ECOTOURISM CLUB IN SPAIN

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WHAT IS ECOTOURISM?

“Responsible travel to natural areas that conserves the environment and improves the well-being of local people.”

INTERNATIONAL ECOTOURISM SOCIETY, 1990
The Ecotourism Club in Spain

A pioneering initiative that offers ecotourism experiences, ensuring the traveler his contribution to the local development and to the conservation of biodiversity in the protected areas he visits and in the tourist services he enjoys.

Tourist destinations and companies which belong to the Ecotourism Club in Spain comply with the environmental requirements established by the European Charter of Sustainable Tourism in the Protected Areas of the EUROPARC Federation and similar systems in the Biosphere Reserves and Geoparks, offering authentic and memorable experiences linked to the natural and cultural heritage.
The Ecotourism Club in Spain

Under the brand name and the portal of the Club www.ecotouristinspain.com you may find...

VIDEO: https://goo.gl/1iyh8h
The Ecotourism Club in Spain

Protected areas
The Ecotourism Club in Spain

Tourism companies
The Ecotourism Club in Spain

Ecotourism experiences

- WALKING CATALONIA
- PARQUE NATURAL DE LA ZONA VOLCANICA DE LA GARROTXA
- PARQUE NATURAL DE SOMIEDO
- OCEANO GOMERA
- ISLA DE LA GOMERA
The Ecotourism Club in Spain

New Voices / New Visions / New Values for People and Nature in Europe

16 DESTINATIONS ARE CLUB MEMBERS NOWADAYS

- Charter Parks (Part I):
  1. La Garrotxa
  2. Delta del Ebro
  3. Sierra Nevada
  4. SÀraca y Picos
  5. Doñana
  6. Sierra Espuña
  7. Garajonay

- Biosphere Reserves:
  1. Fuentes Narcea - Munteños
  2. Montnegre - Platja d'El Maresme
  3. La Palma
  4. Lanzarote
  5. Sàbana - Francia

- Charter Parks (Part II):
  1. Doimi (in process)
  2. Valles Occidentales

There are also members representing ecotourism businesses in several regions:
- Red ONDAS — Association of Environmental Centres in Andalucía
- Association of Active Turismo and Ecotourism in Castilla-La Mancha
The Association – the manager entity

The Association of Ecotourism in Spain (AES) is a non-profit organization created in 2010. It is the first statewide association that brings together tourism businesses associations committed to sustainability and working in cooperation with the protected areas. The Association represents more than 700 businesses. Since 2013 one of its main duties is managing the “Ecotourism in Spain Club” so it has developed several promotional tools and activities:

- A commercial brand: Ecotourist in Spain
- A web portal: www.ecotouristinspain.com
- A Marketing Plan.
- Travel fairs, specialized magazines, media, social networks, and contact with tour operator.
From the experience:

**SUCESSES**

- High number of businesses committed to sustainability in protected areas.
- First nation wide association to take advantage of the added value and efforts of these businesses (including Charter Partner Businesses) and destinations.
- Recognition of the Club and the Association by national and regional public administrations.
- First marketing activities.

**CHALLENGES**

- How to measure and communicate the contribution to conservation and local development to travelers and to politicians.
- Higher support of public entities to ecotourism.
- Better business networking (small businesses and unstructured associations).
- Effective marketing (higher economic resources).
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