

Sustainable Tourism in Protected Area
Gomera Experience: an inspiring tool
to promote ecotourism for businesses in La
Gomera (Spain)

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Sustainable Tourism - Training for Tomorrow:
A new tool to help learning about Sustainable Tourism in Protected Areas

In this webinar, we will introduce an inspiring online learning platform, filled with key information on topics such as effective visitor communication, monitoring and conservation through tourism. The platform includes interesting European case studies, follow up resources and quizzes. It targets anyone with an interest in sustainable tourism in Protected Areas.

2013. Both Europarc and Spanish Ecotourism Association /Club took part on the creation process from the very beginning.

PROYECTO DE COOPERACIÓN
LOS PARQUES NACIONALES COMO
DESTINOS TURÍSTICOS SOSTENIBLES



Grupos participantes del proyecto



Entidades colaboradoras del proyecto



Financiación



sey
eco turista.com

ecoturismo

Entre lo sostenible y lo sensorial
Tres Parques Nacionales y el Ecoturismo,
una nueva forma de entender los viajes
a los espacios naturales.

Doñana | Sierra Nevada | Garajonay - La Gomera





MANIFESTO

<<Speaking with one voice as a group of La Gomera businesses who have signed up to the European Charter for Sustainable Tourism, we wish to manifest our commitment to the sustainability of our island in order to offer it up to visitors without pretentious adulteration, without any misleading dressing-up, without anything extra not directly derived from its natural self. We want to present it as it is, as it has been, and how we would like it to be in future, so as to pass it on in the same pure form in which we received it.

Pass it on not just to our descendants, but also to future and – in particular – current visitors. Visitors, not tourists, who thanks to our commitment to sustainability should view the island as its native inhabitants view it, and travel through it just as we Gomeros do, interacting with its different elements as we do day in, day out. Ultimately, our aim is for visitors to blend in with the island and its people, as if they were one of us.

Those of us in the business of catering for visitors do seek to make the island a stage for tourism on which to artificially showcase its many excellences. Rather we seek to offer La Gomera as the living entity which it really is, unaltered and unalterable save for the action of the elements and the daily activities of those who live here.

To preserve and perpetuate La Gomera's special traits, we aim to keep it free of all influence except the water that falls on our laurel forests, the seas of clouds that shape our rugged terrain, the whimsical features of our native plant and animal life.

This joint conservationist spirit is the result of our natural affection for our island, which we place before your visitor eyes as if they were our own. Because only if we show love and commitment towards ourselves and the things that are ours can we ensure that you will love us also.>>



Empresas adheridas a la Carta Europea de Turismo Sostenible en La Gomera / Charter Partner Businesses in La Gomera / Partnerunternehmen - Europäische Charta Für Nachhaltigen Tourismus In Schutzgebieten

Actividades / Activities / Aktivitäten



Restaurantes / Restaurants / Restaurant



Alojamientos / Accommodation / Unterkünfte



Transportes / Transfers / Transfer



Otros servicios / Other services / Andere Dienstleistungen



Have you got a collective concept for local development?..

Is it sustainable?..

Are you part of a team?..

Have you the right supports?..

Then persist,
persevere.....Avanti!



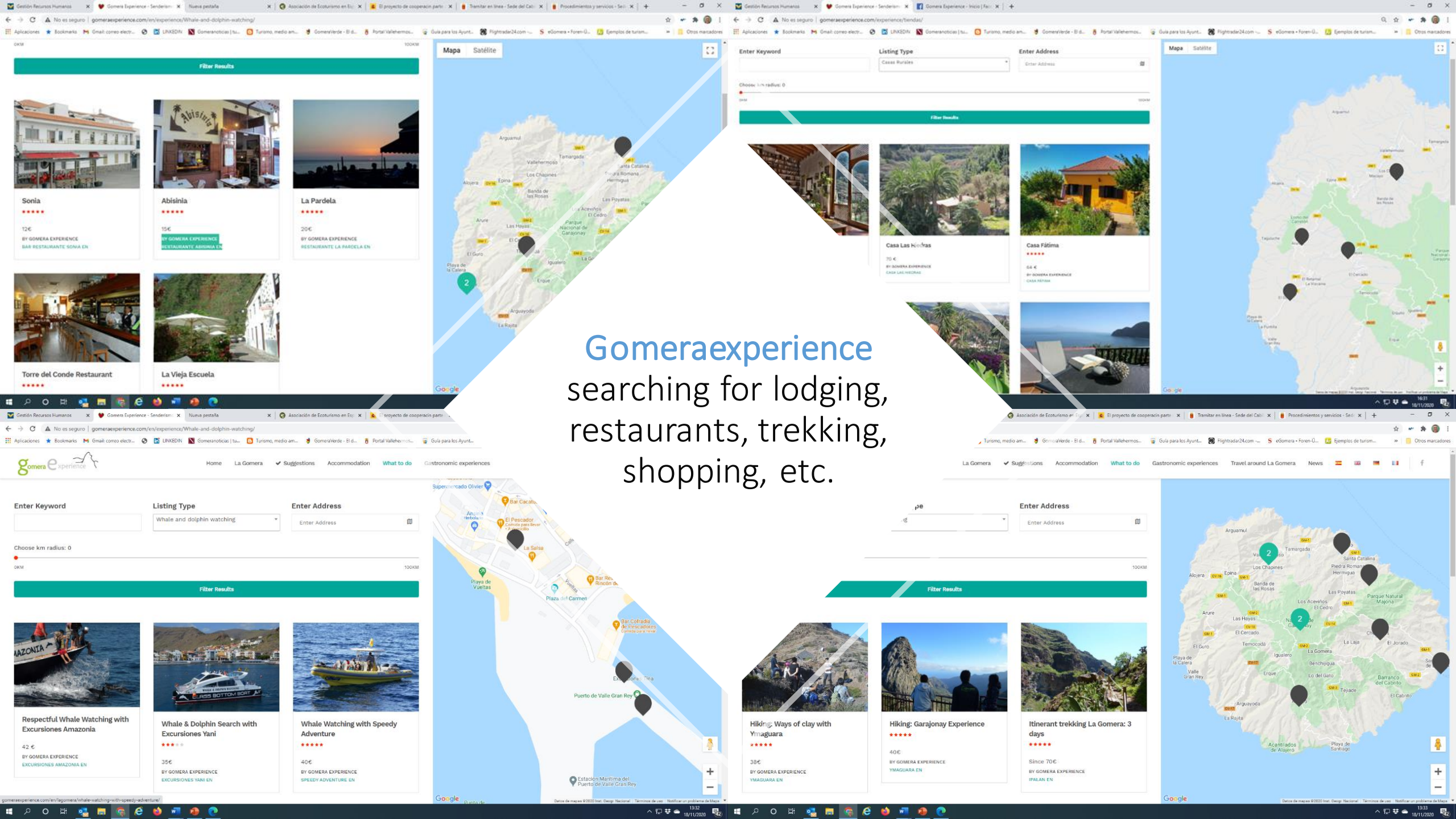
Two different websites in La Gomera, sharing objectives and purposes.

<http://turismososteniblelagomera.com/>

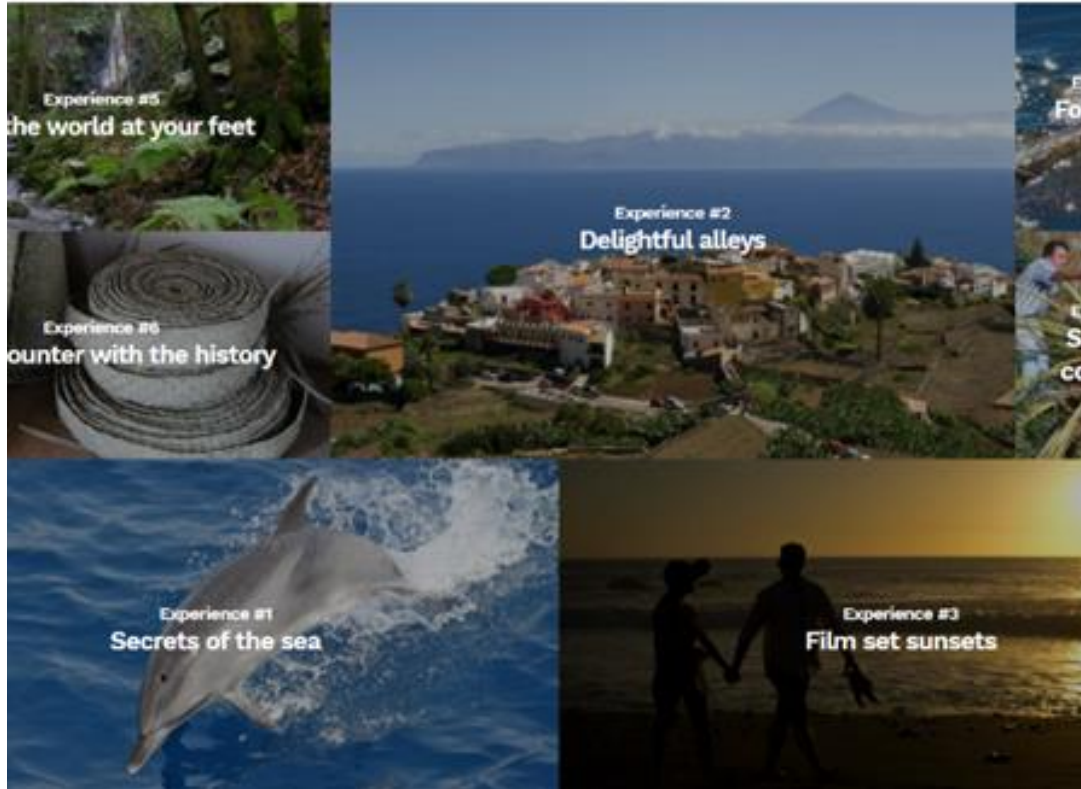
The screenshot shows the website's navigation menu with links for Inicio, La Carta en La Gomera, Acciones, Turismo en La Gomera, ATUSOS, Documentos, Formación, and Contacto. The main content area features a section titled "Sustainable Tourism in La Gomera" with text about business recommendations and a list of partner businesses. A sidebar on the right contains logos for Gomera Experience, the European Charter for Sustainable Tourism, and Garajonay National Park. A central graphic asks "¿Viajas a La Gomera?" and lists activities like "Naturaleza", "Autenticidad", "Tranquilidad", "Cultura", "Garajonay", and "Viajar".

<http://gomeraexperience.com/en/home>

The screenshot shows the website's main content area with the heading "Why plan your trip to La Gomera here?". Below the heading are three bullet points with green checkmarks, each describing a benefit of visiting through the website. At the bottom, there are logos for "soy eco turista", "CLUB ECOTURISMO EN LA GOMERA", and "GARAJONAY PARQUE NACIONAL".



Gomeraxperience
searching for lodging,
restaurants, trekking,
shopping, etc.



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¿eres Entusiasta? La Web en Español

seoy eco



Prepara tu viaje a La Gomera



Masa gratuita de La Gomera + Email actualizaciones



Buscar

- ¿Qué tipo de viaje?
- ¿Cuántas personas?
- ¿Cuántas noches?

Reservar a distancia

¿Buscas un viaje diferente?

Buenos anfitriones, autenticidad, tranquilidad, conexión con la naturaleza y cultura...

Para saber más de un proyecto a nivel nacional desarrollado 'Los Parques Nacionales como destinos turísticos sostenibles', que ayuda a los viajeros a descubrir La Gomera auténtica, apoyados con los alojamientos, restaurantes y actividades que recomienda el Parque Nacional de Garajonay.



The screenshot shows the Gomeraxperience website. At the top, there's a navigation bar with the company logo and menu items like 'Inicio', 'La Gomera', 'Sugerencias', 'Dónde dormir', 'Qué hacer', and 'Dor'. The main content area features a large graphic with the text 'Calcula y compensa tu huella de carbono' (Calculate and offset your carbon footprint). A pop-up window titled 'Información actualizada y de interés para el viajero de La Gomera:' (Updated and interesting information for the traveler of La Gomera) is overlaid on the page. Below the main graphic, there are several circular icons representing different services: 'Estar como en casa en nuestros alojamientos' (Stay like home in our accommodations), 'Comer en nuestros restaurantes' (Eat in our restaurants), and 'Conocer La Gomera, Islas Canarias' (Discover La Gomera, Canary Islands). At the bottom, there is a section titled 'Información sobre la COVID-19' (Information about COVID-19) with a small circular logo that says 'CERTIFICADO DE SEGURIDAD' (Safety Certificate).

The screenshot shows the 'Recuerdos del Garajonay' (Garajonay Souvenirs) section of the Gomeraxperience website. At the top, there's a price tag for '112€ BY GOMERA EXPERIENCE HOTEL GRAN REY'. The main heading is 'Recuerdos del Garajonay'. Below this, there are four product cards, each with an image and a 'Comprar' (Buy) button. The products are: 'Camiseta del Parque Nacional de Garajonay' (Garajonay National Park T-shirt), 'Cantimplora del Parque Nacional de Garajonay' (Garajonay National Park Cantimplora), 'Llaves del Parque Nacional de Garajonay' (Garajonay National Park Keys), and 'Bolsa del Parque Nacional de Garajonay' (Garajonay National Park Bag). At the bottom of the section, there is a heading 'Información útil' (Useful Information).

The screenshot shows a donation form on the Gomeraxperience website. The form is titled 'Realiza tu donación al Proyecto Plántase de la Asociación para un Turismo Sostenible en La Gomera, del Cabildo Insular de La Gomera y del Parque Nacional de Garajonay.' (Make your donation to the Planting Project of the Association for Sustainable Tourism in La Gomera, of the Insular Council of La Gomera and the Garajonay National Park). The form includes a field for 'Cantidad correspondiente a donar por viajeros:' (Amount corresponding to donate per traveler:), a 'Realizar donación' (Make donation) button, and a 'Cancelar' (Cancel) button. Below the form, there are two photographs: one showing a group of people planting trees in a field, and another showing a person standing in a field with trees. To the right of the form, there are logos for 'ATUJOS Asociación para un Turismo Sostenible en La Gomera', 'Cabildo Insular de La Gomera', and 'GARAJONAY PARQUE NACIONAL'.

- UPDATED INFORMATION ON COVID19 IN LA GOMERA
- INFORMATION ABOUT EXCLUSIVE SOUVENIRS BASED ON DESIGNS BY LOCAL ARTISTS AND RELATED TO THE GARAJONAY NATIONAL PARK.
- INFORMATION ON HOW TO CALCULATE THE CARBON FOOTPRINT AND HOW TO COMPENSATE IT WITH LOCAL PROJECTS.

Links of interest



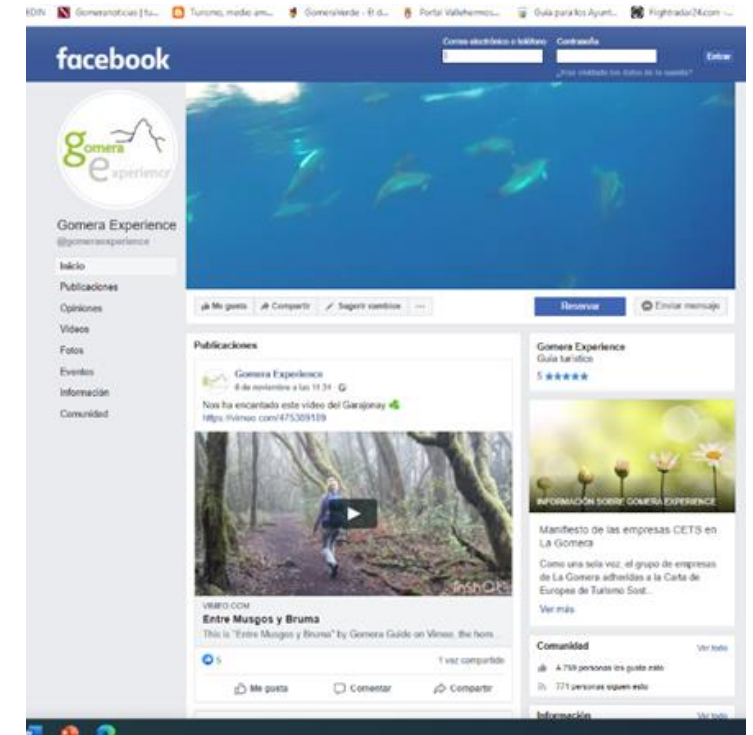
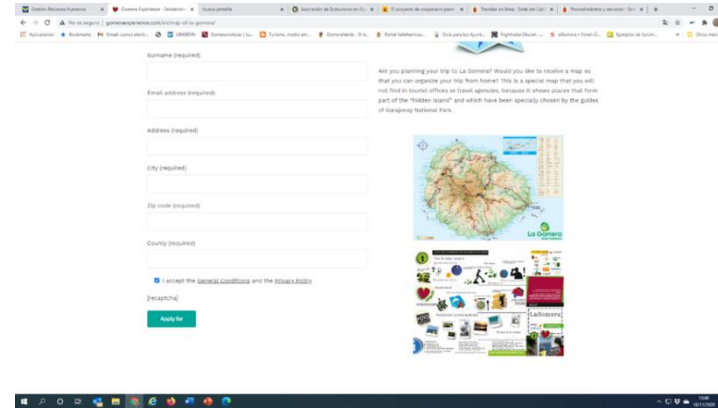
[How to come to La Gomera?](#)

[Request our map of La Gomera \(for free\)](#)

[Links of the National Park of Garajonay](#)

[What to do on La Gomera?](#)

[Ecotourism in Spain: SoyEcoturista.com](#)



Links of interest, map, Facebook.