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## A farm by the Cantabrian sea: Ecomuseo Ca l'Asturcón

### Introduction

Ecomuseo Ca l'Asturcón, established in 1986, is a pioneering agritourism project in Asturias, Spain. It integrates traditional rural activities like livestock farming and crafting with contemporary tourism offerings, promoting sustainability and cultural heritage preservation.

- Name of the farm/agritourism: Ecomuseo Ca l'Asturcón
- Legal status: Cultural association
- Year of establishment: 1986
- Location: Foncalada, 26, Arguero, 33314 Villaviciosa, Asturias, Spain
- Links: <https://asturcon-museo.es/>

Ecomuseo Ca l'Asturcón combines livestock farming with ceramics and wool crafting, emphasizing the preservation of endangered native breeds and ecological commitments. It's located in a traditional house in Les Mariñes de Villaviciosa, Sidra region, by the Cantabrian Sea.

### Offered services and management

Ecomuseo Ca l'Asturcón prides itself on offering a diverse range of services to its visitors. Apart from providing accommodation and catering, they also specialize in the tasting of local products, offering a genuine taste of the region's culinary heritage. Moreover, their focus on social agriculture sets them apart, allowing visitors to engage directly with the agricultural activities on the farm, fostering a deeper connection with the land and its traditions. The management structure, being a cultural association comprising family members, ensures a personal touch in every aspect of the visitor experience. Even with retired family members contributing, the core values and dedication to the project remain unwavering.

### Personal business experience in agritourism: advantages and disadvantages



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Ecomuseo Ca l'Asturcón's journey in agritourism has been marked by both advantages and disadvantages. One significant advantage is the alignment of their business with a fulfilling life model, which transcends mere profitability. This approach has enabled them to weather challenges more effectively and maintain authenticity in their offerings. However, challenges such as local misunderstanding and insufficient institutional support have been hurdles along the way. Nevertheless, the family's resilience and commitment have allowed them to navigate these obstacles and emerge stronger, with a deeper understanding of the industry and its intricacies.

### **Innovation, diversification, and multifunctionality**

Ecomuseo Ca l'Asturcón's commitment to innovation, diversification, and multifunctionality has been integral to its success and sustainability. By integrating traditional activities like livestock farming and ceramics with contemporary tourism offerings, they have created a unique value proposition that attracts visitors seeking authentic experiences. This multifaceted approach not only enriches the visitor experience but also contributes to the preservation of cultural heritage and environmental sustainability. Despite facing challenges such as local misunderstanding and lack of institutional support, Ecomuseo Ca l'Asturcón has remained steadfast in its commitment to its model, demonstrating the resilience and adaptability necessary for long-term success in agritourism.

### **Knowledge and experience transfer – tips for other farmers**

Ecomuseo Ca l'Asturcón's journey offers valuable lessons for other farmers aspiring to venture into agritourism. They emphasize the importance of starting with low-investment businesses like tastings or workshops, which not only minimize financial risk but also allow for experimentation and adaptation based on visitor feedback. Collaboration with existing accommodation providers can also be beneficial, providing access to established networks and customer bases. Additionally, they highlight the significance of a strong work ethic, adaptability, and a commitment to learning from mistakes as essential qualities for success in agritourism. Overall, Ecomuseo Ca l'Asturcón's experience underscores the potential for agritourism to not only generate economic value but also promote cultural heritage preservation and environmental sustainability.



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