

# Practical case:

## Measuring the quality and the socio-ecological impact of the ecotourism package 'Walking on the Landscapes' in La Garrotxa Volcanic Zone Natural Park (Catalonia, Spain)



**EUROPARC Webinar**  
**2 November 2023**  
**10:00 - 11:15 CET**

**Tools for a Greener Future**  
Measuring the Environmental Impact of Ecotourism  
in Protected Areas.

Organised by:     

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Photo: Garrotxa Volcanic Zone Natural Park © MEET Network (Author Green Traveller)

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# WHO IS TRESCALIA



Incoming travel agency specializing in the sale of tailor-made package tours for groups or individuals in the Pyrenees-Costa Brava, in Catalonia, north-east of Iberian Peninsula.

Travel agency since 2013



 Parc Natural  
de la Zona Volcànica  
de la Garrotxa

# ECOTOURISM

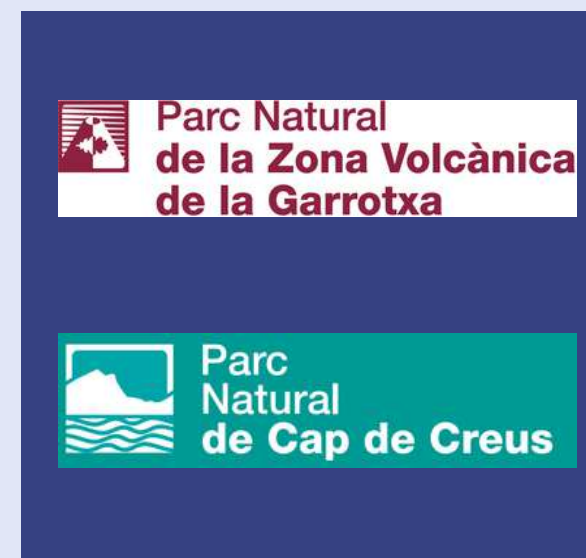
## Our commitment

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TRESCÀLIA is accredited with the European Charter for Sustainable Tourism since 2017.

1a travel agency accredited in Spain.

Renovated in 2021





# WALKING HOLIDAYS

WE OFFER GUIDED AND SELF-GUIDED WALKING HOLIDAYS.

# WILDLIFE TOURS

# SCHOOL GROUPS

STUDY TRIPS LED BY LOCAL ENGLISH-SPEAKING GUIDES.



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# OUR GOALS

TRESCALIA + TURISME GARROTXA + PNZVG

## ECOTOURISM PRODUCT

### 4D Product

- Deseasonalization
- Decentralization
- Diversification
- Profit distribution

## ECOLOGICAL FOOTPRINT REDUCTION

Calculation of the total proposal, and improvements in the results

## VISITOR PAYBACK

Colaboration with conservation projects of the natural space



*Contribution to Conservation*



# WALKING ON THE LANDSCAPE

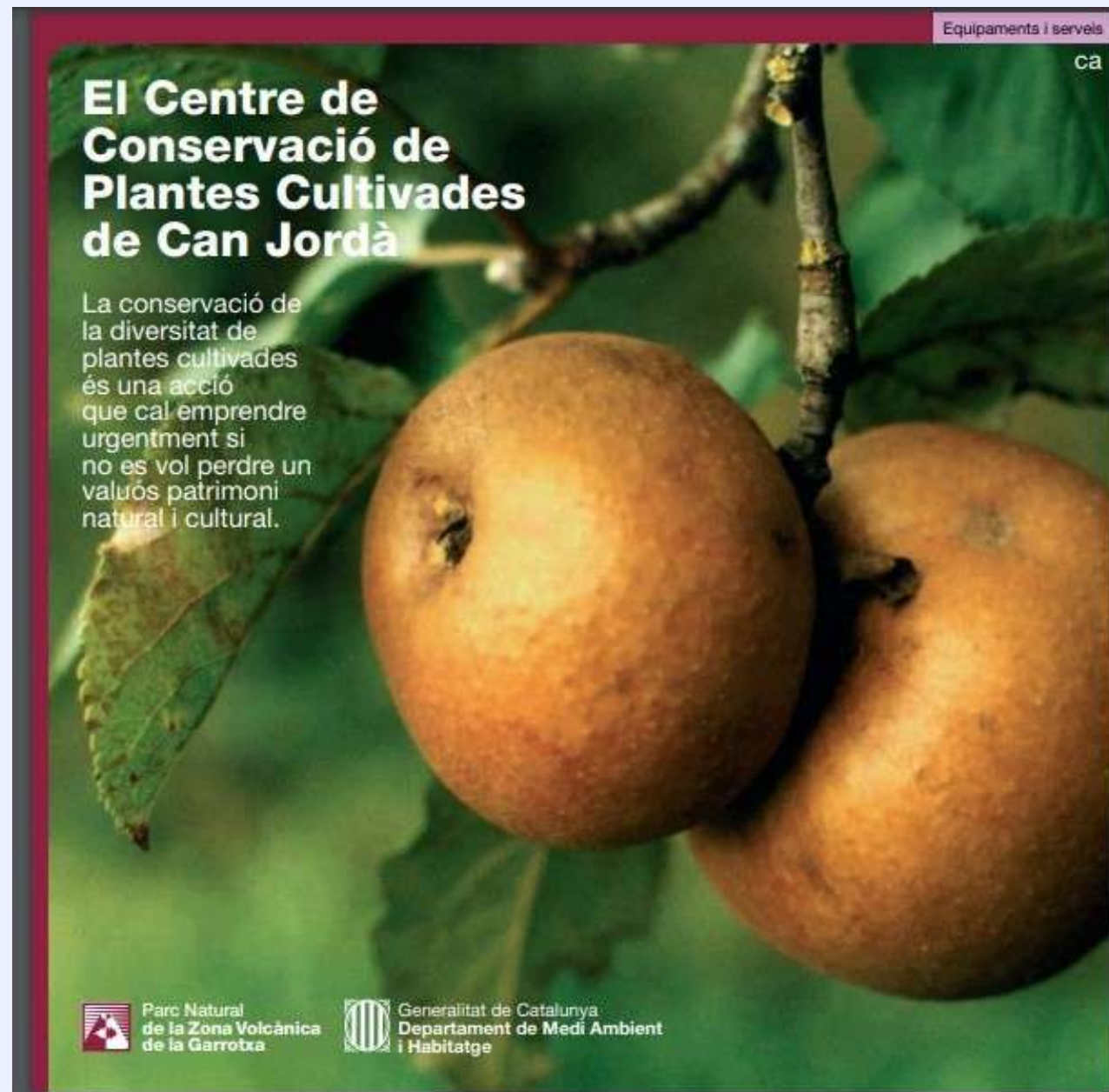
Let's discover the land of volcanoes at La Garrotxa Volcanic Zone Natural Park



start ▾

# CONSERVATION PROJECTS

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## GARROTXA VOLCANIC ZONE NATURAL PARK

Conservation of cultivated plants

QuiroRius

Census dragonflies

Lepidoptera inventory

Identification of moths

Flora data

Geological outcrop conditioning

# TOOLS THAT HAVE ALLOWED US TO IMPROVE

TRESCALIA + TURISME GARROTXA + PNZVG

## DESIGN ATTRACTIVE ECOTOURISM

competitive  
ecotourism  
products

## EFFECTIVE ECOTOURISM PARTNERSHIPS

relations between  
different partners  
synergies  
new challenges

## STORYTELLING ECOTOURISM EXPERIENCE

sustainability  
communication  
opportunities



Measuring the quality and the socio-ecological impact of the ecotourism package  
'Walking on the Landscapes' in La Garrotxa Volcanic Zone Natural Park  
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# THANK YOU



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