



## Campaña de Jerez

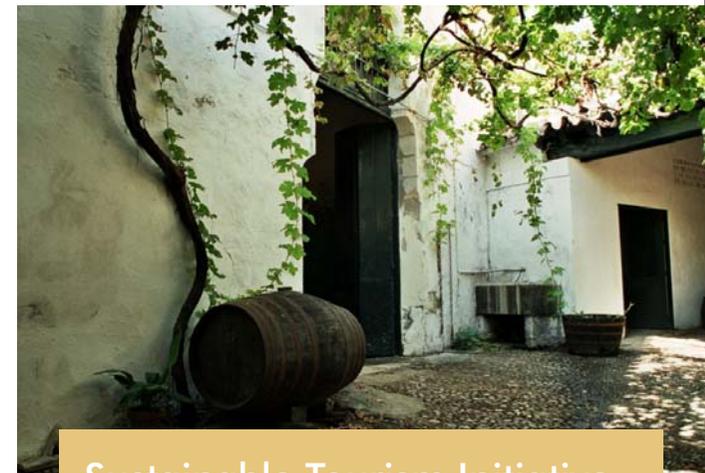
The territorial scope of Jerez and its Campiña (Countryside) contains a wide diversity and a wealth of cultural, natural and ethnographic heritage, all factors contributing to an extensive sweep of resources suitable for marketing through organized tourism-oriented products.

To this we must add the current opportunity to make a solid wager in favour of a sustainable tourism development that will imply a new driving force for economic development in the district.

The “Campaña de Jerez” Sustainable Tourism Initiative has been established as a new development tool intended to foster sustainable tourism-related growth in order to improve the competitiveness of our area as a destination for visitors. This will be done by widening and diversifying activities aimed at strengthening and boosting distinctive specialist segments such as Wine Tourism, through collaboration with public and private players.



Unión Europea  
Fondo Europeo Agrícola  
de Desarrollo Rural



## Sustainable Tourism Initiative Campaña de Jerez



# 09/12

Action Plan

For further information:



Association for the Rural Development of  
Campaña de Jerez:

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### Sustainable Tourism Initiative Campaña de Jerez

The Andalusian Regional Government's Department for Tourism, Trade and Sports and the Association for the Rural Development of Campiña de Jerez are jointly promoting the "Campaña de Jerez" Sustainable Tourism Initiative in the towns of Jerez de la Frontera and El Puerto de Santa María, through the Order dated November 9th, 2006, articulating the Sustainable Tourism Strategy for Andalusia and implementing measures for its development. Their goals, all based on criteria of economic, social and environmental sustainability, are:

#### A. Creation and/or improvement of tourism-related products

- A.1 Creation of interpretation centres for tourist resources
- A.2 Re-enactment of historic events
- A.3 Implantation of tourist routes
- A.4 Recovery and enhancement of monumental heritage
- A.5 Exploiting greenways
- A.6 Recovery and enhancement of tourism-related resources
- A.7 Construction of tourist information points and provision of office material
- A.8 Creation of new products
- A.9 Creation, extension and improvement of establishments for tourists
- A.10 Creation of complementary offers

- A.11 Creation of establishments offering specific products matching the motivations of certain groups of tourists

#### B. Strengthening the local tourism sector's competitiveness

- B.1 Support for entrepreneurs in the territory seeking to focus on or expand their business activity to the tourism sector
- B.2 Design and creation of virtual tourist information and marketing offices based on the intensive use of information and communications technologies, particularly the Internet
- B.3 Dissemination and increased awareness of the potential of technology among business and institutions in the tourism sector operating in this territory
- B.4 Incorporation of systems and processes for greater technification and technological innovation in the management of tourism-related activities and businesses
- B.5 Incorporation of ICT into the management, promotion and marketing of the offers available to tourists, enhancing a direct relationship between the territory and the producer of the service and the tourist market
- B.6 Encouraging new techniques for marketing to tourists

#### C. Creation, maintenance and improvement of the setting for tourists

- C.1 Embellishing the surroundings and access paths to resources including the elimination of visible cabling, recovery of traditional architectural elements, enhancing the streets in historic town centres and installation of underground refuse containers
- C.2 Establishment and improvement of signage systems for tourism
- C.3 Improved accessibility
- C.4 Creation and recovery landscape belvederes
- C.5 Recovery and treatment of landscapes
- C.6 Rehabilitation or restoration, for their dedication to tourism-related uses, of properties over 50 years

of age and historic significance or reflecting the types of construction representative of the location, recovering their settings or historical memory

#### D. Introduction of systems and tools for environmental sustainability

- D.1 Implementation of management systems in tourism oriented companies or facilities leading to the achievement of environmental management certificates or distinctions
- D.2 Implementation or adaptation of facilities aimed at the installation of non-polluting energies, water- and energy-saving systems, waste cleansing or recycling systems, reduction of noise or light pollution and security or fire-fighting systems

#### Useful information:

##### Beneficiaries:

Promoters of sustainable tourism, as well as any member associated with the promoting body

**Deadline for presentation:** March 1st to 31st each year

**Resolution:** last quarter of the year

##### Maximum percentage of subsidies:

- SMEs 40%
- Local entities 70%
- Promoters of sustainable tourism 60%

Total public investment for the project: 2,000,000 euros

**Duration of the agreement:** 2009 / 2012

Subsidy compatible with other subsidies for the same purpose

Verification that investment has not yet begun

**Area of action:** Jerez de la Frontera, El Puerto de Santa María and the minor local entities of La Barca de la Florida, Estella del Marqués, Guadalcaacín, Nueva Jarilla, San Isidro del Guadalete, El Torno and Torrecera.