9th International Conference for Cultural Tourism in Europe

INTANGIBLE HERITAGE:
INCOMPARABLE ASSET FOR SUSTAINABLE AND RESPONSIBLE TOURISM DEVELOPMENT

Cascamorras's Festival, a 500 year old tradition now opened to the world
Pascual Rivas Palomo
Provincial Tourist Board of Granada (CHRISTA stakeholder), ES
CASCAMORRAS

Fiesta de Interés Turístico Internacional
Understanding the Cascamorras by its W’s
Where

Baza

Guadix
here
here
Paisajes de Guadix y Baza
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Two rival villages in the north of Granada (north-east of Andalucia) and one centennial dispute ...

Baza Vs. Guadix
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Baza Vs. Guadix
Why
Juan Pedernal (from Guadix) found the Piedad Virgin ... in Baza ...
Since then, both villages claim for having the image... which resides in Baza

This led to a conflict between the two towns. Finally the statue was given to Baza on the condition that it should be lent to Guadix for one day a year for the people there to venerate it.
What (again)
Since then, a local of Guadix, known as the Cascamorras, tryes to take the statue to Guadix on the 6\textsuperscript{th} of September.

He will only succeed in getting it back to his town if he is able to reach the statue remaining clean and untainted.
Needless to say, his attempt is unsuccessful, as thousands of people wait on the outskirts of Baza throwing ink at the Cascamorras, and accompany him to the church to make sure he is not clean.
Since then, both villages claim for having the image which resides in Baza...
During the following two days, the Cascamorras character participates in festivals and religious celebrations. Then on the 9th September the Cascamorras returns to Guadix without fulfilling its intention and its once again stained in ink from top to toe by locals.
The When’s
1489 D. Luis de Acuña (Catholic Kings Knight) was building a Church in Baza and one of the workers (Juan Pedernal) found the image.

(526 years ago)
Every year:

- the 15th. August: Designation of Cascamorras
- the 5th. Sept. Cascamorras departs from Guadix
- the 6th. Sept. Baza’s run
- the 7th. Sept. Cascamorras gets some charity in Baza
- the 8th. Sept. Cascamorras travel to Guadix
Who
Who is involved

- Cascamorras character
- Guadix Municipality
- Baza Municipality
- Hermandad Virgen de la Piedad y la Peña del Cascamorras
- Guadix Tourist Office
- Guadix Rural Development Association
- Granada Tourist Board
- Local Tourism Associations
- Local Population
- Visitors
And the how
There are certain milestones and actions that lead to make the festival known and demanded by non-locals:
First Recognition of the festival:

- 23 Jan. 2000 Fiesta de Interés Turístico Nacional de Andalucía
- 6 Jun. 2006 Fiesta de Interés Turístico Nacional
- 31 July 2013 Fiesta de Interés Turístico Internacional

Requires:
- Cultural and traditional values
- Antiquity
- Continuity
- Being a deep root tradition
- With local participation
- With originality
- And international media impact
Also

Creation and diffusion of video and photos, both professional and non professional and distribution through social networks.
And in 2015 ... new strategy
Why
CASCAMORRAS

525 Aniversario

Fiesta de interés turístico internacional
Also

The 6th of September is in the local festival in Baza:

20,000 participants

(locals and emigrants returned for the local celebrations equal the carrying capacity).
The 9th of September is a “normal” day in Guadix:

No more than **6,000** participants
(locals and few tourists)
So is in Guadix where there is an opportunity for growth and where a foreigner can live the festival more closely.

(in Baza there is nearly no room)
For developing this sustainably, it was needed to identify correctly and work from the beginning with all the local stakeholders involved: city council, the Hermandad (promoter of the festival), tourist association local tourist office, etc..
**Strengths and opportunities**

Attitude of local authorities and local tourism office in Guadix
Recognition as an international Interest Festival
Existence of an specific webpage
Etc.

**Weak and threats**

The date in Guadix may coincide with the start of scholars
Date non coincident with the local festival in Guadix
Lack of a place / phone number or mail for providing information in advance and answer questions.
Etc.
The Plan

Creation of the Cascamorras Package

Includes:
- Theatralized visit the sept. 8th.
- Dinner
- Runners bag (cap, t’shirt, maps, etc.)
- Accomodation

Responsibles:
- Guadix Municipality
- Guadix Hotels association
- Guadix Tourist Office
Photo exhibitions:
Flags:

The Plan
The Plan

Media presentations
Organization of a blogtrip with 4 participants covering details of the festival in Baza, the values of the territory and Guadix Run.
The Plan

Emisión of the new promotional video in the tourist office screens, and instalation of displays in the previous dates.
The Plan

Activities for kids

CASCAMORRAS TEATRAL INFANTIL
Las alegres aventuras de Cas y Ota.
El nacimiento de la tradición

CASCAMORRAS INFANTIL

LUNES
5 DE SEPTIEMBRE
PLAZA DE LAS ERAS
BAZA

Concentración: 19,00 h. / Salida: 20,30 h.

Recorrido:
Cruz de los Caídos, Plaza de las Eras, Avda. Andalucía, Caños Dorados, Alamillos, Carril, Plaza de la Encarnación, Plaza Mayor, Arco de la Magdalena, Zapatería San Juan y Plaza de la Merced.
The Plan: Improving the Webs

Cascamorras Festival

Type of event: Fiestas
Province: Granada
Municipality: Baza, Guadix

The Cascamorras festival takes place in September in Baza and Guadix, it has been declared to be of International Tourist Interest in 2013.

It has become an important tourist attraction, in Baza it is celebrated every year on the 6th September and it is the start of the Fair and Festival in honour of Our Lady of Piety that takes place from the 6th to 15th September each year.

For some time now the “Cascamorras” festival has become a cultural event that increases in strength year by year.
The Plan: Improving the Webs
The Plan: Improving the Webs
The Plan: Improving the Webs
Plus ...

... other ideas for the future
Creation of “La Leyenda Accitana” brochure.
(English, French, German and Spanish)

Publishing the Cascamorras Comic
For its distribution in schools.

Promotion among Erasmus students in Granada

Promotion among incoming TTOO in Andalucía

... other ideas for the future
... other ideas for the future

Promotion of Cascamorras for Kids in the province

Creation of sport competitions following the historical track
So

Starting with a strategic diagnosis, and the consequent SWOT analysis, an action plan was developed and executed, and just in one year, the number of participants in Guadix changed from 6.000 to 12.000.
Next Challenge:

Declaration of:

Intangible Cultural Heritage of Humanity

UNESCO
UNited Nations
Educational, Scientific, Cultural Organization
Thanks