Ecotourism Association in Spain
ECOTOURISM CLUB IN SPAIN

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La Garrotxa - Itinerannia
Why develop Ecotourism in Spain?

- Outstanding natural heritage due to its singularity and diversity
- Attractive network of protected areas (Natura 2000 Network: more than 27% of the Spanish territory)
- Historic interaction between men and nature gave us incredible resources for tourism: landscapes, culture, local products, gastronomy....
- Nature is inherent many tourist products
- Underemployed resource in order to offer a sustainable tourism
The big challenge

Spain is a sun and beach destination

Spain can offer more: a nature destination (Ecotourism)
The big challenge

The Spanish Tourism Institute TURESPAÑA is an autonomous body of the Spanish Ministry of Tourism responsible for the promotion abroad of Spain as a tourist destination.

2004, Strategic Plan to Promote Nature Tourism in Spain
2014-2020, Sectorial Plan of Nature Tourism and biodiversity
BUT WHAT IS ECOTOURISM FOR US?

“Responsible travel to natural areas that conserves the environment and improves the well-being of local people.”
INTERNATIONAL ECOTOURISM SOCIETY, 1990

Ecotourism is the trip to a natural area to know it, interpret it, enjoy it and travel it, while appreciating and contributing in a practical way to its conservation, without generating impacts on the environment and having a positive impact on the local population.
ECOTOURISM DECLARATION OF SPAIN, 2016
How can we ensure tourists that certain tourism products in Spain contributes to conservation and to local development?

“ECOTOURISM IN SPAIN” CLUB
Ways to gain access to the Club

- European Charter for Sustainable Tourism
- Spanish Biosphere Reserves system
- Geoparks system
- Future: NATURA 2000 Network
All these systems are based on:

• Active **management for conservation** of the protected area

• **Planning sustainable tourism** based on participation, trying to achieve two main objectives conservation and local development.

• **Communication and cooperation** between the different stakeholders of the destination (agreement protected area – tourism businesses – local population)

• **Training** for businesses on the values of the protected area, conservation activities and environmental management.

• Complying with **minimum requirements** of quality and sustainability (destination and businesses)

• **Mutual commitments** between the businesses and the protected areas to improve tourism sustainability (partners).

• **Designing authentic ecotourism products** (discovering natural and cultural values, interpretation, local businesses, local products).
There is an important number of destinations and companies to be part of the Club

• **32 Protected Areas**, with public use services and equipments: 23 Protected Areas implemented Charter Part II, 8 Spanish Biosphere Reserves and 1 Geopark working in partnership with companies.

• **More than 600 companies** joining European Charter for Sustainable Tourism (more than 300), Spanish Biosphere Reserves and pilot Geopark system.
There is an important number of destinations and companies to be part of the Club.
ECOTOURISM IN SPAIN: the best of Spanish nature

An unforgettable tourist experience in Protected Areas, showing the best of our nature and offered by companies that contributes to conservation and local development.

- Ecotourism = visit to Protected Areas (heritage interpretation thanks to guided and auto-guided services) + certified basic tourist services (accommodation, restaurants, outdoor activity companies).
Who makes the product?

Protected Areas managers, who provide resources and public use services to know and to discover the Protected Area.

Tourism entrepreneurs and other partners of these protected areas, who provide the experience components.
Who is the product for?

National and international tourists with different motivations: to find and to watch, to enjoy in an active way, to know and to learn, to rest, to stare, to meet, to connect to NATURE AND RURAL AREAS.
To have success, all steps must be considered.
Ecotourism in Spain Guide (2009), first promotion material of Ecotourism product in the Natural Protected Areas certified with the European Charter for Sustainable Tourism.

- It is the first guide of Ecotourism in Spain.
- Guide about the 7 Natural Protected Areas firstly certified with the European Charter for Sustainable Tourism and the 91 joined companies.
- 5,000 copies (3,000 Spanish - 2,000 English).
- Distribution to the Spanish Tourist Offices abroad.
- Mailing to 200 specialized touroperators.
In 18 languages.

**FIRST CLICK:** What are you looking for?

**SECOND CLICK:** Nature.

It shows a list of Natural Protected Areas joined to the Club and companies committed to tourist sustainability in the Protected Areas.
What is The Association of Ecotourism in Spain (AES)?

1. *On the one hand,* AES is a *Tourism Innovative Business Group,* a *non-profit association* to provide innovative and sustainable solutions for Protected Areas and tourism business in these areas. Since 2010

2. *On the other hand,* AES is the *managing entity of Ecotourism in Spain Club* to strengthen the Ecotourism product positioning in domestic and international markets, and to improve the sustainability of any tourist offer in Protected Areas, getting a critical mass which allows the sustainable development of these Protected Areas and general tourism management. Since 2013
AES in numbers

82 partners:
- 4 Protected Space Managers
- 1 Public administration
- 14 Tourist Business Associations
- 2 Universities
- 2 Foundations of conservation of the nature
- 3 Companies specialized in tourism, environment and innovation
- 55 Tourism companies in protected areas

In 10 Regions:
- Andalucía
- Aragón
- Asturias
- Canarias
- Madrid
- Murcia
- Castilla la Mancha
- Castilla y León
- Cataluña
- Extremadura

800 Tourist companies represented

Junta Directiva:
- 7 associations of entrepreneurs
- 1 Protected Space Manager
- 1 University
- 1 Tourist company

In 23 Protected Areas:
- 9 National Parks
- 15 Natural Parks
- 15 Biosphere Reserves
- 6 Geoparks
PARQUES CON LA CETS (FASE II):
1. La Garrotxa
2. Delta del Ebro
3. Sierra Nevada
4. Sª Aracena y Picos Aroche
5. Doñana
6. Los Alcornocales
7. Cazorla, Segura y las Villas
8. Sierra de las Nieves
9. Sierras Subbéticas
10. Sierra Norte de Sevilla
11. Sierra Espuña
12. Garajonay
13. Cabañeros
14. Alto Tajo

RESERVAS DE LA BIOSFERA:
1. Fuentes Narcea – Muniellos
2. Monfragüe
3. La Palma
4. Lanzarote
5. Sª Bejar - Francia

GEOPARQUES:
1. Villuercas, Ibores, Jara
2. Sobrarbe

PARQUES CON LA CETS (FASE I)
1. Daimiel (en proceso)
2. Valles Occidentales

ENP con alguna empresa CETS vinculada a la asociación
Manager roles

• To be the domestic and international **representative of the product**.
• To **represent** the entrepreneurs that are members of the club.
• To provide **assistance** to entrepreneurs of the club (to support the renewal of the partnership to European Charter for Sustainable Tourism or to Biosphere Reserves product, or to join new partners).
• To **ensure compliance of requirements** and to approve enterprise adhesions.
• To **update club’s offer** in order to get an efficient promotion.
• To **promote** the product using the segmentation, with the support of the Government Entities.
• Experience **marketing** (to canalize clients and tour operators to the local businesses).
• To offer **benefits to partners**: training, technical support, exchange, joint and specific promotion, marketing.
• To undertake **innovative projects** to solve product needs (from regions, tourist companies, sellers and tourists), and to use financial mechanisms in an efficient way.
Some steps forward:

• The brand (umbrella for everybody)
• Web portal
• Marketing Plan
• Promotional activities (social media, media, fair trades etc.)
• Public and institutional relations
Our brand

**WHY THIS BRAND?**
To inspire and to motivate citizens in order to promote a change in their way of traveling. It interacts directly with the tourist and identifies the user with a sustainable lifestyle as a part of his own identity.
soyecoturista.com

ecotouristinspain.com

Specific web to promote the Ecotourism club in Spain, grouping destinations, accredited companies, and ecotourism experiences.
VIDEO (4 min): https://www.youtube.com/watch?v=hIGylhIodcs
EFE-TUR El sector turístico trabaja por impulsar un “ecomundo”
PROMOTIONAL ACTIVITIES:
Trade fairs and others events

• FITUR 2016

Meetings with TURESPAÑA
PERMANENT SUPPORT OF THE TOURISM MINISTRY

The Spanish tourism ministry has taken the ecotourism declaration of Daimiel 2016, like the road map to develop the ecotourism in Spain and the relation with the Ecoturism Club in Spain to push it.
COLLABORATIVE AGREEMENT WITH THE TOURISM MINISTRY

• International promotion actions with Turespaña
• Start-up of the Spanish Ecotourism Observatory
• Organization of the II Spanish Congress of Ecotourism
PROMOTION AND SUPPORT FOR MARKETING

Foreign Marketing Plan with Turespaña -2016

- **3 fam-trips** (Sierra Espuña, Geoparque de Sobrarbe, Red de Centros de Educación Ambiental de Andalucía).
- **1 press-trip** (Sierra Nevada)
- **Work shops, Press Trip y Fam-trip** a Cabañeros and Daimiel in the I Congress of Ecotourism in Spain.
- **Total**
  - ✓ 33 participantes (22 operadores y 11 medios)
  - ✓ 11 OET/Mercados diferentes (Centro y Norte de Europa)
PROMOTION AND SUPPORT FOR MARKETING

Foreign Marketing Plan with Turespaña -2017

- **7 fam trips** (La Gomera, La Garrotxa-Delta del Ebro, Sierra Espuña (escalada y BTT), Red de Centros de Educación Ambiental de Andalucía (Red ONDAS), Sierra Nevada, Sierra de Aracena y Picos de Aroche)
- **2 press-trip** (Geoparque de Sobrarbe y Geoparque Villuercas, Ibores, Jara)
- **1 fam trip + work-shops II Congress of Ecotourism in Spain**
- **Marketing on-line**
- **4 Presentations at origin in (Sweden, the Netherlands, Denmark and Germany)**
- **Impact on a total of 11 priority markets.**
180 professionals tourism:
• Representatives tourism of 14 regions
• managers of 40 natural protected areas
• 25 tourist business groups
• 22 rural development groups
• several business ecotourism

OBJETIVOS:
• Recognize the need and the opportunity of the ecotourism in Spain.
• Discuss the better tools for its management with the interested actors
• Define a route map to push the ecotourism
II CONGRESO NACIONAL DE ecoturismo

¡Reserva estas fechas!

GUADALUPE
GEOPARQUE MUNDIAL DE LA UNESCO
VILLUERCAS IBORES JARA
7 al 11 de noviembre de 2017
THANKS!

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