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UPSILLING MUNICIPAL STAFF COMPETENCES
ON PLANNING AND MANAGING SUSTAINABLE TOURISM

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ON PLANNING AND MANAGING SUSTAINABLE TOURISM

MODULE 1: THE CHRISTMAS FAIR IN XIXONA

LEVEL : ADVANCED



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IN THIS MODULE, YOU WILL LEARN...



INTRODUCTION: CHRISTMAS FAIR OF XIXONA AS SDG1 SHOWCASE

- ✓ IDENTIFICATION: SDG1 OBJECTIVES AND DESIRED OUTCOMES
- ✓ STRATEGIES: ENGAGE STAKEHOLDERS AND INTEGRATE SDG1

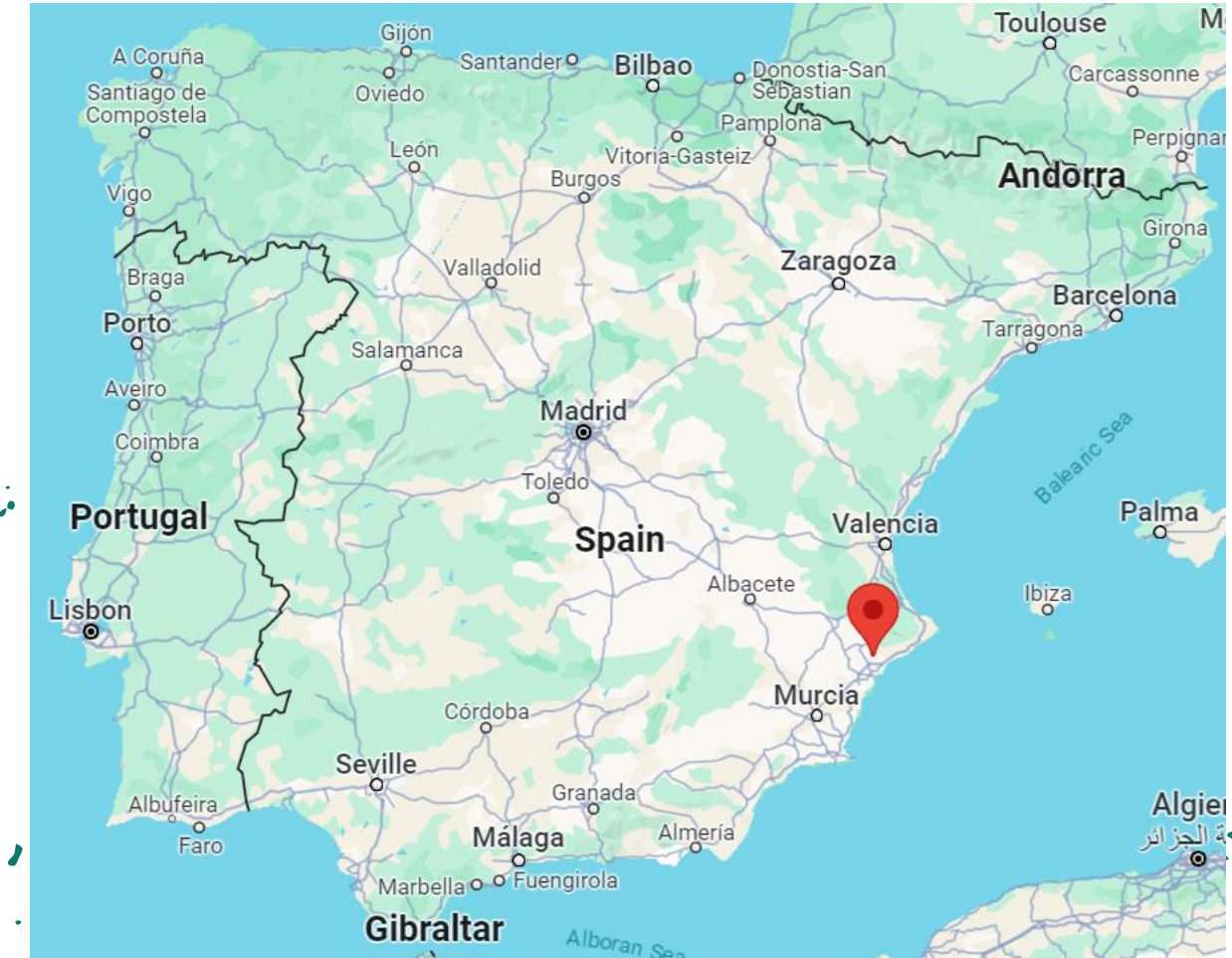
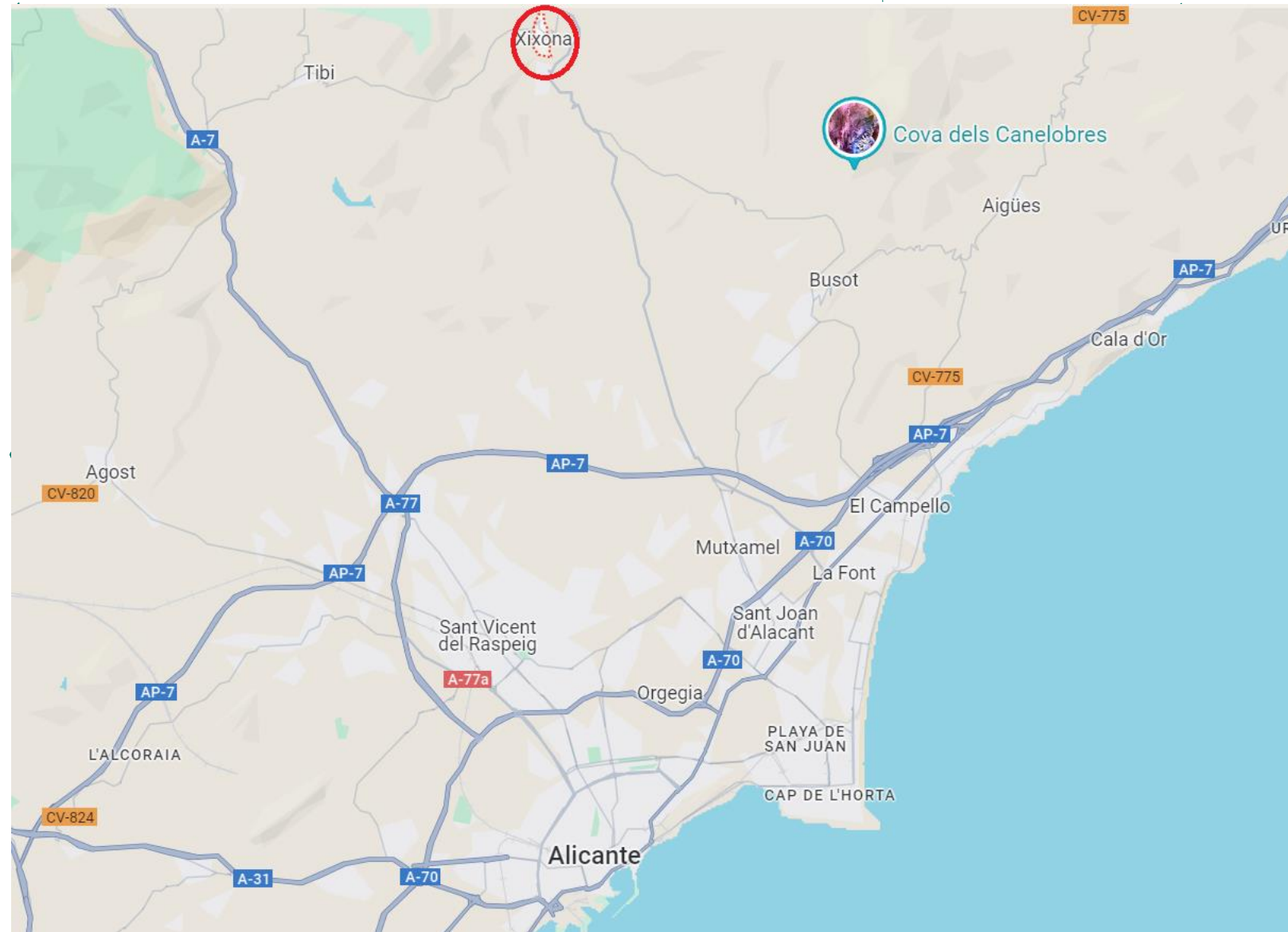


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XIXONA – A SWEET SPOT IN SOUTHERN SPAIN



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INTRODUCTION

XIXONA IS FAMOUS FOR ITS TRADITIONAL SPANISH TURRON, A SWEET MADE FROM SUGAR, HONEY, LOCAL ALMONDS, AND EGG. THIS DELICACY HAS BEEN PRODUCED IN THE CITY SINCE THE MIDDLE AGES AND REMAINS ITS PRIMARY TRADE. IN ADDITION TO TURRON, ENTREPRENEURIAL FAMILIES FROM XIXONA BEGAN SELLING ICE CREAM TO CATER TO THE GROWING COASTAL TOURISM AFTER THE SPANISH DICTATORSHIP. BY ALTERNATING BETWEEN TURRON PRODUCTION IN AUTUMN AND ICE CREAM SALES IN SPRING AND SUMMER, THESE FAMILIES ENSURED A YEAR-ROUND INCOME.

THE TRADITIONAL NOUGAT INDUSTRY IN XIXONA HAS FACED CHALLENGES FROM CHANGING PREFERENCES, COMPETITION, AND GLOBALIZATION, LEADING TO DECREASED EMPLOYMENT AND INCOME. THIS DECLINE CONTRIBUTED TO HIGHER UNEMPLOYMENT AND FINANCIAL INSECURITY. DEMOGRAPHIC SHIFTS AND ECONOMIC CRISES EXACERBATED THE SITUATION.

IN 2006, AN IDEA ABOUT A CHRISTMAS FAIR, ATTRACTING TOURISTS AND STIMULATING THE ECONOMY, CAME UP. THE AIM WAS TO SUPPORT LOCAL BUSINESSES AND GENERATE EMPLOYMENT OPPORTUNITIES. THE IDEA GAINED SUPPORT AND THREE YEARS LATER, THE FIRST CHRISTMAS FAIR BECAME A REALITY. IT MARKED A TURNING POINT FOR XIXONA, BRINGING HOPE AND PROSPERITY TO THE CITY. THE FAIR'S SUCCESS DEMONSTRATED THE POWER OF COLLABORATION AND INNOVATION IN REVITALIZING THE COMMUNITY.



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POVERTY – MANY ASPECTS

POVERTY REFERS TO THE STATE OR CONDITION IN WHICH PEOPLE OR COMMUNITIES LACK THE FINANCIAL RESOURCES AND ESSENTIALS FOR A MINIMUM STANDARD OF LIVING.

A XIXONA CITIZEN IS POOR IF HE OR SHE DURING A LONG TIME DOES NOT HAVE SUFFICIENT RESOURCES TO MEET THE BASIC NEEDS THAT ARE CONSIDERED NECESSARY.

WE TALK ABOUT ABSOLUTE POVERTY WHEN PEOPLE LIVE BELOW THE LOW-INCOME LIMIT AND, FOR EXAMPLE, DO NOT HAVE HEALTHY FOOD, HOUSING OR ACCESS TO PUBLIC UTILITIES.

RELATIVE POVERTY REFERS TO THE LIVING CONDITIONS OF AN INDIVIDUAL, GROUP OR FAMILY IN RELATION TO THE GENERAL ENVIRONMENT, LIKE FOR INSTANCE IN SOME PARTS OF THE OLD TOWN OF XIXONA.

SOCIAL POVERTY MEANS THAT PEOPLE CANNOT PARTICIPATE IN NORMAL SOCIAL LIFE BECAUSE THERE IS NO MONEY FOR A SPORTS CLUB OR ASSOCIATION, FOR SCHOOL ACTIVITIES OR AN OUTING BY THE ELDERLY ASSOCIATION OR, FOR EXAMPLE, FOR ACCESS TO THE INTERNET.

WHY SUSTAINABLE TOURISM IS IMPORTANT

BY CREATING ECONOMIC OPPORTUNITIES, EMPOWERING THE COMMUNITY, PRESERVING HERITAGE, PROMOTING INCLUSIVE AND ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT AND INTEGRATE IT INTO TOURISM PLANNING, WE REDUCE POVERTY AND ENSURE THAT TOURISM BENEFITS THE LOCAL COMMUNITY.

THIS IS TAKING PLACE PARTICULARLY IN THE RURAL AND THE HISTORIC AREAS OF XIXONA – STRATEGIES SHOULD FOCUS ON DRIVING ECONOMIC DEVELOPMENT, ADDRESSING POVERTY, AND ENSURING SOCIAL INCLUSION.

THE INVOLVEMENT OF DIFFERENT STAKEHOLDERS IN THE DECISION-MAKING EMPOWERS THEM AND ENHANCES ECONOMIC PROSPECTS, PARTICULARLY IN THE HISTORIC DISTRICT.

THE INVOLVEMENT OF EDUCATION CAMPAIGNS ARE CRUCIAL FOR PROMOTING RESPONSIBLE TOURISM BEHAVIOR AND RAISING AWARENESS

THE SUCCESS OF THE CHRISTMAS FAIR



THE CHRISTMAS FAIR OF XIXONA OFFERS A CAPTIVATING SHOWCASE OF SPAIN'S FINEST NOUGATS AND SWEETS, ATTRACTING VISITORS WITH ITS VAST ARRAY OF TRADITIONAL DELIGHTS AND FESTIVE ATMOSPHERE.

THE CHRISTMAS FAIR IN XIXONA HAS GROWN STEADILY SINCE THE FIRST VERSION, NOT ONLY IN VISITOR NUMBERS BUT ALSO IN THE NUMBER OF COMMERCIAL AND NON-COMMERCIAL PARTICIPANTS.

INITIALLY FOCUSED ON TURRON, THE FAIR'S EXPANSION AND THE INCLUSION OF VARIOUS OTHER LOCAL PRODUCTS ATTRACTS AN EVER-GROWING NUMBER OF TOURISTS, STIMULATING ECONOMIC GROWTH.

THE CHRISTMAS FAIR OF XIXONA HOLDS SIGNIFICANT IMPORTANCE AS IT REVITALIZES XIXONA'S ECONOMY, TRANSITIONING IT FROM DECLINE TO PROSPERITY.

AUTENTICITY PAYS OFF!

PROTECTING THE INTEGRITY OF THE CHRISTMAS FAIR IN XIXONA IS CRUCIAL FOR SUPPORTING LOCAL BUSINESSES.

CHALLENGES NECESSITATING STRATEGIC PLANNING TO PRESERVE THE FAIR'S UNIQUE LOCAL IDENTITY :

- **CAPACITY LIMITATIONS**
- **INCREASED DEMAND**

XIXONA PRIORITIZES LOCAL PARTICIPATION TO SUSTAIN ITS DISTINCT CHARACTER. STRICT MEASURES ENSURE FAIR AUTHENTICITY, PERMITTING ONLY REGISTERED LOCAL ENTITIES TO PARTICIPATE, WITH ALIGNED PRODUCTS AND SERVICES.



THE CHRISTMAS FAIR IN XIXONA

A SWEET FAMILY EXPERIENCE FOCUSING ON THE LOCAL PRODUCTION



WIN-WIN FOR STAKEHOLDERS

**PROMOTION OF LOCAL PRODUCTS:
LOCAL BUSINESSES GAIN EXPOSURE AND INCREASE SALES,
CONTRIBUTING TO ECONOMIC PROFITS, WHILE SDG1
STAKEHOLDERS ACHIEVE THEIR GOAL OF SUPPORTING LOCAL
ECONOMIES AND REDUCING POVERTY BY EMPOWERING LOCAL
PRODUCERS**

**CAPACITY BUILDING WORKSHOPS:
LOCAL BUSINESSES IMPROVE THEIR
CAPABILITIES, LEADING TO
INCREASED PROFITABILITY,
WHILE SDG 1 STAKEHOLDERS
FULFIL THEIR OBJECTIVE OF
EMPOWERING INDIVIDUALS
AND FOSTERING ECONOMIC GROWTH.**



LOCAL PRODUCER

**INCLUSIVE EMPLOYMENT OPPORTUNITIES
LOCAL BUSINESSES GAIN ADDITIONAL MANPOWER TO
MANAGE THE EVENT, WHILE SDG1 STAKEHOLDERS
FULFIL THEIR OBJECTIVE OF PROMOTING INCLUSIVE
ECONOMIC GROWTH AND REDUCING UNEMPLOYMENT**



POSITIVE RESULT WITH POTENTIAL FOR IMPROVEMENT

INCOME GENERATION:

THE CHRISTMAS FAIR PROVIDES A PLATFORM FOR LOCAL ARTISANS AND SMALL ENTREPRENEURS TO SELL THEIR PRODUCTS. THROUGH THEIR PARTICIPATION THEY CAN GENERATE ADDITIONAL INCOME, WHICH PROMOTES POVERTY REDUCTION.

EMPLOYMENT:

THE ORGANIZATION AND THE NECESSARY PREPARATIONS PROVIDE TEMPORARY EMPLOYMENT. THIS OFFERS OPPORTUNITIES FOR PEOPLE WHO HAVE DIFFICULTY FINDING WORK, ALLOWING THEM TO EARN AN INCOME.

FUNDRAISING:

THE CHRISTMAS FAIR IS USED TO RAISE MONEY FOR ORGANIZATIONS COMMITTED TO FIGHTING CANCER, CARE FOR DEMENTIA PATIENTS AND ANIMAL WELFARE.

1 NO POVERTY



WELCOME TO
XIXONA

KEY TAKEAWAYS

- POLICY AND METHOD DEVELOPMENT FOR SUSTAINABLE EVENTS THROUGH SDG1.

COMMUNITY ENGAGEMENT AND EMPOWERMENT, CREATION OF ECONOMIC OPPORTUNITIES AND INCLUSIVE DEVELOPMENT, CULTURAL PRESERVATION AND PROMOTION, ENVIRONMENTAL SUSTAINABILITY.

- LOWERING BARRIERS FOR THE INCORPORATION OF SDG1 CONCEPTS INTO THE ORGANIZATION OF TOURISM EVENTS BY THE MUNICIPAL GOVERNANCE.

RAISING AWARENESS, RESEARCH AND ANALYSIS, HIGHLIGHTING OF WIN-WIN SITUATIONS AND MUTUAL BENEFITS, POLICY ADVOCACY AND IMPLEMENTATION, PROVIDENCE OF RESOURCES AND SUPPORT.

- GOOD PRACTICE IN PROMOTING SUSTAINABLE TOURISM THROUGH SDG1 DURING THE ORGANIZATION OF EVENTS. LOCAL CAPACITY BUILDING, COMMUNITY ENGAGEMENT, ENVIRONMENTAL CONSERVATION.

- IMPLEMENTATION OF PLANS AND POLICIES DURING THE ORGANIZATION OF TOURIST EVENTS.

MONITORING AND EVALUATION, ADAPTIVE MANAGEMENT, KNOWLEDGE SHARING AND COLLABORATION.





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