



## MedArtSal

# Sustainable Management Model for Mediterranean Artisanal Salinas

Working document

A 5.3.2 SME ecotourism cluster in Spain (LEC)

linked to

Activity 4.1.4 Design a Tourism plan in the Salinas

Experiential Touristic Package

## Developing and managing a local ecotourism cluster (LEC)

Establishment of a Local Ecotourism Cluster (LEC) is one of the key elements of the MEET approach, and a requirement for MEET Network membership. Proper LEC operations are integral to the participatory approach embodied by MEET, including the collaborative development of local ecotourism products, the shared monitoring of their performance, and the effective promotion of those products through the network. LEC helps create opportunities for synergy and mutual reinforcement of the primary objective of a MEET destination: sustainable and competitive ecotourism products in protected areas. This ensures that the protected area and its conservation are at the core of the ecotourism product and are drivers of sustainable development.

A tourism cluster is a group composed of tourism attraction owners/managers within a limited geographic area (i.e., a destination), with services and activities delivered by local providers (e.g., local tour operators, hotel and restaurant owners, tour guides, tourism shops, transportation providers and the like).

On November 11<sup>th</sup> 2021, the tourism sector and potential interested companies (Salinas) and entities in the province of Cádiz are invited to an informative meeting in order to make them part of this MEET tourism cluster.



Image 7. Development of the meeting held between the different institutions to prepare the LEC. Meeting held at the facilities and offices of the Bahía de Cádiz Natural Park in San Fernando, Cádiz (Spain).

At a minimum, a LEC must include representation from the protected area and the selected Inbound Tour Operator (ITO) in order to fulfil the MEET requirements and the reality of tourism product development. The institutions interested in the development of the tourist activity in the framework of the artisanal Salinas of the Bahía de Cádiz attended the meeting of constitution of the LEC (Table 1).

Table 1. Participants and institutions present at the LEC presentation and composition meeting for the development of MEET tourist packages within the scope of the Bahía de Cádiz Natural Park

#	Name	Institution
1	Héctor Bouza Cortejosa	Marambay
2	Marta González Díaz	Marambay
3	Marian Pérez Remoro	Salina de San Vicente
4	Álvaro Gordillo Ortega	Alsherry Experiencias
5	Rodrigo Valdecantos Dema	Delegación Territorial Turismo Junta de Andalucía
6	Macarena Castro Casas	Universidad de Cádiz
7	Yana Korneeva Abdulaeva	Universidad de Cádiz
8	Andrés de la Cruz Muñoz	Universidad de Cádiz
9	Amparo Carrasco García	Parque Natural Bahía de Cádiz
10	Cristina Capa Sánchez	Parque Natural Bahía de Cádiz
11	Rafael Martín Ballesteros	Parque Natural Bahía de Cádiz
12	Antonio Jesús Rivero	Marambay/Estero Natural
13	Jesús Pinilla	SEO/BirdLife
14	Juan Martín	Martinete del Guadalquivir SL
15	Alejandro Pérez Hurtado	Universidad de Cádiz (SCISE)
16	Ignacio Lastra	Estero Natural / AETC
17	Carmen Tornero Pinilla	Atlántida Medio Ambiente SL
18	Cristina Pallero Flores	Atlántida Medio Ambiente SL
19	Natalie Beckett	IUCN-MEET Network
20	Arnau Teixidor	IUCN-MEET Network

## Creating a MEET ecotourism product in artisanal Salinas

Once the stakeholders of the local tourism cluster have a common vision and the protected area is committed to adopting a form of sustainable and low impact ecotourism, the next step is to develop a MEET ecotourism product.

A product is anything offered to a market that might satisfy a want or need. Products can be divided into two broad categories of goods: tangible (e.g. computer) or intangible (e.g. services such as internet access). Each of its components is delivered individually, and together they are delivered as a single, coherent experience

for the traveller. It is also important to note that in tourism, customers purchase the product before acquiring it. This feature will affect how the product is packaged, positioned and marketed to prospective customers.

In this context, a general ethnographic touristic package has been proposed to develop within the framework of the artisanal salt flats in Cádiz.

The atmosphere, location and activity of a traditional Salina offers enormous potential for carrying out different types of tourist activities. From the development of activities to contemplate and get to know a cultural and heritage landscape, to the conservation of biodiversity, through the enjoyment of gastronomic tourism, the artisanal Salinas offer a great number of resources where tourists can diversify their leisure activities, beyond from the sun and the beach.

During the LEC presentation meeting, a first sketch of the general tourist package was proposed to share and discuss with the LEC members.

In this sketch, a tour package of four days is presented, divided into two daily segments (one in the morning and one in the afternoon) with the potential and possible activities to be carried out in the different artisanal salt flats of the Bahía de Cádiz Natural Park. The different members of the LEC made proposals and suggestions that the consultant and tour operator will consider to incorporate in this sketch to improve it. A new meeting was called for February 24 in order to present a more developed package with the comments provided by the LEC.



Image 8. Snapshot of the different comments and suggestions made by the LEC members to the sketch presented for the ethnographic tourist package to be developed following the MEET methodology in the artisanal Salinas of the Bahía de Cádiz Natural Park.

On February 24 (Image 9), after some final comments made by stakeholders on the final touristic package, the proposal of a 4-day experiential tour was finally closed. This same day, an agreement of intentions for the constitution of the local cluster for ecotourism development in the Bahía de Cadiz was presented to the participants (Table 2) in order to start the online signing process. By May 2022 the signing was completed (see full document in Annex).



Image 9. Participants of the meeting held on February 24, at the Bahía de Cádiz Natural Park Visitor Centre.

Table 2 Parties involved in the Local Ecotourism Cluster for the development of ecotourism initiatives in the Bahía de Cádiz Salinas.

#	Name	Institution
1	Héctor Bouza Cortejosa	Roqueta y Preciosa Salina
2	Marian Pérez Remoro	San Vicente Salina
3	Álvaro Gordillo Ortega	Alsherry Experiencias – leader tour operator
4	Rodrigo Valdecantos Dema	Delegación Territorial Turismo Junta de Andalucía
5	Rafael Martín Ballesteros	Conservation Director of Bahía de Cádiz Natural Park
6	Francisco Flor	Santa María de Jesús Salina
7	Juan Martín	Martinete del Guadalquivir SL
8	Alejandro Pérez Hurtado	Universidad de Cádiz (SCISE)
9	Ignacio Lastra	Estero Natural / AETC
10	Carmen Tornero Pinilla	Atlántida Medio Ambiente SL
11	Adrián Pérez	Tourist Board of the Cádiz Provincial Council

## Signing of the cluster establishment agreement



**II ENCUENTRO DEL CLÚSTER LOCAL PARA EL DESARROLLO DE INICIATIVAS ECOTURÍSTICAS EN LAS SALINAS DE LA BAHÍA DE CÁDIZ**  
24 de febrero de 2022  
Centro de Visitantes del Parque Natural Bahía de Cádiz (San Fernando)

**ACUERDO DE INTENCIONES DE CONSTITUCIÓN DEL CLÚSTER LOCAL PARA EL DESARROLLO DE ECOTURISMO EN LA BAHÍA DE CÁDIZ**

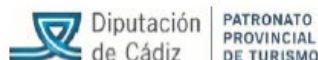
Acción desarrollada dentro de la iniciativa:



Iniciativa enmarcada en el proyecto:



Entidades implicadas



<p><b>MARTIN BALLESTER OS RAFAEL</b> Firmado digitalmente por MARTIN BALLESTER OS RAFAEL - 05238487F Fecha: 2022.05.11 13:42:18 +02'00'</p>	<p>Alsherry Experiences C.I.A.N-117381-2 Álvaro Gordillo 18/03/22 D. Álvaro Gordillo (Alsherry Experiences, tuoperador líder iniciativa MEET-Bahía de Cádiz)</p>
<p><b>75817217V REGLA RUIZ (R: B72089220)</b> Firmado digitalmente por 75817217V REGLA RUIZ (R: B72089220) Fecha: 2022.04.06 17:16:43 +02'00'</p>	<p><b>BOLZO CORTEJOSA FRANCISCO HECTOR</b> Firmado digitalmente por BOLZO CORTEJOSA FRANCISCO HECTOR - 75813599G Fecha: 2022.04.06 17:16:43 +02'00'</p>
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<p>Representante de la Delegación de la Consejería de Turismo, Regeneración, Justicia y Administración Local en Cádiz</p>	<p>D. Adrián Pérez (Patronato de Turismo de la Diputación de Cádiz)</p>
<p><b>48974611K ANTONIO JESUS RIVERO (R: B72355373)</b> Firmado digitalmente por 48974611K ANTONIO JESUS RIVERO (R: B72355373) Fecha: 2022.04.25 18:15:09 +02'00'</p>	<p><b>48875988E JUAN MARTIN (R: B11941630)</b> Firmado digitalmente por 48875988E JUAN MARTIN (R: B11941630) Fecha: 2022.04.05 13:37:14 +02'00'</p>
<p>Firmado por ***3198** CARMEN TORNERO (R: ****7677**) 10/03/2022 con un certificado emitido por AC</p>	<p>Carmen Tornero Pinilla Atlántida Medio Ambiente, S.L.</p>

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