

# WORKING GROUP ON SCIENTIFIC TOURISM

The astrotourism: driver of sustainable local economy, emerging in COVID time

Dra. A.M. Varela  
*FUNDACIÓN STARLIGHT*  
*INSTITUTO DE ASTROFÍSICA DE CANARIAS*



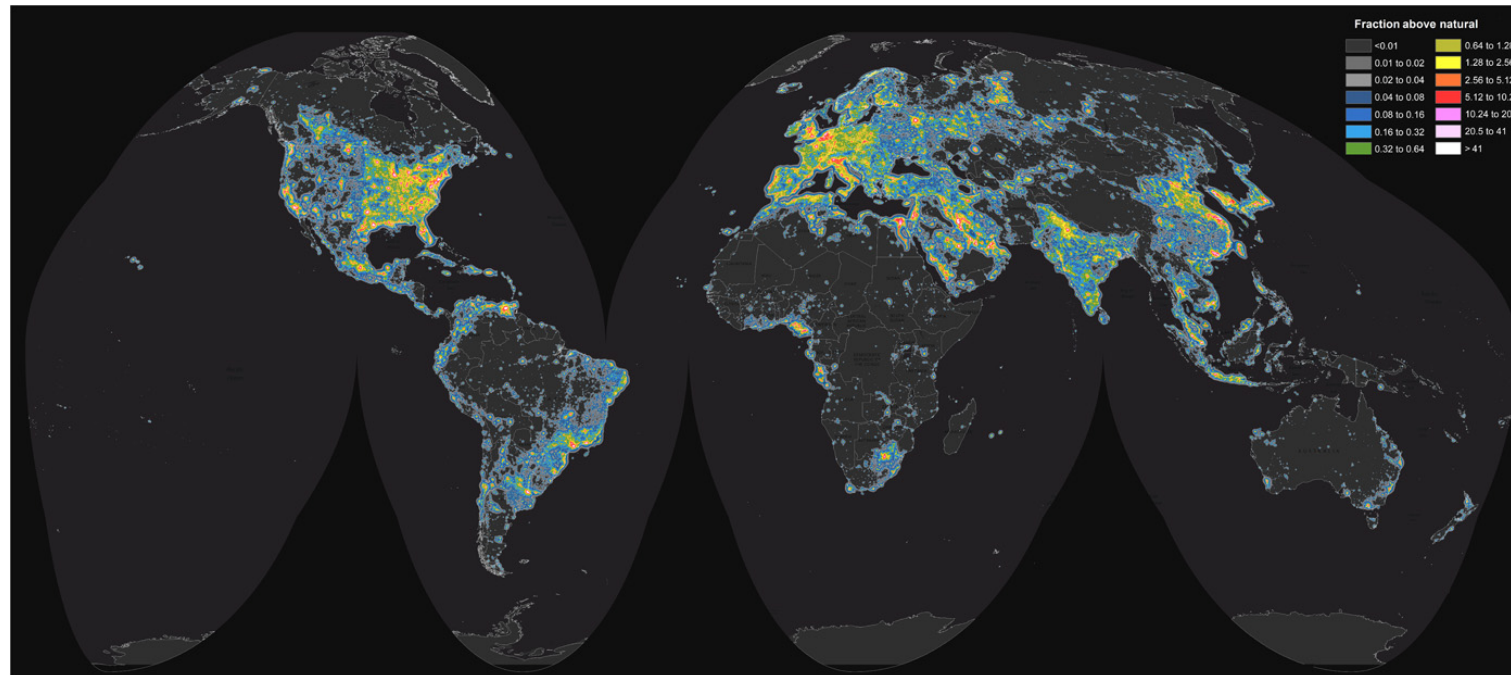
UNWTO Knowledge Network

IAU



# Light Pollution World Atlas

Falchi et al., 2016

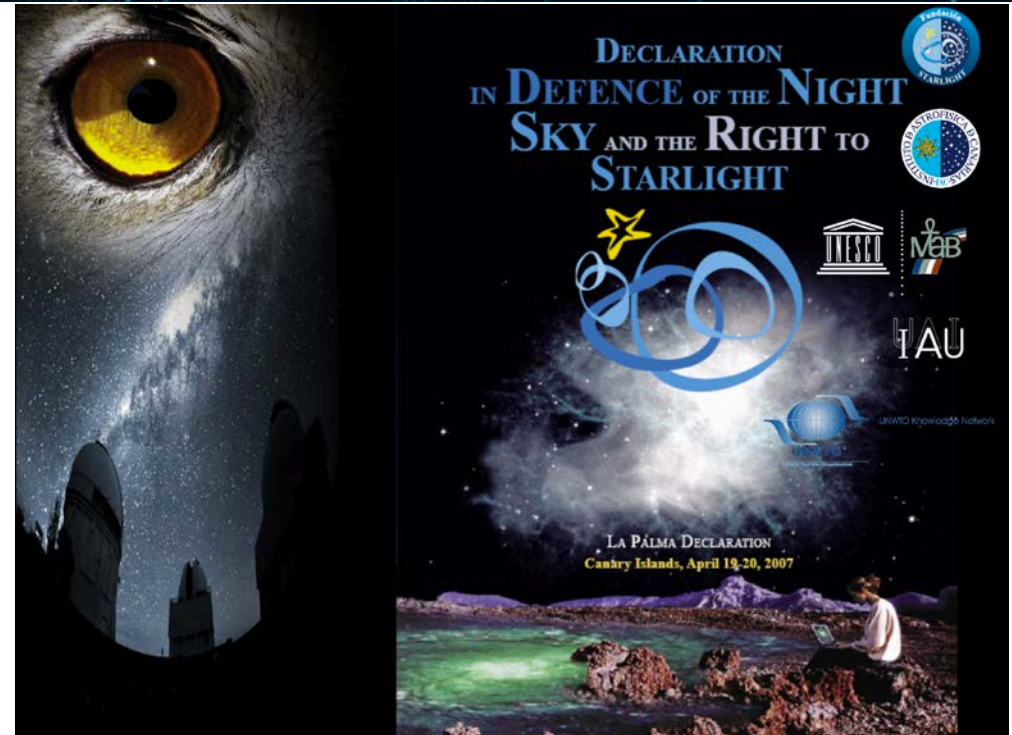


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# The Starlight Declaration (La Palma, 2007)

[www.fundacionstarlight.org](http://www.fundacionstarlight.org)



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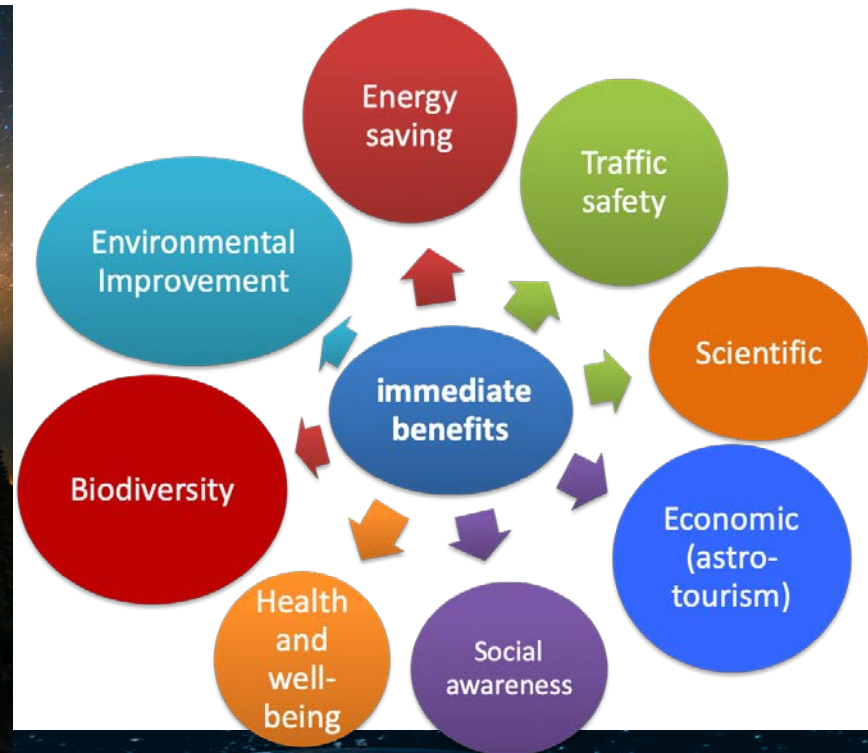


# The Starlight Foundation: the commitment with Starlight Declaration

“Starlight” as a whole, is considered by UNESCO to be an associated action that has the support of the International Astronomical Union (IAU) and the World Tourism Organization (UNWTO).

## MAIN GOALS :

- ❖ Protection of night skies
- ❖ Smart lighting and energy saving
- ❖ Cultural dissemination of astronomy
- ❖ Star Tourism



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# ASTROTOURISM: ENJOYING STARRY SKIES



## SCIENCE as a WORKING METHODOLOGY IN TOURISM



Tourism as an instrument to **mitigate climate change**  
Tourism as an instrument for **sustainability**  
Tourism as an instrument for **development**



Astronomy is a **transversal element** to the whole of humanity, cultures and countries  
Astronomy is the **starting point of science** for many cultures  
Sky is a **worldwide resource x 24hrs x 365 days**

## SCIENTIFIC TOURISM & ASTROTOURISM



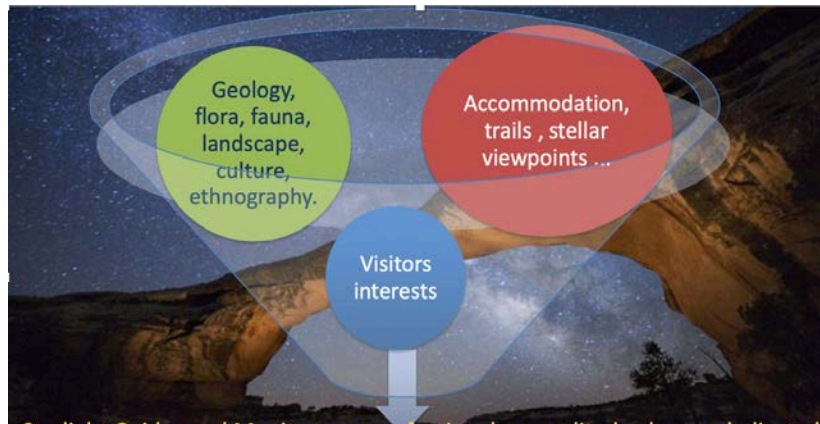
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Antonia Varela



# The Starlight training: formation, education, outreach



- ✓ 112 Starlight Guides
- ✓ 402 Starlight Monitor
- ✓ 35 Introduction in Astrotourism
- ✓ 18 Starlight Auditors
- ✓ >50 Starlight Professors
- ✓ 30 journalists
- 15 nationalities**



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## Destinos Turísticos Starlight: destinos inteligentes, sostenibles y responsables

### OPORTUNIDADES

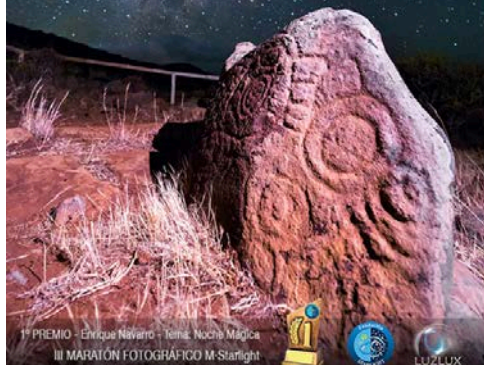
ESTÁNDARES DE LA UNWTO Y UNESCO-MAB  
ODS AGENDA 2030



El cielo es un recurso natural 24 horas los 365 días del año

Un gran número de potenciales turistas valoran este recurso natural, paisajístico y cultural.

- Desestacionalización
- Pernoctación
- Contra la centralización
- Contra la despoblación



1º PREMIO - Enrique Navarro - Tema: Noche Mágica  
III MARATÓN FOTOGRÁFICO M-Starlight



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[www.smarttravel.news](http://www.smarttravel.news)

### TIPOLOGÍAS EMERGENTES Oportunidad tras el Covid-19



#### Smart travel, Smart destinations

ASTROTURISMO  
ENOLOGICO Y GASTRONÓMICO  
NATURALEZA/ECOTURISMO  
ACTIVO/AVENTURA  
SOLITARIO  
...

[www.smarttravel.news](http://www.smarttravel.news)

1º PREMIO - Enrique Navarro - Tema: Tu Cielo Starlight  
III MARATÓN FOTOGRÁFICO M-Starlight

ESPACIOS ABIERTOS

NO MASIFICADOS

ATRATIVOS

TRANQUILOS

SEGUROS

PRODUCTOS

PERSONALIZADOS

EXCELENCIA Y CALIDAD

EMOCIONES

INCLUSIVO

EXPERIENCIA + CONOCIMIENTO



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# SOCIO-ECONOMIC IMPACT OF THE ASTROTOURISM

Annual growth up to 350%

Montsec...32.000 visitors, 2.5 millions €/year

Iles Atlanticas...71.000 visitors for Starlight activities

Tenerife .....200.000 visitors

La Palma ...more than 70 business or registered projects, 29.5 millions €/year (Cabildo de La Palma).

From Airbnb study in Starlight sites:

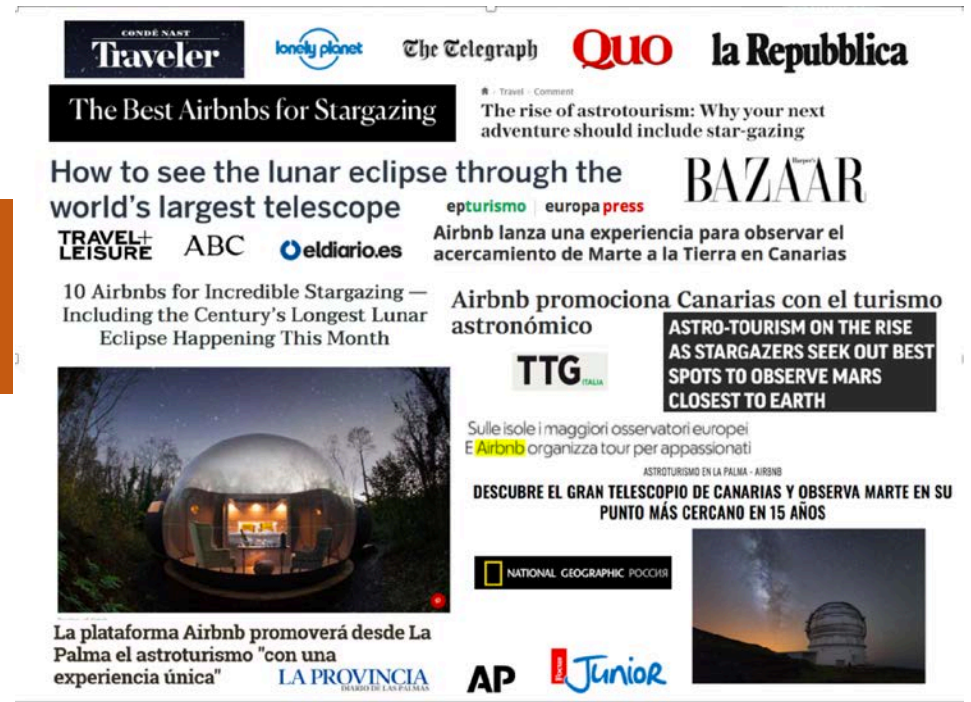
Antofagasta (Chile)..... 327%

La Palma (Spain) ..... 90%

Yarmouth (Canada)..... 221%



Starlight Foundation Winner in FuturNext 2020 Challenge among more than 250 innovative sustainable tourism projects of more than 50 countries.



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## WG ON SCIENTIFIC TOURISM OF AFFILIATE MEMBERS UNWTO

### *Observing, feeling and knowing the Universe*

### *Smart Destinations*

#### Main goal:

to identify and study experiences and ideas to deepen the different aspects offered by the **combination of Science and Tourism on the horizon of the tourism industry**, Starting with the Astrotourism, in order to reach conclusions and a roadmap for the future.



Science and Tourism in the horizon of the touristic industry and to reach the SDG's of Agenda 2030

#### CONSTITUTION OF THE WG ON SCIENTIFIC TOURISM (ASTROTOURISM) OF THE AFFILIATE MEMBERS OF THE UNWTO LED BY THE STARLIGHT FOUNDATION

SAN PETERSBURGO (RUSIA), 9-12 SEPTIEMBRE 2019

Working Group on Scientific Tourism  
Protecting the night sky through tourism

Miembros del grupo

- UNWTO  
Spain | Europe
- <Fitur> FITUR - FERIA INTERNACIONAL DE TURISMO  
Spain | Europe
- FUNDACIÓN STARLIGHT  
Spain | Europe
- ASSOCIAÇÃO DARK SKY  
Portugal | Europe
- SOCIEDAD DE PROMOCIÓN Y DESARROLLO ECONÓMICO DE LA ISLA DE LA PALMA SAU  
Spain | Europe
- GEORGE WASHINGTON UNIVERSITY  
United States of America | Americas



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## WG ON SCIENTIFIC TOURISM MEMBERS



FUNDACIÓN  
STARLIGHT

Spain | Europe



Business

GEORGE  
WASHINGTON  
UNIVERSITY

United  
States  
of  
America

Americas



FITUR - FERIA  
INTERNACIONAL  
DE TURISMO

Spain | Europe



ASSOCIAÇÃO  
DARK SKY

Portugal | Europe



SOCIEDAD DE PROMOCIÓN Y DESARROLLO ECONÓMICO  
DE LA ISLA DE LA PALMA SAU.

Spain | Europe

Member since: 2018

Website



OBSERVATORIO  
TURÍSTICO DEL  
ESTADO DE  
GUANAJUATO

Mexico | Americas



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## WG ON SCIENTIFIC TOURISM OF AFFILIATE MEMBERS UNWTO

*Observing, feeling and knowing the Universe*

*Smart Destinations*

### TARGETS

1. SCIENCE  
AND SOCIETY

2. SCIENCE AS  
CULTURE

3. TOURISM AS  
CULTURAL  
DIALOG

4. IMPORTANCE OF THE TOURISM  
IN THE SCIENTIFIC OUTREACH

5. CULTURAL VALUE  
OF THE SCIENTIFIC  
TOURISM

6. VIEWS OF THE SCIENTIFIC  
TOURISM: OBSERVATORIES  
AND STARGAZING SITES

7. SCIENTIFIC TOURISM:  
AN OPPORTUNITY FOR  
THE SECTOR

8. SINGULARITY OF  
THE ASTRONOMY

11. STRATEGIC VALUE:  
SAFE ENERGY

18. IMPORTANCE OF  
ASTROTROURISM FOR  
RURAL AREAS

17 TOURISM TO  
MITIGATE CLIMATE  
CHANGE

19 TOURISM &  
NATURE: SKYSCAPES

24. NEW SPACES &  
INFRASTRUCTURE

26. STARLIGHT  
TRAIING

28. QUALITY  
CHALLENGE

31. ASTROADVISORS

35. ORGANIZE AN INTERNATIONAL  
CONFERENCE FOR ASTROTOURISM



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# WG SCIENTIFIC TOURISM - PROGRAMME OF WORK 2021



## TOPICS:

A. THE VALUES OF THE ASTROTOURISM

B. THE ASTROTOURISM: AN INSTRUMENT FOR SUSTAINABILITY AND FOR MITIGATE CLIMATE CHANGE

C. ASTROTOURISM AND LOCAL ECONOMIC DEVELOPMENT

D. EDUCATION, TRAINING AND OUTREACH

SAVE  
THE  
DATE

ORGANIZATION / ORGANIZAÇÃO

**DARK  
SKY**



CO-ORGANIZER / CO-ORGANIZADOR



UNIVERSIDADE  
DE ÉVORA

INFORMATION/ INFORMAÇÕES:

**starlight.conference.2020@darkskyalqueva.com**



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## I Meeting of the Scientific Tourism Working Group of Affiliate Members of the UNWTO

**Date:** 3<sup>rd</sup> December 2020  
**Meeting time:** 16:00- 18:00 (time zone CEST)  
**Place:** Virtual (Zoom)- QR  
**Meeting ID:** 974 9974 9603



ORGANIZA:



COLABORA:



## Program “I Meeting of the Scientific Tourism Working Group of Affiliate Members of the UNWTO” (3<sup>rd</sup> December 2020)

**16:00-16:30 (time zone CEST) Introduction of Affiliate  
Members of the Scientific Tourism Working Group**

**16:30-17:00 Presentation 1st International Conference on  
Astrotourism by Starlight (Évora, 3-5 June 2021)**

**17:00-18:00 Action Plan Working Group 2020-2021: challenges  
and opportunities**

ORGANIZA:



COLABORA:





# ACCIONES 2020-UN CONFINAMIENTO PARA REFORZARNOS



## Agenda 'Ventanas al Universo' (Actualizado)

La Fundación Starlight quiere compartir con todos quienes, en todas partes del mundo, están confinados en casa para superar esta pandemia, iniciativas y proyectos relacionados con la difusión de la astronomía.

27 marzo 2020



La Fundación Starlight comparte iniciativas y propuestas astronómicas en 'Ventanas al

## Noche Mundial Starlight 2020

Esta iniciativa, promovida por la Fundación Starlight y a la que cada año se suman más territorios, celebra la Noche Mundial en Defensa de la Luz de las Estrellas cada 20 de abril.

19 marzo 2020



## WG Scientific Tourism- OMT Initiative

FUNDACIÓN STARLIGHT

### FESTIVAL STARLIGHT

Ciclo de Conferencias Online  
Abril 2020

DESCÚBRENNOS  
TU CIELO

MINI CONFERENCIAS DE  
TEMÁTICA LIBRE SOBRE  
ASTRONOMÍA, ASTROFÍSICA,  
ASTROFOTOGRAFÍA, TALLERES,  
PROYECTOS, EXPERIENCIAS

DEL 13 AL 17 Y DEL 20 AL 24  
DE ABRIL | DE 19:00 A 19:45H |  
ONLINE

APÚNTATE COMO PONENTE EN EL  
CALENDARIO ESCANEANDO EL CÓDIGO QR

SIGUE EL EVENTO EN  
<https://zoom.us/j/549270944>



Busca la franja horaria disponible en verde, apunta tu nombre, apellidos y tema.  
Para cualquier duda puedes contactar a [astrolute85@gmail.com](mailto:astrolute85@gmail.com)

> 60 ponentes.

[www.fundacionstarlight.org](http://www.fundacionstarlight.org)



FUNDACIÓN STARLIGHT

### MANUAL DE BUENAS PRÁCTICAS ANTE LA COVID 19

UN MANUAL PARA LOS PROFESIONALES DEL ASTROTURISMO

ANTONIA VARELA PÉREZ  
DRAGANA LUKIC TESANOVIC  
MIRIAM GIL MARTÍNEZ

FUNDACIÓN STARLIGHT



### HISTORIAS DEL CIELO

MONITORES Y GUÍAS STARLIGHT

@O. Blanco. Starlight Tourist Destination Trevinca (Galicia, Spain)

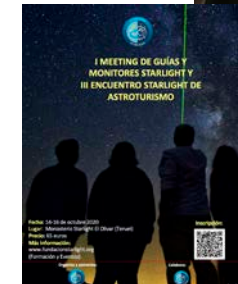


### III Encuentro Starlight de Astroturismo y I de Monitores y Guías Starlight, Monasterio Esteruel (Teruel, 14-16 octubre 2020)



Más de 70 personas de diferentes países debatieron:

- Patrimonio cultural y Starlight
- Biodiversidad, medioambiente y salud
- Alumbrado inteligente y ahorro energético
- Astroturismo





THANK YOU FOR YOUR ATTENTION!



*“Among others, tourism can become a major instrument for a new alliance in defence of the quality of the nocturnal skyscape. Responsible tourism can and should take on board the night sky as a resource to protect and value in all destinations. Generating new tourist products based on the observation of the firmament and the phenomena of the night, opens up unsuspected possibilities for cooperation among tourism stakeholders, local communities, and scientific institutions. “*

*Art.9 Starlight Declaration In Defence of the Night Sky and the Right to the Starlight, 2007.*

[www.fundacionstarlight.org](http://www.fundacionstarlight.org)  
[director@fundacionstarlight.org](mailto:director@fundacionstarlight.org)



