



EXperiential **T**ourism for sustainable **R**ural development

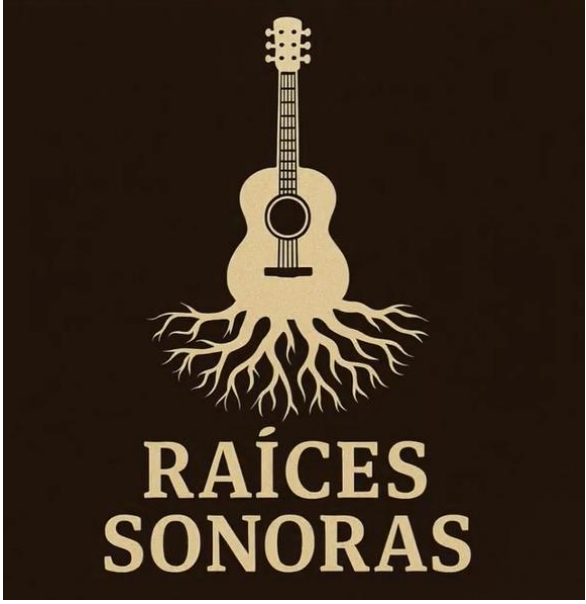
Project number: 2023-1-IT01-KA220-VET-000154283





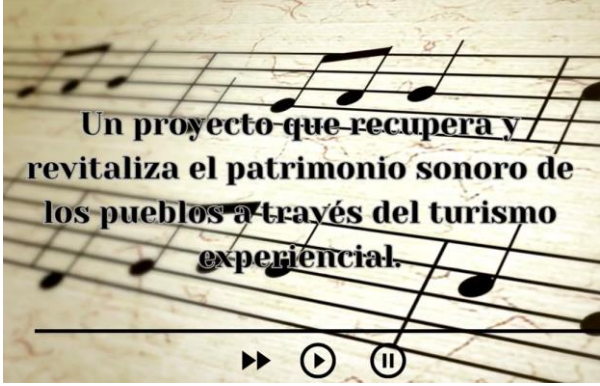

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Factsheet

<p>1. Business name & logo</p>	<p>Raíces Sonoras (Sound Roots) Music, tradition, and living culture in the rural heartland.</p> 
<p>2. Brief description</p>	<p>Raíces Sonoras is an innovative experiential tourism initiative that revalues the intangible musical heritage of rural areas. Through sound routes, workshops, concerts, and intergenerational activities, it connects visitors with the living culture and musical identity of historic villages.</p>

	
<p>3. Key services/products/ experiences</p>	<ul style="list-style-type: none"> ● Thematic sound tours guided by local musicians. ● Workshops on traditional instrument building and music-making. ● Intimate concerts in heritage venues. ● Small-scale rural music festivals. ● Creative residencies for emerging artists. 
<p>4. Target audience</p>	<p>Cultural tourists, young musicians, families, educational institutions, and anyone interested in traditional music, ethnography, and immersive rural experiences.</p>
<p>5. Sustainability aspects</p>	<ul style="list-style-type: none"> ● Preservation of local music traditions. ● Promotion of rural employment through the arts. ● Intergenerational inclusion and rural revitalization. ● Proximity-based, low-impact tourism.

	
<p>6. Key Statistics & achievements</p>	<p>Over 150 participants involved in pilot activities.</p> <p>Partnerships with rural musicians and local artists.</p> <p>Launch of a growing network of “sound villages” as tourism destinations.</p>  <p>ch</p>
<p>7. Contact information</p>	<p>✉ raicessonoras@example.org</p> <p>🌐 www.raicessonoras.es</p> <p>📍 Castilla y León, Spain</p>

