The potential of the astro-tourism
International Starlight Certification

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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.

La Palma Declaration, 2007

UNESCO, UNWTO, IAU, UNEP-CMS, COE, SCBD, MaB, EC and Ramsar Convention.
What is astro-tourism?

**Scientific Tourism:** science as a working methodology in tourism.

**Astro-tourism** is an innovative, sustainable and responsible form of tourism that combines night sky observation, outreach and leisure activities related to astronomy.

**Trends:**

- Desire to enjoy stargazing
- Interest in knowledge, particularly in astronomy
- Demand for quality and expertise (Starlight training)
- Selectivity of destinations (Starlight sites)
- Infrastructures
- Search for authentic experiences
Profile of the astro-tourist

- Medium-high cultural and economic level
- High environmental sensitivity
- Select destination
- Prepare your trip in advance
- Families, couples, the curious and amateur and professional astronomers

85% of the world's population lives under polluted skies.... and who doesn't like astronomy?
Resources for astro-tourism and Training

✓ 112 Starlight Guides
✓ 587 Starlight Monitor
✓ 35 Introduction in Astrotourism
✓ 37 Lighting Technicians
✓ 18 Starlight Auditors
✓ > 100 Starlight teachers
✓ Workshops for entrepreneurs

> 15 nationalities
Where to go for Astro-Tourism?

Starlight Reserves and Starlight Tourist Destinations

- **Environmental requirements** (night and day sky quality) and others related to natural, cultural and scientific heritage.
- **Visitable, accessible and safe**
- **Infrastructures and services.**
- **Intelligent lighting strategies and regulations.**
- **Strategy and management of starlight-related resources.**
- **Knowledge management** (research, innovation, education and information).
- **Starlight astro-tourism program** macro-management and feedback.
Starlight Tourist Destinations: bringing for first time science and tourism together

- Covenant of Mayors
- Audits
- Review and renewal every 4 years

The Starlight Certification seeks to guarantee the capacity to enjoy the view of the stars and to discover the associated scientific, cultural, natural and scenic values.
Starlight Rural Hotel & Houses and other modalities

Rural Hotel & Houses, Inns, Camps, ...

Stellar Parks, Wilderness, farms, activities, ...

Cultural Monuments

Starlight Lighting
The Starlight Network

- 15 Starlight Reserves
- 41 Starlight Tourist Destinations
- 77 rural hotels and others lodges
- 10 Stellar Parks
- 24 other modalities

**657 Starlight Declaration Adhesions**

**89.027,99 km²**

**Biosphere Reserves** of La Palma, La Rioja, Fuerteventura, Sierra Morena, Monfragüe, Gran Canaria, Alto Turia, Menorca (Spain), Fray Jorge (Chile) and South West Nova (Canada) or the Teide NP, the first World Heritage site labelled. Responsible lighting and light pollution control are key requirements for the certification in these sites.
The Starlight Network
https://fundacionstarlight.org/contenido/84-map-reserva-y-destino-turistico-starlight.html

Reserves
- La Palma
- Montsec
- Cumbres de Tenerife
- Parque Nacional de Aigüestortes i Estany de... ...11 más

Tourist Destinations
- La Palma
- Granadilla de Abona
- Dark Sky Alqueva
- Gredos Norte
... 37 más

Rural Houses & Hotels

Wilderness, Monuments

Stellar Parks

Restaurants, wineries

Farms

Walking trails
Iberá-Argentina

IBERÁ- ARGENTINA
Esteros del Iberá (Argentina), 2021
Guaraní Missions
Funded by AECID (Ministry of Foreign Affairs, European Union and Cooperation)

Starlight Reserve
Starlight Tourist Destination
Starlight Monitors Course

- Fundación Yetapá
- Global Cad
- Ideas4Change
- Fundación Starlight
Gilgilt-Baltistán-Pakistán

Hunza, Hushe, Deosai, Baltoro
Starlight Declaration accession underway

The region contains some of the highest peaks in the world. The most important mountain ranges are the Karakoram and the Eastern Himalayas.

Women's empowerment and the sky

Women carpenters of the Hunza Valley (Ciqam)
Other International Starlight certifications in progress

- Tupungato y Ciudad Mendoza (Chile)
- Sonora & Isla Tiburón (México)
- Allai, Sardinia (Italy)
- Valles San Juan (Argentine)
- Puerto Pirámides, Valdés (Argentine)
- Machu Picchu, Peru
- Pic du Midi (France)
- Atlas Mountains (Maroc)
- Rapa Nui, Isla de Pascua
- Mitad del Mundo, Ecuador
Socio-economic impact and opportunities

International annual growth up to 300%
National + International up to 477%

Montsec...32,000 visitors, 2.5 millions €/year
Illes Atlantics...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%

Open spaces
Uncrowded
Safe
Quiet
Attractive
Personalized products
Excellence and quality
Emotions
Inclusive/Accessible
Gender equality
Experiences+Knowledge

Astrotourism
Oenological and Gastronomic
Nature/Ecotourism
Active/Adventure
Solitary

SF Winner in FiturNext 2020 Challenge among more than 250 innovative sustainable tourism projects of more than 50 countries.
The sky is a natural resource present 365 days a year and 24 hours a day. An increasing number of potential tourists value this natural, scenic and cultural resource.

- De-seasonalisation
- Overnight stays
- Against centralisation
- Against depopulation

Emerging typologies—Looking ahead
Opportunity during and after covid19
El Astro-Tourismo en Planes Sostenibilidad Turística en España y en Estrategia Experiencias Turismo en España

PROGRAMA DE PLANES DE SOSTENIBILIDAD TURÍSTICA EN DESTINOS

Edición ordinaria

- Carta Europea de Turismo Sostenible (CETS) reconocida por la Europarc Federation
- Geoparque Mundial de la UNESCO y Comité Nacional de Geoparques
- Sistema de Reconocimiento de Sostenibilidad Turística en Red Natura 2000 (Comisión Europea)
- Reservas de la Biosfera (UNESCO) y Comité MaB
- Destinos turísticos Starlight
- Destinos EDEN acreditados como Destinos Europeos de Excelencia
- Otros posibles sistemas de certificación apoyados por las administraciones públicas
MEETINGS SCIENTIFIC TOURISM AAMM UNWTO

The main purpose of this working group will be to see the potential of this branch of tourism, as well as to create a forum where ideas and experiences about combine Science and Tourism are studied and contrasted, starting with the astrotourism.

Science and Tourism in the horizon of the touristic industry and to reach the SDG’s of Agenda 2030
More than 100 participants, 70% in person and 30% on line: Spain, Portugal, Germany, Costa Rica, Canada, Chile, Pakistan, etc.

Organizers: Fundación Starlight, Associación Dark Sky Alqueva, University Evora, CIDEUS, and with the participation of the AAMM UNWTO.

I International Astrotourism Conference by Starlight, 6-11 Sept. 2021, Évora (Portugal), included in AAMM UNWTO Agenda 2021
To be leaders in astrotourism, it is necessary to innovate, diversify and sophisticate the offer, personalizing it in each destination and promoting the development articularly.

To create a guide for the creation of astro-tourist experiences
Keys for a rigorous yet entertaining storytelling
Preservation of the sky

Outline
Key definitions: What is the astro-tourism?
Where to go for doing astro-tourism?
Starlight international certification system
Travel motivations of astro-tourists
Target audience / markets
Infrastructure requirements
Communication and marketing
Sustainability / Protecting the sky
Accessibility and inclusive astro-tourism
Related products
Case studies / best practices
Let's protect the sky

Threats:
- ALAN
- Radio wavelengths
- LEO satellites

www.ods18.org

Sign the petition

Starlight Foundation & BPW Spain
SDG18 Sky Quality And Access To Starlight

SDG 18
Sky Quality and Access to Starlight

A. Varela
Antonia Varela

Corner Affiliate Members UNWTO
Madrid, 3 December 2021
Starlight, a common heritage

One People — One Night Sky
Astronomy is for Everybody

Thanks for your attention