



FUNDACIÓN
NATURALEZA
PARA EL FUTURO

Patrimony creates Job opportunities

A way to promote sustainable development and create job opportunities in the Valles Calchaquíes (Salta, Argentina) protecting the natural and cultural patrimony.

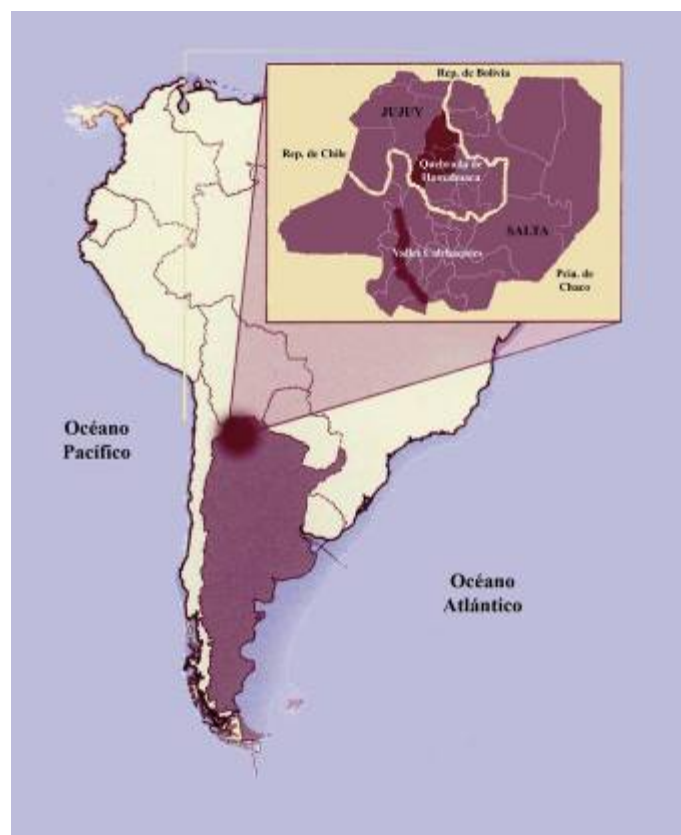


Molinos, Valles Calchaquíes, Ruta 40

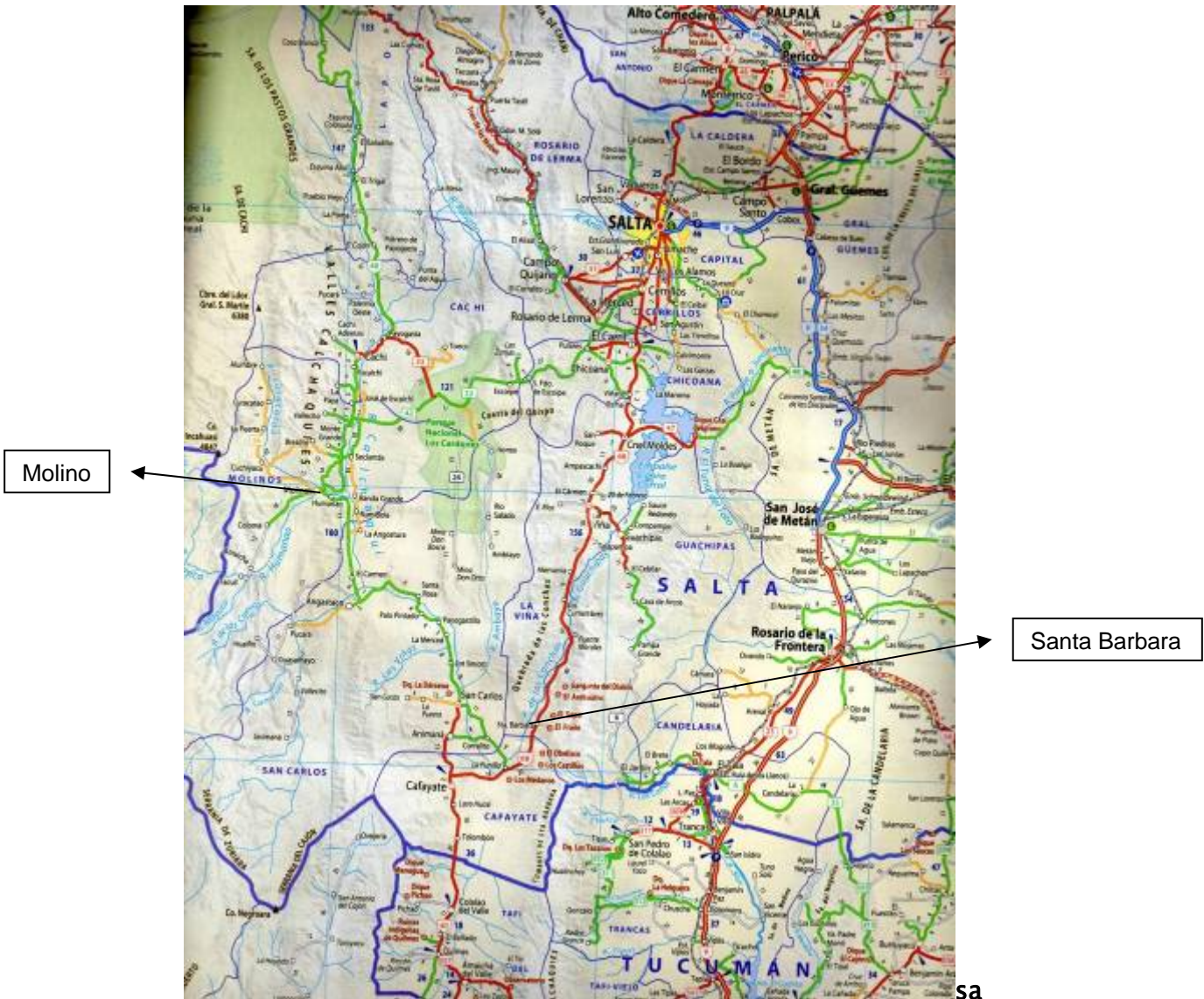
Recovering the past thinking in future

I. SUMMARY OF THE PROPOSAL

The *Fundación Naturaleza para el Futuro* (FuNaFu), an NGO based in Argentina is presenting a three year project called *El Patrimonio Tiene Oficio* (Patrimony Has Jobs) to promote sustainable development and create jobs while protecting the cultural and natural patrimony in the area of the Valles Calchaquíes, Salta, Argentina. The overarching goal of the project is to generate jobs and promote job training for the youth in local architecture, handicrafts, traditional arts, basic activities, environment preservation, and sustainable tourism in the mentioned area.



The project “*El Patrimonio Tiene Oficio*” intends to rescue traditional ways of construction and the artisan activities through the development of schools of trades (learning by doing) – which in many cases are on the border of extinction – to train youngsters in activities related with the protection of the Cultural and Natural Patrimony in the communities of the Valles Calchaquíes (province of Salta). As a complement, and with the same objective of promoting sustainable development and jobs, the project will create on national route 68, in the Protected Area of the Quebrada de las Conchas, an interpretation and training center for the Santa Barbara community. It will be possible to sell products there, and also to provide guide services for walks, horse and bicycle rides. Local young people will be trained in traditional trades. It will be a strategic place in the provincial protected area system to promote awareness of the values of the region.



In the community of Molinos, on national route 40, the Project will restore an historic traditional building with the potential to act as interpretation center, selling point for local artisan products, traditional activities workshop and as an element for the local economic development. It will function as a bar and restaurant where there will be musical evenings bringing back local tunes and poetry.

In doing so, the project will promote and secure the sustainable development of small communities located outside the economic centers where investment dollars are typically concentrated. At the same time, the project will strengthen planning processes and promote sustainable tourism so as to ensure the future upholding of traditional values, which are the basis for the development of local tourism.



Quebrada de las Conchas

II. THE CHALLENGE AND NEED OF THE PROJECT.

The Valles Calchaquíes, in the Argentine North West region, has a rich diversity of nature and culture. The local arts are knitting, pottery, architecture using natural materials, all sustained by old traditions and a profound religious conviction. The main economic resources of the area are agriculture, cattle raising, tourism and a few extractive industries. The region attracts a great number of tourists.

Most of its inhabitants live in small to medium sized towns such as Animaná, San Carlos, Angastaco, Molinos and Seclantás, while the rest is scattered in country area and very small villages.

The Valles Calchaquies connect several communities by the mythic Route 40 (the longest in Argentina, more than 5000 kilometers). There, the landscape is unique in the world as a result of geological changes.



San Carlos, Valles Calchaquíes; Province of Salta



Seclantás Church, Valles Calchaquíes; Seclantás

All the area is experiencing accelerated changes due to tourism impact. But in many of the historic small towns there are a great number of young people unemployed. Labor opportunities are limited. Tourism is attracting more and more visitors but this process has not been accompanied by training for the local community in tourism related activities and in the protection of their cultural patrimony.

The lack of training does not enable young people to insert themselves in tourism activities and only allows them to offer poorly qualified manpower which results in structural poverty.

Many historic or traditional buildings have been badly intervened utilizing inadequate techniques and need to be restored to their original shape and historic value. Therefore, there is the risk of disappearance for an intangible aspect of memory and, consequently, the need for restoration of buildings of historical interest, which could be put to cultural use contributing to an adequate maintenance of this unique patrimony.

Because of the low level of education, young unprepared people can only offer poorly qualified manpower which is badly paid. As a result, poverty becomes structural. The situation worsens due to the fact that lower income population is generally located in areas where there is a poorer availability of education, infrastructure, etc., than in richer regions. Lower income households are thus relatively more fragile in what concerns education, income, stability in the labor market and access to health and sanitation services, among others.



Ranchos en la Ruta 40 Valles Calchaquíes

The main objective of the “El Patrimonio Tiene Oficio” project is to promote activities for young people in those areas where the natural or cultural resources are or could be attractive from the point of view of tourism. Those trades are closely linked to the preservation of the cultural and natural patrimony, since their goal is to preserve and restore those elements with a strong historic nature, archaeological remains and natural or cultural resources that can be exploited with tourism and which, if well managed, may constitute a long lasting local development element.

The intention of the project is to establish a methodology that can be replicated to protect the traditional ways of construction, the training of local officials and artisans and to ensure the adequate maintenance of buildings and assets along the Valles Calchaquíes (province of Salta) in communities connected by Route 40 and in the protected area of the Quebrada de las Conchas. Training in trades will be supplemented with further support for the commercialization of the products developed. In order to reach a higher integration and sustainability of activities and trades, the project will promote planning actions for the cultural and natural assets.

The program reevaluates the role of the handicraft master: the local existing masters who received the traditional handicraft skill from their ancestors and now can pass it to the young more systematically, in an on-the-job training program specially designed. The program employs the local craftsmen as teachers, under coordination of the project managers. Some of this old valuable craftsmanship will be lost in the future if traditional techniques are not passed down to the younger generations. “Handicraft” in the program means works and pieces made by hand, according to inherited techniques passed from one generation to the other, with low mechanization, and which are part of the local culture and history.

Complementary training to commercialize the handicraft products will be provided by the program to the young trainees so that in further stages the trainees may start small ventures by themselves. The support includes a system implemented by FuNaFu to certify the authenticity of the handicraft.

By creating awareness of the importance of cultural heritage, the program helps to develop the community and provide job opportunities through training.

The project will also provide support for the training in basic activities that are necessary according to what was repeatedly stated by different local authorities: plumbing, carpentry, electricity.



Artisan Masters

Support for other basic activities

In schools, for example, they have PCs that have been donated but there are no qualified trainers and therefore they have not been used. The project will provide training on the use of basic computer programs.

Interpretation, Training and Sales Centers Construction and Recycling

Having in mind the lack of interpretation and commercialization centers in the entire area of the project, it is essential to build them for several reasons. In the first place, since no center exists, this represents an opportunity. Building one would attract numerous visitors that would get acquainted with the actions in the project and would get to know the importance of the area.

If we think of the number of tourists that visit the area annually (Around 150.000), we see that there is an important opportunity to make the actions included in the project for all the area known, as well as an opportunity to commercialize the products (handicrafts, fabrics, etc.) and services (guides for walks, horse or bicycle rides) that the “El Patrimonio Tiene Oficio” project will generate. There is no center with these characteristics today.

Another activity that can be developed is selling food and beverages to the tourists.

These centers should work jointly with the people managing the provincial protected areas so as to be useful as centers for the promotion of awareness concerning the values in the area.

III. PROJECT OBJECTIVES

The project objective is to generate the skills young people need to be inserted in the local labor market, and to provide commercialization possibilities. In a second stage, the project will provide the people with the possibility of generating their own micro-enterprises. This would contribute to reduce poverty and minimize migration to other far away urban centers that show themselves as being more promissory, but which often only lead people to marginal situations that are difficult to counteract in the suburban areas of the most important cities. The mentioned trades become a tool for the preservation of the cultural and national patrimony.



Having in mind how tourism has grown in the region, it is not only feasible but also necessary to develop new trades that will make it possible to improve the economic conditions of the families and to protect the cultural and natural attractive assets that create the interest of visiting the area. This may generate or improve the offer of traditional goods and services within the tourist circuit.

Additionally, to strengthen the main activity, we set forth a proposal for the promotion of adequate planning for the work area through proposals that can be replicated in what refers to the protection of natural and cultural resources and the creation of a widely publicized thread of activities in the area.



knitting

Apart from providing a trade or job, the project objectives are the following:

- Bringing back the value of and promoting the traditional activities and the figure of the old master or artisan
- Training and qualifying people with the “learning by doing” method
- Promoting the value of the area and its culture and the commercialization of traditional products by building an Interpretation, training and sale centers in the Valles Calchaquíes and Protected Area of the Quebrada de las Conchas.
- Making the actions tending to the patrimony conservation, preservation and rehabilitation known in the community.
- Instrument the attainment of professional skills by the workers-participants in building techniques and techniques for recovering the traditional and/or historic architecture, promoting their value as an element that identifies the territory and as a resource to develop tourism.
- Promote the patrimony’s interpretation activities
- Creating a system of information between the workshops
- Promoting the conservation of the cultural and natural patrimony along national route 40 in the Valles Calchaquíes, and national route 68 along the Quebrada de las Conchas, in the province of Salta.
- Promoting adequate planning through methodologies that can be replicated so as to install a holistic approach for the area issues.
- Promoting a route of natural and cultural assets closely linked to the project activities along route 40 in the Valles Calchaquíes.
- Promoting a virtual net of cultural assets in the area that will foster a higher commercialization of the products the project promotes.

The “El Patrimonio Tiene Oficio” project makes it possible for people working in it to start seeing the patrimony as an important factor in their community’s future economic development. This necessarily turns them into conservation agents. The project objective is to train young people of low resources in trades that contribute

to their socio-labor integration in the area, connected by the emblematic route 40 and all along the Quebrada de las Conchas, providing them with opportunities for their professional development. These trades promote the reinstallation of the traditional artisan trades and activities that, in many cases, are on the verge of extinction. For the support of the mentioned activities, the project promotes a planning scheme that includes the natural and cultural values involving the trades developed.

By handicraft in this project we understand those pieces and works that are handmade and have little intervention of machinery and the techniques of which are passed down from one generation to the other, thus constituting part of the “intangible” patrimony.

Patrimony, instead, is made up by the territory, the wildlife and all the creations and expressions of the people inhabiting it. Without any doubt, the natural and cultural patrimony constitutes the irreplaceable source of inspiration and identity of a nation.

Tradition is mainly supported by the transmission of knowledge and trades of a local and familiar nature. These imply a bond of affection and identity between the artisans and their products or works. The preservation of the ancestral techniques, ways to do things, and collective and individual expressions, as well as the use of natural raw materials to develop activities, are part of the identity, culture and territory.

In some disciplines these characteristics have a superlative value, as in the case of handicrafts, an activity that keeps alive the cultural patrimony and where we find the expression of an important part of the traditional knowledge passed down through generations.

IV. PROPOSAL TARGETS

The main targets of the project in the Quebrada de las Conchas and the Valles Calchaquíes are young people between 16 and 25 years of age, and who have the intention of receiving training and developing skills that will enable them to work in trades associated with traditional activities in the region (gastronomy, art, bakery, craftsmanship, construction and tourism), and to appreciate the natural and cultural patrimony value. The intention is for them to have more future resources and labor skills to be inserted in the new opportunities fostered by the development of tourism.

In addition, the project activities will benefit school children within the project area and also people carrying out traditional activities supported by the project.

V. PROJECT ACTIONS

FuNaFu, in partnership with provincial and local authorities and local non governmental organizations, will carry out the following actions:

- Train young people in traditional trades (*adobe* construction, pottery, handicrafts, gastronomy, tourist guide) through the setting up of trade/workshops with the "learning by doing" methodology.
- Train young people in general use activities which are required locally: computing, carpentry, plumbing, electricity.
- Build in Santa Bárbara, in agreement with the provincial government, a place for training and for selling products and services certified by the project. It will also be an important interpretation center in the area and will be located on a strategic spot on national route 68, within the protected area of the Quebrada de las conchas.
- Recycle an old building on national route 40, turning it into a center to sell local products (handicrafts, fabrics, gastronomy, music, etc.) certified by the project. This may possibly be in the Monlinos town and it will be done in agreement with the provincial government. It will be an attractive place for tourists where they will be able to enjoy typical dishes and music.
- Train people for the development of tourist micro-enterprises.
- Develop and promote activities such as walks, horse and bicycle rides, interpretation of the area, etc.
- Train in planning schemes for areas of special natural or cultural richness.
- Promote adequate planning schemes for protected areas in the Quebrada de las Conchas with the intention of safeguarding the traditional values of the area, its identity and authenticity, in agreement with local authorities.
- Develop a certification system for all the products and activities the project will comprehend so that a percentage of the commercialization of the products is reinvested in the continuity of the project once the initial period of donations is over.
- Develop a Scenic Route system so as to promote unified planning, in harmony with the locations national routes 68 and 40 go through, along the communities where the project is being developed. The system will promote all the products and services offered in the area.
- Work with the area schools for the integration of students in the project activities.
- Create a web site for the project, including all the information on the progress made with the activities, trade schools and opportunities; and a web site for the scenic route so as to integrate and define all the activities carried out.

- Educate and inform community officials and citizens about the tools for improved sustainable tourism and for the protection of the local patrimony.
- The experience and lessons learned from the project will be documented and incorporated into the handbook to use in other areas, and made available to other countries facing similar challenges in the region.

VI. SPECIFIC ACTIONS

a) Traditional Trades Training

The main activity suggested is the training in traditional trades which are part of local identity (gastronomy, textile, handicrafts, carpentry, typical construction and similar activities) or which contribute to preserve and interpret it (such as the training of interpreter-guides for the local patrimony).

These are the steps to follow for trade training:

1. Identifying and defining a maximum of 5 traditional trades for each of the two areas of the proposal to carry out training, according to the needs and the potential of the activity.
2. Identifying the artisan or “master” for each of the categories (potter, weaver, gastronome, baker, blacksmith, painter, constructors, silversmith, etc.). In the case of the patrimony interpreter-guides, the training will be different because it will be carried out directly through the workshops offered by FuNaFu.



Potter

In the case of **construction**, for example, we will promote restoration, cleaning and recovery of the walls that have deteriorated or begun to disappear with the passing of time. Traditional techniques will be used, with materials similar to the existing ones, including mud coming from the soil of the region. In the case of the **weavers**, we will promote products made with old weaving techniques, dyeing with local natural elements and colors, and loom weaving. In the case of **gastronomy**, we will promote the development of traditional regional dishes, bringing back the typical recipes and ingredients to incorporate them to the offer in local hotels and restaurants. Gastronomy, as an intangible asset in the cultural patrimony, functions as a bridge joining past and present. Though it is a strong pillar for the peoples' identity, it is also very vulnerable due to the numerous changes occurring in many

areas. The integration of typical elements in the dishes offered by the hotels constitutes a tool for the strengthening of the patrimony values. In the case of pottery, we will promote the recovery of Pre-Columbian motives of the diverse indigenous cultures. The intention is to offer original pieces as well as reproductions at different scales.

3. An agreement is reached between the master artisan and FuNaFu so that he acts as trainer. He will receive the payment of fees for his responsibilities (teaching and evaluating in the process of certification).
4. Analysis of his working sphere and the potential for teaching and passing on his art or trade. One of the following possibilities is defined:
 - a) Agreement for the set up of a workshop at the master artisan's house.
 - b) Training in one of the Interpretation and Training Centers.
 - c) Agreement to set up the workshop with a school or local organization.
 - d) Agreement with some local referential education center to teach out of school hours.
5. Providing improvements, materials and tools to adequate the workshop to the needs for theoretical and practical training.
6. A written agreement is carried out between FuNaFu and each applicant (with a previous selection having in mind the applicant's abilities and potential) so that he or she receives a scholarship for training in order to guarantee his or her attendance.
7. Training for the different trades is performed.
8. A communication strategy is designed for the project in order to replicate these initiatives in other regions, and a web site will be created for the "El Patrimonio Tiene Oficio" training workshop system. This strategy includes the production of materials (brochures, trade books, videos, etc.) that will make it possible to spread the information on the different aspects of the project and the progress made. Making a brochure, for example, for each trade, highlighting its traditional traits and the contribution of the project to recover it and to preserve and make the patrimony known. There will also be material for the edition of a book on the traditional trades in the northwest of Argentina.
9. Training, learning and production of goods and services are monitored.
10. A quality rating is established in order to certify each product or service by the trainees under the certification "FuNaFu" (with the master's technical supervision).
11. Sample pieces by the different artisans and workshops will be sent to the main museums in the country, not only for them to increase their collections

but also to guarantee the exhibition and promotion of one of the most tangible results of the project.

12. The products are sold in the project centers and a percentage of the sales is reinvested in the project.
13. These pieces could be part of Mitsubishi's corporate gifts.

In a second stage:

- a) Other training courses will be delivered – for example, IT and business organization – so that they can set up their own means to offers services or to commercialize their products.
- b) An “Oficios en Red” web site will be created so that all members of the trade workshops can access relevant data on procedures and initiatives in other localities workshops, not minding the geographical location. It is possible to generate debate forums and to establish mechanisms for mutual cooperation and assistance.

The “El Patrimonio Tiene Oficio” complete cycle is 4 to 9 months, depending on the workshop specialty and the intensity with which each master trains. In all cases, an extra follow up quarter should be considered.

Expected results

The following is expected from the **training in trades**:

- Improvement of labor opportunities for young people in the communities of the Valles Calchaquíes and the Quebrada de las Conchas through training in the trades associated with conservation of the patrimony.
- Quality of life improvement
- Improvement of tourist services.
- Improvement of the economic value of their work or products.
- Rescuing and redirecting historic handicraft production
- Handicrafts to be sold and distributed in other parts of the country
- Certified material
- Communication material
- Manuals to replicate the experience
- Agreement with UNESCO and local organizations associated with culture and tourism.

During the development of the training activities the following will be covered:

- Teacher or master's fees
- Possible scholarships for participants
- Traveling expenses for those enrolled in the activities
- Didactic tools and materials for teachers and trainees
- Traveling expenses for project technicians and supervisors

The offer will be designed following the sectors with job generating potential and the most required profiles. That is the reason why classes will combine a theoretical learning stage in the classrooms with another which will be mainly practical.

The project will also try to get, through donations, the participation of other public and private institutions to obtain the materials and infrastructure needed to carry out the different trade training programs.

The following is expected from the **local guide training in interpretation**:

- Improvement of trained personnel in customer assistance
- Better informed tourists, more aware of the value and conservation of the place they have visited.
- Development of new activities with an economic impact: walks, horse rides, bicycle rides.
- Creation and improvement of the interpretation capacity for the local guides.
- Creation of new attractive items to increase the interpretation offer for tourism in museums and other places of patrimonial value.
- Development of incentive strategies
- Manuals to replicate the experience
- Compilation and publication of the interviews with all characters recording their lives history.
- Renowned people who are stronger referents for the local youngsters.

b. Creation and recycling of Interpretation and project Training Centers

To guarantee an actual impact of the traditional trades training on the local reality, we suggest setting up centers for interpretation, training and sale of products and services in three strategic locations. This will enable the creation and enhancing of a channeling environment for the commercial offer of goods or services of the project trained people.

In a second stage the idea is to look for other areas for publicity and commercialization such as museums, cultural centers, markets, artisan fairs, shops associated with hotels, protected natural and cultural areas (like national parks and provincial reserves), government tourism offices, travel and tourism agencies, universities, academic centers, etc., which in many cases will confer a higher importance on the authentic goods and services with a differentiated quality.

1. Creation of the Santa Bárbara Interpretation Center

Thousands of tourists use route 68 each year to travel between the city of Salta and Cafayate, the most developed city in the Valles Calchaquíes. Practically at the same distance from each city we find Santa Barbara. It has a small school with some 60 children from the surrounding areas and from a very low socio-economic

stratum. This community's economy is based on agriculture, cattle breeding (goats) and handicrafts.



Community of Santa Bárbara



Santa Bárbara School

Due to its strategic location, and having in mind the thousands of buses that pass through the town on their way to the Valles Calchaquíes, Santa Bárbara is an exceptional place where to build an area interpretation center, which will be a tool for the sustainable development of the community. The place may be used to sell the products and services that will originate in the trade schools. We should bear in mind that only a few kilometers away there are two places that are continuously visited because of their particular geologic characteristics (Garganta del Diablo and the Amphitheatre). There is no center in these places to communicate the value the area has or to operate as interpretation center. In many cases, a serious environmental impact is generated by the great number of buses and independent

visitors: constant opening of new paths that deteriorate the area, graffiti on the rocks (with the name of people and cities and phrases), etc. Besides, there is an accumulation of waste as a consequence of the elements brought and left behind by the tourists: disposable materials, bottles, etc.

Local people in Santa Barbara sell their handicrafts in a disordered manner on both sides of the route and on the pavement.



That is the reason why, bearing in mind the high flow of tourists and the absence of places for interpretation of the area or to sell local products, food or beverages, there is a high potential to set up an interpretation center where also quality handicraft could be sold, since it is here where the best handicrafts of the area are made.

It is also an excellent place to offer guide services for bicycle rides, horse riding or walks along paths that lead to places where breathtaking views can be enjoyed. Guides could be trained in site to accompany visitors to the mentioned places (Garganta del Diablo, the Amphitheatre, parts of the Camino del Inca, etc.). Also in the same place a trade training center could be set up for the area school children to take advantage of. There they could learn traditional trades such as handicrafts, loom weaving, miniatures, and souvenirs in general. As the only interpretation center of the area it could be useful to promote the visitors' awareness in getting to know the local wildlife and landscape and regarding the respect they deserve.

The same place has a high potential to commercialize the products generated by the "El Patrimonio Tiene Oficio" project and to enhance the awareness regarding the values of the area. This could become an important point for the local communities' development and a strategic location for provincial tourism.

This same center of interpretation could provide information on the activities developed in all the thematic and geographic areas in the project (route 40 between Cafayate and Cachi).

Concerning the school, it should be pointed out that the development of cultural and natural activities with this population of children will make it possible to generate a responsible trend of environmental respect, thus contributing to a sustainable, long lasting change.



Public School N° 397, Santa Barbara

Workshops can be carried out with children, and they can be taught concepts through stories, tales and compositions that will help them acquire knowledge of all that surrounds them and appreciate it. In this way we could continue with the concept of “child park ranger”, a concept that the province of Salta has been developing through the Ministry of Environment and Sustainable Development with the aim of protecting the local environment. The activities are carried out with children between 10 and 14 years old. These activities could be developed giving them as a prize a t-shirt and a certificate of “child park rangers” who protect the environment. The work the child park rangers do would be integrated to the project web site.

2. Recycling the patrimony in Molinos, route 40

The objective is to recover a building provided by the authorities and recycled through the project “El Patrimonio Tiene Oficio” in the community of Molinos. The main idea is to restore culture to its essential role and turn it into a sustainable development tool for the area.



Molinos, Valles Calchaquíes; Salta

The objective is to recycle a place with potential to function as interpretation center, selling point for local handicraft pieces, traditional activities workshop and local economic development tool through the creation of new dynamics in one of the less developed towns but one which has a high potential from the vicinity of the Valles Calchaquíes.



Molinos, Valles Calchaquíes; Salta

The place is presented as a life testimony of the inhabitants of the region, which will foster an insight of their culture and their folklore, i.e. their ancestral knowledge.

Our intention is to act in the economic area as well as in the specific area of culture and education. The proposal is to set up a selling point for handicraft generated and certified by the project; a place where to exhibit the project activities; and a bar and restaurant where musical evenings can be held reinstalling local music and poetry at times when there is a high attendance of public.

3. Continuity of the centers created

All through the project, local people will be trained in the management of the centers. According to the analysis that will be carried out in a timely manner, the centers will be turned into one or several non profit civil associations. This will facilitate future management for the centers and continuity for the project once the donation period is over.

c) Scenic routes

Additionally, also the so called Cultural Itineraries will be dealt with. They could be treated as Scenic Routes (along route 40 in Salta) or Route of Trades.

These routes, along which we have found historic towns, cultural landscapes, etc., are “communicating capillaries” that contribute philosophies, policies, languages, arts, craftsmanship and culinary activities. Therefore, they constitute spaces for cultural, social and political integration. Being nature and the inhabitants’ footprints in it the main characters, they are an important factor in the development of tourism, and therefore also for the sustainable economic and social development of the communities involved.

We propose to develop a scenic route, cultural itineraries route or route of trades in the Valles Calchaquies, route 40, or along the Quebrada de las Conchas.

“**Scenic route**” is that with special scenic, natural, historic, recreational, cultural or archaeological qualities, with buildings and settlements and other human activity expressions. Such a route is subject to a management that intends to protect those characteristics and foster the economic development through tourism and recreation. “Scenic corridor” is the area that can be seen from the route.

Scenic routes highlight the huge natural, historic and cultural richness of the various regions, making up the landscape because they are in harmony with the environment and neighboring communities. That is the reason why we intend to work with the Cultural Itineraries in a concept similar to the one of the scenic routes, joining towns where the workshops are implemented and strengthening the values of the environment.

In the language of tourism, the scenic routes enhance the destination in as much they add value in terms of quality to the landscape and the population. They therefore constitute a tool with which to protect landscapes and communities, and acknowledge their aesthetic, cultural or natural value.

A scenic route implies certain benefits for the community, such as:

- Officially recognizing the characteristic trait of having a “special” route because of its scenic quality, promoting the identification of a certain town or place through differentiated identity.
- Allowing the community to protect and promote the unique and intrinsic qualities the route has.
- Promoting sustainable economic development through tourism, generating jobs and protecting resources that could be at risk.
- Generating economic development and jobs along the area it covers.
- Protecting scenic, historic, natural, archaeological and cultural resources in adjoining areas.
- Develop and promote tourist information, including interpretation relative to the scenic route.

The project will develop a web site with pictures of places, restaurants, travelers’ stories, maps and addresses, local holidays calendar, typical recipes, gas stations, lodging places, and other useful information.

d) Seminars

Furthermore, there are **national and international seminars** on different topics concerning the areas of interest (World Patrimony Sites, Camino del Inca, Planning schemes and conservation of cultural and natural landscapes, Creation of trades associated with the patrimony, economic benefits brought by the Scenic routes, etc.).

The following is expected from the **International In Situ Seminars**:

- Authorities and professionals better qualified specifically in what refers to patrimony issues.
- Generation of ideas to apply locally in the conservation of the patrimony.

e) Communication Strategy

Work is also carried out concerning the **design of a communication strategy** for each of the stages in the activities. This includes:

- A **web site** that will keep updated the information on the actions being carried out.
- A web site for the scenic route.
- Visits with journalists to the places where the projects are being executed.
- Press.
- Preparing a brochure and a manual for each type of workshop to replicate in the future.

- Integrating different places, getting to know them and accessing information.
Integrating pictures of the people who learn trades and the project actions.

