

# Ecotourism as a driving force for rural areas

An aerial photograph of a valley during autumn. The hillsides are covered in dense forests with trees in various shades of green, yellow, and orange. In the center of the valley, there are several bright green fields, likely pastures or agricultural plots, separated by stone walls. A small stream or path winds through the fields. The background shows more forested hills under a slightly hazy sky.

**Victor García – Quei Vitorino**



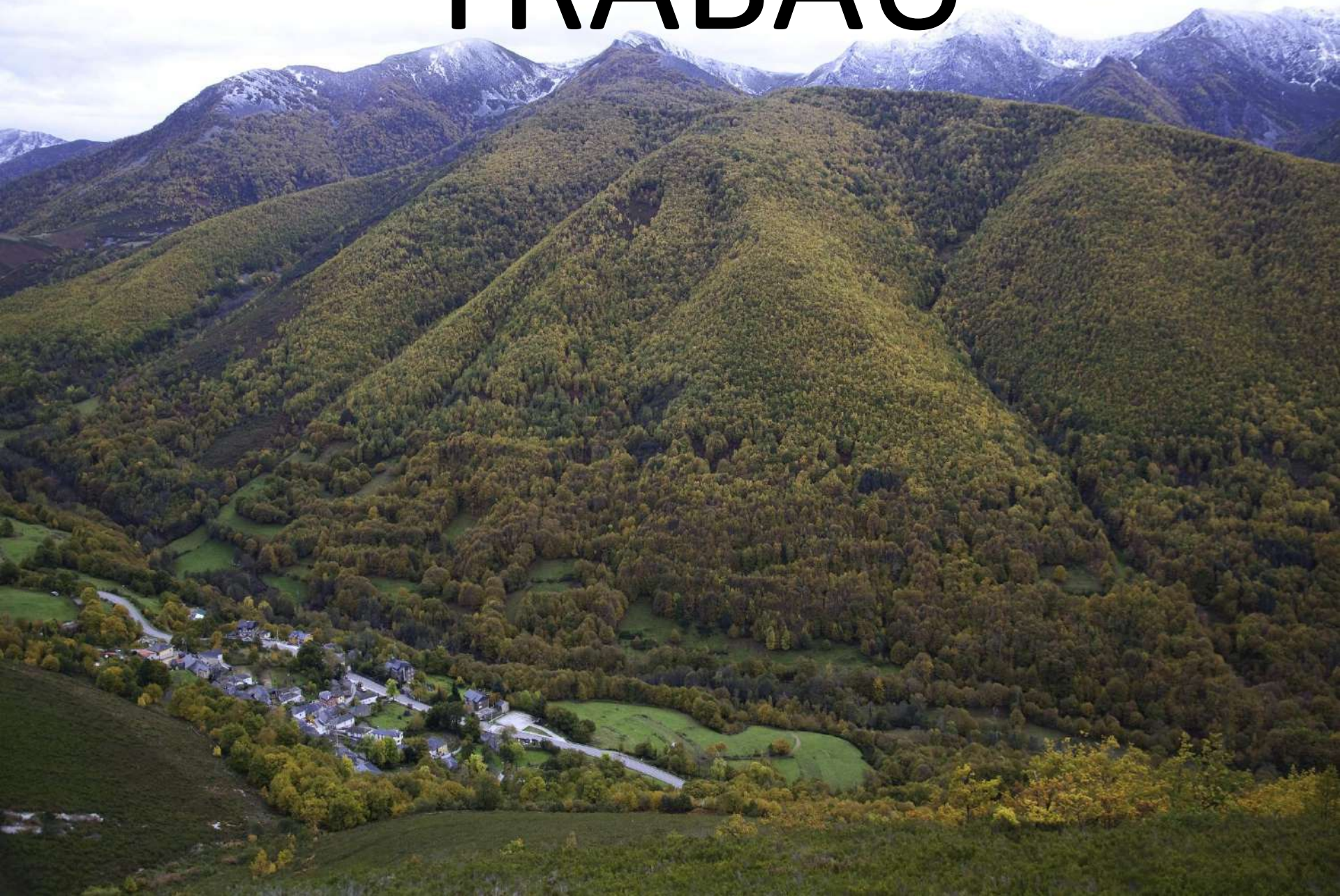
# Where we are?

- SPAIN
- ASTURIAS
- NATURAL PARK OF FUENTES DEL NARCEA
- TRABAU





# TRABAU





# Who we are?



## QUEI VITORINO

- Family business
- Young and local team
- Cooperation with local development
- PEOPLE WHO LOVES THEIR LAND

# What we do?

## Diversification as a sustainable kind of life





# RURAL ACCOMODATION





# ECOTOURISM EXPERIENCES





# CRAFT WORKSHOP





# SUSTAINABLE AND TRADITIONAL FARMERS





# ENVIRONMENTAL EDUCATION





# COLLABORATION IN NATURE

## CONSERVATION PLANS



Recuperación de la Regueira Fundada, un prado de siega en las proximidades de un antiguo cantadero de Urogallo Cantábrico.



Programa de Custodia del Territorio en Reservas de la Biosfera del Proyecto LIFE+Urogallo Cantábrico aplicado en

Parque Natural de Fuentes del Narcea, Degaña e Ibias



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# FOLCKLORIC AND TRADITION UPKEEP





# RECOVERY OF TRADITIONAL ARCHITECTURE





# DISSEMINATION OF RURAL VALUES

## II Jornadas *Welcome to the Rural*

→ *Bienvenido al Mundo Rural*

14 Y 15 DE ABRIL DE 2018

TRABAU - DEGAÑA  
ASTURIAS



Fuenten del Narcea, Degaña e Ibias

### Sábado 14 de Abril

- 10:00 - Inicio de las jornadas y presentación de las mismas
- 10:30 - Mesa redonda: "El mundo rural y sus oportunidades". Participan:
- Sandra Flórez (Maestra rural - Asoc. La Escuelina Rural)
  - Jose Victor Rodriguez (Alcalde de Cangas del Narcea)
  - Ángel Calvo (Alcalde de Páramo del Sil - León)
  - Uxio Otero (Profesor de la Escuela de Selvicultura de Tineo)
  - Xuan Valladares (Ganadero y Doctor en Biología)
  - Guillermo Palomero (Presidente Fundación Oso Pardo - FOP)
  - Xose Antón Ambás (Investigador de tradición oral y musical)
  - Alberto Uría (Apicultor - Outurelos Miel de Ibias)
  - Victor García (Guía medioambiental - Quei Vitorino)
- 15:00 - Salida de campo con bocadillo incluido
- 21:00- Cena

### Domingo 15 de Abril

- 10:00 - Inicio de la jornada práctica "Procesos de producción de elementos básicos en un modelo de autosuficiencia: Las patatas"
- 14:30 - Comida con productos de la tierra al estilo rural



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# COLLABORATION WITH LOCAL PRODUCERS





# **Why we think that Ecotourism is an important driving force for rural areas?**

First of all, we have to analyze how rural areas and society are changing, and how the ecotourism can be a driving force and a necessary link with nature for humans to conserve for next generations



RURAL AREAS

Food production and primary sector

"PRODUCTIVE"  
RURAL AREAS

Areas with good communications  
Ideal for big production  
Not high altitude

"ENDANGERED"  
RURAL AREAS

Natural spaces protected by the law  
Wildlife refuges

"PERI-URBAN"  
RURAL AREAS

Big villages that mantains a few of rural essence

URBAN AREA

Social "development"

Spreading for city habitants

Posibilities for building big spaces to agriculture and cattle raising

Small producers  
Products 0 km

High environmental quality

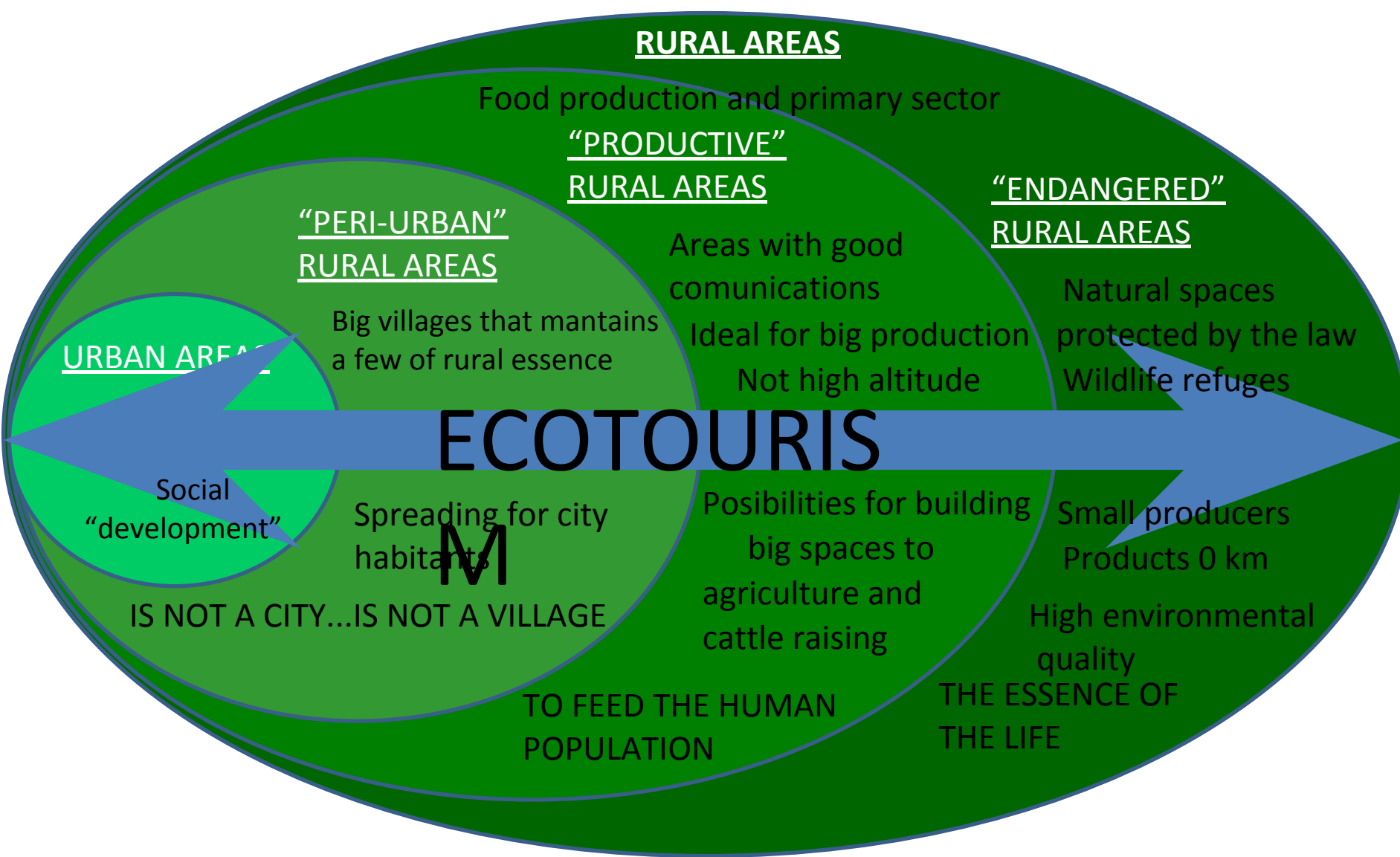
**ECOTOURISM**

IS NOT A CITY...IS NOT A VILLAGE

TO FEED THE HUMAN POPULATION

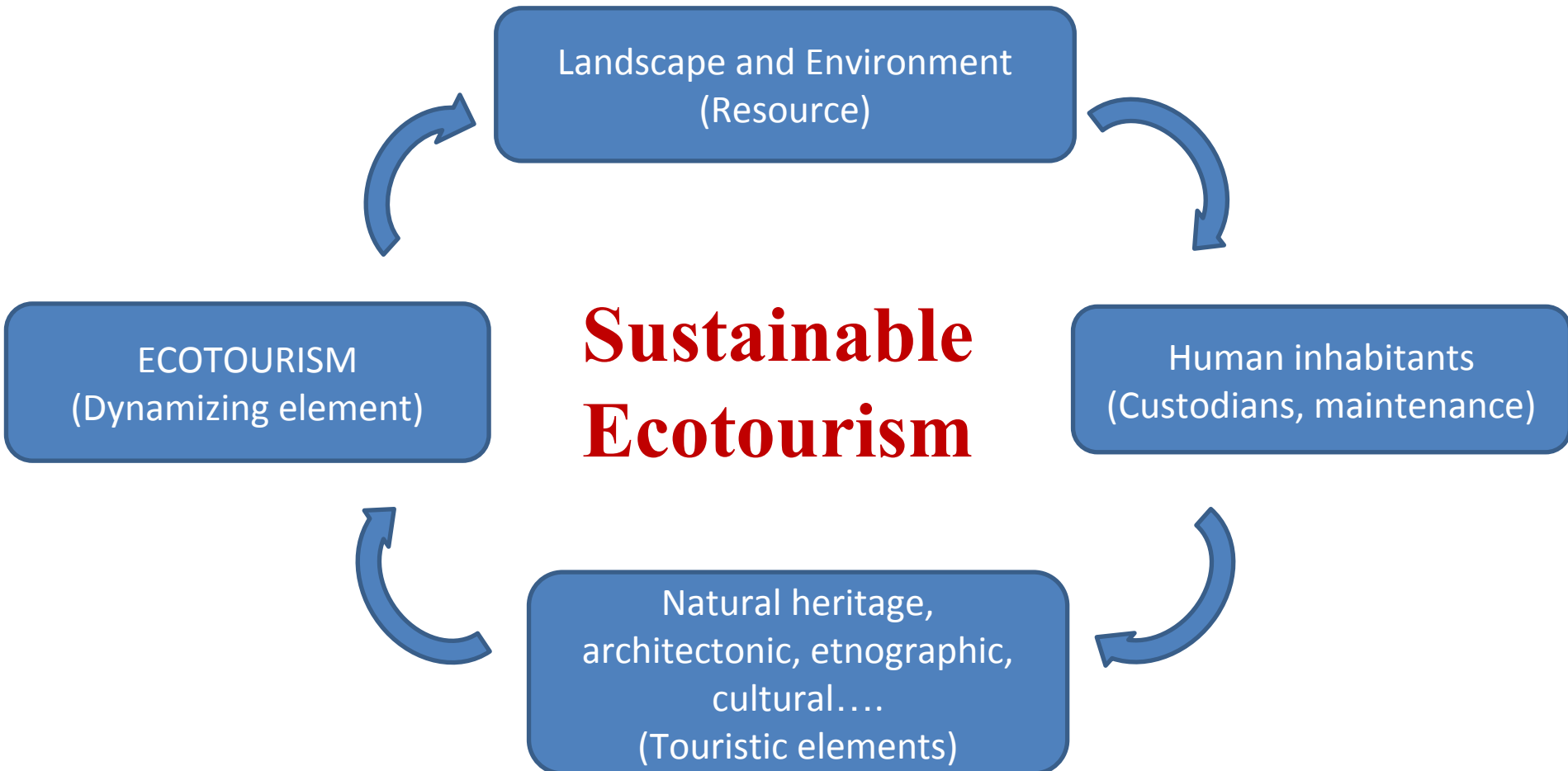
THE ESSENCE OF THE LIFE

**M**





# To do a correct Ecotourism development we have to take care of all the elements







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Thanks for your attention