area of the "Cultural Park" (Alacón, Oliete, Ariño and Albalate del Arzobispo) the altitudes are lower and the environment drier.

We highlight the "las Planetas" (declared Special Protection Area for Steppe Birds). On the river banks, the vegetation is abundant, and there are willows or ash trees, among others.

Some areas have been repopulated with Aleppo pine (Pinar of la Pinarosa in Ariño or Pinar of los Molares, between Oliete and Alcaine). Less frequent but more spectacular is the "Sabina albar". (San Pedro in Oliete or La Dehesa in Alcaine).

Resource 9: Reptile and dinosaur ichnites (Paleontological heritage)

The "Cultural Park of the Río Martín (Martin river)" is rich in palaeontological heritage. However, the dinosaur ichnites of Ariño and Obón, fossilised footprints of reptiles and dinosaurs, stand out:

- The dinosaur ichnites of Puente Escuriza (Ariño). It contains 61 ichnites called "underprints." It is a unique site dating from the Upper Barremian (125 million years

ago) in Aragon. Unfortunately, there are only dated fossils from this period in another area of Teruel.

- Obón dinosaur ichnites: In 2015, some 50 ichnites from more than 130 million years ago were found.

This palaeontological heritage is collected in several centres:

- "Francisco Andreu" Palaeontological Interpretation Centre in Alacón. It is an educational centre whose aim is to disseminate the historical and cultural past and the palaeontological richness of the "Cultural Park." We can find reproductions of the dinosaurs that lived in this territory, fossils, and cave paintings of caves in the area, among which the "Barranco del Mortero" stands out.
- The local Dinópolis office: Valcaria (Ariño): The exhibition is divided into ten areas and allows visitors to learn about the fauna and vegetation of 111 million years ago through reconstructions. More information at: <https://www.dinopolis.com/valcaria.html>

Resource 10. Geological heritage (natural heritage)

The "Cultural Park of the Rio Martin (Martin River)," with 250 square kilometres, is located in the Aragonese branch of the Iberian Mountain Range and around the middle section of the river that gives it its name. The river and its tributaries have shaped its landscape, formed by steep canyons crossed by mountain ranges.

To the south of the "Cultural Park" is the limestone massif of La Muela (Montalbán), with an altitude of 2045 metres. In Peñarroyas, the river breaks the rocky strip of red sandstones of the Buntsandstein, from the Lower Triassic, cutting transversely through the "Cultural Park" from Hoz de la Vieja to Torres de las Arcas.

In the centre of the "Cultural Park", the Martín river crosses the calcareous massif of Las Muelas. The Foradada reservoir is built in this area.

To the northeast of the "Cultural Park", the Muela and Mortero ravines and the Escuriza river join their waters to the Martín river, opening a deep gap in the mountain range known as "Los Estrechos".

The "Cultural Park of the Río Martín (Martin river)" has an essential geological wealth, and for this reason, we highlight some specific examples of the geological heritage of the area:

- The "Sima de San Pedro" (Oliete) is unique in Europe for its dimensions and geological value. It is 80 metres in diameter and 86 metres deep.
- "Peñas Royas": so called because of the red colour of its clayey soil.
- "Barranco del Mortero" (Alacón).
- "Chevron folds" (Alcaine and Ariño).
- Massif of "La Muela" (Montalbán).

All this geological richness is gathered in informative equipment that relates the tourist with the context. In the Río Martín Park, there is the Geology and Speleology Interpretation Centre of Montalbán. It offers information on the geological history of the Cultural Park, the importance of coal mining, some points of particular geological interest, or the karst world ("Sima de San Pedro," "El Valle del Cabra," "El Valle del Mortero").

Resource 11: Industrial Heritage (tangible cultural heritage)

Among the regions that make up the Park is one, the Cuencas Mineras, traditionally mining (coal, iron, gypsum, lead, and salt mines), which has been the area's economic engine since the 20th century.

Mines were built in Ariño, such as the one next to the Martín river (from 1917), consisting of two buildings. In addition, the power station began operating in 1920 thanks to the use of water from the river.

This recent history can be visited in the Mining Museum "Pozo Corral Negro" in Ariño: The history of Ariño is linked to coal mining. First of all, the museum explains the economic and cultural impact that mining had on Ariño. Then, it reconstructs a mining quarter around the "Castillete Pozo Corral Negro".

Along with this mining tradition, there are remains of proto-industrial and industrial heritage that also stand out for their interest, such as traditional washing places, pottery kilns, and refrigerators.

The icehouses are places of great tradition, as they were used to store large quantities of snow and ice to preserve foodstuffs throughout the year. The restoration and consolidation of the old "Nevera" of Alcaine, located in the centre of the village, stands out. Other examples are preserved, such as those of Albalate del Arzobispo and Montalbán.

Resource 12. The Cultural Park of the Río Martín (Martin river). Traditional trails and roads (Natural heritage)

The "Cultural Park of Río Martín" is in the northeast of the province of Teruel, around the river Martín. Along the canyons and ravines, there are caves with prehistoric cave art. There are also Mudejar monuments, castles, Iberian settlements and fortifications, historic-artistic sites, ice houses, traditional washing places, a rich geological heritage, and a great variety of protected species of fauna and flora.

The "Cultural Park" helped to create a Law of Cultural Parks of Aragon in 1997. The Cultural Parks have delimited territories with landscape and ecological values that contain relevant cultural manifestations and elements. These Cultural Parks have global protection and special protection measures for the relevant aspects.

In the "Cultural Park of the Rio Martin," several routes have allowed the recovery of traditional paths. On them, you can enjoy the rock art and the different cultural and natural elements of the Park. These trails have the title of tourist trails of Aragon and as a European Cultural Itinerary attached to the CARP (Prehistoric Rock Art Trails). The routes, included in the "Guide of the Cultural Park of the Río Martín," updated and renewed in December 2020, are as follows:

- Montalbán - Peñarroyas Route.
- Route of La Muela. Montalbán Route.
- Ancho River Route.
- La Cingla Route.
- Cantalobos Route. You can see traditional dry stone constructions.
- Route of Peñarroyas - Obón
- Obón - Alcaine Route
- Route of Alcaine - Oliete
- Route of Oliete - Ariño
- Route of Alacón - Oliete
- Route of Ariño - Puente del Batán
- Route of Ariño - Viewpoint of Sierra de Arcos
- Route of the Narrows. Bridge of Batán - Albalate del Arzobispo
- Route of the Valdoria Ravine - Black Cave. Albalate del Arzobispo.
- Route of Lastras de San José. Albalate del Arzobispo.

Resource 13. European Cultural Routes. (cultural heritage)

The "Routes of Santiago de Compostela" is the set of Christian pilgrimage routes whose origin is mediaeval and leads to the tomb of St. James in the cathedral of Santiago de Compostela. There are also villages in the "Parque Cultural del Río Martín" through which the route passes. Specifically, it is the Camino de Santiago de Castellón-Bajo Aragón, which passes through the town of Albalate del Arzobispo.

The Routes of Santiago de Compostela appeared in 1993 on the List of the World Heritage List. The Routes of Santiago has been a meeting place for its pilgrims since it emerged some eleven centuries ago. It has facilitated a constant cultural dialogue between pilgrims and the communities through which they pass. It has also been an important commercial and knowledge dissemination axis, supporting economic and social development along its itineraries.

Resource 14. Traditional festive routes (intangible cultural heritage expressions)

The area's economic engines are agriculture and livestock farming, and these are the themes around which the fiestas revolve. The Centre of Popular Culture in Albalate del Arzobispo brings together all these traditions dedicated to traditional work and festivities.

The parties take place in winter, spring, summer, and autumn.

Winter festivals. The rites of these festivals are based on winter's farewell to celebrate spring's arrival and the return to agricultural work. It is necessary to ask for the mediation of the saints.

Winter festivals include:

- San Fabián, San Sebastián and San Antón. In Oliete, working animals were walked three times around a bonfire to not fall ill.
- San Blas. Traditional cakes, scones, and pastries are blessed.
- Santa Águeda or Agatha. The women would take over the Town Hall and dress up as men, take the boys out dancing and ring the bells.
- San Valentin, originally a shepherds' festival in honour of San Fauno.
- Santa Barbara, patron saint of miners.

In carnivals, the population celebrates the freedom and joy in which people dress up in costumes and maintain their anonymity to break the censorship of the rules.

Spring festivals. There are pilgrimages to sanctuaries or hermitages located in the "Parque Cultural," where people give thanks for the sowing, the fertilisation of the fields, or ask that the weather be good and bring rain.

The prominent pilgrimages include:

- Pilgrimage to the San Pedro Chapel in Oliete or the pilgrimage to the Virgen del Cantal Chapel.
- Pilgrimage to the Hermitage of Santa Quiteria in Peñarroyas.
- Pilgrimage to the sanctuary of Nuestra Señora del Olivar in Estercuel.
- Pilgrimage to the shrine of the Virgen de Arcos.

It is also worth mentioning the East and its processions. In that case, it is the "tamboradas," as in Ariño during the "Tamboas" days and in Albalate del Arzobispo during the Drum and Bass Drum Route (included in the Representative List of the Intangible Cultural Heritage of Humanity).

Summer Festivals. These are the festivals in which the villagers honour their patron saints. They are the main festivals, the party after the harvest, and formal events (sports, popular games, heifers, rounds, jotoseros festivals, dances).

Autumn Festivals. They begin with the "sanmigueladas" until the onset of winter on 21 December. After that, the agricultural cycle and the patron saint festivities are over, and sowing begins. Some pilgrimages stand out, such as the one to the hermitage of San Miguel in Alacón, in which the people sing, which also takes place in Albalate del Arzobispo. And in November, the feast of the souls, the days of "Todos Los Santos y Difuntos" (All Saints and the Faithfully Deceased).

Existing development strategies and identified gaps

The cultural heritage of Aragon is a critical component of the strategic priority "Well-being and quality of life" of the Aragon S3 approved in 2015. An essential part of this heritage is in the province of Teruel and dates back to the Jurassic period. However, this province faces significant demographic and territorial challenges that endanger conserving its rich cultural heritage. Moreover, Teruel is also one of the territories involved in the coal mining transition. In this context, the tourism, hotel, and catering sectors are crucial for the province's socio-economic development.

The tourism sector already accounts for 54% of the province's GDP. However, its importance at the regional level is minor compared to destinations such as the Pyrenees or Zaragoza. Furthermore, excessive concentration in a single industrial sector is not advisable.

Existing development strategies:

Particular Demographics and Anti-Population Policy Guideline.

The actions of the Community of Aragon in the face of demographic and population problems have not been entirely positive. Nevertheless, it is necessary to value the rural environment's potential, opportunities, and resources to face the demographic situation. Therefore, in 2017, the Special Directive on Demographic Policy and against Depopulation was approved to create the conditions that allow people to develop at all stages of their lives and to make progress in overcoming discrimination between territories regarding job opportunities and access to services.

About the Be. Cultour project, its Action Plan and the needs of the Cultural Park, this guideline is related to some of its objectives, among which the following stand out:

- To stop the exodus of the young population and the Return Plan (Demographic objectives).
- Encourage the development of economic activities and entrepreneurship in rural areas (Population objectives).

- Promote fiscal measures to facilitate economic activity in rural areas (Population objectives).
- Intervention in providing equipment and essential services to reduce the existing gap between urban and rural supply (Population objectives).
- Facilitate access to broadband internet as a universal right for everyone living in Aragon, regardless of their place of residence (Population objectives).
- Improve mobility, technological, collaborative, and for all people, regardless of the place of residence, residents of Aragon (Population objectives).

In addition to the objectives set out above, the Special Directive on Demographic Policy and against Depopulation has a series of strategic lines related to the Be. Cultour project, its Action Plan and the needs of the Cultural Park:

- Improvement in the taxation of companies located in rural areas.
- Aid for entrepreneurship arises in small towns, particularly among the female population.
- Awareness-raising and attention ("listening to the demands of rural areas") to reduce the "gap" between rural and urban areas.
- To set up a Territorial Cohesion Fund to help settlements with less territorial development by acting on those elements or factors that impede such development

More information:

<https://www.aragon.es/-/documentos>

Strategies based on shared resources among the actors in the territory:

At the national level, the Ministry for Ecological Transition and the Demographic Challenge has 130 actions organised into ten axes to promote equal opportunities and territorial structuring.

The axes are as follows:

- Axis 1. Boosting Ecological Transition
- Axis 2. Digital Transition and Full Territorial Connectivity.
- Axis 3. Development and Innovation in the Territory.
- Axis 4. Promoting Sustainable Tourism.
- Axis 5. Equal Rights and Opportunities for Women and Young People.
- Axis 6. Promoting Entrepreneurship and Business Activity.
- Axis 7. Strengthening of Public Services and Promotion of Decentralisation.
- Axis 8. Social Welfare and Care Economy.
- Axis 9. Promotion of Culture.
- Axis 10. Regulatory and Institutional Reforms to Address the Demographic Challenge.

More information:

https://www.miteco.gob.es/es/reto-demografico/temas/Estrategias_Planes.aspx

https://www.miteco.gob.es/es/reto-demografico/temas/plan_recuperacion_130_medidas_tc_m30-524369.pdf

Training for rural youth. “Desafío Arraigo Teruel”. Rural Erasmus

The Provincial Council of Teruel (DPT) and the University of Zaragoza (Unizar) have a programme called "Desafío Arraigo Teruel", known as "Erasmus Rural", for students and recent graduates to carry out university internships in the rural environment of the province. In 2022, municipalities of up to 5,000 inhabitants can participate. It is a national benchmark program, a model for the Spanish Ministry of Ecological Transition.

Companies with less than 50 employees can participate in it to contribute to territorial rebalancing by encouraging the arrival of human capital to rural areas to boost their productive, social and institutional fabric.

Citizen participation:

One of the needs identified in the territory is the lack of citizen participation. In the Government of Aragon, there is a space for participation called The Aragon Open [Government] Laboratory (LAAAB). That promotes citizen participation, open innovation, social design and the promotion of experimental programmes through projects based on collective intelligence, accountability and transparency, co-creation of services and public policies.

Be.CULTOUR Beyond cultural tourism

www.becultour.eu



BeCultour

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 1011004627
Call: H2020-SC6-TRANSFORMATIONS-2020 - Type of action:
IA (Innovation action)



More information:

LAAAB: <https://www.laaab.es/categoria/participacion-ciudadana-en-politicas-publicas/>

Sustainable tourism. Circular economy

The Aragon Sustainable Tourism Strategy 2030, drawn up by the Directorate-General for Tourism of the Government of Aragon, has a twofold objective:

- To face the challenges of the tourism sector in the medium and long term, promoting the pillars of sustainability.
- To become aware of the opportunity for Aragon to become a benchmark for Sustainable Tourism and to lead the sector's transformation.

Sustainable tourism implies a more significant commitment from the tourist and all the agents involved to make the interests of travellers compatible with the offer available in Aragon. Moreover, achieving local development based on tourism makes economic recovery and growth possible to fight against depopulation.

The main lines of action are:

- The role and presence of women: increasing their visibility, leadership support and needs analysis.
- Capacity building and training as part of the population fixation strategy contribute to the sector's reputation challenge, with talent retention as key to the fight against depopulation and quality employment based on quality training.
- Competitive transformation with a more balanced distribution of tourism and a commitment to excellence. It is essential to pay attention to the compensation of the CO2 generated by tourism activity or the promotion of km0 economic activities.
- The proposal of product, marketing and tourism intelligence with the idea of rethinking how the development of Aragon is made known by implementing the creation of distinctive or promotional marketing strategies.
- The promotion of leadership by creating networks of close alliances.

In Aragon, there is a Sustainable Tourism Cluster. It is an association of companies in the sector and entities linked to it, whose objective is the tourism sector's promotion, training and innovation with a firm commitment to sustainable development and compliance with the Sustainable Development Goals (SDGs). They have an exciting action plan whose main features are:

- Enhancement and improvement of territorial resources through sustainable tourism development (economic, social and environmental).
- Environmental care and saving policies to defend, protect and raise awareness.
- Rural development by promoting policies and actions to create employment that will help fix the population in the most disadvantaged areas.
- Training through specific plans to improve workers' qualifications in the regional tourism sector.
- Technological innovation to promote business competitiveness, including eco-innovation.
- Integration through job creation.
- Sustainable tourism development is a natural alternative that contributes to the fixation of population and heritage conservation.

Enhancement of local products:

“Pon Aragón en tu Mesa” It is a project that enhances the value of rural agri-food products by helping disseminate them, supporting entrepreneurship and facilitating marketing. It promotes rural development and revitalises the villages of Aragon. The aim is for consumers to discover new local products and help the rural environment and its businesses, enabling the territory's economic development.

More information:
<https://ponaragonentumesa.com/quienes-somos-y-como-adherirte-al-proyecto/>

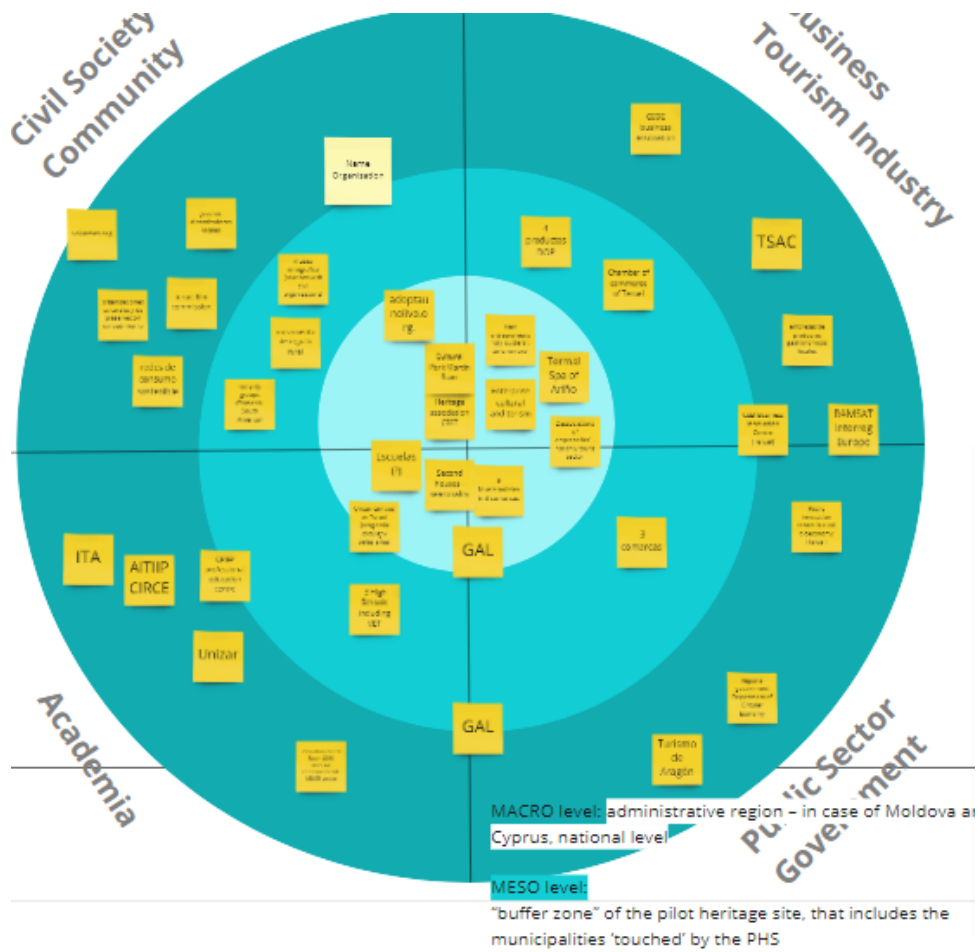
Multiservice network.

The Official Chamber of Commerce and Industry of Teruel has created the "MultiServicio Rural" project to facilitate the survival of rural commerce in the province of Teruel in a sparsely populated area.

More information: <https://www.multiserviciorural.com/>

How can cultural heritage innovations bring us to circular cultural tourism? Local co-creation process.

Mapping of inclusive and diverse stakeholder ecosystem



Mapping of recognized and hidden assets

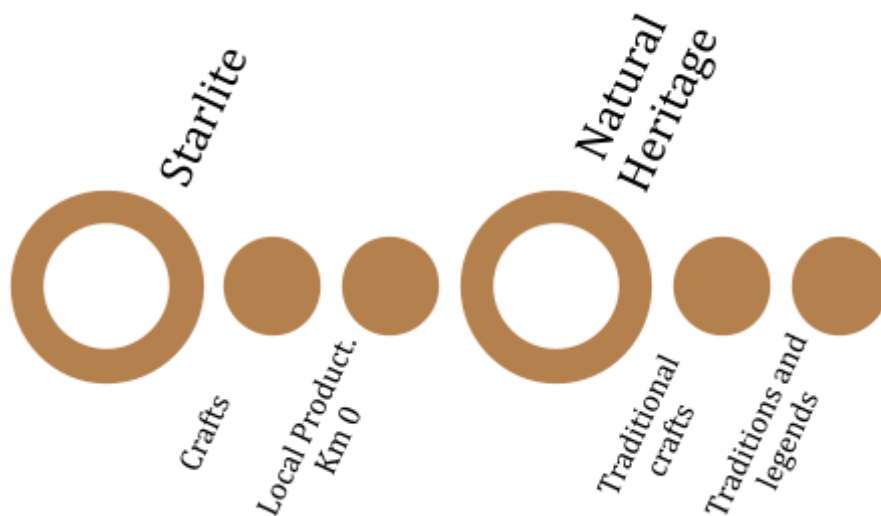
The Cultural Park of Rio Martín has great potential in these areas:

- Nature (biodiversity, starlight, rare species),
- History and heritage (Jewish heritage, legends),
- Agrofood (dry tomatoes, beans, traditional sweets),
- Craftwork and raw materials (mushrooms, jewellery, medical plants, stones, and bones decorated with rock art).

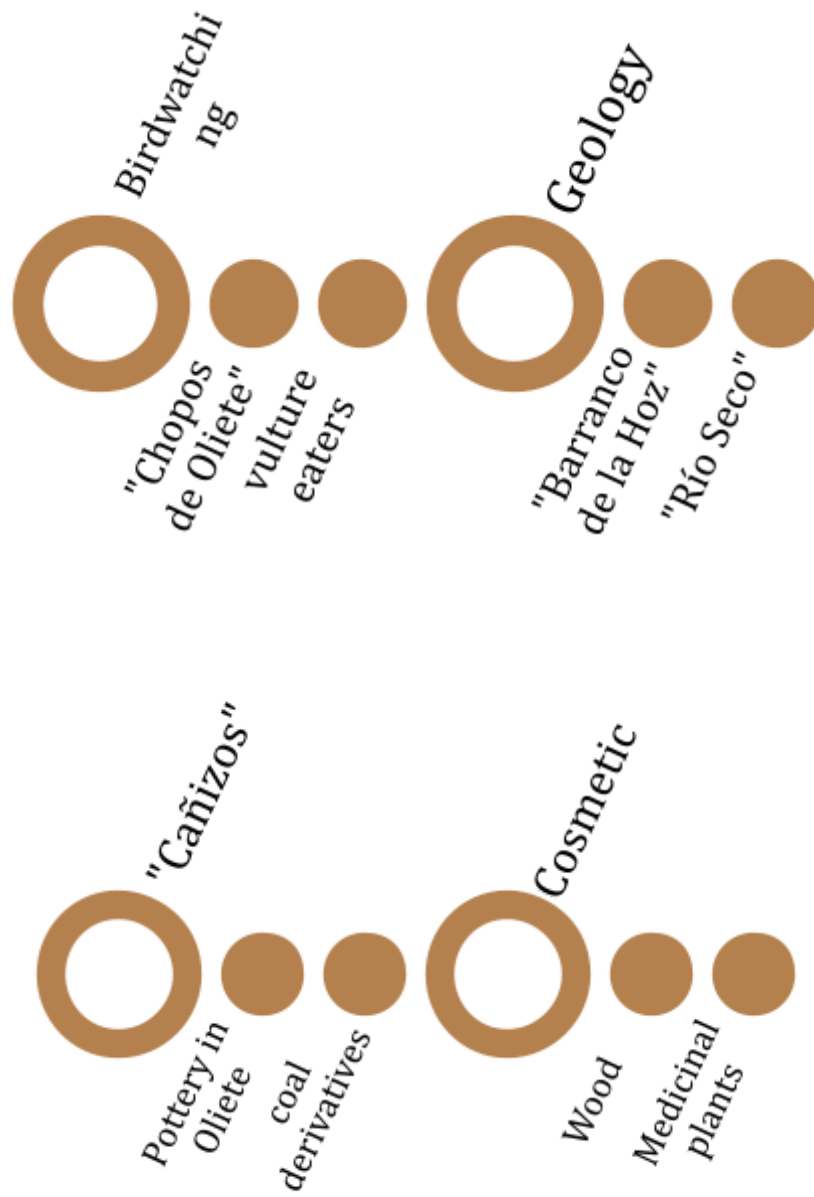
LSW1 participants identified hidden and other recognized treasures around nature and raw materials, which are as follows:

The Cultural Park of Rio Martín has a rich natural heritage and is a small selection.

Hidden treasures of nature



Hidden treasures raw materials



Mapping of specific heritage and cultural tourism-related challenges

In LSW1, three main challenges were identified, which have been present during the other two workshops. These challenges are ambitious and very general, which is why they have been specified throughout all the sessions.

The challenges of the Cultural Park of the Río Martín identified are

1. The fight against DEPOPULATION
2. How can we INVOLVE the agents of the territory to achieve COOPERATION between all of us.
3. How to enhance the value of all the TOURIST POTENTIAL that the Cultural Park of the Río Martín has.

Involvement of the community in Actions

The Cultural Park of Río Martín community has actively participated in all the local workshops. In local workshop 1, the participants' interest was significant, as was the participation of these people in the following two workshops. In addition, it is worth noting that many of these people have also participated in the online sessions.

The continuous participation has greatly benefited the development of a viable Action Plan and has shown that all stakeholders were interested in the Be.Cultour Project and its implementation in the territory.

The community created is:

Agents and entities of the territory who know the difficulties and potential of the Cultural Park of Río Martín provide a realistic vision. Without going into the names of the persons, the interests and characteristics of the actors involved are as follows.

- Mayors of the town councils where each workshop took place Albalate del Arzobispo, Ariño and Montalbán.
- Business associations of the three counties that make up the Río Martín Cultural Park.
- Tourist agents involved in the territory.
- Local development agency.

- Tourist offices of the counties.
- Board of Trustees of the Cultural Park of Río Martín.

Agents and entities from outside the territory provide a different and complementary vision.

- Teruel Provincial Council.
- University of Teruel.
- Summer University.
- LAAAB.
- Government of Aragon.
- Social Economy Cluster.
- Other projects of interest in the economy

Meaning and value of local cultural heritage Actions for European history and culture

The Cultural Park of Río Martín a multicultural territory with Mudejar past and Jewish quarters. Mudejar Art is a genuine manifestation of the Hispanic kingdoms' Muslim, Christian, and Jewish cultures. The Islamic heritage blends intimately with Western architecture as a lesson of coexistence and mutual learning. In Aragon, it developed between the 12th and 17th centuries. UNESCO World Heritage Site (declared in 2001). Mudejar monuments use brick and glazed ceramics, especially in the bell towers. Some examples of Mudejar heritage in the Cultural Park are:

- The church of Santiago in Montalbán
- Although the Church Asunción de Nuestra Señora in Obón.
- The Church of Nuestra Señora de la Asunción in Montalbán (late XVII-XVIII), a World Heritage Site, of which the Mudejar bell tower is outstanding.
- In Alcaine, the Church of Santa María La Mayor (17th-18th centuries).
- As in Alcaine, the 17th-century baroque church of the Asunción in Oliete has a bell tower built in the 18th century in the Mudejar tradition.

The Jewish heritage is little explored, and during the Middle Ages, there were three significant Jewish communities in the Cultural Park of the Río Martín: Montalbán (military order), Oliete (royal) and Albalate del Arzobispo (archepiscopal). In recent years, there has been a commitment to creating itineraries promoting this heritage.

The Cultural Park and 24 of its 40 rock shelters were declared World Heritage in 1998. Thanks to this recognition, the Cultural Park of Río Martín belongs to the European Network of First Peoples and Prehistoric Rock Art (REPPARP), which brings together regions in the southwest of the continent whose objective is the joint development of tourist-cultural offers based on Prehistory and Rock Art. It is also relevant that this European network seeks to develop and enhance the rural environment.

The Routes of Santiago de Compostela appeared in 1993 on the List of the World Heritage List. The Routes of Santiago has been a meeting place for its pilgrims since it emerged some eleven centuries ago. It has facilitated a constant cultural dialogue between pilgrims and the communities through which they pass. It has also been an important commercial and knowledge dissemination axis, supporting economic and social development along its itineraries.

The Cultural Park of Río Martín and the three districts are synonymous with geology, a significant economic engine of the area, currently affected by the Industrial Transition of the province of Teruel. Its open-cast mines are substantial. In the forties, mining had its first period of splendour. Up to 40% of the workers in the sector were in Teruel, reaching 8% of production in 1958. This economic engine produced the arrival of labour from other regions, especially Andalucía and Extremadura, which shaped the identity of this region and the Cultural Park of Río Martín. From 1990 onwards, the situation changed towards aid plans such as those known as MINER or the current Industrial Transition.



Discovering the “beyond” in circular cultural tourism (how Actions address other economic sectors and residents’ needs)

The actions designed in this action plan contribute to solving the needs of the residents of the Cultural Park of the Martín River and provide solutions to the three main challenges identified by the local population in the local workshops:

- The fight against depopulation. It is attracting new settlers to the territory and offering alternative employment to its residents.
- Cooperation between agents. We are empowering the local community.
- Enhancing the potential of the territory. Through sustainability.

This Action Plan affects other economic sectors of the territory beyond Cultural Tourism:

- The promotion of local products contributes to the development of the agri-food sector and crafts.
- The creation of new sustainable tourism products enables the reduction of waste and the use of renewable energies.
- Cooperation between the different actors reinforces the feeling of belonging to a community and offers new job options.



Why will our Action Plan be sustainable? Monitoring and evaluation.

To measure whether our Action Plan is sustainable, it is necessary to assess its impact. Below are the three proposed actions with their objectives, indicators, sources of information and tools.

ACTION	OBJECTIVE-DESCRIPTION	INDICATOR	SOURCE OF INFORMATION TOOL
ACTION 1. Innovative ecotourism centre	1.1. Obtain funding to make the Innovative Ecotourism Centre a reality.	<ul style="list-style-type: none"> -Percentage of financing obtained. -Degree of compliance with the specifications of the project submitted. -No. of tenders submitted. -No. of tenders obtained. -No. of subsidies obtained. -Level of cooperation between the different entities involved. 	The Project Letter of commitment and adhesion
ACTION 2 ENHANCING THE VALUE OF AGRI-FOOD PRODUCTS	2.1.- Bring together all the brand representatives to regulate the archer's use and enhance the logo's value. -Create a manual that links to the values of the Be. Cultour project.	<ul style="list-style-type: none"> -Achieving a high percentage of participation in the meeting. -No. of participants. - No. of proposals to enhance the value of the archer's logo. -Degree of participation of the territory's agents in the manual's development. -Degree of adaptation of the manual to the values of the Be.Cultour project. 	Manual. The meeting and its satisfaction surveys.

ACTION 2 ENHANCING THE VALUE OF AGRI-FOOD PRODUCTS	2.2. Open call with a prize of 3000€ for marketing students interested in developing a communication campaign..	-No. of marketing students submitted. -No. of universities contacted. -No. of universities presented. -Degree of satisfaction with the open call.	-The communication campaign. -Surveys.
ACTION 2 ENHANCING THE VALUE OF AGRI-FOOD PRODUCTS	2.3. Develop a stable communication plan.	-Extent of reach of the communication plan on all platforms. -Number of press releases on the new communication campaign. -Degree of engagement with the target audience. -Number of new settlers and companies established in the territory.	-Communication plan. -Statistical tools. -Register for new settlers. -Information on companies through the business associations of the comarcas.
ACTION 3. Plaza Circular	3.1. Mapping resources.	- No. of resources mapped. -No. of entries. -No. of products. -Degree of satisfaction	Satisfaction surveys. La plaza circular (Circular square) and wikiaccion.
ACTION 3. Plaza Circular	3.2. Dynamisation. To achieve citizen participation and generate community	--Number of face-to-face/online events promoted. -Number of attendees at events. -No. of entries in RRSS to participate in events. -No. of surveys carried out. -No. of resources obtained thanks to collaboration.	- Meetings. Interviews - Statistics. -Statistics on social networks.



Action Plan: Overview of actions and sub-actions

Action 1: Innovative ecotourism centre

➤ Short description of the action.

This action involves the creation of an Innovative Ecotourism Centre, which would consist of an activity centre where ecotourism experiences such as experimental accommodation under the stars could be carried out.

Tourists will enjoy nature and the observation of the rural environment, minimising negative impacts on the territory. In addition, it generates economic benefits for both the community and the entities that operate in the region, offers alternative employment, and raises awareness of the importance of conserving natural and cultural assets.

➤ What cultural heritage assets (tangible, intangible) is this action linked with? What is the role of cultural heritage?

The innovative Ecotourism Centre is in the Cultural Park of Río Martín. Due to the characteristics of the Cultural Park and its protection, it is essential to make the right choice of location when it comes to financing.

The Innovative Ecotourism Centre aims to enhance the value of the territory and its experiences, benefiting from all the cultural heritage assets, including:

- Rock art. 24 of the 40 rock shelters in the Martín River Cultural Park have World Heritage Site status, awarded in 1998. These caves are significant and date from the Palaeolithic to the Bronze Age, from approximately 6000 BC to 1000 BC.
- Astrotourism. Teruel is a land of stars and has three Starlight Reserves.
- Traditional workshops. Life in the Cultural Park of Río Martín traditionally revolves around agriculture and livestock farming. The recovery and dissemination of traditional work are at the Popular Culture Centre of Albalate del Arzobispo.
- Fauna, flora and hiking. In the "Cultural Park," there is a great variety of protected species of fauna and flora. The climate, geomorphology, vegetation, and fauna are

closely related. We can find two Interpretation Centers. It also has a significant hiking route called GR 262 Río Martín.

- Local products and gastronomy. The gastronomy of the Cultural Park of Río Martín has been on UNESCO's List of Intangible Cultural Heritage since 2013.

In addition, the Innovative Ecotourism Centre will have strong links with developing hot spring experiences.

➤ **General timeframe and geographical scope**

This ecotourism centre would operate 365 days a year. It is located within the Cultural Park of the Río Martín, as it is intended to be set in nature, away from the urban centres of the villages.

➤ **Links to circularity, diversity and inclusion**

To commit to diversity and inclusion, the recruitment of local staff and workers from disadvantaged groups would be carried out. It would also be essential to establish synergies with local companies.

Regarding links with circularity, recycled construction materials and the rehabilitation of spaces would be chosen, as well as the search for self-sustainability (photovoltaic energy, rainwater).

➤ **Links to existing, relevant local strategies/plans/policies/ projects at the municipal, regional or national level**

The Centre is linked to several local strategies, plans and policies in the territory and mainly affects regions suffering from depopulation, as in the Cultural Park of the Río Martín.

- Circular Economy and Circular tourism. The Aragon Sustainable Tourism Strategy 2030, drawn up by the Directorate-General for Tourism of the Government of Aragon, has a twofold objective: to face the challenges of the tourism sector, promoting the pillars of sustainability and for Aragon to become a benchmark for Sustainable Tourism.
- Depopulation. The Cultural Park of Río Martín covers a vast area (252.88 km²). However, the three comarcas have a very low population density, Bajo Martín (7.93),

Andorra Sierra de Arcos (17.6) and Cuencas Mineras (5.66), so the Innovative Ecotourism Centre has a strong link with policies to combat depopulation. The Centre is linked to the Special Directive of Demographic Policy and against Depopulation of 2017 of the Government of Aragon. This plan aims to create the conditions that allow the development of people at all stages of their lives and progress in overcoming discrimination between territories in terms of employment opportunities and access to services.

- Industrial transition. The region of Teruel and some of the Cultural Park of Río Martín municipalities have been strongly affected by the mining reconversion process. Therefore, the Department of Industry, Competitiveness and Business Development of the Government of Aragon is calling for aid for investment projects in these areas to promote investment actions for implementing new economic activities.
- Climate change. The Innovative Ecotourism Centre connects with the policies implemented by the Ministry for Ecological Transition and the Demographic Challenge, which aims to promote equal opportunities and territorial structuring. In addition, some of its axes are closely related to the Centre:
 - The promotion of Sustainable Tourism.
 - The promotion of entrepreneurship and business activity.
- Aragon Smart Specialisation Strategy (S3) 2021-2027. The objective is to provide a more sustainable vision of Aragon. To achieve a more cohesive society with equal opportunities between rural and urban areas. The Innovative Ecotourism Centre is aligned with this Strategy and the 2030 Agenda, whose objective is a greener, more competitive, healthier and connected Aragon.

➤ **Link to cultural Europeanisation**

This action would be linked to broader cultural itineraries, such as gastronomy or dry stone, to establish a link with Europeanisation. For example, it could be included in "Red Europea Primeros Pobladores y Arte Rupestre *Prehistórico* (REPPARP)". It would also be beneficial to connect the action with other initiatives such as the New European Bauhaus, or the EUROPARC Federation, all of which are dedicated to managing protected areas and defending nature.



Sub-action 1.1: Financing plan (Action: Innovative ecotourism centre)

When: start date and end date:	Start Date: June 2022 End date: October 2024
Be.CULTOUR innovation area(s):	The area of innovation is “Nature as Heritage”
Identified local challenge(s):	There are many local challenges identified, but these are the main ones: -Institutional support from the town councils that are part of the Cultural Park of Río Martín. The commitment to cooperation between the different stakeholders. - The search for land in a protected environment with more restrictive legislation.
Cultural heritage asset(s):	The cultural assets of the Cultural Park in relation to this action are: starry skies without light pollution, the possibility of practising birding, the Cultural Park of the Río Martín itself or sites such as the Sima de San Pedro.
Target group(s):	A target group is an adult group looking for experiences more aligned with ecotourism.
Responsible stakeholder(s):	Among the responsible stakeholders would be the Board of Trustees of the Cultural Park of the Río Martín.
Collaborator(s):	Collaborators could include town councils and associations such as ADIBAMA (Asociación Para El Desarrollo Integral del Bajo Martín and Andorra-Sierra de Arcos).

Raw budget estimation:	The gross budget estimate is 1 million euros.
Funding source (European, National, local funds):	Funding sources: New European Bauhaus, or LEADER Local Development Strategies (LDS), presented by the “Asociación para el Desarrollo Integral de la Comarca de Teruel” (ADRICTE).
Other resources needed:	
Indicator(s) for success (also considering circularity, diversity and inclusion):	Two indicators of success would be: -Achieving a percentage of the cost -Achieving support from the funds for our funding proposal.
Hackathon? Yes or no	Yes



Action 2: Enhancement of local products

➤ **Short description of the action.**

This action enhances the value of the agri-food products produced in the area, which suffers from an ageing agricultural workforce and a lack of generational replacement. The enhancement of the importance of local produce is essential because of the growing interest among consumers in healthy and quality food. Social welfare and demand for gastronomy, tourism, local products and traditional culture have also grown. Awareness is growing for agri-food products with differentiated quality based on their origin and certified quality brands.

It includes a series of more concrete steps such as the homogenization of brands, including the logo of the Cultural Park to geolocation the product, a communication campaign (external and internal), and the generation of agro-experiences.

➤ **What cultural heritage assets (tangible, intangible) is this action linked with? What is the role of cultural heritage?**

The action is related to intangible heritage with assets such as gastronomy (the Mediterranean diet, traditional recipes, festivities, seasons according to the agricultural calendar, intergenerational dialogue) and other tangible heritage (bread oven, oil mill, olive trees, beehives, and cheese factories).

➤ **General timeframe and geographical scope**

The promotion of the products of the territory will be carried out throughout the Cultural Park of the Río Martín and in the adjacent villages in a series of shared spaces, such as local shops, multi-service shops, petrol stations, the Ariño spa, inns, information points, tourist offices, restaurants and hotels, entrepreneurial spaces, the adult education centre.

The general calendar would be planned for 25 years.

➤ **Links to circularity, diversity and inclusion**

The recruitment of staff at risk of exclusion, such as people coming from abroad, workers from disadvantaged groups, and people with support needs (ATADI), would be carried out. It would also be essential to consider people with coeliac disease as product recipients.

In terms of circular links, it would work with km 0 and organic products.

➤ **Links to existing, relevant local strategies/plans/policies/ projects at the municipal, regional or national level**

This action will be linked to a series of local strategies, plans and policies already existing in the territory, such as the LEADER Participatory Local Development Strategy or the Tourism Sustainability Plan. At a regional level, the aim is to unite and seek strategies to promote local gastronomy.

The enhancement of the value of the local product is related to two programmes implemented in the territory:

- “Calidad rural”. This is the brand of “Asociación Europea de Marca de Calidad Territorial” that recognises quality products for different factors such as elaboration and production and which are made in the rural areas of Spain. The NorteTeruel local brand is included in this programme and the regions of Bajo Martín and Andorra-Sierra de Arcos. This label is awarded to companies and entities committed to the territory's total development.
- “Pon Aragón en tu mesa”. It aims to put the products of Aragon on the tables of each of its inhabitants to promote rural and sustainable development, encouraging the enhancement of the tourism potential of the territory. It is a project of the European LEADER Programme in which 20 Local Action Groups participate.

➤ **Link to cultural Europeanisation**

To establish a link with Europeanisation, the Cultural Park would link with existing European cultural and creative industries itineraries. For example, it relates to the Mediterranean Diet, inscribed in 2013 on the UNESCO Representative List of Intangible Cultural Heritage. The Mediterranean Diet is knowledge, practical skills, and traditions related to agriculture, fishing, livestock, and cooking and consuming food.

Sub-action 2.1: Communication plan (Action: Enhancement of local products)

When: start date and end date:	Start date: September 2023 End date: January 2024
Be.CULTOUR innovation area(s):	The area of innovation would be Smart Destination Management.
Identified local challenge(s):	<p>Among the challenges identified, we can find the lack of identification of the population of the Cultural Park and the ageing of the active farming population and the lack of generational replacement.</p> <p>The challenges can also be opportunities because consumers have a growing interest in healthy and quality-guaranteed food, as well as increasing demand and social interest in gastronomy, tourism, local products and traditional culture. There is a growing appreciation for agri-food products with differentiated quality.</p>
Cultural heritage asset(s):	The cultural assets of the Cultural Park in relation to this action are: starry skies without light pollution, the possibility of practising birding, the Cultural Park of the Río Martín itself or sites such as the Sima de San Pedro.
Target group(s):	The target group includes: tourists, restaurants, shops and businesses.
Responsible stakeholder(s):	Responsible stakeholders would include the Regional authority, municipalities, counties and business associations.



Collaborator(s):	Collaborators could be foundations or the LEADER Local Development Strategies (LDS) presented by ADRICTE "Asociación para el Desarrollo Integral de la Comarca de Teruel".
Raw budget estimation:	The gross budget estimate is 30,000 euros.
Funding source (European, National, local funds):	Sources of financing: Next Generation Funds, Counties, The Cultural Park of The Río Martín, Regional authority , LEADER Local Development Strategies (LDS).
Other resources needed:	Other resources needed include technical support.
Indicator(s) for success (also considering circularity, diversity and inclusion):	An indicator of success would be to evaluate the impact and outreach in accommodation and restaurants.
Hackathon? Yes or no	No

Sub-action 2.2: Homogenise the brand (Action: Enhancement of local products)

When: start date and end date:	Start date: November 2022 End date: April 2024
Be.CULTOUR innovation area(s):	The area of innovation would be the 'Inspiring Journey'.
Identified local challenge(s):	Challenges identified include: -Weakness of local self-esteem and sense of belonging.

	-Establishing a regulation and protocol for its use.
Cultural heritage asset(s):	Tangible and intangible heritage assets include the Cultural Park itself or popular knowledge.
Target group(s):	The sub-action addresses the following target group: representatives of brands, producers, restaurants, shops...
Responsible stakeholder(s):	The responsible stakeholders would be the Regional authority, the town councils, counties...
Collaborator(s):	Collaborators could include business associations, foundations such as the Alicia Foundation or banks (Ibercaja, La Caixa, Caja Rural...).
Raw budget estimation:	The gross budget estimate is 9,000 euros: -3.000€ for the development of a local event -6.000€ for the creation of the brand manual.
Funding source (European, National, local funds):	Funding sources: Regional authority and Directorate General Circular Economy". LEADER Local Development Strategies (LDS).
Other resources needed:	Other resources needed include facilities and dedicated staff.
Indicator(s) for success (also considering circularity, diversity and inclusion):	An indicator of success would be to ensure that the meeting is attended by 10 people and concrete the manual linked to these values.
Hackathon? Yes or no	No



Sub-action 2.3: Marketing contest - Hackathon Open Call (Action: Enhancement of local products)

When: start date and end date:	Start date: June/July 2023
Be.CULTOUR innovation area(s):	The area of innovation would be the “Proximity Travel”
Identified local challenge(s):	Among the challenges identified, we highlight: -Finding specialised professional
Cultural heritage asset(s):	Tangible and intangible heritage assets include the Cultural Park itself or popular knowledge.
Target group(s):	The target group includes: university marketing schools, higher school of design, The Cultural Park of The Río Martín, Counties, “Centro Aragonés de Diseño Industrial” (CADI), RTVA.
Responsible stakeholder(s):	Among the responsible stakeholders would be the region, the city council, the shops, the entrepreneurs, RTE...
Collaborator(s):	Some of the facilities that the collaborations would bring would be: -Cession of spaces -Training centres/ Professional training (FP) -Sponsors -Replication in mirror regions



Raw budget estimation:	<p>Gross budget estimate:</p> <ul style="list-style-type: none"> -3,000 euros in prizes -15.000 euros for accommodation (maximum 15 participants) -15.000 Euro for accommodation (maximum 15 participants)
Funding source (European, National, local funds):	Sources of funding: from own funds and European projects.
Other resources needed:	<p>Other resources needed include coordination</p> <p>Mirror regions of the Be.CULTOUR project might be interested in its implementation.</p>
Indicator(s) for success (also considering circularity, diversity and inclusion):	<p>An indicator of success would be:</p> <ul style="list-style-type: none"> -That the proposal is successfully implemented. -Number of participants. -Number of proposals received. -Media coverage.
Hackathon? Yes or no	No



Action 3: “La Plaza Circular” (Circular Square)

➤ Short description of the action.

“La Plaza Circular” consists of a network for exchanging information and knowledge between agents in the territory of the Cultural Park of the Río Martín. It is both a physical and virtual square. It seeks the coexistence of different municipalities and synergies between them to detect needs. Coordination in terms of strategy and training would be needed.

It consists of three processes:

1. An intensive mapping of agents, resources, products and places.
2. Search for dynamisation: participatory processes with common challenges with pre-established (tangible, concrete).
3. Communication: through social networks and the web (Wikipedia).

➤ What cultural heritage assets (tangible, intangible) is this action linked with? What is the role of cultural heritage?

It is related to intangible heritage assets (traditions, civic participation, crafts) and tangible heritage assets (local products, tourist attractions) already described in the Action Plan introduction.

➤ General timeframe and geographical scope

The geographical scope would be the entire Cultural Park and its municipalities. And more specifically, in the spaces of the administration and the park. Rotation could be applied. The foreseen timetable would be 1.5 years.

➤ Links to circularity, diversity and inclusion

Regarding the search for circularity, synergies would be established locally and with the territory's resources. In terms of diversity and inclusion, one could try to link all actors in the region.

➤ **Links to existing, relevant local strategies/plans/policies/ projects at the municipal, regional or national level**

This action will be linked to a series of strategies, plans and local policies already existing in the territory, such as the Board of Trustees of the Cultural Park of the Río Martín, the Tourism Dynamisation Plan and the Sustainability Plan for the region. Moreover, linked at the national level to the policies of the Ministry for Ecological Transition and the Demographic Challenge, it has 130 actions organised into ten axes to promote equal opportunities and territorial structuring. Some of its objectives aligned with "La Plaza Circular" are Digital Transition and Full Territorial Connectivity.

Also meaningful is the relationship between the circular Plaza and citizen participation, one of the objectives to be achieved by the Government of Aragon.

➤ **Link to cultural Europeanisation**

This sub action would link with the European Cultural Itinerary.

Sub-action 3.1: Mapping (Action: "La Plaza Circular". Circular Square)

When: start date and end date:	-An initial phase would run from 0 to 6 months, approximately until the end of 2022. -In 2023 it will continue.
Be.CULTOUR innovation area(s):	The area of innovation would be the idea of people at the centre, an adequate and responsible space.
Identified local challenge(s):	Among the challenges identified, we can find -The disconnection of the agents involved and the lack of knowledge of the resources. -Lack of accessibility of previously developed resources.

Cultural heritage asset(s):	<p>Among the heritage assets, we find:</p> <ul style="list-style-type: none"> -Among the intangible heritage: traditions and trades. -Among the tangible heritage: the entire Cultural Park.
Target group(s):	<p>The target group includes:</p> <ul style="list-style-type: none"> -Associations (business, cultural) -Park Board (City and County Councils, Regional Councils and Authority) -Local action groups -Study centres
Responsible stakeholder(s):	<p>Responsible stakeholders would include the Cultural Park, its Board of Trustees, and contracted staff.</p>
Collaborator(s):	<p>Collaborators could include:</p> <ul style="list-style-type: none"> -Associations (business, cultural...). -The Board of Trustees of the Cultural Park of the Río Martín. (Town Councils, Counties, Regional Authority) -Local action groups -Study centres
Raw budget estimation:	<p>The gross budget estimate is 29,000 euros, which includes the salary of two full-time staff, per diems and consumables.</p>
Funding source (European, National, local funds):	<p>Sources of funding: Local councils, municipalities, counties, European funds.</p>



Other resources needed:	Other necessary resources include workstations complete with the required technology.
Indicator(s) for success (also considering circularity, diversity and inclusion):	An indicator of success would be: -Number of agents mapped -Number of resources included -Number of products
Hackathon? Yes or no	No

Sub-action 3.1: Dynamisation (Action: "La Plaza Circular". Circular Square)

When: start date and end date:	During 2023, 2024 and allow it to be autonomos.
Be.CULTOUR innovation area(s):	The area of innovation would be the idea of people at the centre and a smart destination.
Identified local challenge(s):	Among the challenges identified, we can find -The disconnection of the agents involved and the lack of knowledge of the resources. -Lack of accessibility of previously developed resources
Cultural heritage asset(s):	Among the heritage assets, we find: -Among the intangible heritage: traditions and crafts -Among the tangible heritage: the entire Cultural Park.

Target group(s):	<p>The target group includes:</p> <ul style="list-style-type: none"> -Associations (business, cultural) -Park Board (City and County Councils, Regional Councils and Authority) -Local action groups -Study centres
Responsible stakeholder(s):	<p>Responsible stakeholders would include the Cultural Park, its Board of Trustees, and contracted staff.</p>
Collaborator(s):	<p>Collaborators could include:</p> <ul style="list-style-type: none"> -Associations (business, cultural...). -The Board of Trustees of the Cultural Park of the Río Martín. (Town Councils, Counties, Regional Authority) -Local action groups -Study centres
Raw budget estimation:	<p>The gross budget estimate is 29,000 euros, which includes the salary of two full-time people in dynamisation and information, per diems and consumables (the latter would account for about 4000 euros of the total budget).</p>
Funding source (European, National, local funds):	<p>Sources of funding: Local, City Councils, Counties, European Funds.</p>
Other resources needed:	<p>Other necessary resources include workstations complete with the required technology.</p>



<p>Indicator(s) for success (also considering circularity, diversity and inclusion):</p>	<p>An indicator of success would be:</p> <ul style="list-style-type: none"> -Number of events dynamised (face-to-face/online) -Number of attendees at events -Social Media entries to participate in events -Number of surveys carried out <p>Number of resources obtained thanks to collaborations</p>
<p>Hackathon? Yes or no</p>	<p>No</p>



Local Pact



Un pacto local para el PARQUE CULTURAL DEL RÍO MARTÍN

Compromiso para seguir cooperando en el Plan de Acción del proyecto Be.CULTOUR

Nosotros, los abajo firmantes, nos esforzaremos por cumplir con las responsabilidades y colaboraciones que se indican en el Plan de Acción local. Entendemos que no es vinculante, pero estamos de acuerdo en que el compromiso colectivo es esencial para el desarrollo de nuestra región a través del turismo cultural circular.

Nombre y apellidos	Organización	Firma
1. MANUEL HARO FONFRIA	OLITE - CULTURA	
2. Francisco Javier Palada	OLITE - CULTURA Y PATRIMONIO	
3. ANA M ^o GUIU GALVE	COMARCA BAJO MARTÍN	
4. Beatriz Pastor	ANFORA S. ARCO S.	
5. Gemma Bie Jofre	COMARCA ANFORA - S. ARCO S.	
6. Marta Berba	CITA	
7. Lucía Aguilar Gasior	COMARCA CUENCAS MINERAS	
8. Borraso M... G...	NEO	
9. LUCES BAUERTER	AEA	
10. BEGOÑA PLANDS	ASTRONOMÍA CULTIVA Y TURISMO	
11. LAURA GASCOIN	DPT	



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Nombre y apellidos	Organización	Firma
12. Joaquín Gago Mendi	IDF	
13. JOSÉ ROYO LASANTA	PARQUE CULTURAL RÍO MARTÍN	
14. SIFIA OCEJÓN BELLA	P.C. TURISMO (ANTI ANFORA)	
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