Best Practices Guide for **Local Businesses** from the Valle de Ricote



Valle de RICOTE SLOW

Costa Cálida REGIÓN DE MURCIA The joy of happiness

A way of welcoming

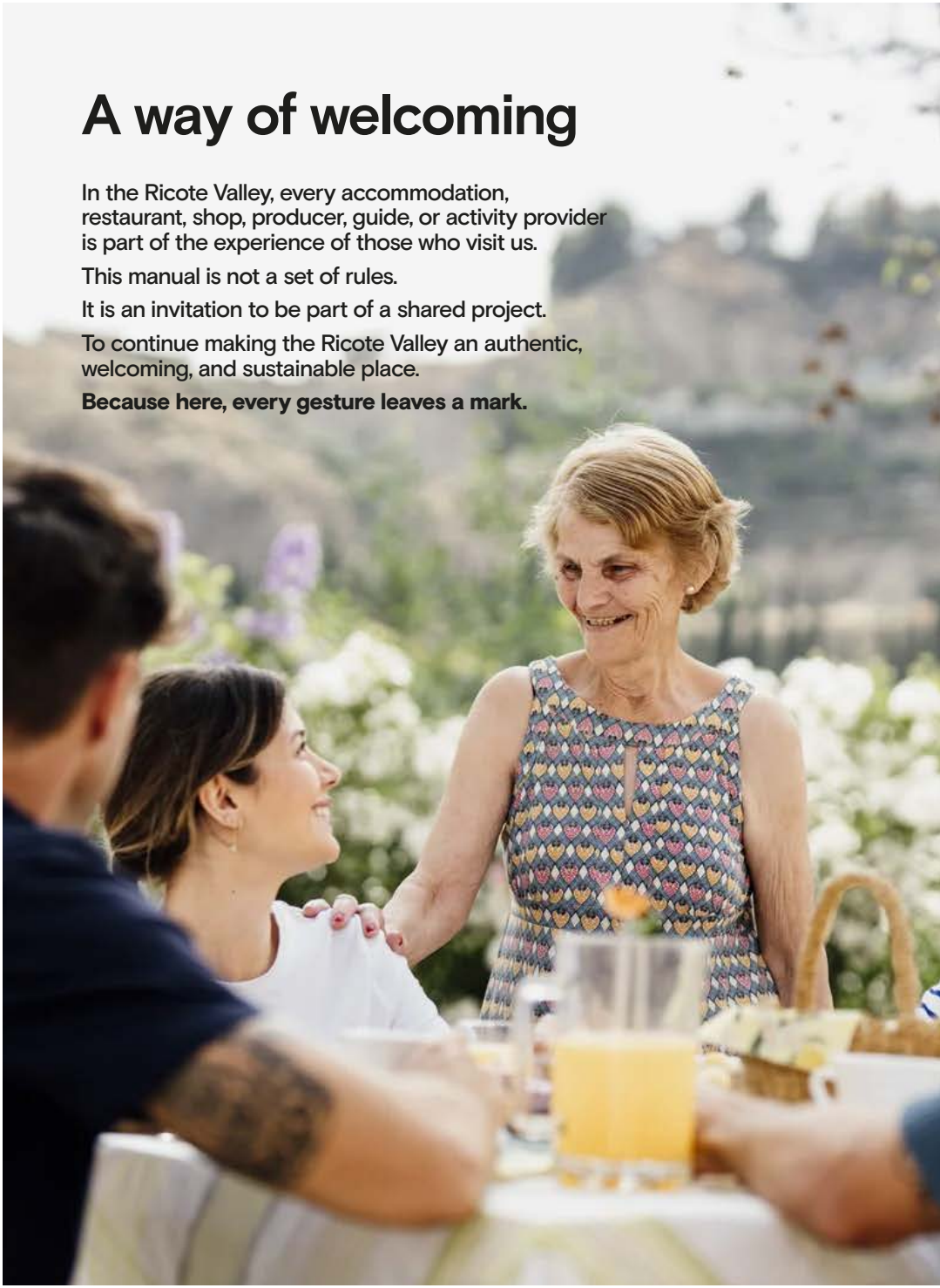
In the Ricote Valley, every accommodation, restaurant, shop, producer, guide, or activity provider is part of the experience of those who visit us.

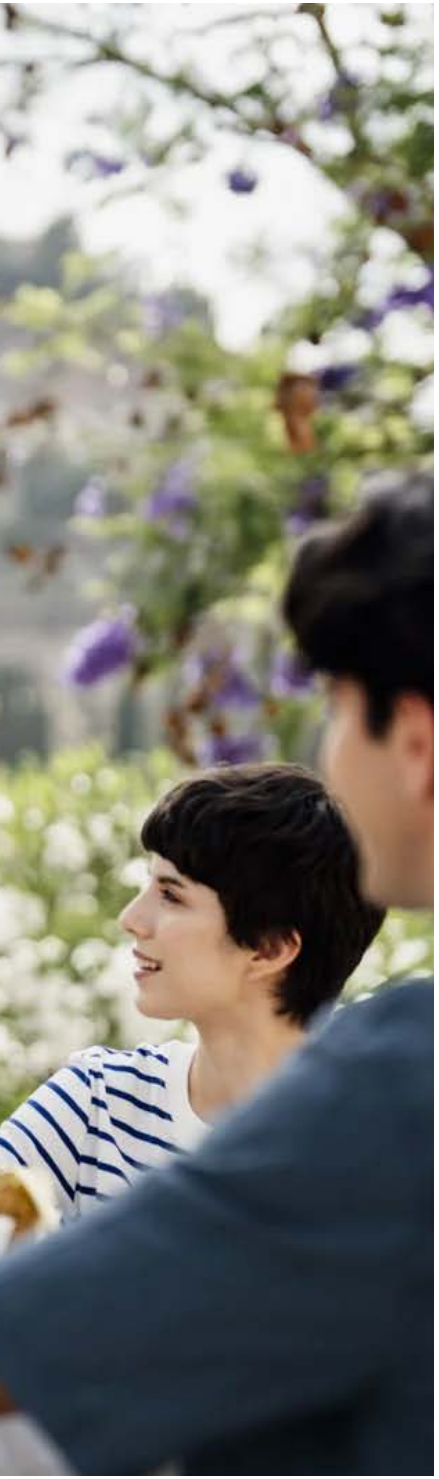
This manual is not a set of rules.

It is an invitation to be part of a shared project.

To continue making the Ricote Valley an authentic, welcoming, and sustainable place.

Because here, every gesture leaves a mark.







WHY THE RICOTE VALLEY IS DIFFERENT

A destination we all experience together

For centuries, the Valle de Ricote has preserved something exceptional: a balance between people and the land.

Here, the landscape is not just a backdrop; it is a way of life.

The orchards continue to mark the rhythm of the seasons, water still flows through the historic irrigation canals, and the villages maintain an identity forged over time.

Preserving this balance is a shared responsibility. Those who work here are also guardians of this land.

Every recommendation, every conversation with a visitor, every local product you offer, and every daily decision helps protect what makes this place unique.

HOW TO BECOME PART OF THE VALLEY

Small ways of doing things properly

Welcome



A first impression begins with a welcome. Being a host also means feeling like you belong in the Valle de Ricote. Share the value of this region, its natural and cultural heritage, with your visitors, and invite them to discover it with respect. Conveying pride in belonging to this place is one of the best ways to contribute to its preservation.

Recommend



Encourage your customers to explore other towns in the valley, visit local businesses, meet local producers, and take part in experiences offered by other local businesses and organisations.

Whenever possible, recommend ecotourism activities offered by local businesses committed to preserving the natural and cultural heritage.

Tell stories



People who know the area well can help visitors discover it from a different perspective. Share local stories, explain the origins of traditions, recommend lesser-known trails, and talk about the importance of the orchards and the historic irrigation system.

Buy Local



Every local product tells a story. Whenever possible, choose local suppliers, incorporate regional products, and support local gastronomy, crafts, and small producers.

Buying local products means keeping agriculture alive, supporting those who work the land, and preserving a landscape that is part of the identity of the Valle de Ricote.

Protect



Water, the orchards, and the landscape are the Ricote Valley's greatest assets. Protecting them is a shared responsibility among businesses, residents, and visitors. Your business can contribute by promoting a zero-waste culture. Remind your customers of the importance of taking with them any packaging, food scraps, or trash generated during their visit, especially on trails, at viewpoints and in natural areas.

Whenever possible, incorporate native plant species into gardens, patios, and outdoor spaces. In addition to blending naturally into the landscape, they require less water, promote biodiversity, and help preserve the Valle de Ricote's environmental identity.

Valle de RICOTE SLOW
A different pace

Communicate



Communicate authentically. Highlight the heritage, landscape, people, and experiences that make the Valle de Ricote unique. Share your business's commitment to sustainability, biodiversity conservation, responsible resource management, and local development. Use your website, social media, or any other communication channel to promote best practices, inform about the area's natural and cultural values, and guide visitors toward responsible enjoyment of the destination, linking to the official Ricote Valley Slow channels whenever possible.

Remember simple messages like "Take everything you brought with you" or "Help us keep the Valley litter-free." Raising awareness starts with small actions.

Collaborate



Sustainable tourism is only possible through collaboration. Participate in local initiatives, share knowledge with other businesses, and contribute to strengthening a network working toward a common goal: preserving the essence of the Valle de Ricote. Working together allows us to create more comprehensive experiences, strengthen the tourism offerings, and generate a positive impact on both the region and its visitors.

Innovate



Innovation doesn't always mean creating something entirely new. Sometimes it involves reviving a tradition, reinterpreting a local product, or creating experiences that connect visitors to the region's identity. The future of tourism also lies in valuing what has always been here.

Inspire



Every visitor can become an ambassador for the Valle de Ricote. Invite them to explore the area at a leisurely pace, to respect the environment, to support local businesses, and to discover the four municipalities. The best promotional campaign is a great experience.

Preserve



True success isn't measured solely by the number of visitors. It's measured by the ability to preserve what makes this place unique for those who will come tomorrow. Being a business in the Valle de Ricote also means being part of that commitment.

COMMITMENT TO THE TERRITORY

Growing without losing our essence

The Ricote Valley is a member of the Ecotourism Product Club in Spain and is part of the 'Soy Ecoturista' initiative, which recognises destinations committed to a model of tourism that respects natural and cultural heritage.

Businesses play a vital role in this commitment, promoting responsible practices, encouraging the purchase of local produce, collaborating with other professionals in the region and offering experiences that showcase the valley's identity.

This commitment is also reflected in the way the destination is promoted, its values are shared, responsible tourism is encouraged and efforts are made to help every visitor understand the importance of conserving this landscape, its biodiversity and the heritage that makes it unique. Every decision helps to preserve a region that belongs to us all.

ZERO WASTE COMMITMENT

Caring for the Valley is also our responsibility

The Valle de Ricote has retained its authenticity for centuries. Preserving it is a shared responsibility. Your business can play its part by promoting a zero-waste culture amongst our visitors.

The best souvenir they can take home is knowing that they have helped to preserve this area.

ALWAYS REMEMBER

- **Pick up any packaging, bottles or food waste after visiting the area.**
- **Avoid leaving rubbish on footpaths, at viewpoints and in rest areas.**
- **Use litter bins where available.**
- **Encourage visitors to leave the landscape exactly as they found it.**
- **Share awareness messages through your business, your website or your social media channels.**



TEN GUIDELINES

In summary ...

1. Be a warm host.
2. Share the history of the region.
3. Recommend ecotourism experiences and local businesses.
4. Buy locally sourced produce.
5. Look after the water, the landscape and biodiversity.
6. Promote a waste-free Valle de Ricote.
7. Collaborate with other local businesses.
8. Communicate with authenticity and commitment.
9. Inspire respectful tourism.
10. Grow without losing your essence.

The Valle de Ricote wouldn't be the same without you: those who live and work here.

Each business helps preserve a landscape, a way of life, and a unique approach to tourism.

Because caring for this region isn't just about providing good service. It's about sharing its values, protecting its heritage, and ensuring that every visitor leaves with an unforgettable memory... and leaving the Valley exactly as they found it.

Valle de Ricote, a different pace.

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Financiado por la Unión Europea NextGenerationEU
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