

Best practice 13: “Red de Juderías”, Spain.

Scale: Regional

Stage of tourism development: Mature

Main objective: Regional development/ Destination promotion

Categories of effects:

Effects on urban governance

- Cultural tourism strategy
- Regional cooperation
- Networks of cities
- Stakeholder participation
- Destination management
- Sustainable partnership

Effects on quality of life

- Built heritage diversity
- Cultural practices and representations
- Urban economies

The « Red de Juderías de España » (Network of Spanish Jewish Cities) of Spain brings together different Spanish cities, either as Members or Associated cities. The Member cities of the Red de Juderías de España acts as one to protect the urban, architectural, historic and cultural Jewish heritage in Spain. They promote cultural, touristic and academic projects, sharing experiences and actions in Spain and abroad and developing politics of sustainable cultural tourism in their cities. This network is exclusively formed by cities; hence, being a very good example of good urban governance, as well as of cooperation among towns, in promoting their common cultural heritage and history. Together, these cities cooperate in organising conferences and other events, in publishing books and promotional material, having shown very good coordination skills. One of the outcomes of this cooperation is its very well structured website. Most of the participating cities are medium sized, like Cáceres, Avila, Segovia, Leon, Oviedo or Girona. There are also a few bigger cities, whose resources and know how has also been very helpful for the small and medium-sized ones when developing their own cultural tourism strategies. These cities have a common touristic offer on a common subject, and each town promotes not only their own touristic offer, but also that of the rest of the cities, in a common effort to promote the whole of the cities' network offer. Also, on a wider scale, this network is a member of the “European Routes of Jewish Heritage”, which include many other cities in Europe, and several organisations, and which has been listed as “Major Cultural Route of the Council of Europe” in 2005. Together, the network organises every year the “European Day of Jewish Heritage”, when many cities in Europe open up to their residents and visitors to show them their Jewish heritage, so they acknowledge the how Jewish heritage is such an important part of European culture. So far, this event has been a proof of the coordination and cooperation scale of this network not only at a Spanish level, but also at a European one.

Source: European Institute of Cultural Routes, 2006.

Links:

www.redjuderias.org

www.culture-routes.lu