



Córdoba 4 declaraciones Patrimonio de la Humanidad por la UNESCO

FITUR, 25 Enero 2019

ESTRATEGIAS PARA LA DINAMIZACIÓN DE LA VÍA VERDE DE LA CAMPIÑA

La provincia de Córdoba cuenta actualmente con cuatro Vías

Verdes operativas, que suman 127 km de longitud:

VV del Aceite: 73 km (de un total de 128 km)

VV de la Campiña: 28 km (de un total de 84,5 km)

VV de La Maquinilla: 8 km

VV de Peñarroya-Pueblonuevo: 3,2 km

VV de la Minería: 14,6 km



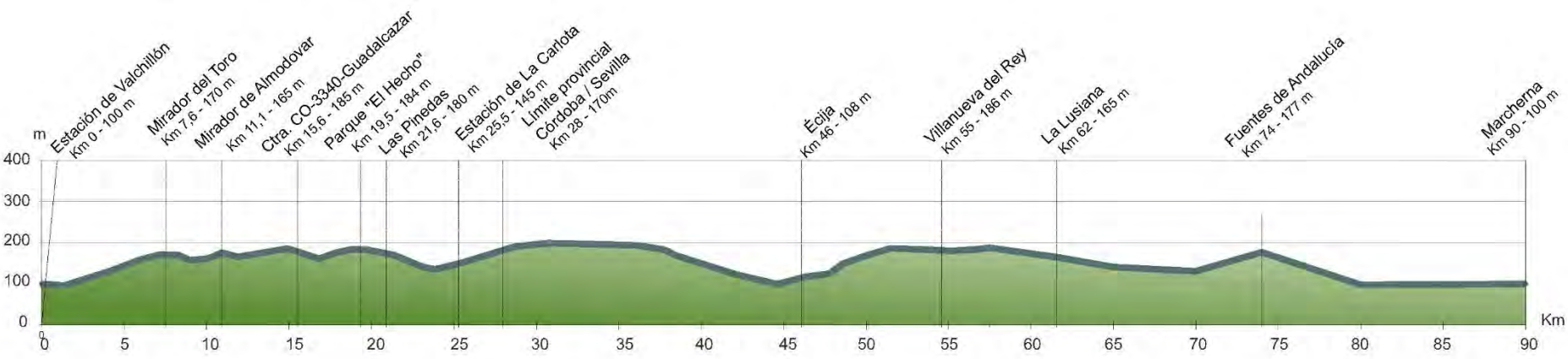
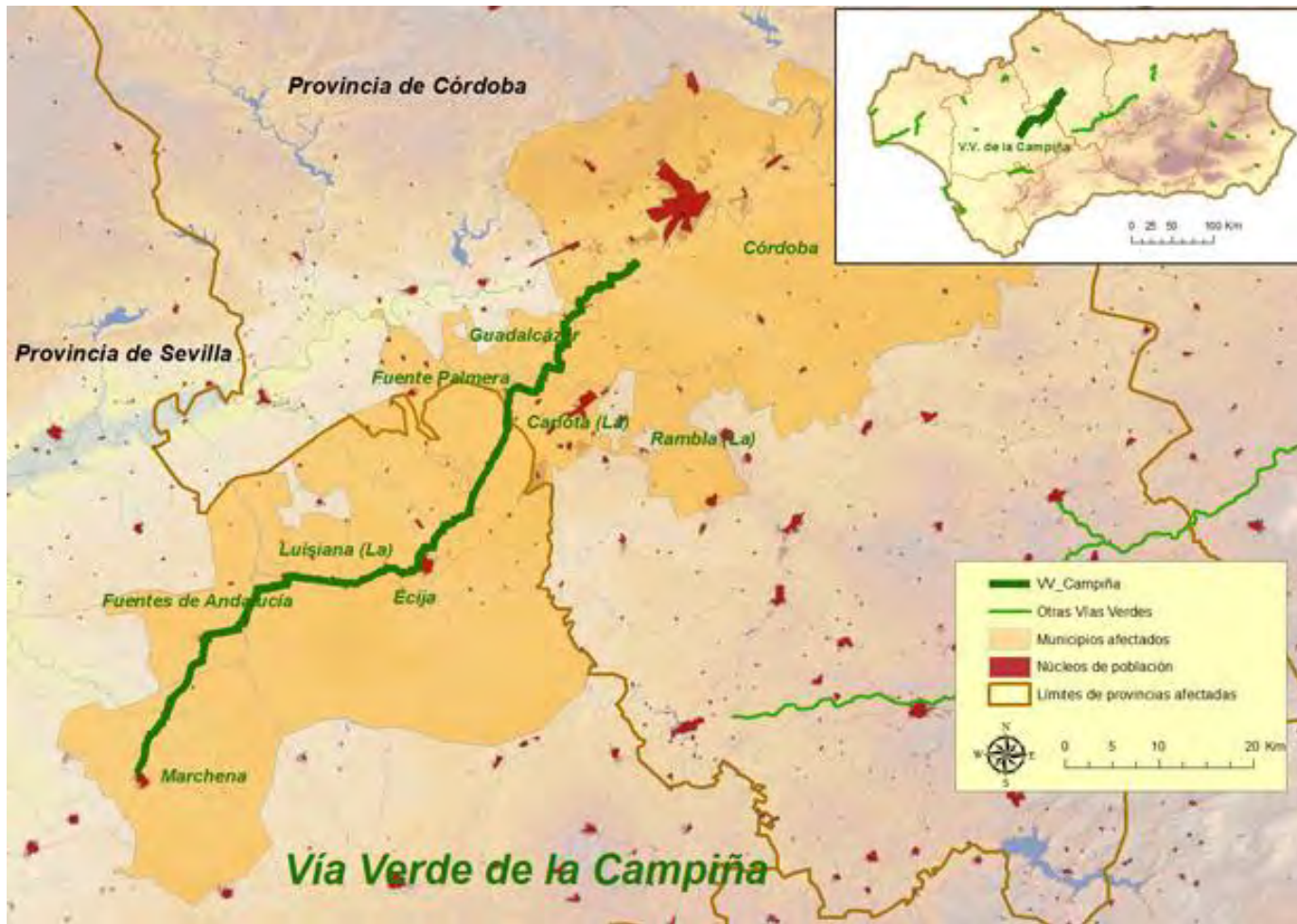
**Incluyendo los tramos de VV que se prolongan por las
provincias de Sevilla y Jaén: 238 km de longitud total**

- **VV de la Campiña: 28 km (de un total de 84,5 km)**








Municipios: Córdoba, Guadalcazar, La Rambla, La Carlota

Municipios provincia de Sevilla: Écija, Fuente Palmera, La Luisiana, Fuentes de Andalucía y Marchena










ESTRATEGIAS PARA LA DINAMIZACIÓN DE LA VÍA VERDE DE LA CAMPIÑA

-  ***Impulsar la creación de un ente que coordine la gestión y promoción de la Vía Verde en su conjunto***
-  ***Garantizar el adecuado mantenimiento y conservación de la Vía Verde***
-  ***Optimizar los niveles de máxima accesibilidad, diseñando infraestructuras y servicios para tod@s***
-  ***Propiciar la participación del sector privado: formación, colaboración público-privada, ayudas...***
-  ***Unificar ordenanzas y reglamentos reguladores: usos permitidos, régimen sancionador, autorizaciones para eventos, vigilancia ...***
-  ***Marca identificativa de las Vías Verdes en su diseño y construcción: señalización y preservación del patrimonio ferroviario***
-  ***Impulsar la intermodalidad sostenible Tren + Vía Verde (autobús, taxi...)***

ESTRATEGIAS PARA LA DINAMIZACIÓN DE LA VÍA VERDE DE LA CAMPIÑA

-  **Promoción y comercialización conjunta:** www.viasverdes.com, folletos, reportajes en medios, “fam y press trips”, asistencia a ferias, proyectos y subvenciones nacionales y europeos...
-  **Dinamizar e implicar a la ciudadanía:** integración de personas con capacidades diferentes, voluntariado, educación ambiental, hábitos saludables, inclusion social, ...
-  **Promover la formación y profesionalidad en la información y atención a los visitantes**
-  **Impulsar itinerarios no motorizados de larga longitud mediante la prolongación de la Vía Verde y su conexión con otras vías verdes**
-  **Evaluar el uso e impacto de la Vía Verde:** estadísticas y análisis del perfil de los usuarios, incidencia socioeconómica ...

La **Diputación provincial de Córdoba** apuesta decididamente por el **desarrollo de las Vías Verdes** como equipamientos dinamizadores del territorio, fundamentalmente de las áreas rurales:

- Dotan de nuevos servicios e instalaciones a los ciudadanos
- Facilitan la práctica de actividades de ocio saludable y activo
- Promueven la integración de todas las personas de cualquier edad, sexo y capacidad
- Favorecen la movilidad no contaminante de la población
- Contribuyen a la creación de empleo a nivel local
- **Ponen en valor nuevos territorios como destino turístico**
- Contribuyen a **desestacionalizar la oferta turística**
- Fomentan el **turismo accesible y senior**
- Generan **nuevos nichos de mercado**
- Abren **nuevos mercados emisores de turismo**
- ...



El área de **Medio Ambiente de la Diputación de Córdoba** contribuye con la ejecución de obras de acondicionamiento, mantenimiento y mejora sobre los antiguos trazados ferroviarios en desuso y las vías verdes ya existentes en la provincia



El Patronato provincial de Turismo de Córdoba, en su apuesta por las Vías Verdes cordobesas, trabaja en una triple estrategia:

- Consolidación, promoción y comercialización turística de las Vías Verdes más “maduras” como infraestructuras turísticas: Vía Verde del Aceite...pronto, la Vía Verde de la Campiña?**



b) Promover el desarrollo de las restantes Vías Verdes cordobesas como recursos y destinos turísticos, tomando la referencia de la Vía Verde del Aceite

Encuentros, Jornadas Técnicas, talleres formativos...



**ESTATUTOS
ASOCIACIÓN PARA LA PROMOCION Y DESARROLLO DE LA
VIA VERDE DEL ACEITE**

**CAPITULO I
DISPOSICIONES GENERALES**

Artículo 1. Denominación y naturaleza.
Con la denominación de **ASOCIACIÓN PARA LA PROMOCION Y DESARROLLO DE LA VIA VERDE DEL ACEITE**, se constituye en **XXXXXXXXX (provincia)**, el día **XXX de XXXXXXXX** de 2016, una organización de naturaleza asociativa y sin ánimo de lucro, al amparo de lo dispuesto en el artículo 22 de la Constitución Española, en la Ley Orgánica 1/2002, de 22 de marzo, reguladora del Derecho de Asociación y demás disposiciones vigentes dictadas en desarrollo y aplicación de aquélla, en la Ley 4/2006, de 23 de junio, de Asociaciones de Andalucía, así como en las disposiciones normativas concordantes.
El régimen de la Asociación se determinará por lo dispuesto en los presentes Estatutos.

Artículo 2. Personalidad y capacidad.
La Asociación constituida tiene personalidad jurídica propia y plena capacidad de



c) Promocionar las Vías Verdes cordobesas, en un marco más amplio (Andalucía, España, Europa): las vías verdes suman atractivo y multiplican su incidencia en el territorio cuanto más largas son

Coordinación entre administraciones



En 2017 se inician las acciones de promoción de la Vía Verde del Aceite completa (128 km) en Ferias turísticas nacionales e internacionales, fam y press trips, reportajes en medios especializados y generalistas, acciones divulgativas, publicidad...



www.dipucordoba.es

Guía turística Vía Verde del Aceite

(Tramo de la provincia de Córdoba)

Ven a Córdoba,
sus vías verdes
tienen mucho que contarte.

descárgatela en:
www.cordobaturismo.es



Andalucía



Diputación de Córdoba

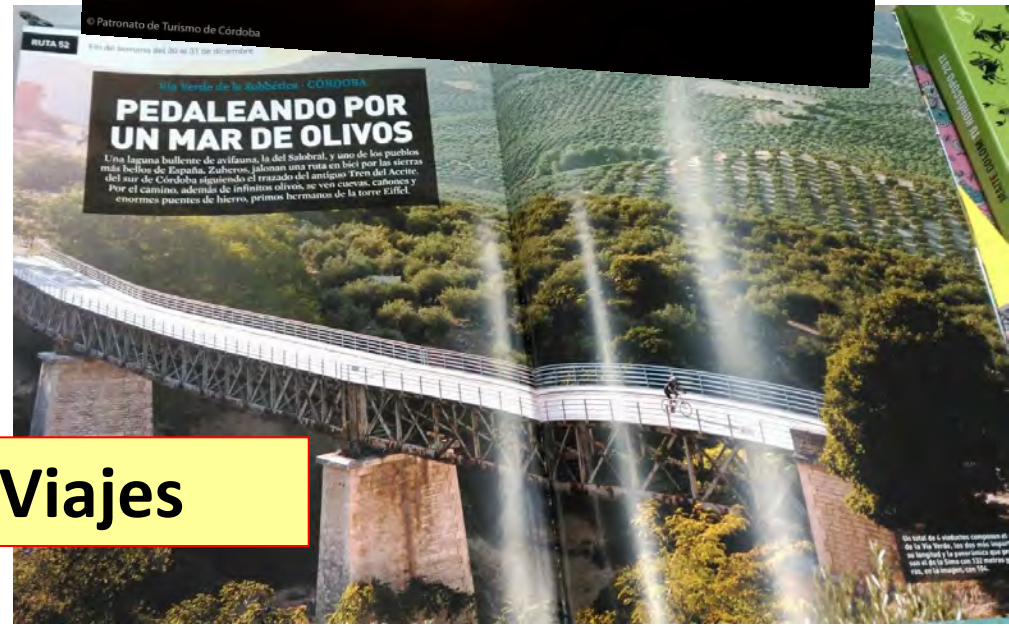
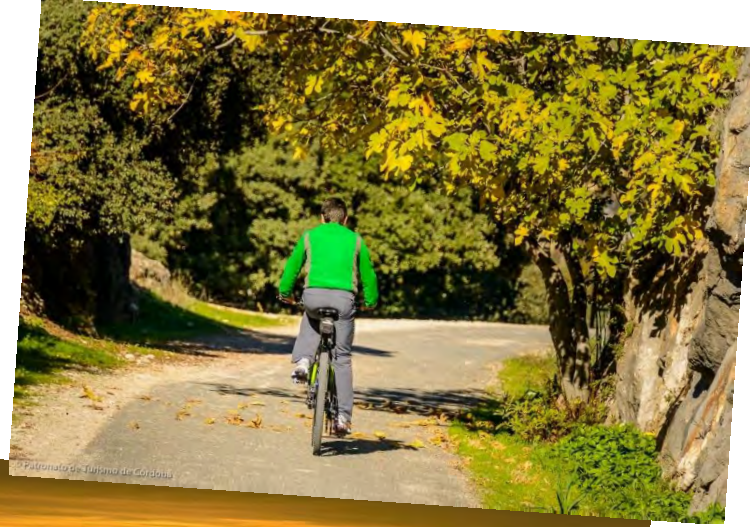
Editada por el Patronato Provincial de Turismo de Córdoba

Guía turística de la Vía Verde del Aceite en la provincia de Córdoba, fue distribuida por el Patronato de Turismo en noviembre con el Diario de Córdoba

Disponible en **alemán** e **inglés**

En elaboración la Guía del tramo jienense por encargo de la Diputación de Jaén

Reportaje fotográfico profesional



Reportaje en la Revista HOLA - Viajes

Folleto INGLÉS de la Vía Verde del Aceite: 7.000 ejs. (Elaborados por Diputación de Jaén)



Vía Verde del aceite

Olive Oil Greenway

A disused railway running 128 km through the heart of Andalucía

Description

The Vía Verde del Aceite, or Olive Oil Greenway, runs through the provinces of Córdoba and Jaén, in the heart of the Andalucía region. The trail, so-called because it follows the route of the old "oil train", runs for 128 kilometres between Jaén and Puente Genil, with the addition of a 7.9 kilometre branch to Baza. This is the longest greenway in Andalucía and one of the best in terms of services and complementary offerings.



The Greenway starts to the southwest of the city of Jaén (which is well worth a leisurely visit) near the Las Puenteobas sports centre and close to the present day recreational area equipped with a drinking fountain. We leave the city on a gentle climb between olive groves and farmhouses, crossing the A-316 motorway by means of an underpass and a metal footbridge. At Km 6.5 we come across a drinking fountain



where our greenway intersects with the Las Torresnas route, a 32 km long trail for cyclists and walkers complementing the greenway. We skirt around the town of Torredonjimeno, passing through its station (Km 11.8), before going through the first tunnel, then two old viaducts, and then another tunnel taking us to Torredonjimeno Station (Km 15.3).



We now head towards the Impresión Peña (Crug) and town of Martos, where we can take a detour to enjoy the hundred year Old Olive Tree Route. We pass through the town and, as we leave the station behind us (Km 23.4), we embark on a long, gentle descent to the River Guadajoz. Then we go over the El Salado viaduct (Km 34), pass through Vadonaves Station (Km 36.5) which, is a long way from any locality, and over the spectacular Vibores viaduct (Km 44), which casts its shadow over a medieval bridge.



Next to Alcaudete Station (Km 46) there is accommodation and a restaurant as well as a cycle path leading up to the



town. After crossing the river over a footbridge, we arrive at towards the Laguna Honda lagoons and enter a very wild and solitary landscape before crossing over the splendid viaduct over the River Guadajoz (Km 55.1). This takes us into the province of Córdoba, and it is a good place to stop to take in the viaduct's magnificent metal latticework before beginning the gentle climb taking us to the Laguna de Sanjalón lake (also known as the Laguna del Corral), another nature reserve rich in birds. After a stop at Laguna Station (Km 65) to take on provisions and enjoy what the rehabilitated railway buildings have to offer, we have the option of taking a spur trail off the greenway to the town of Baza some 8 km away.



Back on the main greenway route we continue our climb through the beautiful and rugged scenery of the Sierra Subbética Natural Park and UNESCO Global Geopark, where it is worth spending some time to explore its soils and villages. We continue along the greenway, keeping the profile of the Moorish castle of Azújar in our sights. Baza is a village declared as an asset of cultural interest



and one of the "prettier villages in Spain", and from there we can reach the Cuevas de los Murdullagos cave and the Sencero del Bailón trail. After crossing over the magnificent curved Zuberos viaduct and a farmhouse conversion rural accommodation and a restaurant, we head towards Doña Mencía Station (Km 74.5) where there is a Cycle-Tourism Centre, with bike rental, bar and restaurant services, plus a motorhome park. A succession of embankments, trenches, viaducts and a final tunnel takes us to the beautiful town of Cabra (Km 87), whose station has a restaurant (open to be a home) and features a splendid neorenaissance facade.



A sea of olive trees accompany us as far as the Tourism and Leisure Centre at the old station at Luena (Km 90), a

busking town with a full range of tourism services. To leave Luena we pass through an industrial landscape, crossing over the A-318 Olive Motorway via a footbridge, before heading off slightly downhill through olive trees and grapevines towards Las Mesas de Sotillo and its old railway station (Km 108), now converted into an Eco-Gastronomic



Centre forming part of the Morilla-Morilla Wine Route. After a deserted stretch through extensive crop fields, the greenway crosses over the A-318 for the last time via a footbridge and arrives at Camporreal Station (now closed), where the greenway reaches its end. It is possible to continue in a bike supported route as far as the town of Puente Genil, from where you can reach its distant train station (some 7 km away), either by taxi or by walking along a busy road.




Vía Verde del aceite

Olive Oil Greenway

A disused railway running 128 km through the heart of Andalucía

17 Spain there are over 125 greenways developed on disused railway tracks, with a total length of 2,600 km, a number that is growing every day. They are very safe, safe and suitable for everyone, suitable for people of any age and physical condition (children, elderly and handicapped).

Nearly 118 old railway stations have been restored as museums, accommodation, bicycle hire and small museums. The website www.viasverdes.com provides extensive information in various languages about all Spain's greenways. On its YouTube channel, 'Vía Verde', there are audio-visual presentations of the Subbética and Olive Greenways.

There are 200 Vía Verde services in Andalucía, starting from 9 am 360 km. They are itineraries full of magic, filled with inspiration, events and gastronomic markets, where professionals from Luena advise. There are the most suitable means to enjoy our shared environment and natural heritage. The Vía Verde del Aceite is the longest greenway in Spain with 128 km, running through the heart of Andalucía.

www.viasverdes.com

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Introduction

The Olive Oil Greenway may be used by walkers and cyclists, being especially suited to children, seniors and people with reduced mobility due to the gentleness and accessibility of its railway-based route. The entire trail is closed to motor traffic. Visitors can enjoy the tourism services and facilities of the towns and villages through which the greenway passes, with their rehabilitated stations, drinking fountains and recreational areas. The greenway offers users the chance to enjoy active and sustainable tourism, while enjoying taking in the attractive landscape, monuments and cultural heritage that it passes through.

Whether you are taking a short stroll or making an unforgettable, several day long journey along the entire 128 km of the greenway, it is advisable to get fully acquainted with the greenway's services and facilities before organising your visit. There is a tourist guide to the Olive Oil Greenway, available from www.viasverdes.com (only the Córdoba section is available for the moment, in English and German).

This eco-tourism destination is managed and promoted by the Olive Oil Greenway Association, formed by the 14 municipalities the greenway passes through, the provincial governments of Córdoba and of Jaén, and local tourism entrepreneurs.



Activities

The Greenway passes through the biggest olive oil producing area in the world (in the province of Jaén alone there are 60 million olive trees). Olive oil is a basic ingredient of the extensive local gastronomy. There are plenty of local delicacies to try, including extremely popular (and famous) ones: ham, stew, chorizo, sweet garlic, confit and liquor. Travelling along the Olive Oil



Greenway you can get to know the way of life and traditions of the local people by taking part in the activities organised by a number of companies, such as visits to oil mills and wineries, meetings with the olive harvesters and olive oil producers, and guided tours, among others.

The region's Designation of Origin protected Morilla-Morilla wines, such as Pedro Ximénez, are also of an excellent quality and can be tasted in the numerous and thematic museums in the Córdoba towns and villages along the greenway. If more cultural world is what you're



looking for, in many places you can learn guided tours through local tourist offices. Finally, we should not forget the traditional fandangos. With the chance to visit pottery and fandangos workshops. Full enjoyment of the greenway is made possible by the offer of bike, tandem and eco-vehicle rental services. Such tours are available from tourist information points in towns and villages and, in some cases, on the greenway itself.



Recommended stops along the way include the wondrous Laguna Honda. El Chorro and Sotillo del Corral, all rich in wildlife. From the greenway you can also enjoy a number of alternative routes, such as the walking and cycling routes on the Las Torresnas route, on the quiet stretch of the greenway, or go for walks in the Sierra Subbética Natural Park and UNESCO Global Geopark towards the Córdoba capital. After a long roller ride or walk, what better way to relax than at the grand baths of Hacienda Mercedes in Zuberos or at San Pedro in Luena? If you prefer you can enjoy with this night sky in a quiet activity with telescopes. This place is an international Starlight Reserve.



Places to visit

The city of Jaén will surprise visitors with its museums, including the Arab baths and the Santa Catalina castle. This is a glimpse of the rich historic heritage offered by the 18 towns and villages that the greenway passes through, nearly all of which boast monumental churches, major houses or Moorish castles. Some are close to the greenway, at Torredonjimeno, Sampedramera or Martos, whose impressive Peña (Crug) can be climbed via a footpath. Others, at Alcaudete (connected to the Greenway by cycle paths), Jaén and Baza, can be seen. Showcasing in the distance the olive grove iconography, and the Sierra Subbética mountains.



The greenway runs through the Starlight Reserve of Sierra Sur de Jaén. This hilly region is one of the best places to stargaze due to the lack of light pollution and the clarity of its air. Sites a few kilometres away from the greenway (which can be reached by taxi or contracting the services of a local tourism company) include the caves of La Encarnación (Jaén), Dol Nao (Baza) and Los Murdullagos (Zúñiga). The historic town centres of Baza, Doña Mencía and Cabra, connected to the greenway by cycle paths, are also worth a proper visit. Meanwhile, in Luena, the largest town of the Córdoba province part of the greenway, you can join guided tours of the town's rich historic heritage and its Jewish necropolis.



1984
MEZQUITA

CÓRDOBA


CÓRDOBA

1994
CENTRO HISTÓRICO

DO



 Patrimonio Cultural Inmaterial
 

2012
FIESTA DE LOS PATIOS

BA


 JUNTA DE ANDALUCIA
 
 AYUNTAMIENTO DE CÓRDOBA

2018
MEDINA AZAHARA
CIUDAD CALIFAL

P4TRIMONIO MUNDI4L


IMTUR
 INSTITUTO MUNICIPAL
 TURISMO DE CÓRDOBA



José Luis
Rufo



















Gracias por su atención

Rafael Rodríguez Aparicio

Gerente

Patronato Provincial de Turismo de Córdoba



PATRONATO PROVINCIAL DE TURISMO | DIPUTACIÓN



Diputación de Córdoba