



**EX**periential **T**Ourism for sustainable **R**ural development



**Project number: 2023-1-IT01-KA220-VET-000154283**







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# Factsheet

<p>1. <b>Business name &amp; logo</b></p>	<p><b>Luz de Encina (Light of Oak Trees)</b> Discovering the Rural Sky</p> 
<p>2. <b>Brief description</b></p>	<p>Luz de Encina is an experiential tourism platform that offers guided astronomical experiences in rural villages of Spain with pristine, dark skies. Their mission is to reconnect people with nature and the cosmos through slow tourism, educational content and ancestral astronomy practices.</p> 
<p>3. <b>Key services/products/ experiences</b></p>	<p>Experiential Astrotourism. Various rural villages in the Iberian Peninsula (mostly</p>

	<p>Spain) with low light pollution.</p> <p>Services:</p> <ul style="list-style-type: none"> <li>● Stargazing guided sessions</li> <li>● Mythological storytelling routes</li> <li>● Nighttime photography workshops</li> <li>● Ancestral astronomy training and talks</li> </ul> 
<p>4. <b>Target audience</b></p>	<p>Families, couples, and cultural groups aged 30 to 60 interested in science, nature, and unique outdoor experiences.</p>
<p>5. <b>Sustainability aspects</b></p>	<p>No light pollution areas and night sky preservation</p> <p>Local community partnerships (municipalities and cultural associations)</p> <p>Ecotourism with minimal environmental impact</p> 
<p>6. <b>Key Statistics &amp; achievements</b></p>	<p>5 pilot experiences successfully implemented</p> <p>3 collaboration agreements with rural towns</p>

	Over 150 visitors during the first 3 months of launch
7. <b>Contact information</b>	<p><a href="http://www.luzdeencina.com">www.luzdeencina.com</a> <a href="mailto:Info@luzdeencina.com">Info@luzdeencina.com</a></p>  <p>Una propuesta que invita a reconectar con el cosmos desde los pueblos rurales.</p> <p>Nuestro objetivo es recuperar la cultura del cielo oscuro como motor de turismo regenerativo.</p> <p> <b>LUZ DE ENCINA</b> Descubre el cielo rural</p>



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