WORKSHOP 1:

DEFINITION OF THE TRANSNATIONAL STRATEGY TupART

Puente Viesgo, Cantabria (Rock Art Centre Alberto I of Monaco)
https://maps.app.goo.gl/CjDfrgLQZxLXTPtB8
25-26 September 2025.

PRESENTATION

The aim of this first workshop of the TupART project is to develop a STRATEGY that facilitates the technical and administrative development of a major transnational tourism product based on a tourism offering created through public-private collaboration: 'The Tourist Product Club of Prehistoric Rock Art in South-Western Europe, TERRITORIES UNITED BY PRIMITIVE ART' (CPT TupART).

The strategy will be set out in a deliverable document for the Interreg project and will subsequently become an international protocol to be signed by the actors wishing to join the CPT TupART, which has its antecedent in the 'Protocol of Cooperation on Rock Art Heritage', signed by six of the beneficiaries of TupART in 2018 https://eupal.prehistour.eu/.

PROGRAMME

Thursday 25th.

9.45am. Presentation and opening of the working meeting.
10am. Presentation of the draft **TupART Communication Plan** and operating protocol, in terms of communication, for all beneficiaries. Roberto Palacios Fernández (Cantabrian Rural Development Network)
10:45 a.m. Coffee break.
11:15 a.m. Presentation and discussion of the **draft TupART Good Practice Manual** on comprehensive management of rock art destinations. Ramón Montes Barquín (Cantabrian Rural Development Network)
12:00. Presentation 1. **The creation of the TupART Rock Art Tourism Product Club**. Theoretical basis, fundamentals of sustainable tourism and its articulation. Alberto Galloso (Director of the Tourism Solutions Consultancy -Valencia- https://solucionesturisticas.es/)
12:45. Round table.

1:30 p.m. Lunch.

3:30 p.m. Presentation 2. Quality in the rock art destinations of the future TupART Product Club: guidelines, evaluation process and certification of the rock art tourist destinations that will make up the TupART CPT. José Manuel Rey García (Head of the Municipal Museums of Vigo -Galicia-)
3:45 p.m. Round table.
4.30 p.m. **Towards the establishment of the TupART Product Club Regulations**. Presentation of the first draft to be approved at the WSH2 in Mação.
5.15 p.m. End of the day and **guided tour of the CAR Alberto I de Mónaco**, led by Eduardo Palacio Pérez (Curator of the Prehistoric Caves of Cantabria).

Friday 26th.

9:30 a.m. Presentation 3. The safeguarding of rock art sites open to the public and the development of risk plans for rock art tourist destinations. Miguel San Nicolás del Toro (Consultant for ICOMOS Spain).
10:15 a.m. Round table discussion.
11:00 a.m. Coffee break.
11:30 a.m. Presentation 4. **Full accessibility for rock art destinations** of the CPT TupART. Basic concepts, strategies and foundations for the creation of the TupART White Paper on Accessibility. Team from the COCEMFE-Cantabria Accessibility Observatory.
12:15 p.m. Round table.
1:00 p.m. **TupART activities for the last quarter of 2025** and first half of 2026.
1:30 p.m. End of WSH1 TupART.

3:30 p.m. **Visit to El Castillo Cave**, led by Eduardo Palacio Pérez (Curator of the Prehistoric Caves of Cantabria). **Advance registration is required.**

PROYECTO INTERREG SUDOE TupART
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