

# LA PONTE-ECOMUSÉU: Among bears, tourists, and natives



Jesús Fernández Fernández  
Universidad de Oviedo & La Ponte-Ecomuséu (Asturias)



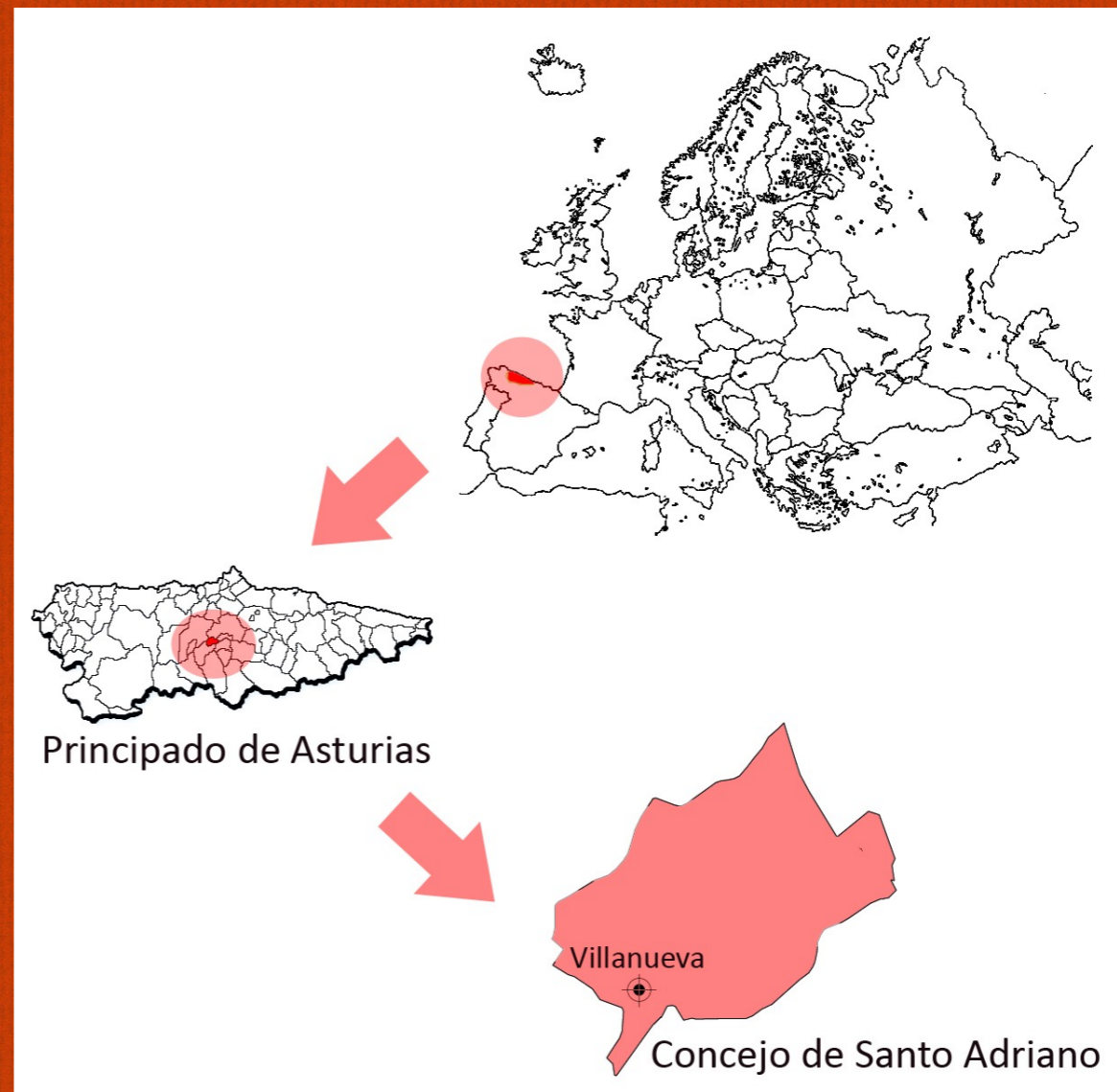
# Some information on the territory, population, and economy

**Santo Adriano  
municipality: 22,6 km<sup>2</sup>**

**248 inhabitants (2010), 272  
(2022)**

**30% of the population > 65  
years old**

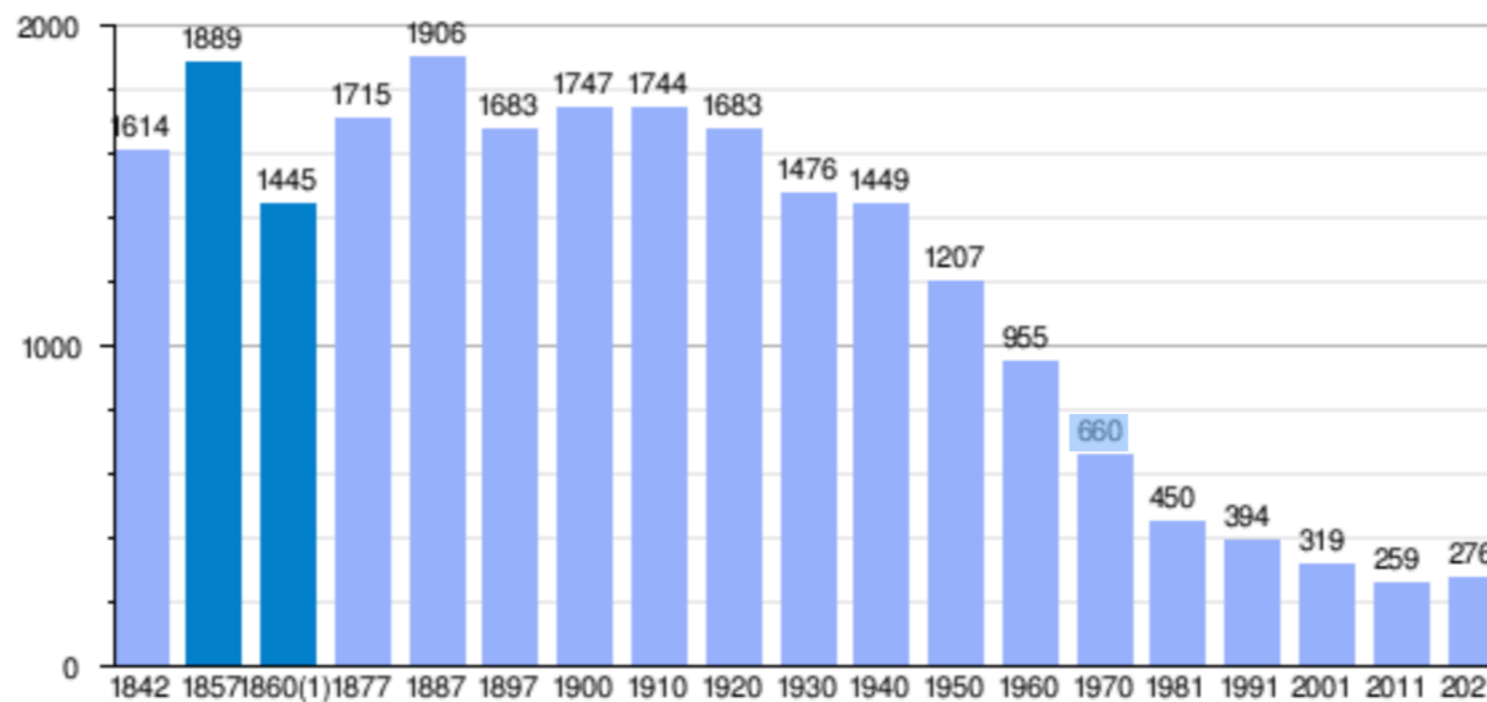
**127 accommodation units  
in tourist accommodations  
in 2010; 99 in 2023**





# Some information on the territory, population, and economy

Gráfica de evolución demográfica de Santo Adriano<sup>2</sup> entre 1842 y 2021



(1) En este Censo se denominaba Santo Adriano del Monte

■ Población de derecho según los censos de población del INE.

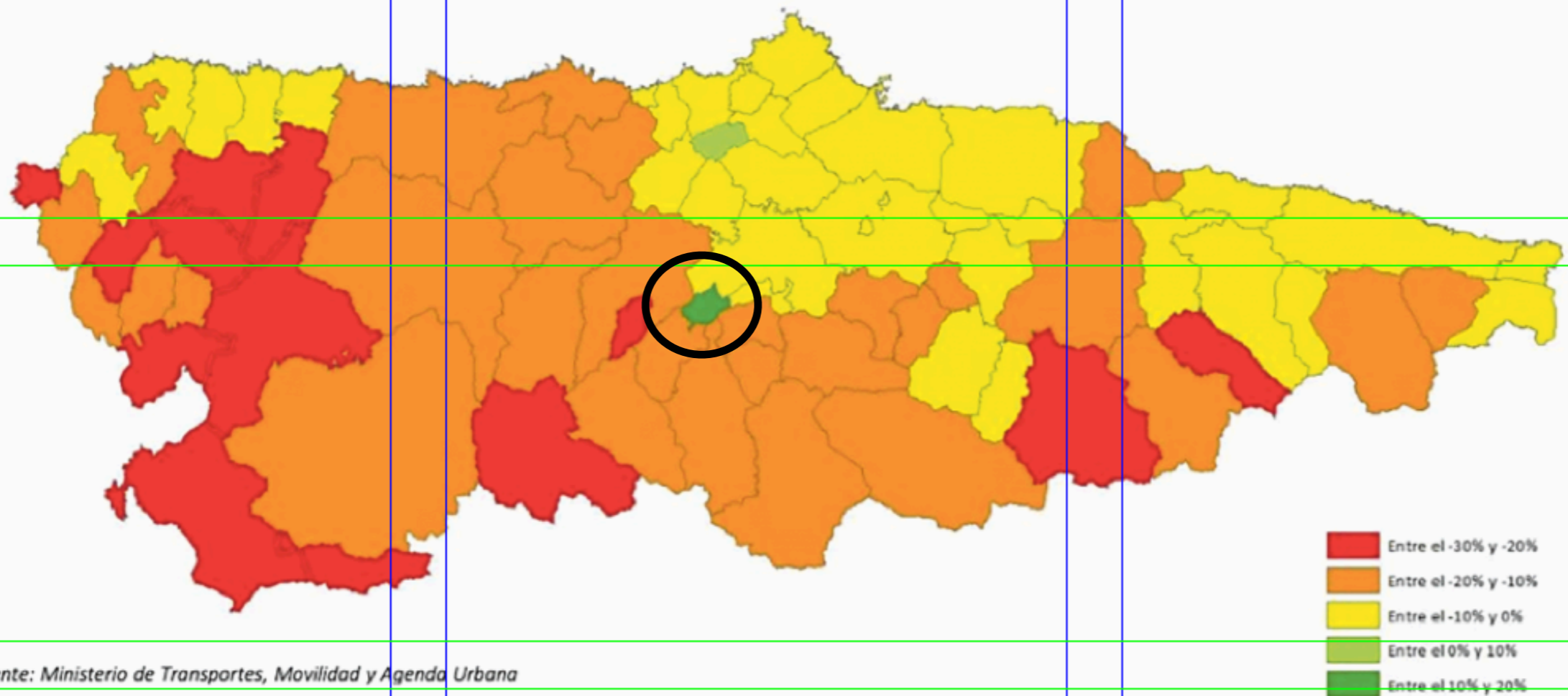
■ Población de hecho según los censos de población del INE.



# Some information on the territory, population, and economy

## POBLACIÓN

Variación de la población entre 2007-2017



Fuente: Ministerio de Transportes, Movilidad y Agenda Urbana



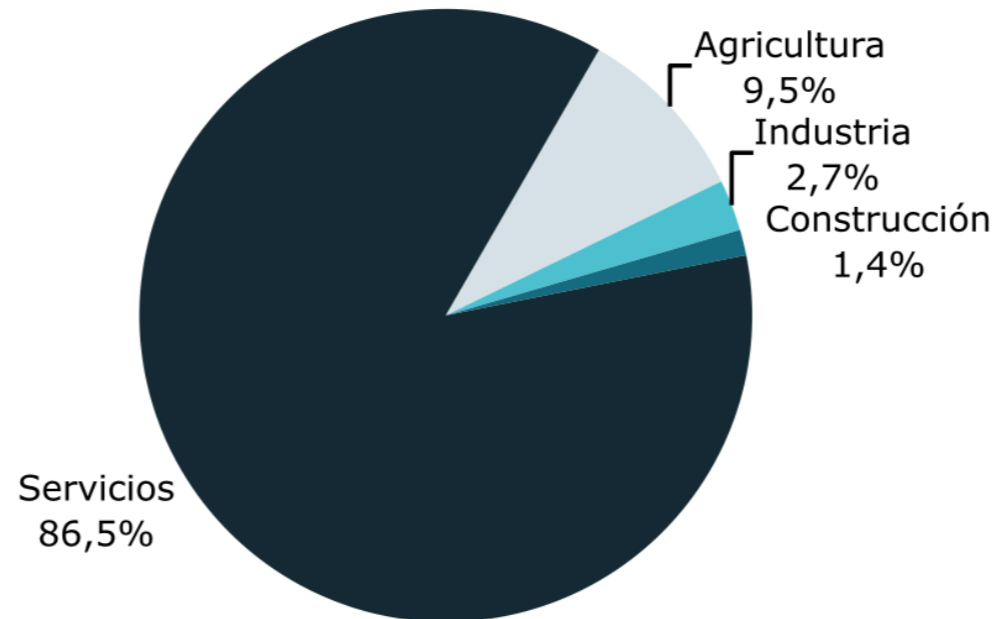
# Some information on the territory, population, and economy

Reseña estadística de los municipios asturianos

**sadei**

## Santo Adriano

Empleo según sector de actividad, 2022



Fuente: SADEI. Estadísticas laborales.



# The touristic model











# Asturias

paraíso natural









# The idea of the Ecomuseum: The locals explain themselves





# What is an ecomuseum?

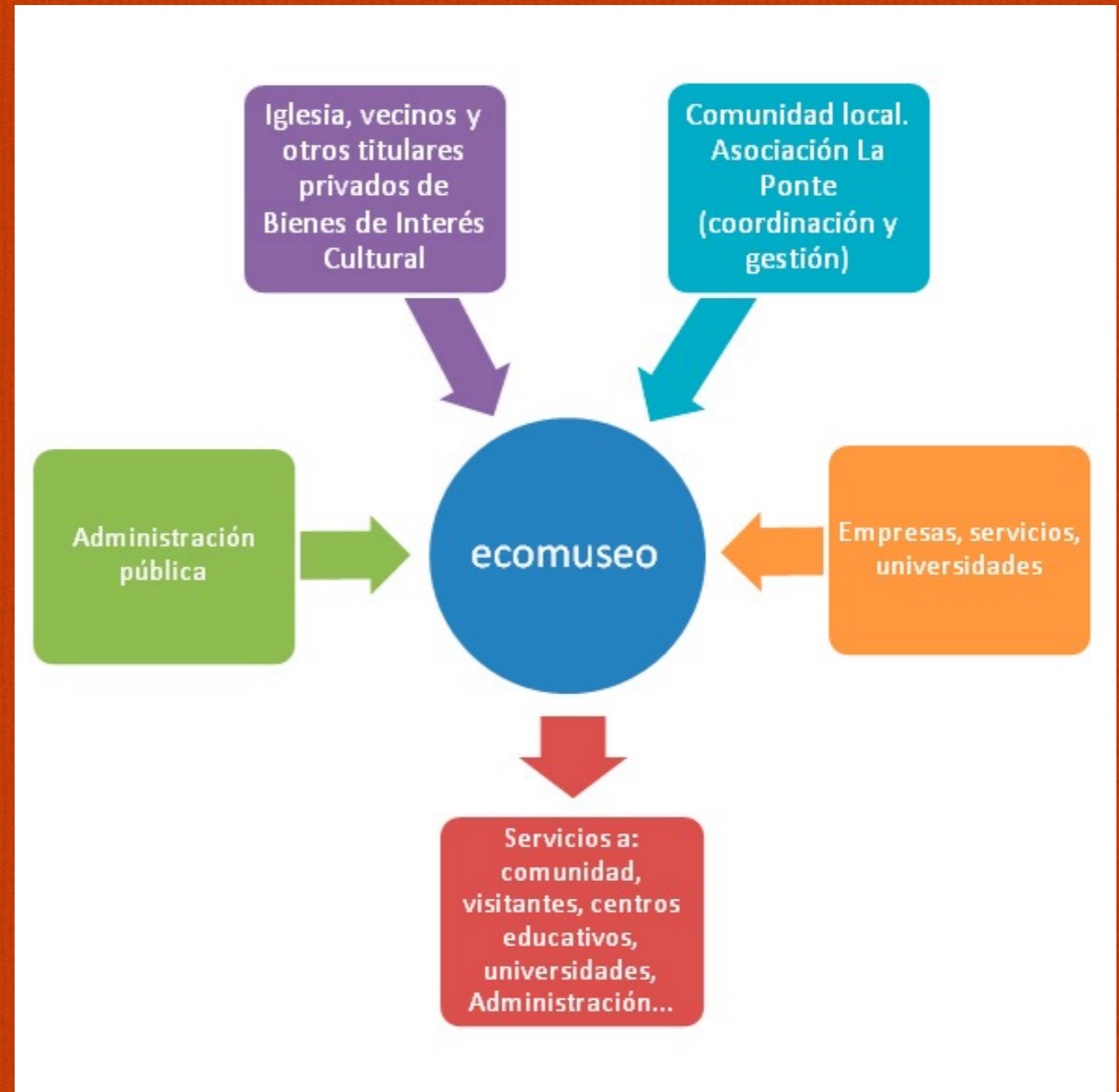
<b>MUSEUM</b>	<b>ECOMUSEUM</b>
COLECTION	HERITAGE
BUILDING	TERRITORY
PUBLIC	COMMUNITY

**Henri Rivière y Hugues de Varine (New Museology)**



# Model

- The ecomuseum is a collaborative tool for safeguarding the heritage and collective memory of a territory.





# Some projects



[Project](#) ▾ [Collecting memories](#) ▾ [Artistic residencies](#) ▾ [This is happening](#) [Project news](#) [Contact](#)

## Project summary

The Lands of Butterflies project recovers and values the contributions of women to the construction of rural cultural landscapes in Europe, creating new narratives from an artistic perspective.

The European project 'LANDS OF BUTTERFLIES: recovering and transmitting women memories and footprints in the cultural heritage of rural territories' is coordinated by La Ponte-Ecomuséu in collaboration with the Icelandic association Landsbyggðin Lifi, fél Í Landvör and the artistic French company Groupe ToNNe. The project is carried out within the framework of the European program "Creative Europe", from July 2022 to June 2024. In this period of time, and in different phases, the three partners investigate and value through art the contributions of women to the construction of cultural landscapes in two rural areas of Europe: Santo Adriano, in Asturias (Spain) and Kópasker (Iceland).





# Some projects



HOME

ACTIVITY ▾

RESOURCES ▾

TEAM

CONTACT

EN

ES

Es|Art



escenarios para el arte

## CULTURALITY

CULTUral heritage in RurAL remote areas for creative tourism and sustainability

Horizon Europe 2030 Program



# Some conclusions

- **Implementation of bottom-up policies, ensuring initiatives are rooted in community needs.**
- **Supportive administration fostering collaboration rather than imposition.**
- **Tourism strategy designed to fit within the community model, not vice versa: tourism as a tool (community based) and not as an objective.**