

SPAIN

diversification of the rural economy

Location

Sierra Espuña

Programming period

2007-2013

Axis / Priority

Axis 3

Measure

M 313: Encouragement of
tourism activities

Funding

Total budget 40 480 EUR
EAFRD 30 360 EUR

Project duration

Sep 2012 – Mar 2015

Project promoter

Association “Espuña
Turística”

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RDP support financed the design of circular cyclist trial of 146 km across the regional park Sierra Espuña that promoted local tourism while ensuring minimum environmental impact.

Summary

The Regional Park Sierra Espuña has great potentials for tourism as it offers the visitor the possibility to enjoy the contrast between mountainous and forested landscapes. However, the area was missing a dynamic element to revalorize the village and rural parishes.



The Espubike Project consisted in the design of a circular cyclist trial of 146 km across the park. The design of the path required the elaboration of maps, altimetry graphics, GPS routes. The project also funded the development of a website and social networks profile. The route was designed taking into account environmental objectives as the route was designed to have the least possible impact on the landscape. The route goes mainly across the fringe area of the Regional Park and it only gets into the core of the Park through few appropriate pathways and trails and avoids areas where the presence of a track is not advisable.

Results

The project has boosted a sustainable sport in the area and also it has promoted the local economy as the bikers who follow the route are potential consumers for the local business around the itinerary.

Lessons & Recommendations

- ❑ The website of the project is also translated into English, French and German and this has positively affected the visibility of the trail there have been interested visitors from the United Kingdom, the United States, Portugal, Russia, France and the Netherlands.
- ❑ In order to more effectively develop and implement a commercial plan for the trail it was deemed necessary to set up a dedicated working group.



Rutómetro y mapas

- Rutómetro ESPUBIKE Completo
- Mapa ESPUBIKE GPS
- Mapa y Folleto ESPUBIKE PDF

Tracks por tramos

- Track ESPUBIKE Tramo 1 GPX
- Track ESPUBIKE Tramo 1 KML
- Track ESPUBIKE Tramo 1 TCX
- Track ESPUBIKE Tramo 2 GPX
- Track ESPUBIKE Tramo 2 KML
- Track ESPUBIKE Tramo 2 TCX
- Track ESPUBIKE Tramo 3 GPX
- Track ESPUBIKE Tramo 3 KML
- Track ESPUBIKE Tramo 3 TCX
- Track ESPUBIKE Tramo 4 GPX
- Track ESPUBIKE Tramo 4 KML
- Track ESPUBIKE Tramo 4 TCX