

Here you are part of the conversation we had about the cooperation between Las Hurdes-Sierra de Francia, on tourism, present and future.

-What the tourism thrust capability of the Sierra de France is due?

-Besides the strengths and resources of the Sierra de France, for its enterprising germ, historical germ, is a region to needs, years has, that liveliness, that way of living made the serrano was sharpening his wit and was promoting this enterprising and business germ on tourism. We have managed to canalize that situation, we have been able to read, decipher the code and focus on tourism towards natural, heritage, cultural and geographical resources and look for the future of this region.

-In that regard, people from Sierra de Francia is different than other people from Castilla?

-I think so. Probably, there are regions somewhat more developed in tourism, but the Sierra de France model has much strength and with a long road ahead yet.

-Can collaboration between Las Hurdes and Sierra de France make that the first get a more continuous tourism?

-Probably. Only the man understands physical barriers, and I think it is time that the Sierra de France serve -among quotation marks and without malinterpretation- to carry away and try that this region evolve and to create products and experiences that make future tourists stand more hours and more days, which is ultimately what affects the good of the agents themselves and tourist business man of the regions.

Perhaps it happens something similar to Salamanca city. In order to stop visitants more hours, more days, more time, it has to look in rural areas, in regions such as Arribes or Sierra de Francia to make that the experience is not depleted as a model. This case is something similar. Salamanca city needs "friendly regions" within its territory, proximity, to its product, the experience is longer, more lasting in terms of time, and stop customer that way. I see a similarity, but closer, regarding Las Hurdes.

- So, do you foresee a good future for this collaboration between Las Hurdes and Sierra de France, with concrete and practical steps?

-I think it's time to put the scalpel and offer not only tourists, but entrepreneurship, the creation of public-

