

Destination / Country:

**Berguedà county**

Name of Presenter (author):

**Imma Espel**

## Theme

Choose a theme from the dropdown list

Tourism to support local communities, culture & tradition

## Title

Insert a title for your good practice story, 2 lines max.

**Biennial of Romanesque Art under the eyes of Picasso, in the Roman churches of Berguedà**

## Main challenges

Describe here the main problem/issue(s) that were solved with your good practice.

Berguedà County has a large concentration of Romanesque churches, hermitages and monasteries. Plenty of these buildings are located outside the towns and villages and for the last decades have been falling into oblivion. The challenge was to give life back to the buildings on a sustainable way using culture to bring people (locals and visitors) back to the heritage.

## Solutions

Explain here the main action(s) your destination did in order to solve the problem.

We have created a festival called "Biennial of Romanesque Art under the eyes of Picasso" with more than 100 activities (painting and photography exhibitions, workshops, performances, concerts, family activities...). To improve sustainability we have arranged paths to arrive walking or biking to the buildings and several activities are related to reuse and recycle.

## Results

What were the results? Both quantitative and qualitative.

Culture related tourism helps to preserve heritage as well as traditions, which are vital to societies. This brings plenty of new opportunities for the local population (all the guides and plenty of artists performing are local). Bringing culture to buildings (that were underused), attracts new targets of visitors and makes locals aware and proud of their heritage.

## Recognitions

If applicable, mention here the recognitions and praise that you received for your solution.

EDEN-European Destinations of Excellence Awards recognised Berguedà in 2017 and we got into the DSCT Destination Sustainable Cultural Tourism Awards in 2018. Green Destinations added Berguedà in 2018 in the 100 Top Destinations and we have the Biosphere Certification as a destination since 2018 ([www.biospheretourism.com/en](http://www.biospheretourism.com/en)).

## Key Success Factors

How did your destination overcome these issues? Please resume in 3 points.

**Better connection and green mobility between the villages and the Roman churches**

**Creating offers to visit the heritage through cultural activities for all publics**

**Study the Past, act in the Present to influence the Future. Bring this old buildings to current life**