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ECOTOURISM ASSOCIATION IN SPAIN
www.ecotouristinspain.com
XI Charter Network Meeting 2019, Greece
April 9-11, 2017
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)
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 explore 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
ECOTOURISM CLUB IN SPAIN

A pioneering initiative that offers ecotourism experiences in protected areas, ensuring the travelers their contribution to the local development and to the conservation of biodiversity in the natural areas they visit.

Destinations and businesses adhered to the Club fulfil sustainability and quality requirements included in the Adhesion System.
Other ways to gain access to the Club:

- European Charter for Sustainable Tourism
- Spanish Biosphere Reserves system
- Geoparks system
- Future: NATURA 2000 Network system
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).
461 Charter Partners
In 28 Charter Areas
CHARTER PART III IN SPAIN (Tour operators)

2 TRAVEL AGENCIES (CHARTER PARTNERS)

4 CHARTER PARKS WORKING ON CHARTER PART III

PN de la Zona Volcànica de La Garrotxa

Map showing locations of travel agencies and charter parks in Spain.
There is an important number of destinations and companies to be part of the Club

- **39 Protected Areas**, with public use services and equipments: 28 Protected Areas implemented Charter Part II, 8 Spanish Biosphere Reserves and 3 Geopark working in partnership with companies.

- **More than 800 companies** adhered to the European Charter for Sustainable Tourism (461), Spanish Biosphere Reserves and pilot Geopark system.
ECOTOURISM IN SPAIN:
the best of Spanish nature

An unforgettable travel 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) + basic tourist services committed to sustainability (accommodation, restaurants, outdoor activity companies).

PARQUE NATURAL DE SOMIEDO
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.
TOURIST PRODUCT CLUB METHOD
(BASED ON VALUE CHAIN)

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MANAGEMENT STRUCTURE

MARKETING

PROMOTION

QUALITY SUSTAINABILITY

TRAINING

SERVICES

RESOURCES
(trails, museums, interpretation centres)

PLANNING

To have success, all steps must be considered
The Ecotourism in Spain Club is managed by the Ecotourism in Spain Association.

Non profit association founded in 2010.
85 partners:
- 6 Protected areas managers
- 1 Public administration
- 14 Tourist Business Associations
- 2 Universities
- 2 Nature Conservation Foundations
- 2 Companies specialized in tourism, environment and innovation
- 56 Tourism companies in PA

In 12 Regions:
- Andalucía - Castilla y León
- Aragón - Cataluña
- Asturias - Extremadura
- Canarias - Islas Baleares
- Castilla-La Mancha - Madrid
- Murcia - Euskadi

553 businesses adhered to the Club
More than 800 represented

Directive Board
- 7 associations of entrepreneurs
- 1 Protected Space Manager
- 1 Public Administration
- 1 Tourist company

In 23 Protected Areas:
- 9 National Parks
- 13 Natural Parks
- 1 Regional Park
- 14 Biosphere Reserves
- 6 Geoparks
ACTUALLY, WE HAVE PARTNERS IN THE NEXT DESTINATIONS/ENP

**CHARTER PARKS. Part 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
11. Sierra Espuña
12. Garajonay
13. Cabañeros
14. Alto Tajo

**BIOSPHERE RESERVES**
1. Fuentes Narcea – Muniellos
2. La Palma
3. Lanzarote
4. Menorca
5. Sª Bejar - Francia

**GEOPARKS**
1. Sobrarbe
2. Villuercas, Ibores, Jara
3. Molina Aragón-Alto Tajo
4. Costa Vasca

**CHARTER PARK. PARTT I**
1. Daimiel

 Protected areas with some charter partners
Manager roles

- To be the domestic and international **representative** of the product.
- To represent the **entrepreneurs** that are members of the club.
- To ensure **compliance of requirements**.
- To update Club’s **offer** in order to get an efficient promotion.
- To **promote** the product with the support of the Government Entities.
- To **support** the commercialization of the product.
- To offer **benefits to partners**: training, networking, technical support, joint and specific promotion, marketing.
- To undertake **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
• Promotional materials
• Promotional activities (social media, media, fair trades, press trips, fam trips, etc.)
• Ecotourism National Congress
• The Ecotourism Ecotourism Observatory
• 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.
Promotional materials

Y tú... ¿Eres EcoTurista?

¿Qué es el EcoTurismo?
Una forma de viajar para acercarse y conocer los espacios naturales de manera responsable, respetando su equilibrio, minimizando nuestros impactos ambientales y contribuyendo a través de las experiencias que ofrecen empresas comprometidas con su efectiva sostenibilidad. Cuando hacemos ecoturismo no solo conocemos, vivimos y apreciamos los lugares que visitamos, sino que además protegemos sus valores (naturales, culturales, esoterísticos, gastronómicos, etc.) favoreciendo en definitiva el desarrollo socioeconómico de su población local.

¿Quiénes somos?
El Club Ecoturismo en España agrupa destinos y empresas que garantizan con una serie de requisitos su compromiso con la conservación y el desarrollo local. Por eso ha creado la marca "Soy Ecoturista" y el portal www.soyecoturista.com, donde podrás encontrar espacios protegidos, lugares y empresas de servicios turísticos así como experiencias y actividades comprometidas con la preservación de los espacios donde se desarrollan.

¿Eres Ecoturista?
- Si eres enamorado por la naturaleza, biodiversidad, cultura, gastronomía...
y además te gusta saber que tu viaje contribuye a conservarlas.
- Si disfrutas viendo aves, observando flora o descubriendo parajes geológicos de la mano de los profesionales que trabajan en su conservación.
- Si buscas el desconcierto con amigos o familia en establecimientos que ayudan a conservar el entorno que visitas.
- Si eres a la naturaleza, a pie, en bicicleta, a caballo o en canoa, respetándola al máximo y descubriendo sus secretos gracias a los profesionales locales...

¿Nos visitas?

Observatorio de Ecoturismo
www.soyecoturista.com
Promotional materials

VIDEO (4 min): https://www.youtube.com/watch?v=hIGylhlodcs

Ecotourism in Spain
Online marketing (national)

https://www.facebook.com/soyecoturista/

https://www.youtube.com/user/SoyEcoturista

https://twitter.com/SoyEcoturista

https://www.instagram.com/soyecoturista/
Trade fairs (national)
Occidente

El ecoturismo supone el 6 por ciento de los ingresos del sector y atrae a los extranjeros

"Es muy atractivo para la marca España y reporta un beneficio a la conservación de los espacios naturales", declaró Isabel Olivan.

AMANDA GÚLMÁN
Gerente de la Asociación de Ecoturismo en España

"Si hay masificación o se genera un impacto, no es ecoturismo"

"Es necesario que los espacios protegidos se conozcan y se valore para que se siga avanzando su conservación"

• 9 fam trips (tour operators)
• 3 press trips (press and bloggers)
• 3 fam and press trips (combined)
• 3 B2B workshops and fam trips – National Ecotoruism Congress.
• On-line marketing

• Total impact:
  ✓ 44 specialised tour operators
  ✓ 16 journalists/bloggers/media
  ✓ More than 12 Tourism Offices/countries (Center and North Europe, USA)
International Promotional Plan
TURESPÁÑA (2016, 2017 y 2018)

Results
International Promotion Plan
TURESPAÑA (2016, 2017 y 2018)

Results

Marketing on-line

Ecoturismo in Spagna #1

Spagna per l'ecoturismo

Dove fare ecoturismo?

Vi consigliamo!

L'ecoproposta

Segue!
Spanish Ecotourism Congress

OBJECTIVES:

• Recognize the need and the opportunity of the ecotourism in Spain.
• Discuss the better tools for its management and promotion with the stakeholders
• Define and monitor a route map to encourage ecotourism in Spain

RESULTS

• 3 editions (2016, 2017, 2018)
• 600 professionals
• High institutional support
• Impact in the media
• High satisfaction of participants
• 3 B2B workshops and fam-trips – 32 foreign specialised tour operators

MORE INFO
www.congresonacionaldeecoturismo.es
Ecotourism in Spain Observatory

OBJECTIVES:

• Increase knowledge about the ecotourists and their way of travel and preferences.

• Obtain relevant data about the importance of the ecotourism business sector and its benefits for protected area and local economy.

• Identify indicators to monitor progress of the supply and the demand.

METHODOLOGY

• Collaboration of adhered businesses

• Demand: promotional campaign - questionnaire: www.ecotouristinspain/observatory

• Supply: questionnaire for businesses and DMO (protected areas, associations, etc.)

FIRST RESULTS:

http://soyecoturista.com/observatorio-resultados/

#SoyEcoturista
The Spanish Tourism Ministry has undertaken the Ecotourism Declaration of Daimiel 2016 as its own road map to develop ecotourism in Spain and the relation with the Ecoturism Club in Spain to push it.

- International promotion actions with Turespaña
- Ecotourism in Spain Observatory
- Spanish Congress of Ecotourism
We will achieve bigger aims if we work all together. Together we are more. Together we are stronger.
THANKS!

ASOCIACIÓN DE ECOTURISMO EN ESPAÑA

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