ASTROTOURISM ON THE CANARY ISLANDS

Canary Islands large-scale demonstrator strategy

Case Tourism and stargazing, La Pama

Cabildo Insular de La Palma: Ana Castañeda

ASTROTOURISM IN LA PALMA: THE HISTORY

- In 1985 the Astrophisical Observatory Roque de los Muchachos is inaugurated on La Palma (2.400 m). Since, it has become the most important on the northern hemisphere. From that moment, the island government and the IAC, with some reluctance from the palmeros, organizes activities to inform the population about the importance of the Universe knowledge.
- In 1987 the first charter flight landed in La Palma, developing new economical activities based on tourism.
- In 1988 a law to protect the quality of the sky for the astronomical observation in La Palma was passed by the National Government.

- Different strategic and marketing plans, through the years, conclude that La Palma's tourist development must be linked, not only with the mild weather and the beaches, but with its exceptional landcapes. Giving value to specific products ables to create interest and experiences to the potential tourist.

- On April 2007 the International STARLIGHT Conference is held on La Palma. It is an international initiative ,in defence of the night sky and the right to the starlight as a common and universal heritage that should be considered an inalienable right of humankind equivalent to all other environmental, social, and cultural rights, due to its impact on the development of all peoples and on the conservation of biodiversity.

- 2009 After some initiatives linked with stargazing or astrotourism, developed from different organizations, the island government Cabildo Insular decided to lead a commitee: "The stars tourism table", created to organice a joint effort to build a new tourist product for La Palma.

- A worksheet is designed with a specific task for every organisation involved in this project.

- ADER works on programs to give the tourist entrepreneurials on rural areas an Astrotourism image, as well as educational programs in order to create an especialized tourist product on the island: Astrotourism.

- IAC forms 14 "Starlight Guides" prepared to explain the sky quality on La Palma and the Infrastructures linked to it. Also the visits to the ORM are provided much easier than ever, after the GTC inauguration, the largest infrared tepescope in the world, (24.07.2009).

- The Rural Tourism Association “Isla Bonita” works to involve the houses’ owners adapting an astronomical image and service on their houses.
- The first services company to offer the tourists a sort of astronomical activities is created on 2009.
- On 16th December 2010, the Cabildo Insular signs an agreement with the Canary Islands Government and TURESPAÑA to develop a Tourist Competitiveness Plan linked to the volcanoes. The proyect presented by La Palma was called “Volcanoes under Stars”, according to the island strategy.
- In 2011 the Plan development starts with a wide range of activities planned on the worksheet aproved by the product table: tourist companies theming, training, astronomical viewpoints, astronomical pathes…

THE ASTROTOURISM PRODUCT IMAGE

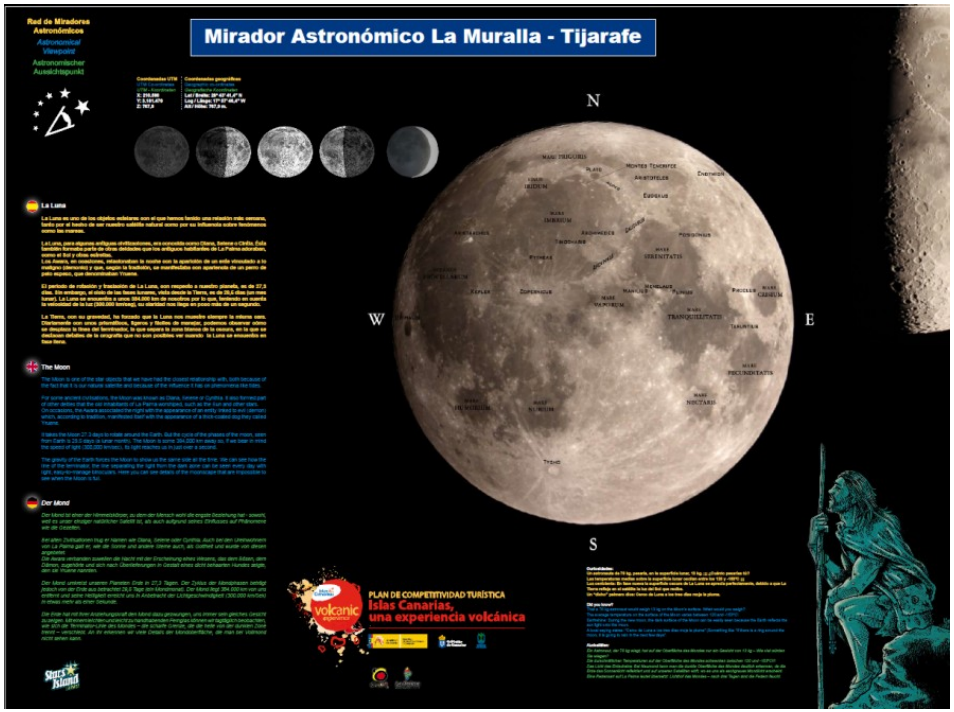
Ring to mark the Astronomical Hiking Pathes: 3

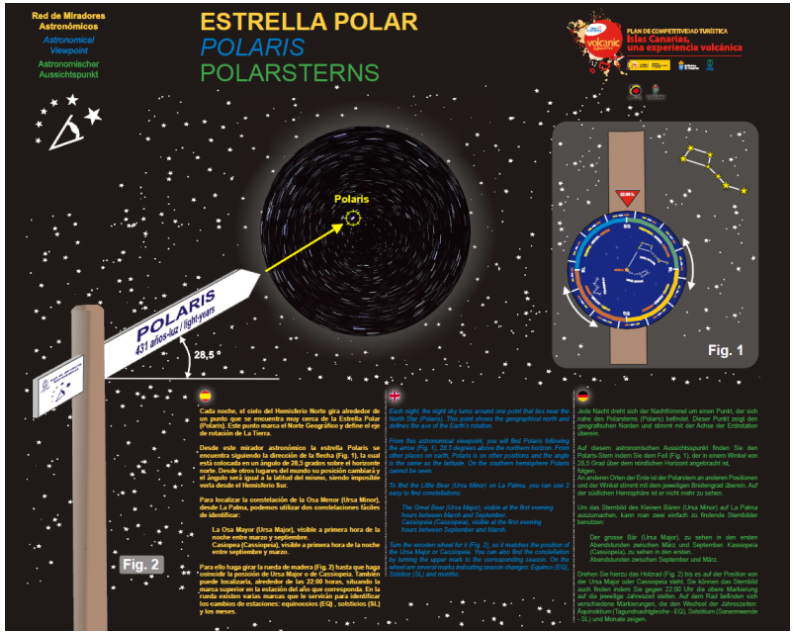
ASTROTOURISM MEMBER BOARD:
52 TOURÍSTICS COMPANIES:

- 6 Restaurants
- 3 Bars
- 21 Rural Houses
- 2 Apartments Houses
- 2 Hotels
- 3 Astronomical Services Companies
- 4 Starlight Guides
- 1 Souvenir Shop
- 1 Jeweller`s Shop
- 1 Teneguía Salina
- 1 Magazine
- 1 Winery
- 2 Excursions Boats
- 4 Outdoor Activities Companies

16 Astronomical Viewpoints: 14 Touristics + 2 Amateurs

ASTRONOMICAL VIEWPOINTS: EACH MARKED WITH A GENERAL PANEL, AN ESPECIFIC PANEL AND AN ARROW POINTING AT POLARIS





Red de Miradores Astronómicos

POLARIS

431 años-luz / light-years

LA MURALLA
RESTAURANTE

RESTAURANTS WITH G-ASTRONOMIC MENU

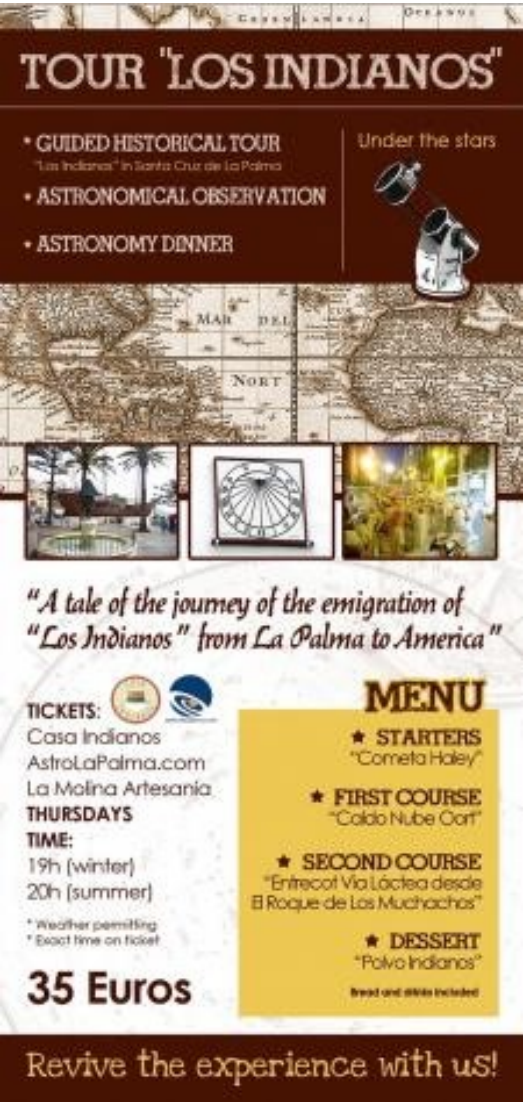
Villa Asunción
Casa Rural

Casa Rural
Llanos Negros

www.islabonita.es

APRIL 2012 LA PALMA RECEIVES THE 2 STARLIGHT CERTIFICATIONS: TOURISTIC DESTINATION AND STARLIGHT RESERVE (WORLD´S FIRST)

PRIVATE ACTIVITIES IN COOPERATION WITH THE PLAN

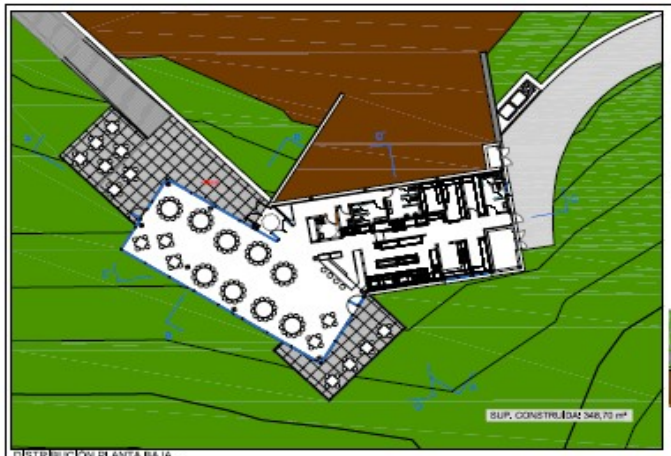


NEW PROJECT IN MAY

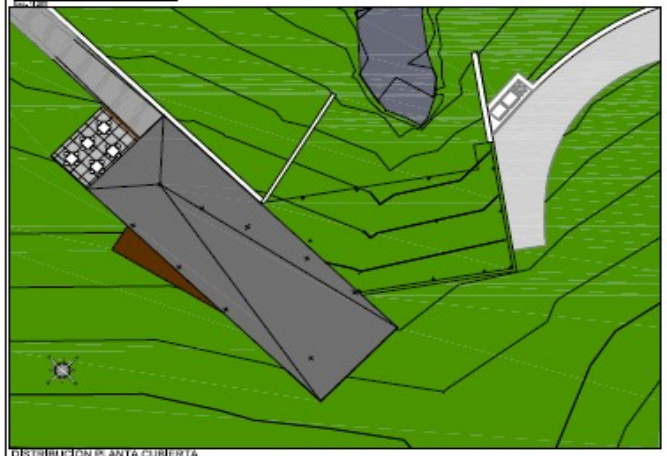
OUR STRAIGHTAWAY CHALLENGE

MAMALLUCA MODEL: Touristic – Educational AMATEUR OBSERVATORY

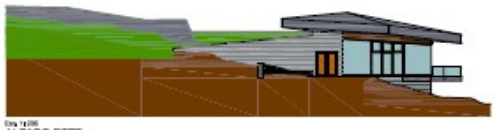
VISITORS CENTER AT ROQUE DE LOS MUCHACHOS



DISTRIBUCIÓN PLANTA BAJA



DISTRIBUCIÓN PLANTA CUBIERTA



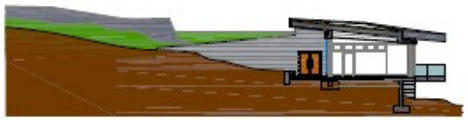
ALZADO ESTE

ALZADO NORTE

ALZADO OESTE

ALZADO SUROESTE

SECCIÓN A • A'



SECCIÓN B • B'

SECCIÓN C • C'

SECCIÓN D • D'

ANTEPROYECTO DEL CENTRO DE VISITANTES DE EL ROQUE DE LOS MUCHACHOS

PROMOTOR: EXCMO. CABILDO INSULAR DE LA PALMA

SITUACIÓN: CARRETERA LP-4 : TERMINO MUNICIPAL DE GARAFIA

Escala: 1/200

PROPUESTA DE RESTAURANTE : PLANTAS, ALZADOS, SECCIONES E INFOGRAFIAS

ESTUDIO DE ARQUITECTURA FUENTES MARANTE

ARQUITECTO: JOSE MIGUEL FUENTES MARANTE

THANK YOU VERY MUCH FOR YOUR ATTENTION

For any further information:

e-mail:
ana.castaneda@cablapalma.es
www.starsislandlapalma.com
Phone: + 34 922 423 100
ext. 2430
Cabildo de La Palma