SECreTOUR
Sustainable Creative Tourism

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UNIVERSIDAD
DE GRANADA

International Conference SECreTour Project

FACS* Tourism: Fair, Creative and Sustainable Tourism

Using tourism as a tool for rural and remote areas development in European context

Dates: 19–20 November 2026 | **Location: Instituto de la Paz y los Conflictos**, C/ Rector López Argüeta s/n, 2ª planta del Edificio del Centro de Documentación Científica, 18071 Granada. https://maps.app.goo.gl/8w8HRahArD9eV2et6

Thursday, 19 November 2026

Morning Session

Time	Program Details
08:30 – 09:00	Welcome and Registration
09:00 – 09:30	**Welcome Address** UGR Representatives: Esteban Romero Frías - Vicerrector for Social Innovation, Employability, and Entrepreneurship. José María Martín Civantos- MEMOLab UGR-SECreTour project coordinator

Time	Program Details
09:30 – 10:30	**First Session: General Context of Rural Tourism and Local Economic Sector** *Francisco J. Liébana Cabanillas (Universidad de Granada)*
10:30 – 11:00	***Coffee Break***
11:00 – 13:00	**Second Session: What is "Fair, Creative and Sustainable Tourism"?** ● Esteban Ruiz Ballesteros (Universidad Pablo de Olavide). **Community-Based Tourism and the Rural Crisis** ● José María Martín Civantos (SECreTour Coordinator – MEMOLab UGR) **Sustainable, Engaging and CREative Tourism as a driver for a better future in rural and remote areas (SECreTour project)** ● Esben Rahbek Gjerdrum Pedersen y Helena Løkkegaard (Copenhagen Business School). **"Cultural Business Models: Barriers and Opportunities.** ● Q&A session
13:00 – 14:30	***Lunch Break***

Afternoon Session

Time	Session Details
14:30 – 17:00	**Cultural Tourism Cluster** ● **Cultural Tourism Cluster: joint policy recommendations and project perspectives** Introduction to the Cultural Tourism Cluster and its collaborative work towards common policy recommendations.

Time	Session Details
	● **Project presentations:** - Cultural heritage in rural remote areas for creative tourism and sustainability **(CULTURALITY)** - Cross-Border Cultural and Creative Tourism in Rural and Remote Areas **(CROCUS)** - Multidimensional model of tourism verticals driving the sustainable balanced growth among rural & remote grids and urban clusters of rural regions, fostering macro-regional cooperation **(TOURAL)** - Q&A session
17:00-17:30	Coffee break
17:30-18:30	Private session between SECreTour consortium and sibling projects

Friday, 20 November 2026

Morning Session

Time	Program Details
09:00 – 11:00	**First Session: Fair, Creative and Sustainable Tourism / Good Practices & Cases** ● Jesús Fernández Fernández (Ecomuseu La Ponte, Asturias, Spain). **Beyond the "Natural": Responsible Tourism and New Narratives of Peasant-Shaped Territories. The La Ponte-Ecomuséu (Asturias-Spain) case** ● Nancy Duxbury (University of Coimbra) **Regenerative approaches of place-based culture-tourism initiatives in smaller communities**

Time	Program Details
11:00 – 11:30	***Coffee Break***
11:30 – 13:30	**Second Session: Tourism Policies, Institutional Perspectives & Territorial Heritage Communities** • Francesca Cominelli (Université Paris 1 Panthéon Sorbonne) • Vincent Guichard (Grand Site de France). **Sustainable management of rural areas: the experience of the "Grand Sites de France"** • Discussion and Q&A
13:30 – 15:00	***Lunch Break***

Afternoon Session

Time	Program Details
15:00 – 18:00	**Tourism Policies, Institutional Perspectives & Territorial Heritage Communities** • Ana Llano (Spanish Ecotourism Association). **Ecotourism: Conserving Nature, Caring for the Land and Keeping Rural Communities Alive Perspectives from the experience of the Spanish Ecotourism Association.** • Ignacio Muñiz Jaén and Francisco Vicente Jurado (Municipal archaeologist and director of the Caicena River Ecomuseum and Culture Councillor for Almedinilla Town Council) **Ecomuseo de Almedinilla (Córdoba, Spain). The Caicena River Ecomuseum (Almedinilla, Córdoba): historical heritage as a source of local development and citizen participation** **Conclusion:** Text agreed by SECreTour and sibling projects