



Cities on Volcanoes 9  
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*'Understanding volcanoes and society: the key for risk mitigation'*



## **Geotourism resources of Campo de Calatrava Volcanic Region (Central Spain)**

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The analysis of volcanic relief as geoheritage raises its valuation, its promotion as a resource (cultural, educational, scientific, natural) and conservation. The aim of this work is to expand the scientific study of volcanoes in Campo de Calatrava (CCVR), know their cultural values (historical, ethnographic, etc.) and current use/degree of conservation, as a tool to manage sustainably this volcanic territory by geoconservation measures, protection and tourism promotion in the municipalities of the area, as they are a potential source of attraction for geotourism. The main resources of volcanoes are related to geo-natural factors (relief, hot springs, wildlife...) and geo-cultural (historical, archaeological, religion...), conditioned by economic and political factors in exploiting touristically volcanic attractions of a territory. This work aims to determine what role play volcanoes and its diversity towards tourism, identify its attractions for tourists and design intervention strategies and tourism products with the brand volcano. Although CCVR has no major tourist attractions, it is necessary to diversify supply to volcanic attractives, as compared to other traditional activities that promoted tourism gastronomy, local festivities, visiting historical monuments and buildings, National Parks (Cabañeros and Tablas Daimiel) and Natural Parks (Lagunas de Ruidera and Alcudia-Sierra Madrona Valley). Therefore, we propose some actions and tourist activities that potentially can be carried out in CCVR, such as: -Divulge the knowledge of this volcanic territory, -Design and develop georoutes or geological itineraries, -Birdwatching/birding on volcanoes, -Visits to Natural Protected Areas with volcanoes, -Recover/recondition sources of Agua Agria (sour water) and hervideros (hot springs). -Visit to archeological or religious cult sites on volcanoes, -Promote the development of products with brand "volcano", -Promote adventure sports (hiking, biking, climbing ...), in the volcanic territory. However, to host these actions its necessary an integral protection of volcanoes in CCVR (as Natural Park), or a management model similar to Geoparks.



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