RUPIT, BTV by UN Tourism 2022

Management and planning of tourist destinations in rural areas: Tourism strategy of Rupit

# Introduction:
Getting to Know the Town

- Rupit is one of Catalonia's gems, situated in the northeast of the Iberian Peninsula.

- It's 100 kilometers from Barcelona (2 hours by car).

- Sitting at an altitude of 850 meters.

- Home to 280 inhabitants.

- This medieval village preserves Baroque buildings from the 17th century.

- Nestled in the heart of the Collsacabra, Natural Interest Space.

- The village is surrounded by the Rupit stream, lush forests, caves, prehistoric tombs, waterfalls, and kilometers of cliffs where one can breathe the silence and tranquility of nature.
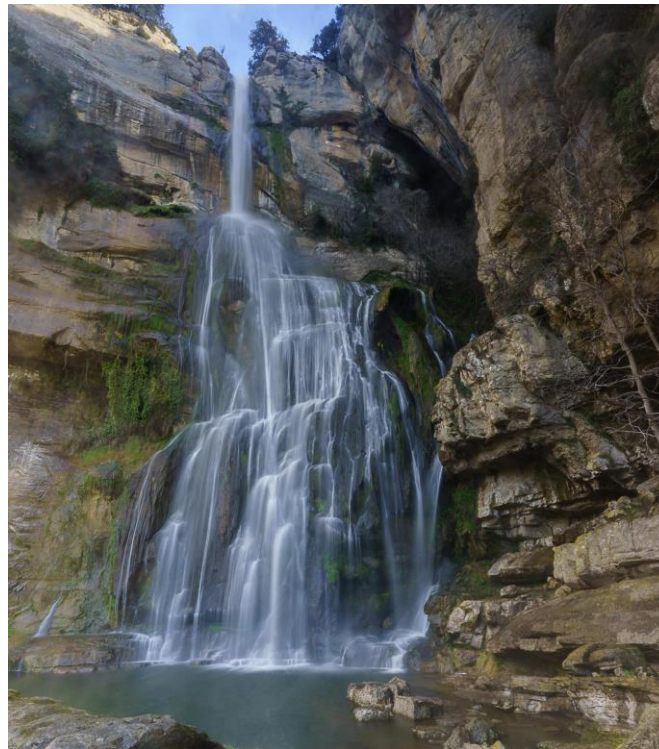
Natural Heritage

- Collsacabra Natural Park.

- Sallent Waterfall, a 120 meter waterfall.

- Kilometers of cliffs.

Cultural Heritage

- 17th-century Forge.

- Remains of the medieval castle.

- Baroque Old Town, from the 17th century.

- Romanesque churches

- Traditionally, agriculture and livestock were the main incomes of the local economy.

- Currently, due to the unique characteristics of the municipality, tourism is the main source of income, although livestock farming is also preserved.

The background...

- **'60s**:Tourism becomes a mass phenomenon associated with the increase in income levels in North America and European countries.

- Rupit is not exempt from this phenomenon and also sees the arrival of tourism, mostly from Catalonia, as an opportunity to boost and diversify the town's economy, weakened by the post-war period and closely linked to the primary sector.

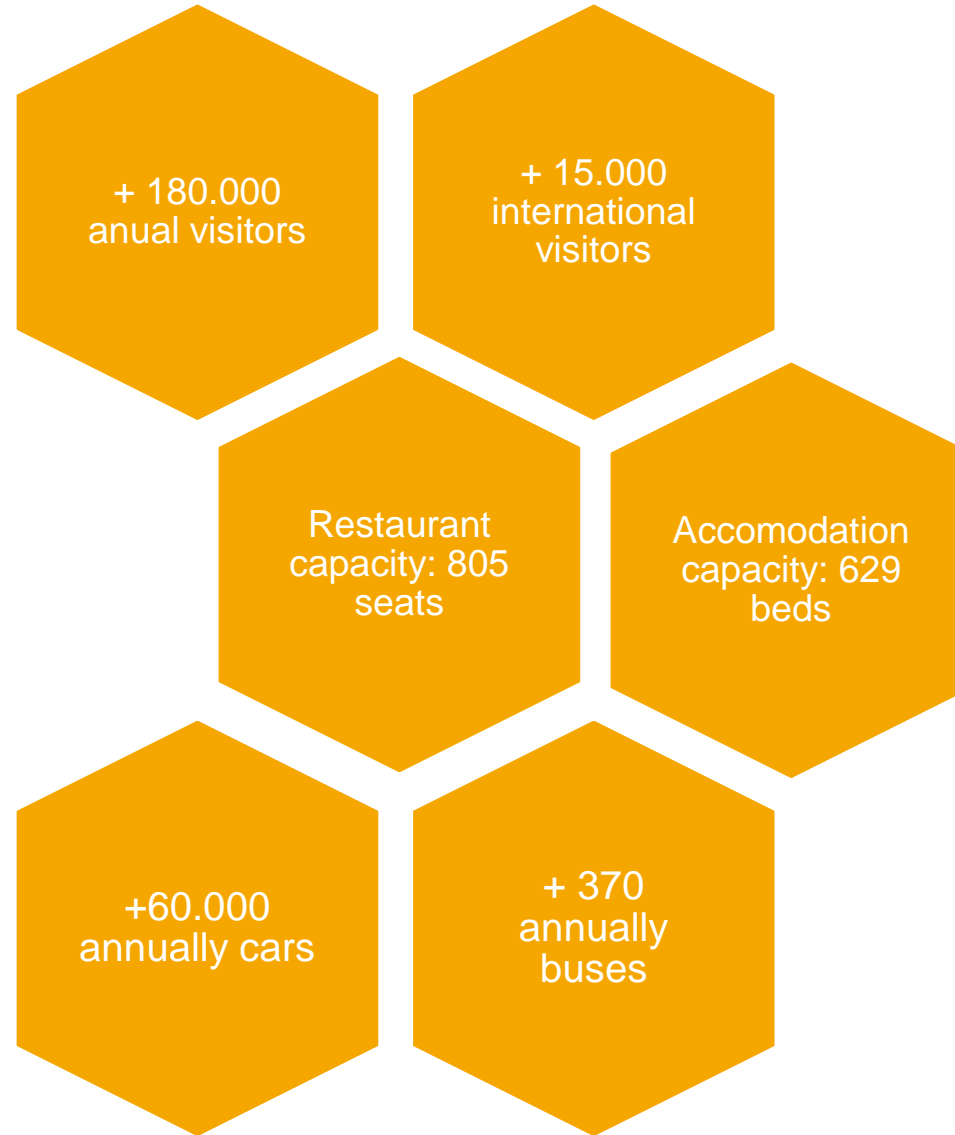- **'70s:** the City Council of the time applies urban planning regulations to protect municipality's heritage.

Rupit, the birth of a tourist destination

- **'80s**: opening of new horizons with the arrival of the tourist phenomenon. Rupit is losing population and many uninhabited houses are recovered as second homes or tourist businesses.

- **90s and beginning of 2000s**: indiscriminate promotion to attract tourism.

Some key tourism facts...

+ 180.000 anual visitors

+ 15.000 international visitors

Restaurant capacity: 805 seats

Accomodation capacity: 629 beds

+60.000 annually cars

+ 370 annually buses

Rupit's Tourism Strategy Plan

- 2015, turning point in municipal tourism management.

- Preparation of a strategic plan for tourism management jointly with the Barcelona Provincial Council (Diputació de Barcelona)

- Bases for a tourism model based on excellence, responsibility and sustainability.

Outstanding actions that have led Rupit to be an outstanding example in sustainable management in rural environments

- Declaration an area with a quality night sky, an environmental distinction that is awarded to those municipalities where there are good conditions to enjoy the natural night environment.

- Pioneering regulation of tourist short-term accommodation rental services.

- Farmlab Week, promotion of new technologies to the rural world.

- Joint projects with the neighboring municipalities of l'Esquirol and Tavertet.

Destination management: Traffic control in Rupit

Highlighted measures for traffic capacity management:

1. Restriction of vehicles in the old town of Rupit.

2. The establishment of parking areas for visitors at the entrance of the village to significantly reduce the acoustic and environmental pollution in the old town.

3. Limitation of buses.

4. Complemented by joint management with surrounding municipalities for a shared management of tourist flows.

Heritage conservation:

- Restoration and opening of visits to the bell tower.

- Can Rovira, unique blacksmith shop in Europe from the 17th century.

- Rehabilitation of the 10th century Rupit castle.

Continuous improvement of accessibility:

Adaptation of all tourist information for groups with hearing, visual and cognitive difficulties.

Benefits of being awarded Best Tourism Village by UN Tourism

- International recognition: The prize awarded by the UN Tourism is a recognition of excellence in sustainable tourism development, which increases the visibility and reputation of the town at a global level.

- Being part of a global network of rural destinations.

- Promotion in media (international, national and regional).

- To overcome seasonality in tourism.

- Attraction of tourists interested in sustainability and cultural authenticity.

- Exchange of knowledge with other rural destinations.

- Sharing of good practices.

- Self-Assessment Tool to Assist Rural Destinations (STAR).

- Being a reference for other similar destinations.

- Participation in different research studies.

- Training courses.

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Rupit, Spain
Officially recognized as a Best Tourism Village by UN Tourism in 2022
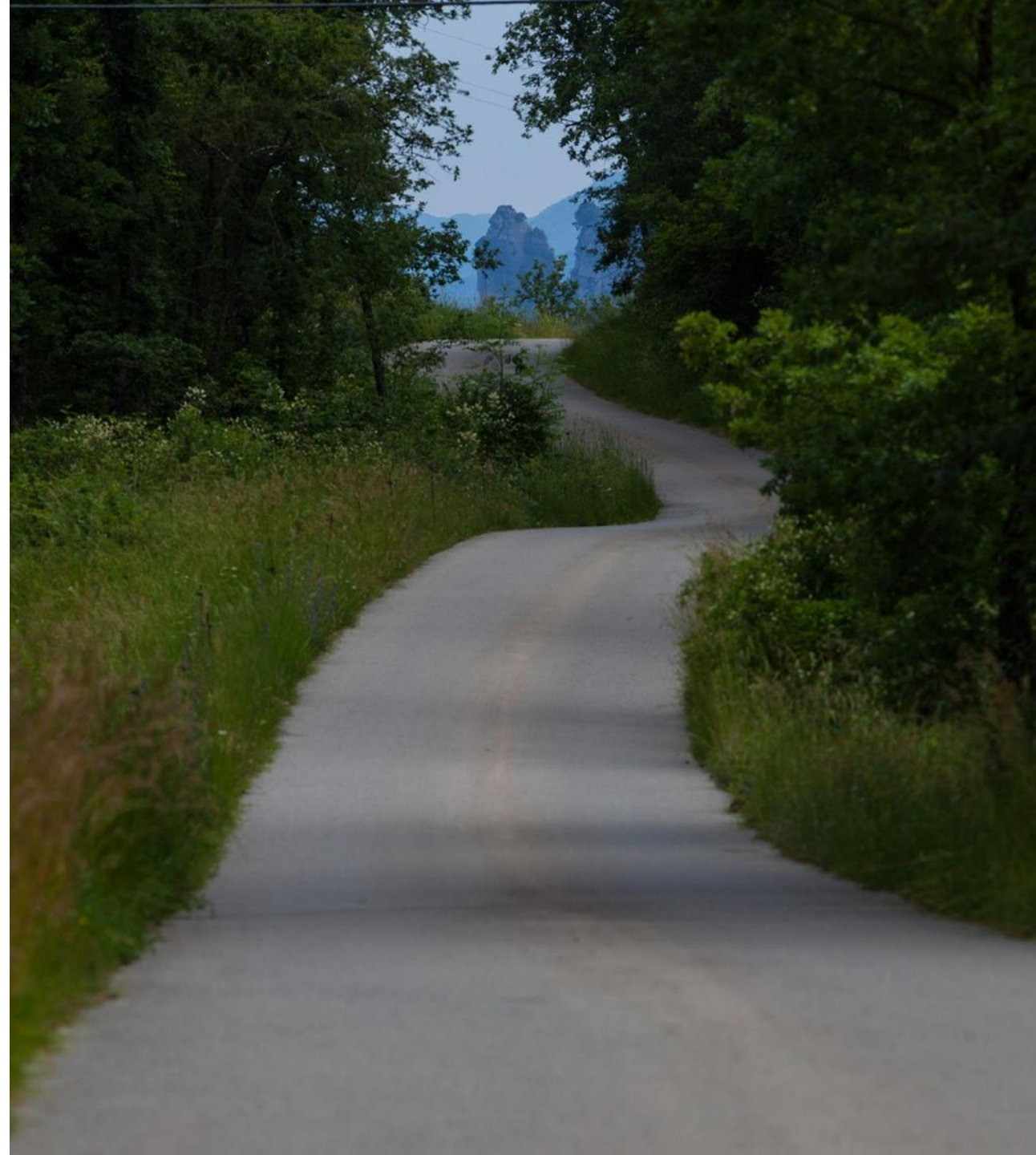
Future steps and initiatives

Keep working for being a Smart Tourist Destination:

- Governance.

- Technology integration and data management.

- Sustainability.

- Accessibility.

- Innovation.

Main challenge:

Consolidate the strategic lines implemented.

Continuous improvement of the destination based on sustainability.

THANKS!!!

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