SIERRA ESPUÑA

A CASE STUDY FOR PRESERVATION OF NATURAL HERITAGE AND WOODEN LAND, WHILE DEVELOPING AN ECOTURISM APPROACH

REGION OF MURCIA (SPAIN)

GENERAL DIRECTORATE OF NATURAL ENVIRONMENT

CONSOLACIÓN ROSAURO

GENERAL DIRECTOR
LOCATION

REGIONAL PARK: 17,804 Has
4 MUNICIPALITIES (1.390 Km$^2$)
79,000 INHABITANTS
A BRIEF HISTORY REVIEW. INITIAL ISSUES AFFECTING THE WOODEN AREA

LOSS OF THE ORIGINAL FOREST COVER

- Uncontrolled forest exploitation
- Local poverty. Firewood and charcoal extraction for domestic use.
- Wood for Spanish Royal Navy ships
- Forests fires

Oaks cut license emitted on August 23th of 1577 to feed the cattle

Bare hillside of Morrón Largo (Sierra Espuña year 1.891)
AN EXAMPLE OF FOREST-HYDROLOGICAL RESTORATION

FAMOUS FLOOD OF “SANTA TERESA” (1979) (761 deaths)
RAISED AWARENESS AND CONCERN AMONG ADMINISTRATIONS AND ORDINARY PEOPLE
TRIGGER THE FOREST-HIDROLOGICAL RESTORATION (1889)

Print of the cover of the newspaper "Paris-Murcie" by Paul Gustave Doré.
Engravings "The floods in Murcia, Spain" from the cover of the British newspaper "The Graphic"
AN EXAMPLE OF FOREST-HYDROLOGICAL RESTORATION

- 5000 Has reforested
- 240 Kms road and paths constructed
- 144 kms hillside dams + 420,000 small terraces
- Other infrastructures...

Forest Engineer
Mr. Ricardo Codorniu.
XIX CENTURY VS NOWADAYS
NATURAL PROTECTED AREA TOURISM PRESSURE

SIERRA ESPUÑA
134,000 VISITORS
(2018)

37% ACTIVE VISITORS
47% FAMILIES
16% RECREATIONAL AND BARBECUES USERS
### Natural Protected Area Tourism Pressure

#### Mountain Races in Sierra Espuña

<table>
<thead>
<tr>
<th>Year</th>
<th>Races</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>2</td>
<td>N/D</td>
</tr>
<tr>
<td>2010</td>
<td>15</td>
<td>3,065</td>
</tr>
<tr>
<td>2015</td>
<td>55</td>
<td>21,530</td>
</tr>
</tbody>
</table>

- **AUP**: Averaged Utility Payoff
- **Q Calidad**: Quality of Life

**Graph**: Over time, the number of races and participants has increased significantly. The graph shows a positive correlation between the number of races and participants from 2005 to 2015.

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**VI MFW**

**Medio/Natural Region of Murcia**

**Broumana, Lebanon**

**01 April 2019 – 05 April 2019**
ECOTOURISM DEVELOPMENT STRATEGY

- Rural Houses
- Rural Hotels
- Artisan Bakery
- Nature Photography
- Restaurants
- Active Tourism
- Campings
- Environmental Education
ECOTOURISM DEVELOPMENT STRATEGY

A QUALITY MODEL

Calidad Turística

Compromiso de Calidad Turística

EUROPARC Sustainable Tourism in Protected Areas
ECTS
EUROPEAN CHARTER OF SUSTAINABLE TOURISM

FIRST PHASE. SUSTAINABLE DESTINATIONS. THE CHARTER AREAS.
REGIONAL PARK OF SIERRA ESPUÑA (CERTIFIED IN 2012)

SECOND PHASE. SUSTAINABLE PARTNERS IN CHARTER AREAS
17 BUSINESSES CURRENTLY ACCREDITED

THIRD PHASE. SUSTAINABLE TOUR OPERATORS IN CHARTER AREAS.
(…DEVELOPING…)

VI MFW Mediterranean Forest Week
**OBTAINING THE ECTS IMPLIES:**

<table>
<thead>
<tr>
<th>WORKING IN PARTNERSHIP</th>
<th>• SUSTAINABLE TOURISM FORUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREPARING AND IMPLEMENTING A STRATEGY</td>
<td>• 77 MEMBERS (10 regional and local administrations, 21 associations and other agents of the territory; and 46 tourism companies)</td>
</tr>
<tr>
<td>ADDRESSING THE KEY ISSUES</td>
<td>• DIAGNOSIS OF THE CURRENT SITUATION</td>
</tr>
<tr>
<td></td>
<td>• STRATEGIC ADDRESS (10 MAIN OBJECTIVES ESTABLISHED)</td>
</tr>
<tr>
<td></td>
<td>• PRACTICAL ACTION PLAN (79 ACTIONS DESIGNED AND SOME ALREADY IMPLEMENTED)</td>
</tr>
</tbody>
</table>
SOME ECOTOURISM ACTIONS IMPLEMENTED IN SIERRA ESPUÑA

SIERRA ESPUÑA TERRITORY WEBPAGE  https://territoriosierraespuna.com
SOME ECOTOURISM ACTIONS IMPLEMENTED IN SIERRA ESPUÑA

GOOD PRACTICES IN THE REGIONAL PARK: MANUAL AND BROCHURES

Buenas Prácticas en el Parque Regional de Sierra Espuña

El objetivo de este documento es que toméis conciencia de la forma en que todos podemos disfrutar del Parque Regional de Sierra Espuña, evitando los impactos negativos que nuestras actividades puedan ocasionar.

Desde el Parque se pretende que todos conozcamos lo que un incorrecto comportamiento puede ocasionar sobre la riqueza y biodiversidad de este espacio protegido, así como sobre otros visitantes o pobladores de la zona.

Estás en un Espacio Natural Protegido, este Parque necesita de tu cuidado para que todos podamos disfrutarlo.

IN THE VISITORS CENTRE
IN RECREATIONAL AREAS
IN THE CAMPING
CAR OR MOTORCYCLE ROUTES
HIKING
BIKING TRAILS
CLIMBING
WHILE PHOTOGRAPHING
SOME ECOTOURISM ACTIONS IMPLEMENTED IN SIERRA ESPUÑA

SPUBIKE: BIKING WEB

https://espubike.com
SOME ECOTOURISM ACTIONS IMPLEMENTED IN SIERRA ESPUÑA

AGROECONATURA PROJECT

ACTION PLAN ECTS 2017-2021

ACTION 7.3. “VALUE ENHANCEMENT OF AGRICULTURE, LIVESTOCK AN TRADITIONAL BEEKEEPING

OBJECTIVE: Procuring benefits for the local population

Action: Value enhancement of agriculture, livestock and traditional beekeeping

Synergies between tourism and traditional local activities

01 April 2019 – 05 April 2019 Broumana, Lebanon
THROUGH THE REGION OF MURCIA AUTONOMOUS COMMUNITY
SIERRA ESPUÑA ALSO TAKES PART IN

PROYECTO LIFE FOREST CO2

MAIN OBJECTIVE promotion of forest systems and sustainable forest management as a tool for the mitigation of climate change, through the application of European regulations on accounting for emissions and removals in the LULUCF sector, improving the knowledge base at the local level and making an integrated practical application covering all the sectors involved of interest, including those responsible for the compensation of emissions.

- Accurately know, based on Decision 529/2013 / EU and the IPCC, the accounting for anthropogenic CO2 removals as a consequence of sustainable forest management work in forest stands of *P. halepensis* and *P. pinaster*.
- Model and synthesize the information related to carbon sequestration, and transmit it to the agents of interest so that it can be considered in the accounting of the sinks of the UTCUTS sector.
- Involve the forestry sector in the development of forestry projects on carbon sequestration and sustainable forest management.
- Encourage a change in the corporate culture within the business and institutional sector that allows progress towards a low carbon economy.
- Promote diffuse projects and projects framed in the forestry sector as a tool to mitigate climate change through the voluntary compensation of CO2 emissions.
THANK YOU