

The potential of the astro-tourism

International Starlight Certification

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2º PREMIO - Jorge Humberto Velázquez - Tema: Noche Mágica
III MARATÓN FOTOGRÁFICO M-Starlight



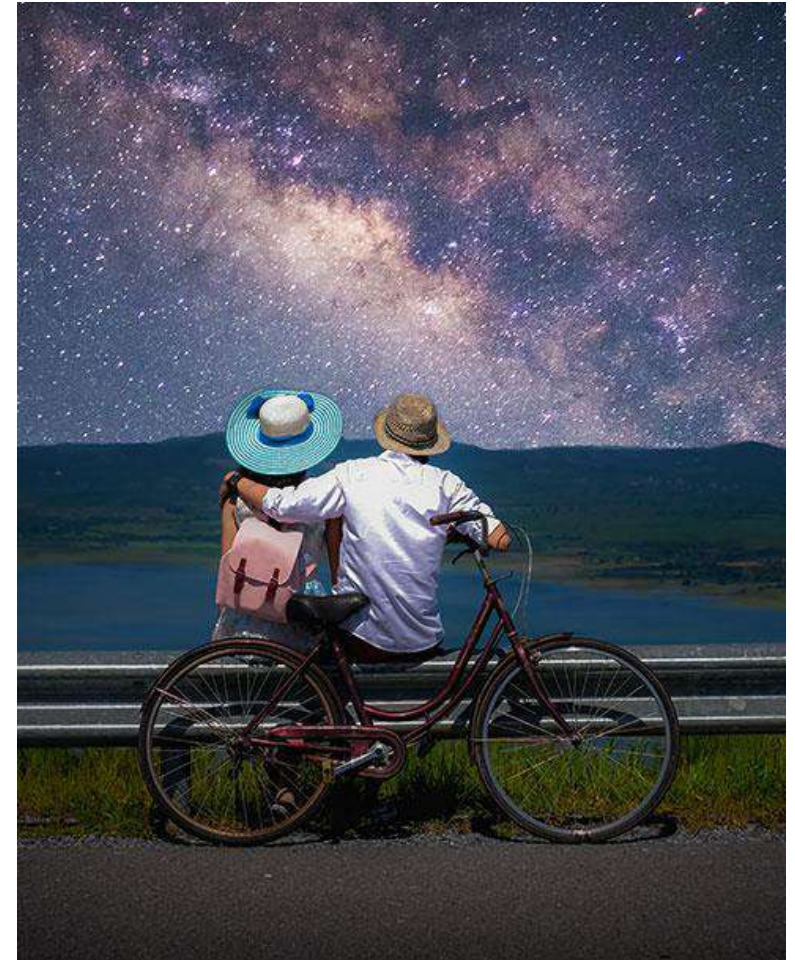
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Origin of the astro-tourism

9 *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.



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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:

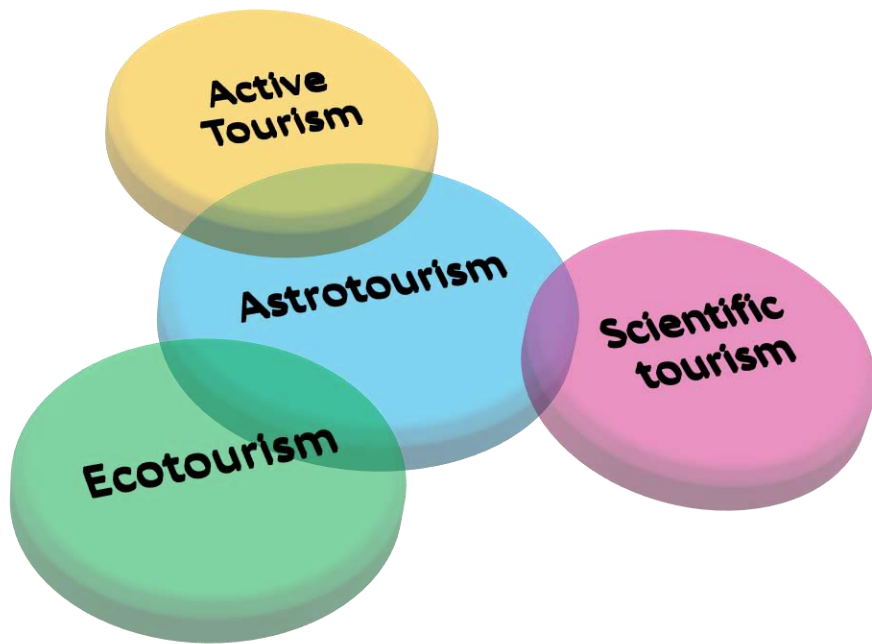
- Desire to enjoy stargazing
- **Interest in knowledge, particularly in astronomy**
- Demand for quality and expertise (Starlight training)
- **Selectivity of destinations (Starlight sites)**
- Infrastructures
- **Search for authentic experiences**



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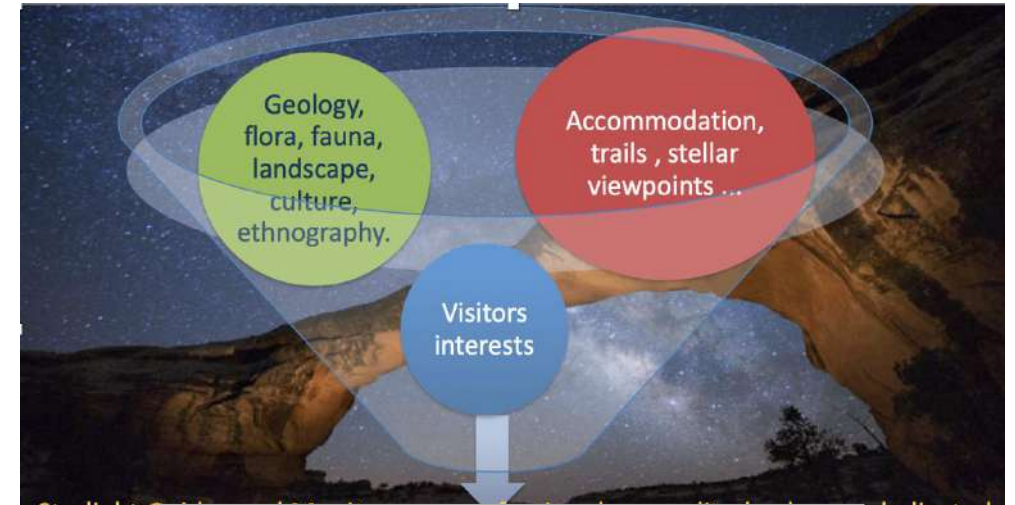
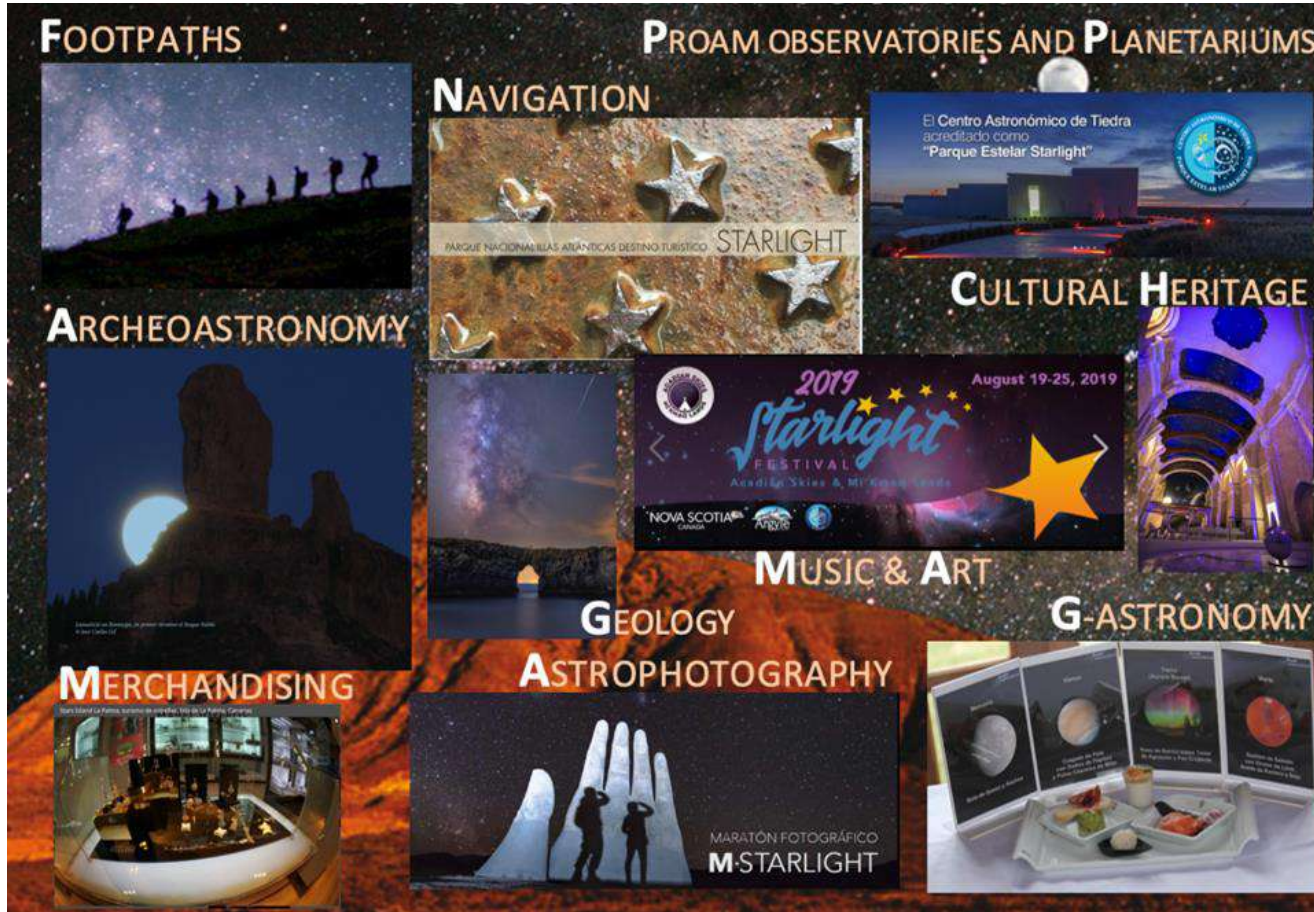
Profile of the astro-tourist



- 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



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Where to go for Astro-Tourism?

Starlight Reserves and Starlight Tourist Destinations

La Palma Starlight, Canary Islands



Starlight Albarari Glamping, Galicia



Los Pedroches Starlight, Córdoba, Andalucía



- ✓ **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 Lighting Puente La Reina (Navarra)



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Starlight Tourist Destinations: bringing for first time science and tourism together

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



2nd STARLIGHT INTERNATIONAL CONFERENCE
**Starlight Reserves and World Heritage
scientific, cultural and environmental values**

International Workshop and Expert Meeting Fuerteventura, Canary Islands, Spain,
10-11 March 2009

Organized by the UNESCO World Heritage Centre, International
Astronomical Union (IAU) and Instituto de Astrofísica de Canarias
(IAC), with the support of the Fuerteventura Island Government.



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.

SCIENCE - TOURISM - SCIENCE

STARLIGHT

**TOURIST
DESTINATIONS**



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Starlight Rural Hotel & Houses and other modalities

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

Stellar Parks, Wilderness, farms, activities. ... Cultural Monuments



Starlight Lighting



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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.

- Spain
- Portugal
- Chile
- Canada
- Colombia
- Peru
- Argentine
- Maroc
- Italy
- ...



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The Starlight Network

<https://fundacionstarlight.org/contenido/84-mapa-reserva-y-destino-turistico-starlight.html>

Mapa Reserva y Destino T... 🔍

67.485 vistas
Publicado hace 6 días
COMPARTIR

Reservas Starlight

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

Destino Turístico Starlight

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



Parque Nacional de Aigüestortes i Estany de Sant Maurici

Nombre: Parque Nacional de Aigüestortes i Estany de Sant Maurici

Descripción:

- Modalidad: Reserva y Destino Turístico Starlight
- Fecha de Certificación: Octubre de 2018
- Extensión: 1.448,5 Km2
- Espacio protegido: Parque Nacional de Aigüestortes i Estany de Sant Maurici
- Zona de Especial Protección de la Calidad Acústica (ZEPQA)

- Coordenadas:

- Norte UTM: 254304, 4732968
- Este UTM: 352833, 4719912
- Sud UTM: 330934, 4682966
- Oeste UTM: 310196, 4706504

- Municipios: Esterri d'Àneu, Alt Àneu, Espot, La Guigüeta d'Àneu, La Torre de Capedella, La Vall de Bot, Naut Aran, Sort, Vielha e Mijaran y Vilaller.



- Reserves
- Tourist Destinations
- Rural Houses & Hotels
- Wilderness, Monuments
- Stellar Parks
- Restaurants, wineries
- Farms
- Walking trails



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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



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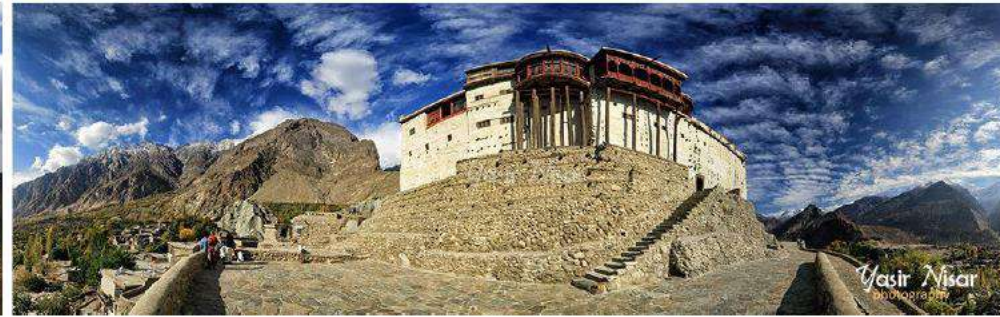
Gilgit-Baltistán-Pakistán



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)



Mitad del Mundo, Ecuador



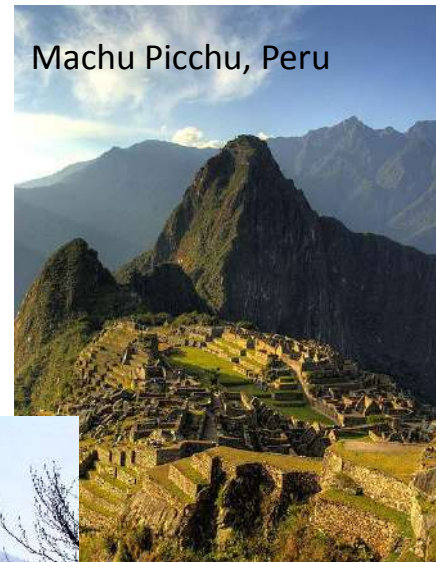
Valles San Juan (Argentine)



Puerto Pirámides, Valdés (Argentine)



Machu Picchu, Peru



Rapa Nui, Isla de Pascua



Pic du Midi (France)



Atlas Mountains (Maroc)



Socio-economic impact and opportunities

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

Montsec...32.000 visitors, 2.5 millions €/year
Iles Atlanticas...71.000 visitors for Starlight activities
Tenerife200.000 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%



SF Winner in FiturNext 2020
Challenge among more than 250
innovative sustainable tourism
projects of more than 50
countries.

Smart travels, smart Destinations

- 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



Benefits

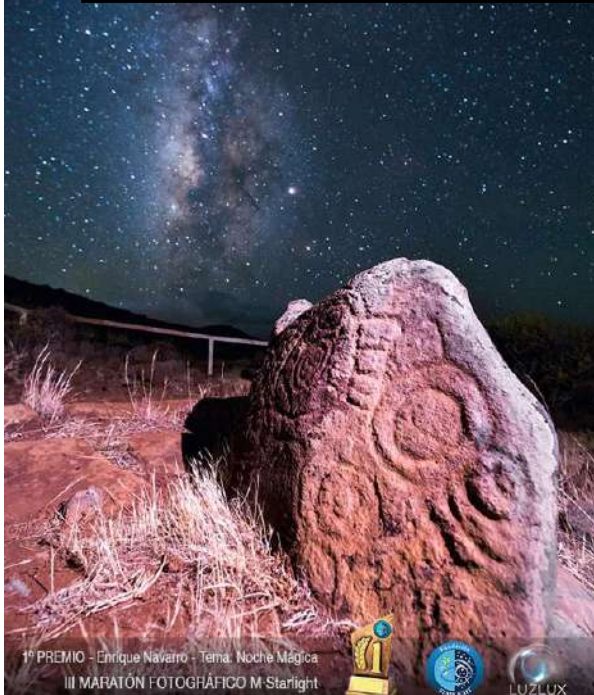
Opportunities UNWTO and UNESCO-MaB Standards Sustainable Development Goals 2030



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



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



INNOVATIVE MODALITY OF
SUSTAINABLE TOURISM

PROTECTION AND
PRESERVATION OF NATURAL
SPACES

QUALITY JOB CREATOR

REVALUATION OF CULTURAL,
HISTORICAL, ENVIRONMENTAL,
AND ETHNOGRAPHIC HERITAGE

CREATION OF
NEW SPACES

POWERFUL TOOL
TO SPREAD THE
ASTRONOMY



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Emerging typologies-Looking ahead
Opportunity during and after covid19

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El Astro-Turismo en Planes Sostenibilidad Turística en España y en Estrategia Experiencias Turismo en España



MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO

SECRETARÍA DE ESTADO DE TURISMO
SUBDIRECCIÓN GENERAL DE DESARROLLO Y SOSTENIBILIDAD TURÍSTICA



mincotur.gov.es

25 November 2021

The astrotourism “Presentación de la Estrategia de Experiencias Turismo 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



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Scientific/Astrotourism WG Affiliate Members UNWTO led by the Starlight Foundation (Starlight Foundation is AM since 2015)

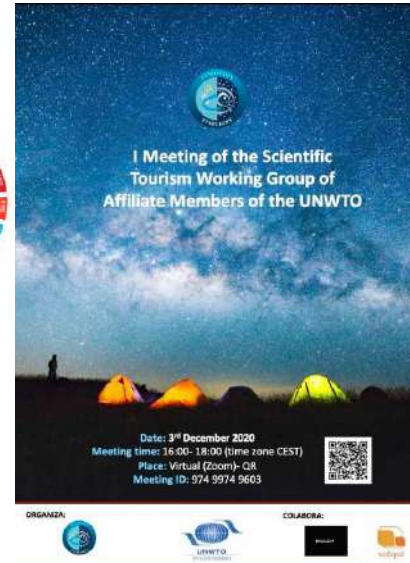
41ST Plenary AAMM UNWTO,, 6-11 September 2019, St. Petersburg (Russia)



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



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.



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More than 100 participants, 70% in person and 30% on line: Spain, Portugal, Germany, Costa Rica, Canada, Chile, Pakistan, etc.

Organizers: Fundación Starlight, Asociación 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



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ST WG Affiliate Members UNWTO-Agenda 2022

GUIDE FOR THE CREATION OF ASTRO-TOURISM EXPERIENCES IN DESTINATIONS AND BEST PRACTICES

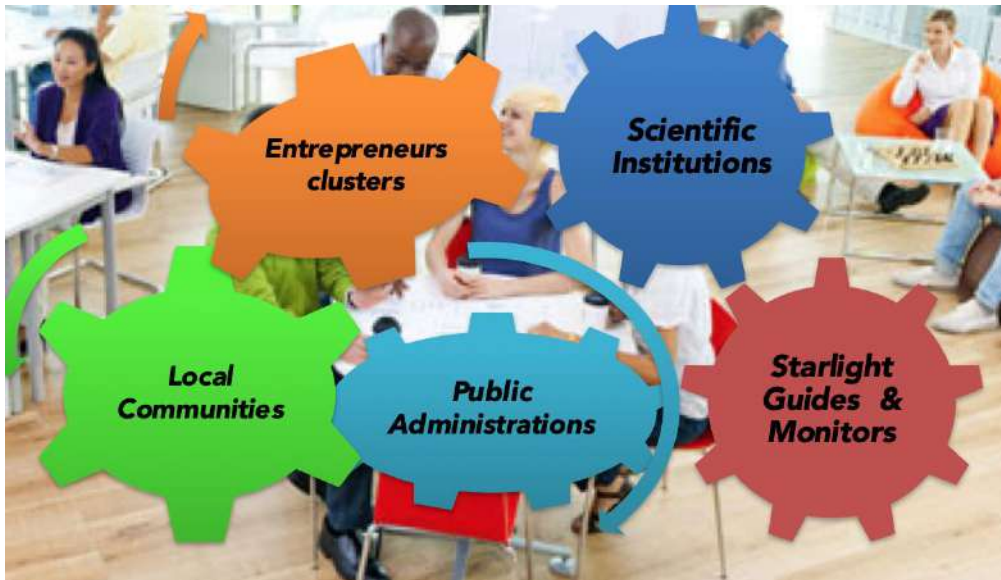
Project in AAMM UNWTO Agenda 2022

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



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



www.ods18.org

 Sign the petition

Let's protect the sky

Threats:

ALAN

Radio wavelengths

LEO satellites



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www.fundacionstarlight.org

Email: directora@fundacionstarlight.org

Starlight, a common heritage

One People — One Night Sky
Astronomy is for Everybody

Thanks for your attention



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