



The experience of small tourism enterprises on the island of La Gomera



Presenting our sustainable tourism experience



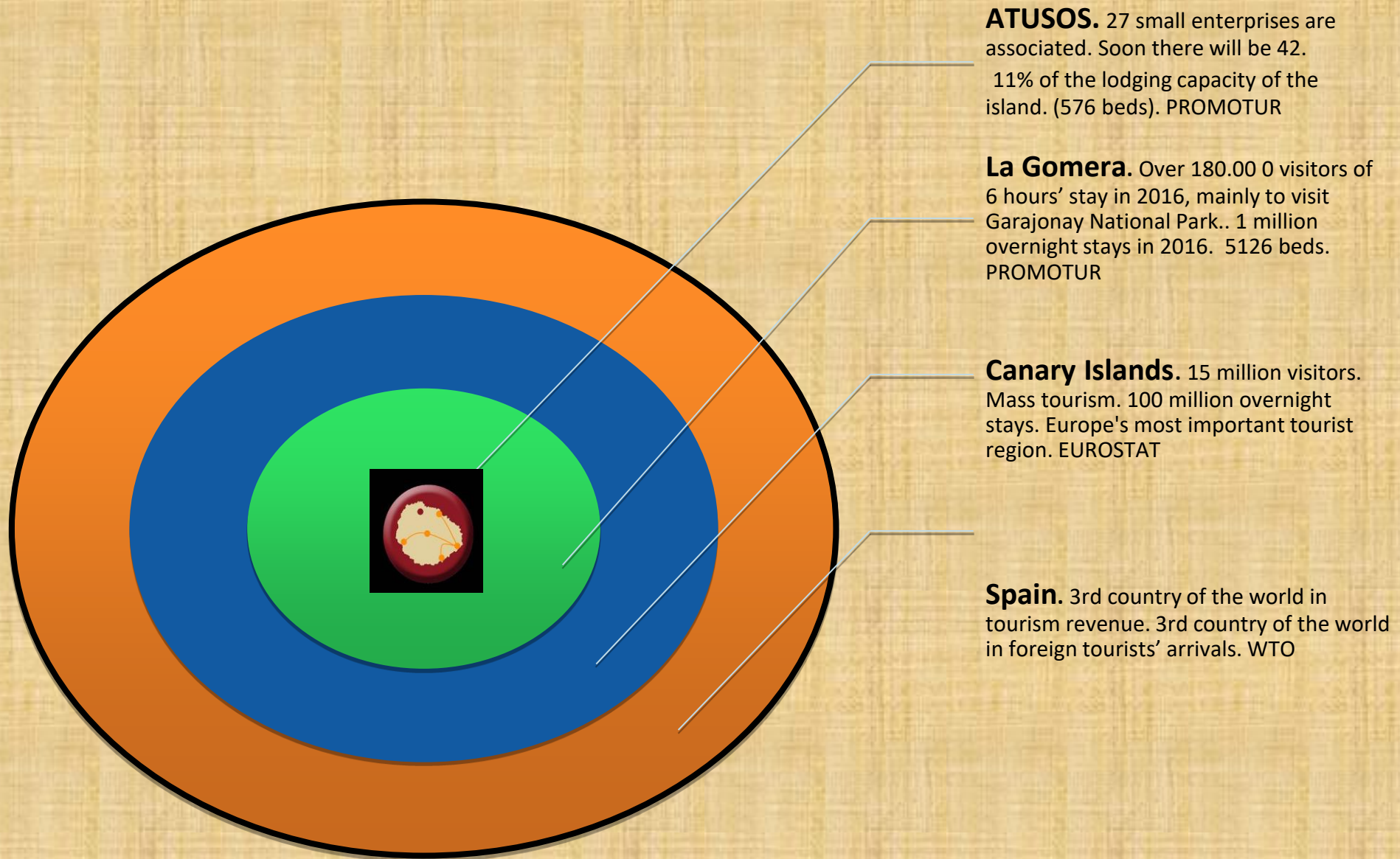
10th Charter Network Meeting. Isola del Gran Sasso d'Italia



Presentation outline

- ***Introduction***
- ***Tourist context***
- ***Implementation of the European Charter for Sustainable Tourism on La Gomera island***
- ***The process of creating a tourist product***
- ***Ecotourism Club in Spain***
- ***Tourist products: Communication and promotion***
- ***Small tourism enterprises and operators***
- ***Conclusion***

Tourism context of the experience



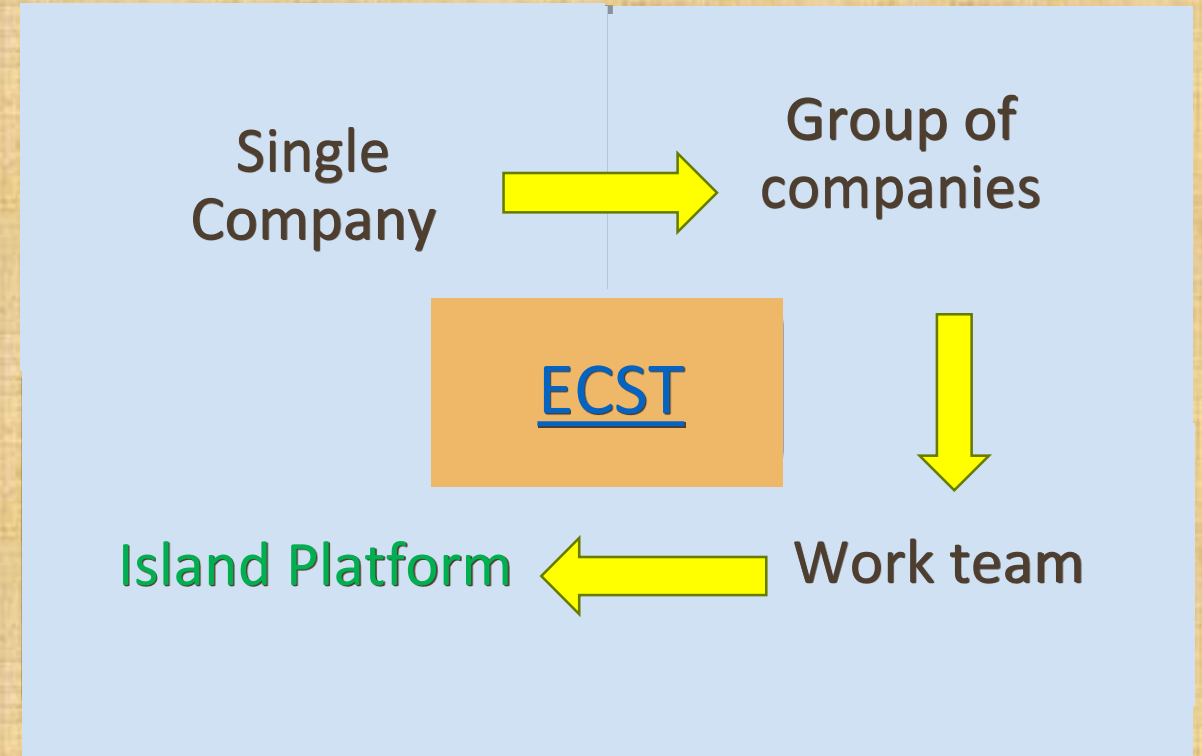
EVOLUTION OF THE TYPE OF WORK CARRIED OUT WITH THE ECST

In ATUSOS Gomera we try to work as a tourism platform with a common working strategy based on sustainability.

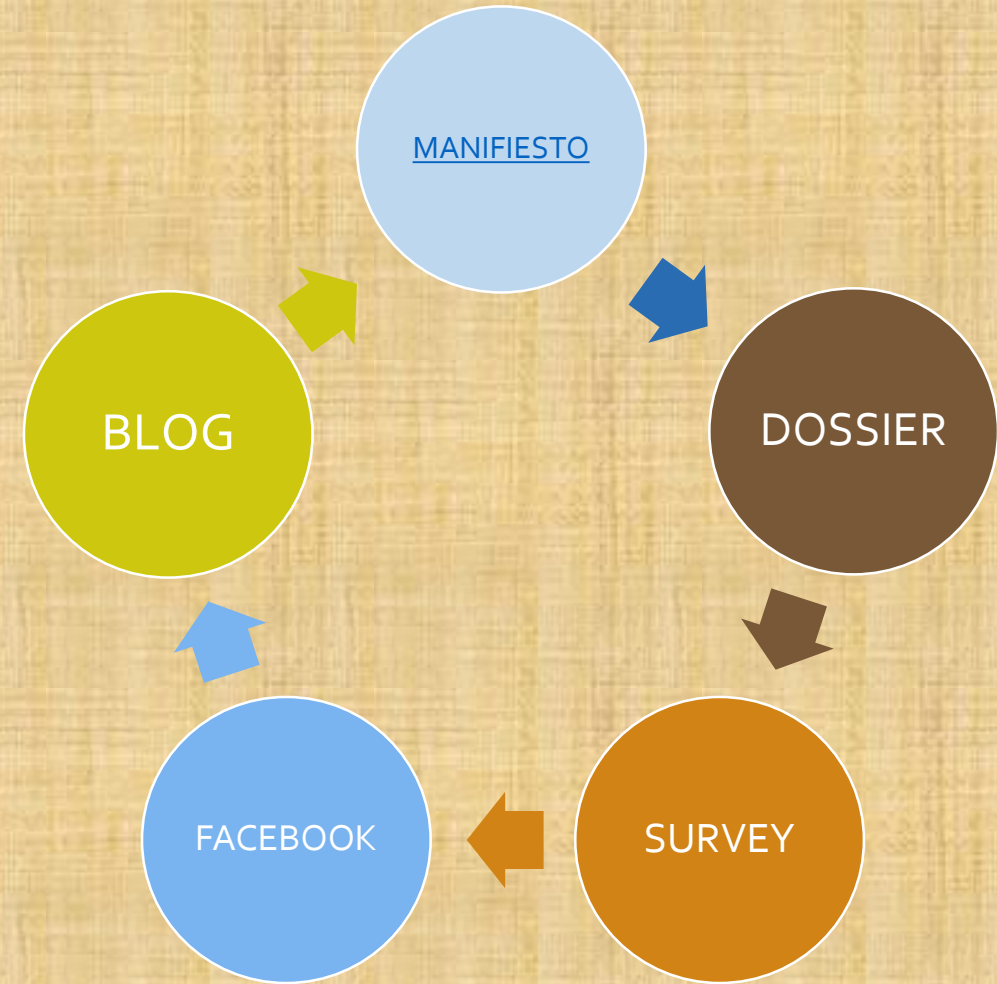
Our intention is to diversify, highlight our unique qualities, establish a direct relationship with the customer and be continuously open to learn and innovate.

We notice the dangers of mass tourism for an island like ours, and we think that we must consolidate our strengths to compete with other emerging nature destinations.

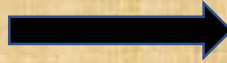
The help of Conchi and Federico, ECST specialists from the National Park Garajonay, has been essential.



Our small platform



- ATUSOS Gomera is an association created in November 2014.
- 27 companies take part in the second phase of the ECTS (soon we'll be 42). We have tried to create [a mini tourism ecosystem, a collaborative environment](#)
- Close to Garajonay National Park and other local stakeholders like AIDER (Local Action Group Leader Program) we have worked on getting solution to the problems of the territory in order to improve the tourist offer



- wild cattle that damages trails and vegetation
- Joint promotion
- improve waste management
- create a sustainable and innovative tourism product
- promote responsible trekking
- [offering sustainable merchandising products that represent the Garajonay national park.](#)
- collaborate with the Spanish Ecotourism Association and with Europarc
- save energy in establishments
- [generate statistics from our own data.](#)
- increase selling of local products
- improve the information to the tourist
- minimize the risk of fires on the island
- improve public transport



Brigitte Dedies, **ATUSOS Gomera** president, is a member of the management team of the **Asociación Española de Ecoturismo** - [Spanish Ecotourism Association](#). Our micro companies are part of the **Club de Ecoturismo de España** - **Ecotourism Club in Spain** - and participate in a common strategy to solve needs and to ensure a differentiated promotion.

Ecotourism in Spain is still a product of low demand.

[Declaration of Ecotourism of Daimiel](#) (11/23/2016) was made through 180 representatives of the stakeholders involved in ecotourism in Spain. The small companies of ATUSOS have been working for some years following the goals and challenges of this declaration:

- Improve the offer to make it attractive, sustainable and profitable.
- Adopt the requirements of the Ecotourism Club.
- Cooperate with the Garajonay National Park to improve information and communication of this protected area.
- Establish coordination among our associated small companies to share experiences and harmonise tourism products.
- Collaborate with the Ecotourism Club using their image, participating in the promotion and communicating the meaning of the ecotourism experience.
- Encourage customers' interest in learning, interpreting our nature and consuming local products linked to ecotourism.
- Involve both clients and associated small companies in conservation of heritage and biodiversity, supporting local causes.



Twenty days ago a survey was carried out among the establishments associated with the ECTS, based on the interpretation of the answers, the main conclusions that can be drawn are:

Most of the small companies of the ECTS in La Gomera sell their product preferentially through direct marketing and using small travel agencies.

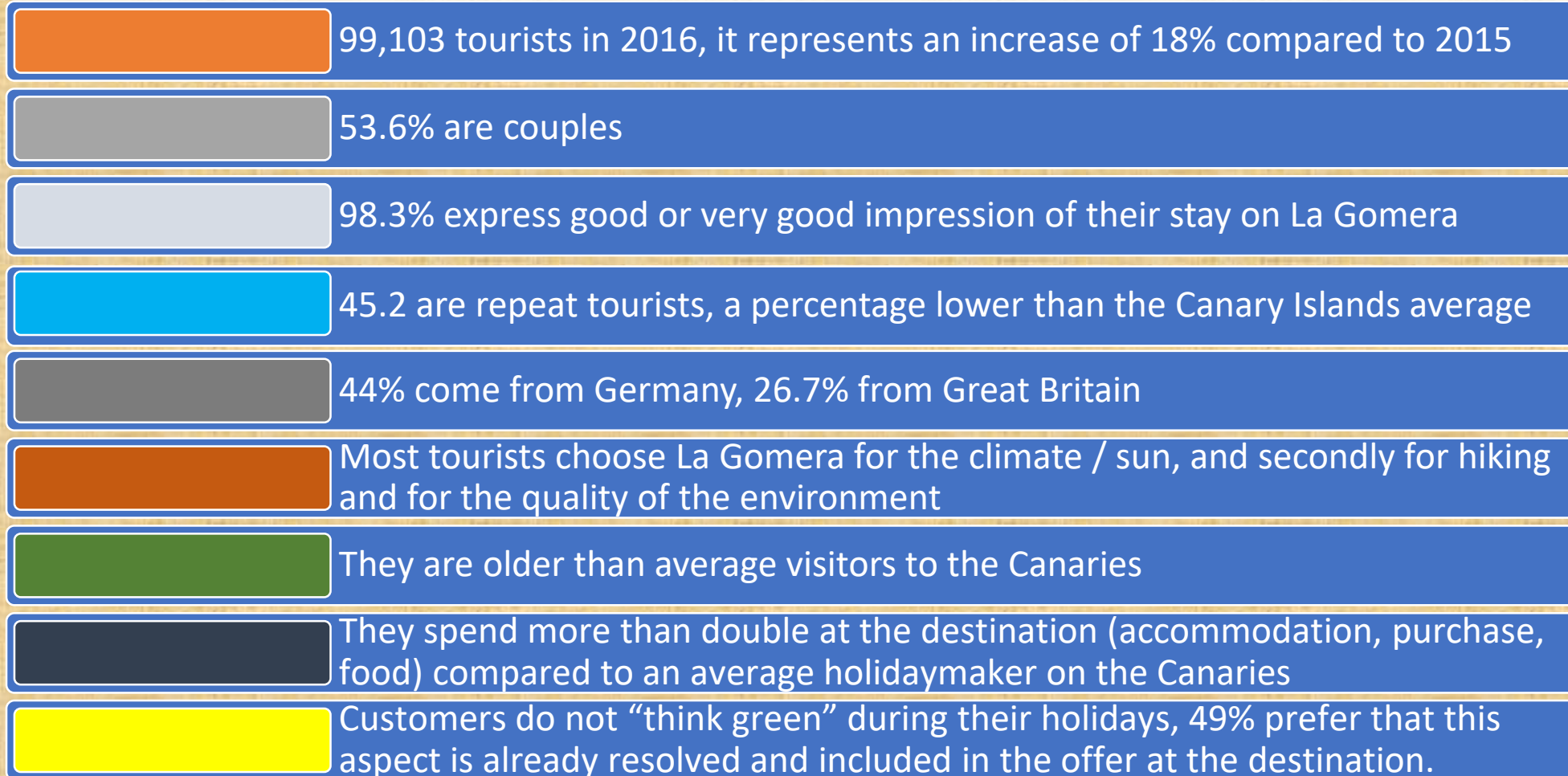
According to the experience of interviewed associated companies, the type of marketing preferred is the one that is carried out in the most direct way possible, in a grouped way with other companies or individually with contacts and own website.

Most of the respondents believed that the ECST and ATUSOS Gomera has helped the promotion of their company.

All who answered the survey believed that with the work of ECST and ATUSOS Gomera their companies have gained in sustainability and improved image, in addition they think that the ECTS is an incentive for a kept improvement.

All the respondents expressed that the III Phase of the ECTS, that involves travel agencies specialized in sustainable tourism, is necessary for La Gomera since it is necessary to attract clients with an ecotourist profile and with capacity of spending.

LA GOMERA VISITORS' PROFILE (PROMOTUR)





Travel workshops and markets

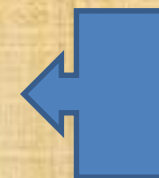
Fam trips.



Relationship between visitor and host

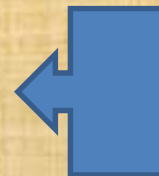
- reception and farewell, videos

Survey information



Relationship among associated enterprises

- Meetings
- Tourist intermediaries



Name	Web site
Viajes Timah Travel	https://www.timah.net/en/
Viajes Temocodá	www.temocoda.com
Gomera Individual	http://www.gomera-individual.com/index.php
Viajes Gran Rey	http://www.viajes-gran-rey.com/index.php?sprache=uk
Viajes La Paloma	http://www.gomera.info/
Ecotural Gomera	http://countryhousegomera.com/
Viajes Integrados	http://www.gomera-service.com/
A.I.T.O.	https://www.aito.com/spain/the-canary-islands/1
Forum Anders Reisen	https://forumandersreisen.de/reiseziele/
A.T.R.	https://www.tourisme-responsable.org/
Responsible Travel	www.responsibletravel.com
Nuba	http://nuba.net/
Travel bag adventures	https://www.travelbag.co.uk/tours
Brathay Exploration G.	https://www.brathay.org.uk/
Nature Trek	http://www.naturetrek.co.uk/
Ymaguara	http://ymaguara.com
Rucksack Reisen	http://www.rucksack-reisen.de/
Taranna Viatges	https://www.taranna.com/
Ecowildlife Travel	http://www.ecowildlife.es/
Gente Viajera	http://www.genteviajera.com/



List of some agents and tour operators we usually work with on La Gomera.

Usually, web portals, even the generalists, show a positive image of the island and its possibilities for nature tourism at a reasonable price.





As a conclusion: in ATUSOS Gomera we're excited to begin the third phase of ECTS. We have been preparing for it, with the help of both Garajonay National Park and Spanish Ecotourism Association.



Muchas gracias y disfruten del congreso!!!



The sustainability of a territory depends on many factors. The European Charter for Sustainable Tourism is an element of innovation and disruption, but it is clearly insufficient. Other local actors (political class, other entrepreneurs, farmers, etc.) must work in the same direction

For instance, we have not taken advantage of the one day tourism in La Gomera, excursions and cruises, it represents about 300 visitors per day. We do not know how we can make it sustainable in order to get from it significant expense or making profits to remain on our island, in our local products and companies.

Among the different establishments of the CETS there is an exchange of customers. Each establishment carries out a promotion of the other associated establishment.

We have worked in workshops to analyze and propose the characteristics of the sustainable tourism product.

Fortalezas del producto.

Nos conocemos bien entre nosotros y también conocemos cada vez mejor los intereses de nuestros visitantes ya que disponemos de estadísticas propias.

El turismo de senderismo está consolidado

Entre todos (Parque Nacional de Garajonay, Cabildo Insular, Ayuntamientos, iniciativa privada, operadores foráneos, y población local) proyectamos una imagen de nuestra isla como lugar seguro, de naturaleza singular, y con buenos precios para hacer turismo.