

Best practice 24: Protection and rehabilitation of the Lorca, Spain

Scale: Urban

Stage of tourism development: Growing

Main objective: Urban development/ Destination promotion

Categories of effects:

Effects on urban governance

- Steering government
- Destination management
- Stakeholder participation

Effects on quality of life

- Built heritage diversity
- Urban economies
- Social life, local values and traditions

Despite its rich history and built heritage, Lorca's potential as cultural tourism destination has been neglected for years. In the late nineties a confluence of interests (both public, private, and associations) led to a reflection about how to develop the urban economies by the means of tourism. A strategy was developed, on a double basis: the development of the cultural tourism rather than the "sun and beach" typical of the rest of the region, and the will to adopt a sustainable development formula. The implementation of this strategy was entrusted to LORCATUR, a unipersonal joint-stock company, whose only shareholder is the "Consortium for the Tourist and Cultural Development of Lorca". This last entity is formed by different administrations and public organizations: The Region of Murcia, the City Council of Lorca, the Chamber of Commerce of Lorca and the Confederation of Entrepreneurs of the Region of Lorca (Ceclor). The objectives pursued by LORCATUR and the consortium are the dynamisation of the urban economies, the preservation and enhancement of the built heritage of the city, the rehabilitation of urban areas for residents and tourists, and the diversification of the cultural offer. The actions carried out to achieve these objectives include the preservation and/or restoration of built heritage, the implementation of urban tourist routes and thematic itineraries by adequate signpost, the creation of a visitor centre and a thematic area inside representative historic buildings, the impulse of local craftwork and street markets and the enhancement of local traditions and religious practices.

Source: CEBRIÁN ABELLÁN, Aurelio, "Los Proyectos de Turismo Cultural sostenible de Lorca y Caravaca de la Cruz (Murcia)" in CEBRIÁN ABELLÁN, Aurelio (coord.), *Turismo Cultural y desarrollo sostenible*, Universidad de Murcia, 2001.

Links:

<http://www.lorca.es/turismo/turismo.asp?id=129>

<http://www.lorcatallerdeltiempo.org/>