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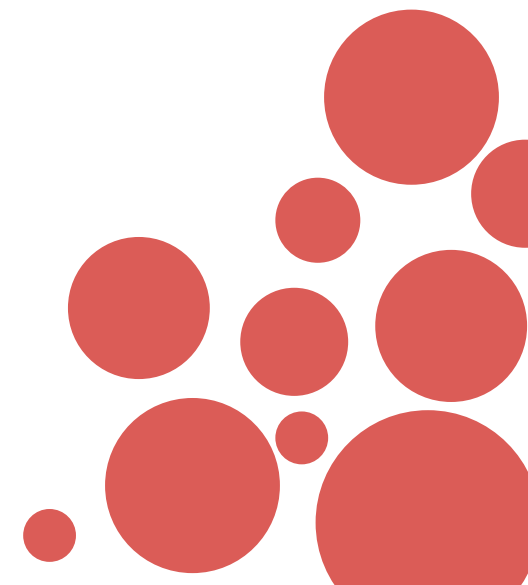
POLICENTRIC TOURISM: BALANCING TOURIST FLOWS AND DEVELOPING TOURISM IN INLAND AREA

19 February, 2025

Online

Emma González | Partner INORDE

Ana Belén Fernández | Tourism Expert-INORDE





GOOD PRACTICE:

Sustainable ECO-Experiences in the Geodestination Terras de Celanova-Serra do Xurés



The goal of this program was to **transform tourism products** and support **entrepreneurial projects**. This initiative was focused on creating **immersive tourism experiences** by providing training and mentoring in key areas such as culture nature, gastronomy, thermalism, and sports.

The training program consisted of **16 hours of mentoring**, divided as follows:

- **8 hours of private mentoring** for each of the participating entrepreneurs.
- **8 hours of group mentoring**, aimed at fostering collaborative work and networking.
- **Feasibility study**
- **Deliverables: 39 storytelling digital PDF / 63 fact sheet (experiences) / 01 landing page**

BUDGET: 15.000 €

EXECUTION TIME: from October 2023- January 2024



GOOD PRACTICE: Sustainable ECO-Experiences in the Geodestination Terras de Celanova- Serra do Xurés



TERRAS
SERRA
CELANOVA
XURÉS

Each entrepreneur received **8 hours of personalized advice**, focusing on the following key areas:

- **Tourism product configuration**
- **Storytelling**
- **Creation of experiences (taylor made)**
- **Digitalization strategies**
- **Training on commercialization strategies**





GOOD PRACTICE:

Relevance for polycentric tourism

1. Decentralization of expertise

This contributes to **polycentric tourism** by enabling multiple entrepreneurs to develop distinctive tourism products. Rather than concentrating tourism activity in one or two major hubs, the program spreads tourism growth across various localities, distributing visitor flows and economic benefits.

2. Empowering local entrepreneurs across multiple areas:

The training supports **entrepreneurs in different municipalities**, helping them develop their storytelling, product configuration, and digital presence. This directly feeds into polycentric tourism by fostering strong, independent tourism businesses in **seven locations**, which collectively contribute to a vibrant, decentralized tourism network. Each entrepreneur becomes a node in the broader polycentric model, contributing to the overall attractiveness of the region.

3. Creating a network of diverse experiences:

This networking aligns with polycentric tourism's emphasis on **interconnected hubs** of activity, where each entrepreneur offers unique experiences—such as **ethnography, nature, gastronomy, or thermalism**—that together form a diverse, multifaceted tourism destination.



How this training program impacted on a social , economic and responsible tourism level?

Combating depopulation:

- This project was a key tool in **retaining population in rural areas**.
- Through this program, **specialized advice and training** were provided to 13 entrepreneurs for developing tourism products based on local resources. This approach not only boosts the local economy but also fosters an **entrepreneurial culture** and the preservation of local traditions.

Driving sustainability and innovation:

- They have incorporated **eco-friendly practices** that ensure the sustainable management of the geodestination's natural resources.
- The goal is to offer visitors experiences that were not only attractive for their exclusivity and authenticity but also promote **environmental awareness**.

Building networks and public-private partnerships:

- **Meetings and events** have been organized to allow entrepreneurs to forge key contacts and establish partnerships with other sectors, strengthening the development of a **collaborative and sustainable tourism ecosystem**.



GOOD PRACTICE: SUSTAINABLE ECO EXPERIENCES

SIGNIFICANT TRANSFERABILITY POTENTIAL

- Vocational education training model
- Emphasis in local resource and authenticity
- Promotion
- Collaborative work and joint products
- Sustainability focus



GOOD PRACTICE: Sustainable ECO-Experiences in the Geodestination Terras de Celanova- Serra do Xurés

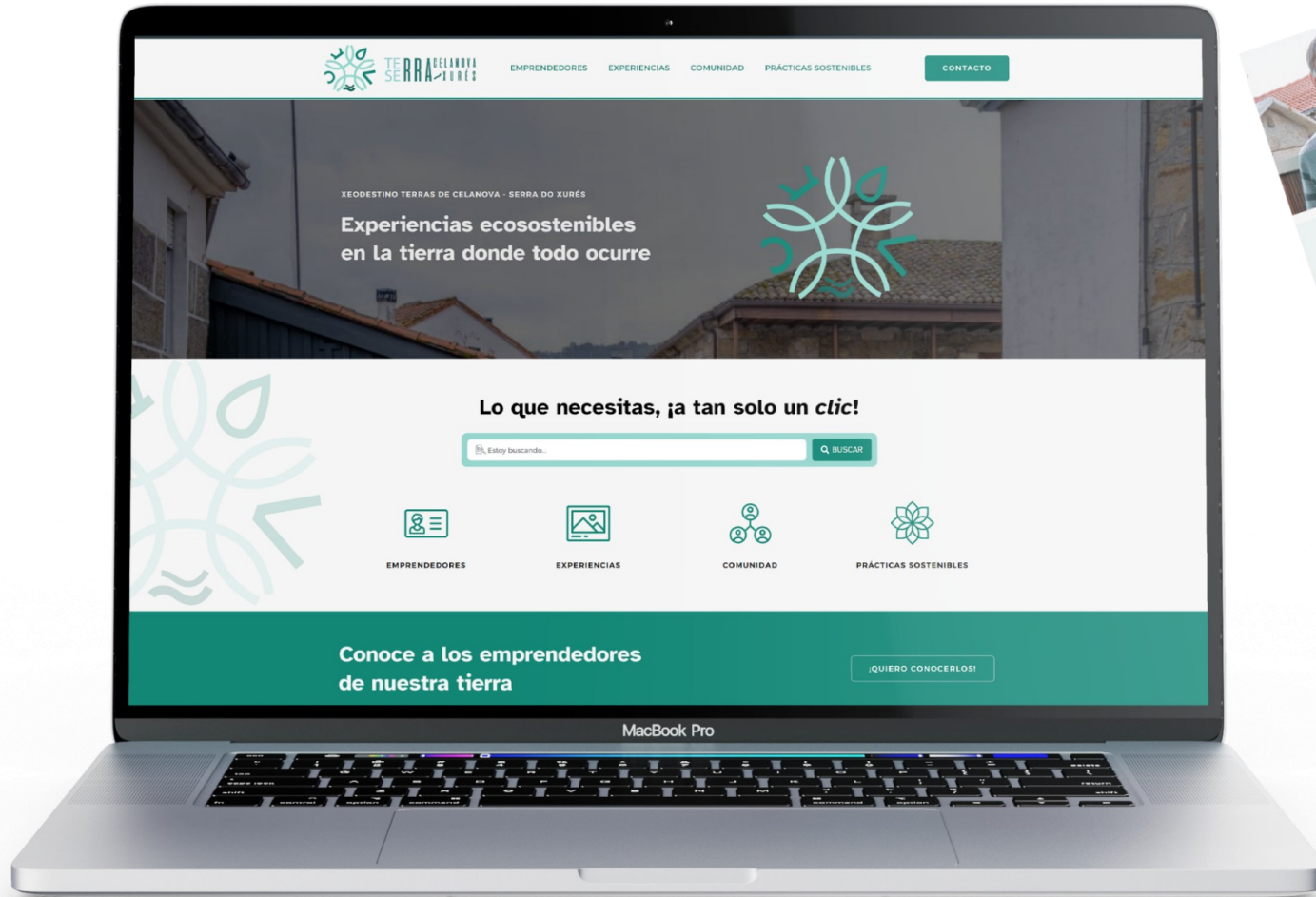


As a result a series of acciones were made by INORDE to **promote these experiences:**

1. Official launch in FITUR 2024
2. 02 Fam trips
3. Social Media dissemination strategy through @celanovaxures social media outlets
4. Fact sheets, manuals and printouts materials.
5. Participation in tourism fairs as suppliers in B2B meetings: FITUR, INTUR2024, BioCultura 2024
6. 01 Agreement signed with “Escapada Rural”
7. Inclusion of the experiences in the official hiking guide “A Guia das Mouras” with 15 along the xeodestination.



www.ecoexperienciascelanovaxures.com





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