



STRAVAL



CARLOS KEEN

Case Study of Argentina

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"In the province of Buenos Aires, Republic Argentina, you can find uncountable rural villages, each one of them with its own appeal that gives them a unique identity. For this reason, Carlos Keen conduice a space of meeting with cultural manifestations, regional economic enterprises, the pampas animals and vegetal species and invites us to discover the traces of his past, that in which the people had a significant role in the consolidation process of the Argentine National State" (STRAVAL TEAM MEMBERS: 2012)

Location





Why we consider it necessary to study Carlos Keen?

- The nearness to Luján (Attraction Pole).
- It is one of the most significant rural villages in the area.
- The elements with significant equity value.
- The commitment of the local community about the preservation.



Definition of the study area.



Methodological aspects

- Explorations in the zone.
- Interviews with:
 - People of the village.
 - Economic actors.
 - Institutional actors.
- Documentary analysis (Academics productions, political documents, etc.)



State of Art

The work done

State of the Art and Needs of
Carlos Keen

Inventory of the the recourses
and potential to further
socio-economic recovey

Document:
**“CHARACTERIZATION OF THE
STUDY AREA. CARLOS KEEN,
A RURAL VILLAGE”**



Socio Economical Studies

Comparative Study
between Carlos
Keen and “La Vall de
Boí”



Studies of the
potential to develop
economic activities
in the environment of
Carlos Keen.

Inventory and Data
Base of Elements
with heritage value.



Comparative Studies

- Identification of Good Practices
 - What is a good practice?
 - Systematic, effectiveness, efficiency and flexibility.
 - Actions or intentions?
 - Satisfaction of needs.
 - Sustainable operation
- “Significant practical models for recovery and protection of the Study Area”



Identification and
characterization of the IPV
and preparation of a tourist
route.



“Natural Resources”

- “Cañada de Rocha” Glen.
- Bio-footprints of Nature.
- Pampas grasslands.



“ Cultural Recourses”

- Carlos Keen Railway Station
- Railway warehouse





● St. Carlos
Borromeo's
Church





- Former post office



- The former building of 1888.

○ Library

○ Rural Museum





○ Ancient Royal Way




Fauna

- Though any zoogeographic domain is dynamic, the pampa plain is considered like a zone with subtropical intrusion, with a fauna from the north.
- The fauna of insects, mammals, birds and reptils is very varied.
- Among the extinct species for the area it is possible to find the Puma "Puma concolor", the Vizcacha "Lagostomus maximus"; the Deer of the Pampas "Ozotoceros bezoarticus".






Vegetation

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- The vegetation corresponds to the phytogeographic region of the Pampeana Province, chaqueño Domain, the representative community of this ecosystem is the gramineous steppe.
 - The region of soft pastures is interrupted by wide zones of hard pastures and vice versa. These differences have positive value for the cattle activities.



Vegetation

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- Considering the Carlos Keen's original aspect, the vegetable tapestry corresponds to that of steppe and practically it was covering the whole pampa plain, its vegetation was an herbaceous steppe characterized by the total lack of trees. This landscape was accompanied in different points by low shrubs. In Carlos Keen we can find the pampas grassland ecosystem.



Gastronomic resources

- Angelus
- La Nueva Manuquita
- La Casona de Carlos Keen 1881
- Maclura
- Los Girasoles (Open Way)
- Restaurante 1907



Gastronomic resources

- Parrilla “Lo de Tito”
- El Secreto
- Huellas de la Naturaleza
- La Amelia asador criollo
- Estancia “La Rosada”
- El Malvón
- La posada del fuego
- La casa de “La Ñata”

Productive Resources

- Silos of grains.
- Dairies.
- Laundry of vegetables.
- Brick kilns.
- Chicken farms.
- Agricultural activities
- Livestock activities



Approaches to the Business Plan

- SWOT Method (Strengths, Weaknesses, Opportunities y Threats)



**Global strategy for
Development**



Strengths

- Historic Resources
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- Enhancement of the heritage
- Neighborhood organization

Weaknesses

- Seasonality.
- Failure to urban planning and internal and external communication.
- Deficient signposting
- Lack of public services

Opportunities

- Interest in academic and government organizations.
- Requests for rural spaces for mini tourism.
- Reuse of spaces for rural activities.
- previous local experiences.


Threats

- Overcrowding territorial.
 - Failure to social commitment for the protection of local heritage.
- Falta de regulación global del marco legal.

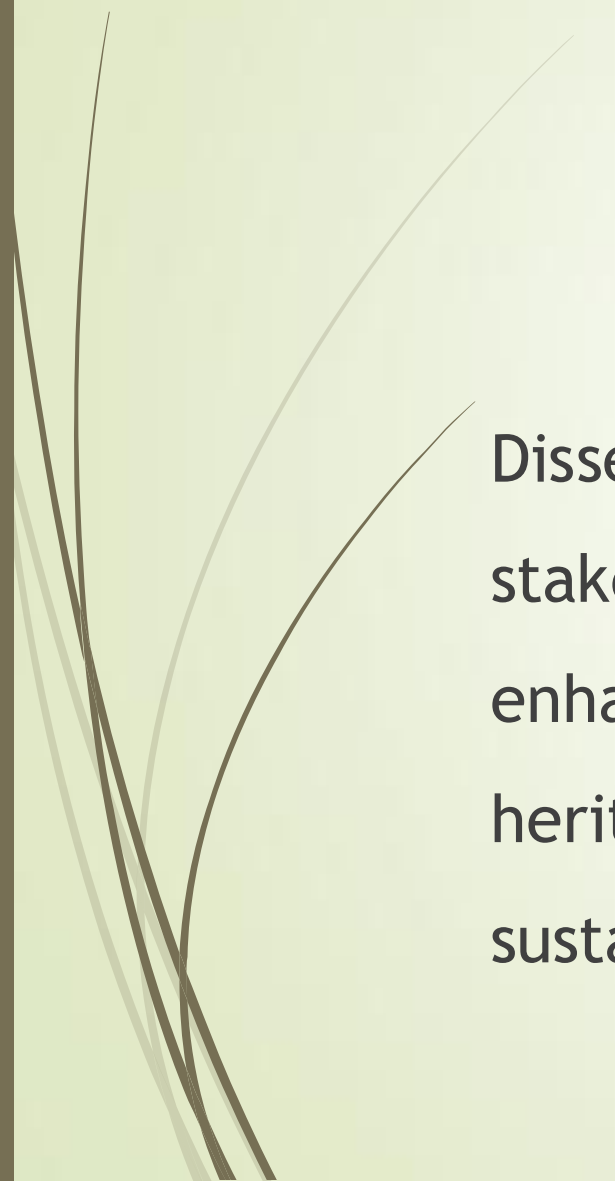


Management Plan

- The need to work with the people and those responsible for the territory.
- Management of the following sectors:
 - Heritage
 - Economy.
 - Social.
- Integral management policy
 - Plan
 - Control
 - Disseminate



The need to work with the people and those responsible for the territory.



Dissemination of results and awareness among local stakeholders about the importance of conservation, enhancement and promotion of natural or monumental heritage, as an engine of economic momentum on track to sustainable growth.



Fundamental Premises

- Prevent uncontrolled growth of population
 - Protect the environment
 - Preserve natural and cultural landscape
 - To obtain the involvement of public and private institutions.
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Thank you!