



CHRISTA
Interreg Europe



European Union
European Regional
Development Fund

« TROPOLIS »

A place for culture, leisure and eco-tourism

Delegation of Employment and Sustainable
Development
Provincial Council of Granada, SPAIN



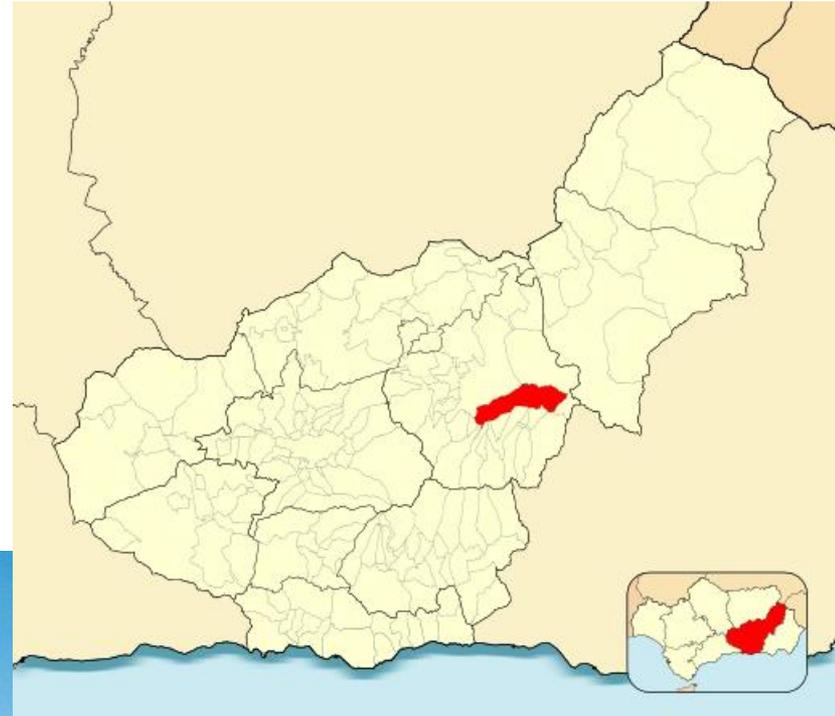
Diputación
de Granada
Avanzamos junt@s

15 March, 2017 | Interregional workshop in Goteborg, Sweden

WHERE?

Alcudia de Guadix: Its geography

- The head of the municipality Valle del Zalabí, composed of 3 localities: Alcudia de Guadix, Exfiliana and Charches
- 1,300 inhabitants
- It is located in the Northern foothill of “Sierra Nevada
- 67 Km. away from Granada city



WHERE?



Alcudia de Guadix: Its geography

- It is part of the Natural Park “Sierra de Baza”, a “climatic island”, given its humidity and the abundance of vegetation, with peaks higher than 2.000 meters
- But its surroundings are almost a desert
- Its territory is included in a candidature to be declared as Geopark by UNESCO



WHERE?

Alcudia de Guadix: Its geography



A big part of the houses are caves excavated from the clay soil of the area. Most of them are still inhabited today

The town is also famous for its breads and it still has some of the best bakeries in the Province of Granada.



WHERE?

Alcudia de Guadix: The history

Its origin date back to an indigenous settlement from the Bronze Age.

Its most recent origins date back to the century VIII, when people from Syria settled there. The city was known by Muslims as Alcudia Alhambra (“The red Alcudia”) because of the red colour of the hillsides where it is located.

After its conquest by the Catholic Queen and King, in 1489, it became a rich town given its agriculture, the supply of water in all the houses and its wide communal properties. Its baths were also very famous. Night ceremonies were celebrated there, especially on the occasion of weddings.

The historic personality Hernando el Havaqui was born in Alcudia de Guadix. He participated in the Moorish uprising against the Spanish King Felipe II

WHO?

An initiative of the Town Council of Alcudia de Guadix

But its services are rendered in the framework of a contract with a company



TRÓPOLIS: A different destination



- A Museum–Workshop,
located in a cave,
that offers a different
experience to its visitors

where heritage, leisure and
ecotourism are mixed.

- An active museum

where visitors can learn how
to make bread, cheese or
handicraft,

prepare some of these

and take them back to enjoy
at home.



TRÓPOLIS: A different destination

Objectives:

- Centre of recovery, rise in value and diffusion of industrial and ethnographic heritage of the area around 5 key elements of this area: bread, wine, cheese, handicraft and cave-dwelling habitats.
- Develop a different tourist destination, with high quality equipment and based on heritage resources
- Consolidate the tourist offer of the area, contributing to the demand increase
- Revitalize caves as a different resource of the Province of Granada, promoting investments on them and taking profit of their characteristics.
- Being a cultural and tourist reference in the area.

TRÓPOLIS: How to “sell” it?

- Focusing on the human and natural surroundings
- With an up-to-date marketing



ENTORNO HUMANO Y NATURAL
HUMAN AND NATURAL ENVIRONMENT

Las cuevas, en tanto que abrigos naturales, han sido utilizadas por el hombre desde el Paleolítico Superior. Este hábitat no desaparece y queda perpetuado en el tiempo y en la historia sin perder su esencia. La madre tierra ampara y protege en su interior al hombre. El visitante de este municipio granadino tiene la oportunidad única de comprobar como un sistema de ocupación del medio natural, el hábitat troglodita, se ha perpetuado durante milenios sin perder su esencia.

The caves, while natural shelters have been used by man since the Upper Paleolithic. This habitat remains and is perpetuated in time and history without losing its essence: The mother land covers and protects the man inside. The visitor to this city of Granada has the unique opportunity to see how a system of occupation of the natural environment, the troglodyte habitat has been perpetuated for millennia without losing its essence.

Nuestra capacidad en cuevas actual
148 plazas hoteleras

Our current capacity in caves
148 hotel rooms

A collage of four photographs: a field of red poppies, a snow-capped mountain, a natural rock shelter (troglodyte habitat), and a white building with arched windows.

TRÓPOLIS: How to “sell” it?

Directly linking the museum to the town’s image and resources

They mention as part of their offer:

- A viewpoint overlooking the special geology of the area (bad lands) or to Sierra Nevada



- The peri-urban park with botanic and ornithological routes



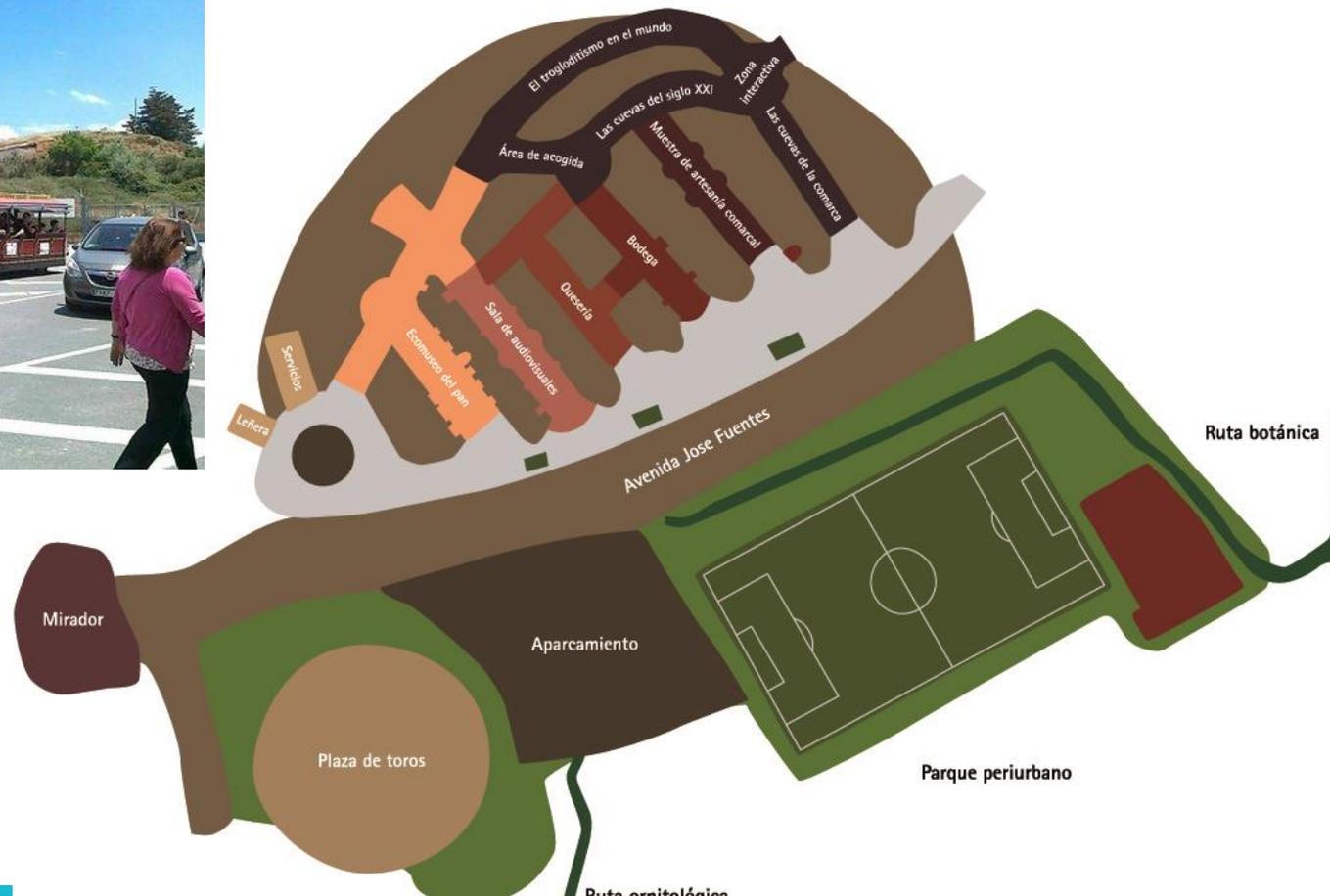
El balcón de
Sierra Nevada



TRÓPOLIS: How to “sell” it?

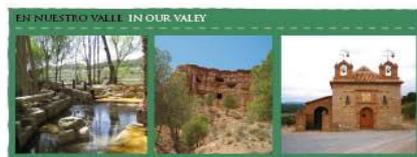
Directly linking the museum to the town’s image and resources

They offer a touristic train from Trópolis to Guadix city: the historic centre, the caves neighbourhood



TRÓPOLIS: How to “sell it?”

- Locating “Trópolis” in the map of the town



RESTAURANTES	
1. Mesón del Tío Tobias	958 698127
2. Mesón Antonio	958 698283
3. Restaurante Migón	958 698322
4. Restaurante Menta	958 698548
CAFÉ - BAR	
5. Tascá Peña	958 698033
6. Joan Rafael	958 698161
7. Tropicana	958 698288
8. Cafetería Sierra	958 698358
9. Jimenez	958 698342
10. Carmona	958 698390

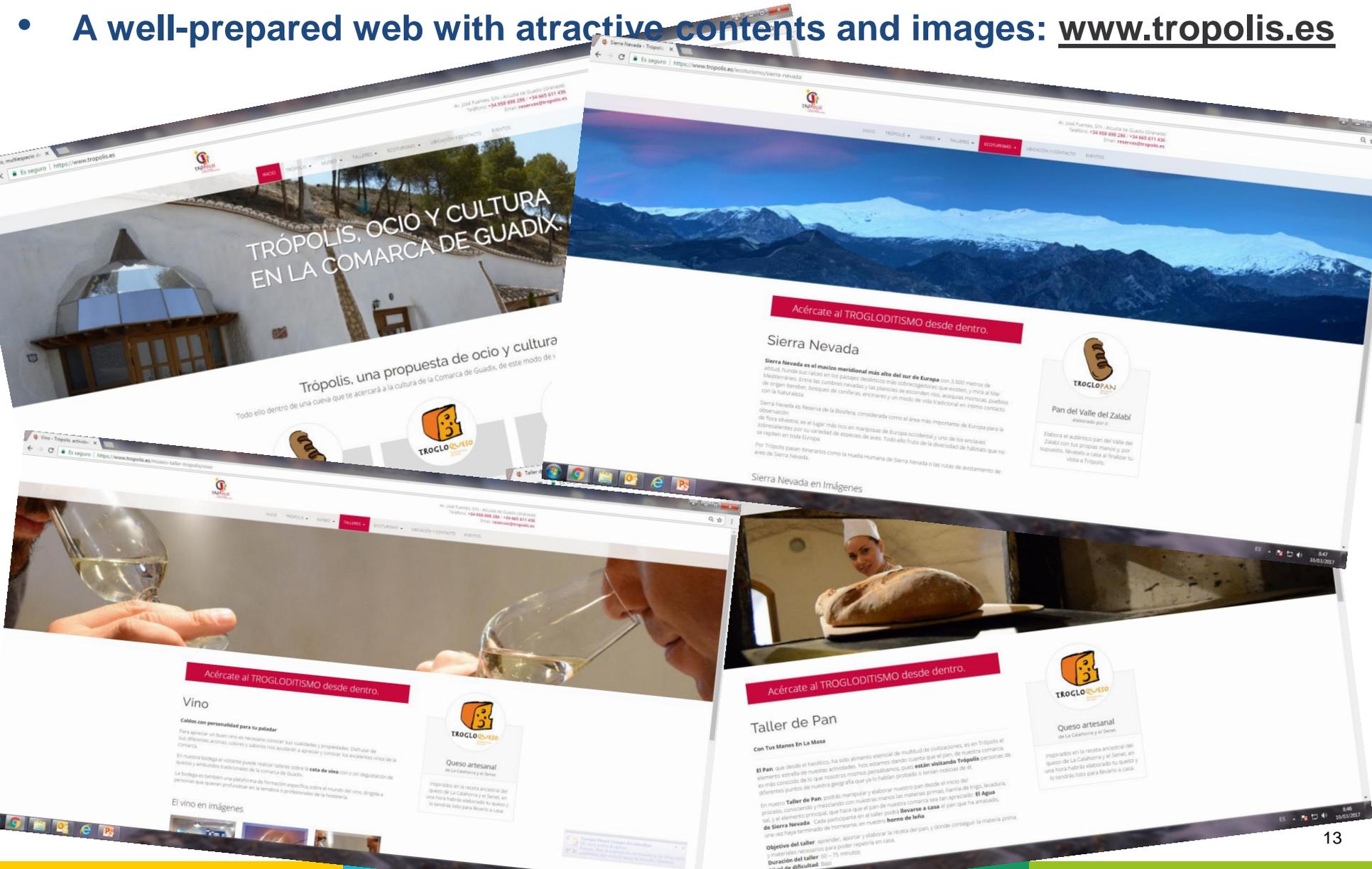
PANADERÍAS	
11. Fernández	958 698585
12. Sierra	958 698258
13. El Parrón	958 699120
14. Soto	958 698412
15. Ojeda (Charchal)	958 670382
CARNICERÍAS	
16. Sierra	958 698223
17. Marcelo y Párr	958 698422
18. Hermenegildo Carmona	958 698344

ALOJAMIENTOS EN CUEVA	
19. Cuevas del Tío Tobias	958 698550
20. Cuevas del Zamarro	958 698245
21. Cuevas Zapatero	958 701023
22. Cuevas Matarichos	958 701023
23. Cuevas Ajosar	629 732222
SERVICIOS	
24. Cajaros	28. Bar
25. Sarmaca	29. Pub
26. Medico	30. Turismo activo
27. Taxi	958 698130 / 614 709738
31. Agencia de Viajes	958 698274

	RESTAURANTES		CARNICERÍAS
	CAFÉ - BAR		ACTIVIDADES
	PANADERÍAS		ALOJAMIENTOS EN CUEVA
	RESTAURANTS		BUTCHERS
	COFFEE - BAR		ACTIVITIES
	BAKERIES		HOTELS IN CAVE

TRÓPOLIS: How to “sell it?”

- A well-prepared web with attractive contents and images: www.tropolis.es



TRÓPOLIS: How does it work?

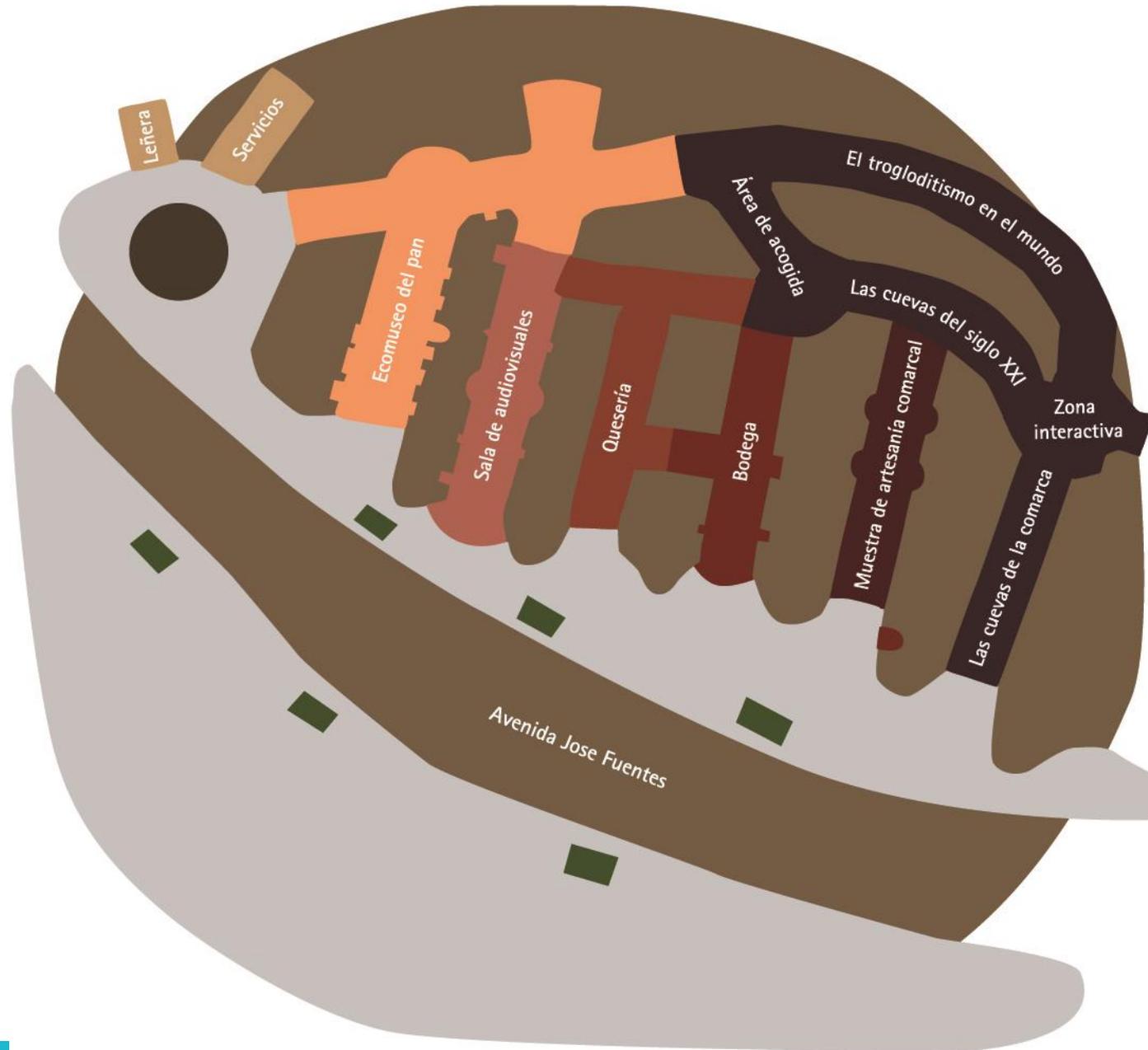
It is located in a group of caves



TRÓPOLIS: How does it work?

It has:

- Audio-visual room
- Eco-museum of bread
- Workshop of hand-made cheese
- Winery area
- Pottery and exhibition of craftworks



TRÓPOLIS: How does it work?

THE AUDIO-VISUAL ROOM (Cave 1)



The beginning of the visit with a vision of “the secret of the land”

This multipurpose room has capacity for 60 people.

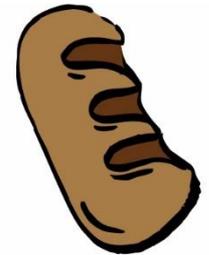
Visitors begin their tour here in the centre with a short introduction to the activity to be done later.

A general vision of the Guadix area is also offered.

The room is also a place for meeting and competitions linked to Trópolis topics.

TRÓPOLIS: How does it work?

THE BREAD ECO-MUSEUM (Cave 2)



TROGLOPAN
Pan de Valle
del Zalabí

With hands in the dough

You can:

- Visit the workshop and its exhibition
- Actively participate in the bread production, following the teaching of a professional baker, who shows the keys of good bread. Participants can bring the bread home to taste pieces made by themselves

TRÓPOLIS: How does it work?

THE CHEESE FACTORY (Cave 3)

A tradition with character

A training centre that raises the value of the production of the traditional cheese of the area.

The master who leads the workshop shows practical aspects of producing the cheese. Participants could later take the cheese with them in order to enjoy it.



TROGLOQUESO
Quesos de la comarca
de Guadix

TRÓPOLIS: How does it work?

THE WINERY (Cave 4)



Wines with personality

Trópolis winery brings together wines from the Guadix area.

Visitors can assist short workshops on wine tasting

It is also a training platform, devoted to whoever wants to go in depth in this matter or to hotel industry professionals.



TRÓPOLIS: How does it work?

POTTERY AND EXHIBITION OF CRAFTWORKS (Cave 5)



Made in Guadix area

An exhibition with samples of the main elements of the craftworks of the territory : ceramic, forge, esparto, cowbells, harness-maker's shops, embroideries, chair making, wood, etc.

A pottery room where we can organize workshops on ceramics



TRÓPOLIS: How does it work?

OTHER SERVICES



 <p>TRÓPOLIS Dianada Imajottra y artesano en Valle del Zafra</p>	<p>Padel Futbol parque infantil</p>	<p>Instalaciones deportivas</p> 
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Sports facilities: paddle tennis, football, playground

TROPOLIS: How does it work?

OTHER SERVICES



Plaza
de toros

Eventos
Festejos
Comidas

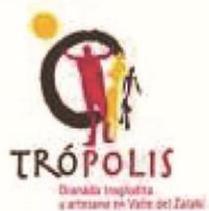
Bull ring: events, parties, lunch meetings

- Bull-fighting events
- Music spectacles, theatre
- Gathering of motorcycles, cars, etc.
- Wedding celebrations
- Sports campings
- Equestrian events

Capacity for 1,500 people in grandstands, 800 people in the bull ring

TROPOLIS: How does it work?

OTHER SERVICES



Bazar Trópolis

Artesanía y regalos

Bazaar Trópolis: handicrafts and gifts

TROPOLIS: Impact on the territory

SOME DATA



- 18,000 visitors per year and this number is growing very quickly
- 80% of visitors attend bread or cheese workshops or a wine tasting.
- 90% of visitors eat in the town.
- 20% make complementary activities, such as a visit to the viewpoint, walk in the outskirts of the city, etc.
- The cheese factory also works as a training centre for dairy and cheese production, separate from the activities linked to the Trópolis museum and workshops
- The Bazaar Trópolis sells products from the territory as a souvenir
- Trópolis support lodgements of the area, given that visitors are more satisfied with a wider leisure offer



Thank you!

Delegation of Employment and Sustainable Development,
Provincial Council of Granada, SPAIN