

# CONTRIBUTION OF TOURISM SUSTAINABILITY PLANS TO PROTECTED AREA MANAGEMENT IN SPAIN

## Session 3: Tourism and protected areas

### Roundtable of the managers of the Diploma holding areas

May 21 th, Parque de las Ciencias, Granada, Spain

Ricardo Blanco Portillo, Head of sustainable tourism area. State Secretariat of Tourism

Event to mark the 60 th anniversary of European Diploma for Protected Areas

CONVENTION ON THE CONSERVATION OF EUROPEAN WILDLIFE AND NATURAL HABITATS



1. OUR SHARED MISSION:

- . We help the private sector, the Autonomous Regions and the municipalities to create tourism products with quality and sustainability requirements and with a common attractive brand to reach consumers.
- . Turespaña promotes tourism products and destinations abroad with the Autonomous Regions and the private sector.





# 2. Recovery Plan For Transformation and Resilience

## Component 14

*Operate necessary transformation of  
tourism sector to continue being  
world leaders 2023-2026*



Plan de Recuperación,  
Transformación y  
Resiliencia

### COMPONENTE 14

Plan de modernización y  
competitividad del sector  
turístico



GOBIERNO  
DE ESPAÑA

ESPAÑA  
PUEDE.

# SUSTAINABILITY

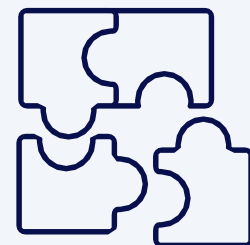
## MUCH MORE THAN RECYCLING...



### ENVIRONMENTAL SUSTAINABILITY

- **Cut down the emissions related to Tourism** (Aprox 9% in Spain)
- **Preserve natural spaces that are tourist attractions**  
53 Biosphere Reserves UNESCO
  - 16 National Parks
  - 17 Geoparks UNESCO
  - 28 % Natura 2000

**Do no significant harm.**



### TERRITORIAL SUSTAINABILITY

- Help to fix population outside of big cities
- **Distribution of carrying capacity**
- Create opportunities all over Spain
- Link touristic development to regions development



### SOCIOECONOMIC SUSTAINABILITY

- **Share benefits form tourism**
- Create better job opportunities
- **Training experts with better salaries**
-

# DIGITALIZATION MUCH MORE THAN WEBS

The digitalization of tourist sector is a key to continue attracting tourists much more connected and with longer-term stays



**Threefold objective: to digitalize companies, destinations and develop competencies of the whole value chain**

# COMPETITIVENESS

Much more than  
prices



## QUALITY

- Better products and services
- Systems for monitoring and certification of quality.
- Training professionals
- Appropriate touristic infrastructure (private and public)



## UNIQUE EXPERIENCES

- **Diversify** the offer due to a new catalogue of products and experiences
- Exploitation of unique tourist attractions like cultural and natural heritage
- Create national stakeholders networks at the whole country related to the same product
- Singular promotion of segmented experiences from public and private sector

**We will get high quality tourism to  
generate more value**



## MODEL TRANSFORMING TOWARDS SUSTAINABILITY

**1923 M€**

- **Plans for Destiny Sustainability (1.852 m €)**
  - Plans for Social Sustainability
  - Systems of tourist sustainability and intelligence
  - Sustainability Strategy 2030
- Digitalization of Companies
  - Digitalization of Destinies



## DIGITALIZATION AND TOURISTIC INTELLIGENCE

**337 M€**



## RESILIENCE OF EXTRAPENINSULAR TERRITORIES

**220 M€**

- Canary Islands
- Balearic Islands
- Ceuta
- Melilla



## TOURIST COMPETITIVENESS

**920 M€**

- **Product development 43 M €**
- Energetic efficiency
- Conservation of Heritage
- Support of commerce in protected areas

COMPONENT 14

**[ 3400 M€ ]**



# 3 HOW DO WE SUPPORT



## PROGRAMME OF TOURISM EXPERIENCIES

- TWO CALLS (2020/21 Y 2023)
- 37 PROJECTS IN 2021
- 39 PROJECTS IN 2023



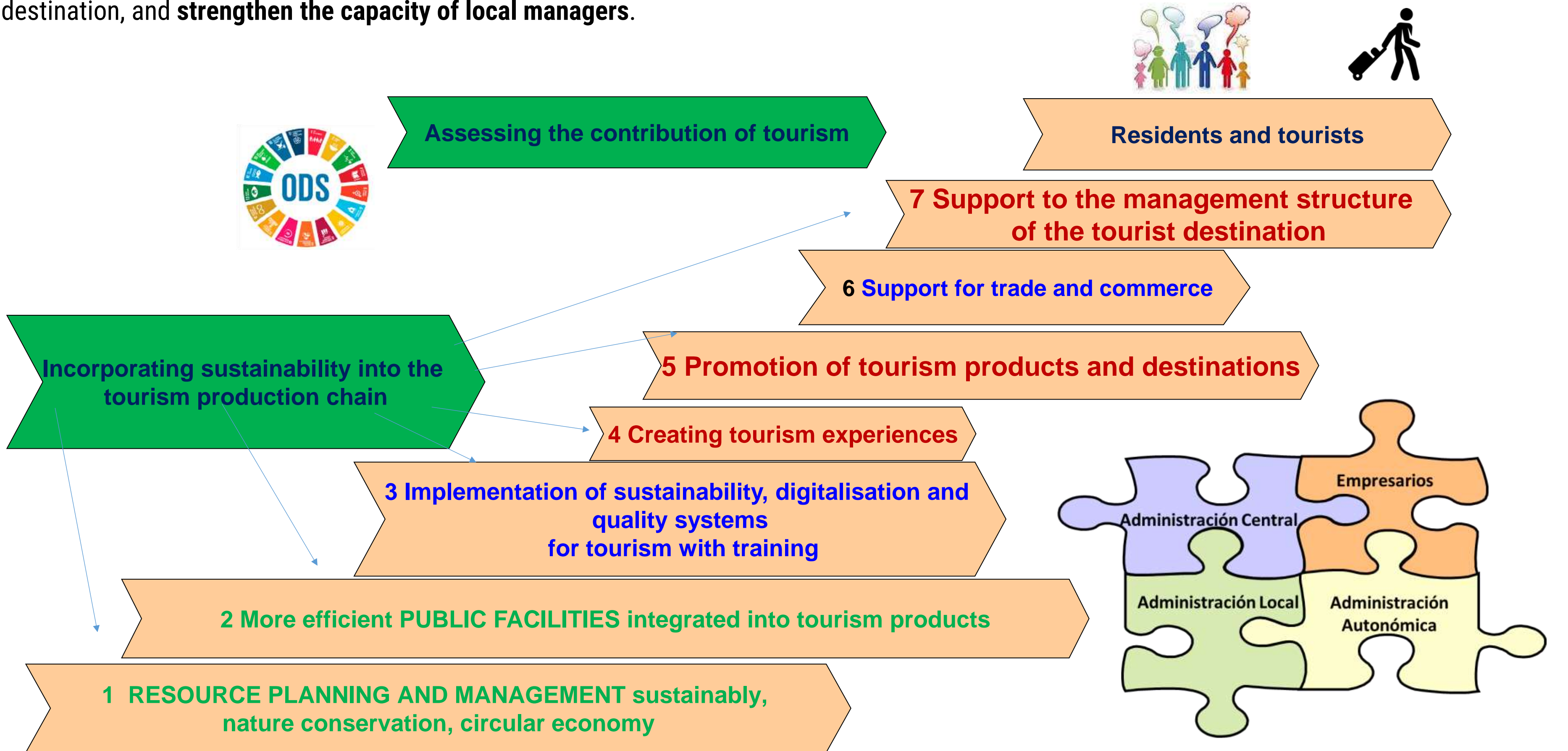
## PLANS FOR SUSTAINABLE TOURISM

- THREE CALLS (2021,2022 Y 2023)
- 503 DESTINATIONS
- 57 ACTIONS FOR DESTINATION'S COHESION (IMPLEMENTED BY REGIONS)



### 3.1. Tourism Sustainability Plans in destinations: financial instruments to improve the sustainability of tourism destinations

Investments directed at municipalities to improve tourism facilities, create products, specifically promote the products generated and the destination, and strengthen the capacity of local managers.





# Some data on investment with NG-funded tourism sustainability plans:

Restoration and environmental recovery actions: 126.068.106 € (4%)

**PSTD DOÑANA:** Plan to combat climate change and promote sustainable infrastructures. Climate Change Plan, Sustainability Plan, Fire Prevention Plans = 293.640 €





# Some data on investment with NG-funded tourism sustainability plans:

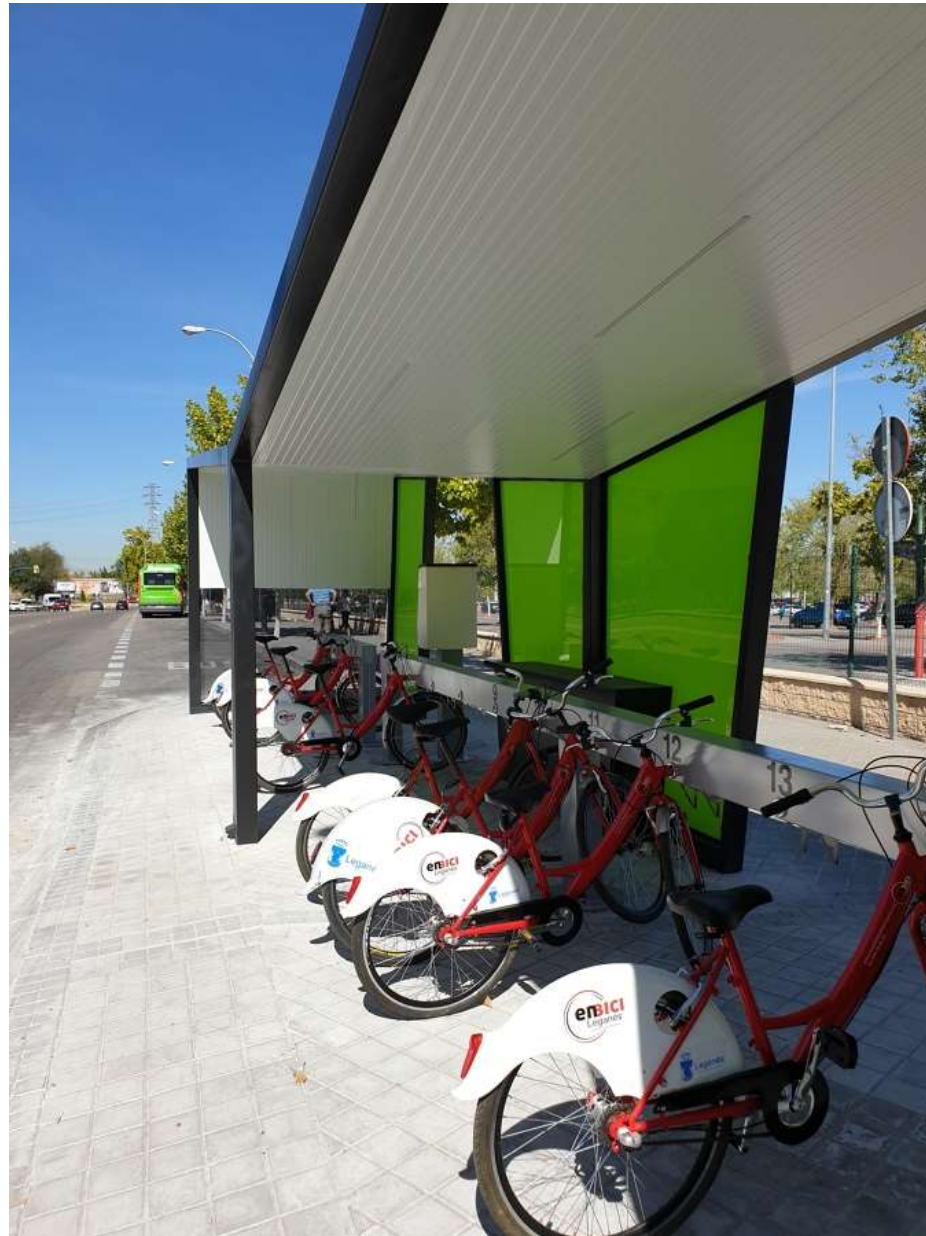
Technology and infrastructure to mitigate climate change: 238.793.961 € (8%)





# Some data on investment with NG-funded tourism sustainability plans:

Electric mobility: 64.956.961 € (2%)





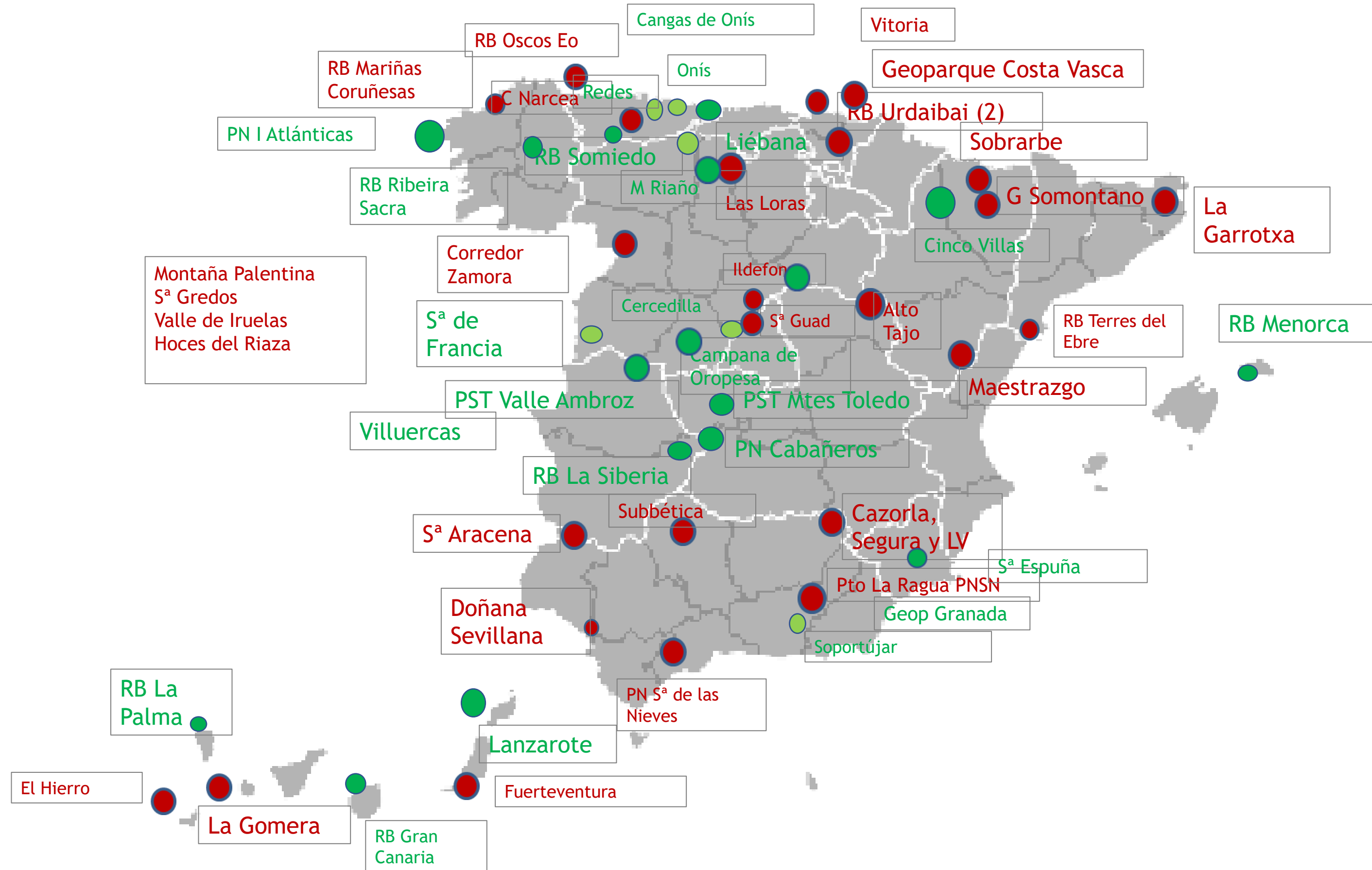
# Some data on investment with NG-funded tourism sustainability plans:

Cycling infrastructure: 160.087.748 (5%)





**Tourism sustainability plans being implemented in National Parks, Biosphere Reserves, Geoparks and Ecotourism destinations in Spain. Green color state funds 2020-2021-2022 y red Next Generation funds 2021-2022-2023**





PROTECTED AREAS / ECOTOURISM DESTINATIONS	Tourism Sustainability Plans specific to the protected area	Presupuesto €
Biosphere Reserve Mariñas Coruñesas	PSTD	1.500.000
Biosphere Reserve La Siberia	PST	2.437.500
Biosphere Reserve La Palma	PST	2.500.000
Biosphere Reserve Menorca	PST	2.985.000
Biosphere Reserve Urdaibai	PSTD	2.100.000
National Park Sierra de las Nieves	PSTD	3.915.00
Geopark UNESCO Las Loras	PSTD	1.800.000
Geopark UNESCO Sobrarbe	PSTD	2.300.000
Geopark UNESCO Granada	PSTD	4.000.000
Geopark UNESCO Costa Vasca	PSTD (2)	7.036.000
National Park Cabañeros	PST	1.805.000
Natural Park Somiedo	PST	1.870.000
Natural Park La Garrotxa	PSTD	3.500.000
Natural Park Subbéticas	PSTD	2.919.000
N 2000 Special Area of Conservation Liébana	PST	2.750.000
Regional Park Sierra Espuña	PST	2.750.000
Natural Park S <sup>a</sup> de Cazorla, Segura y LV	PSTD	2.365.000

**Tourism Sustainability Plans being implemented in Ecotourism destinations in Spain = 45.782.000 euros €**

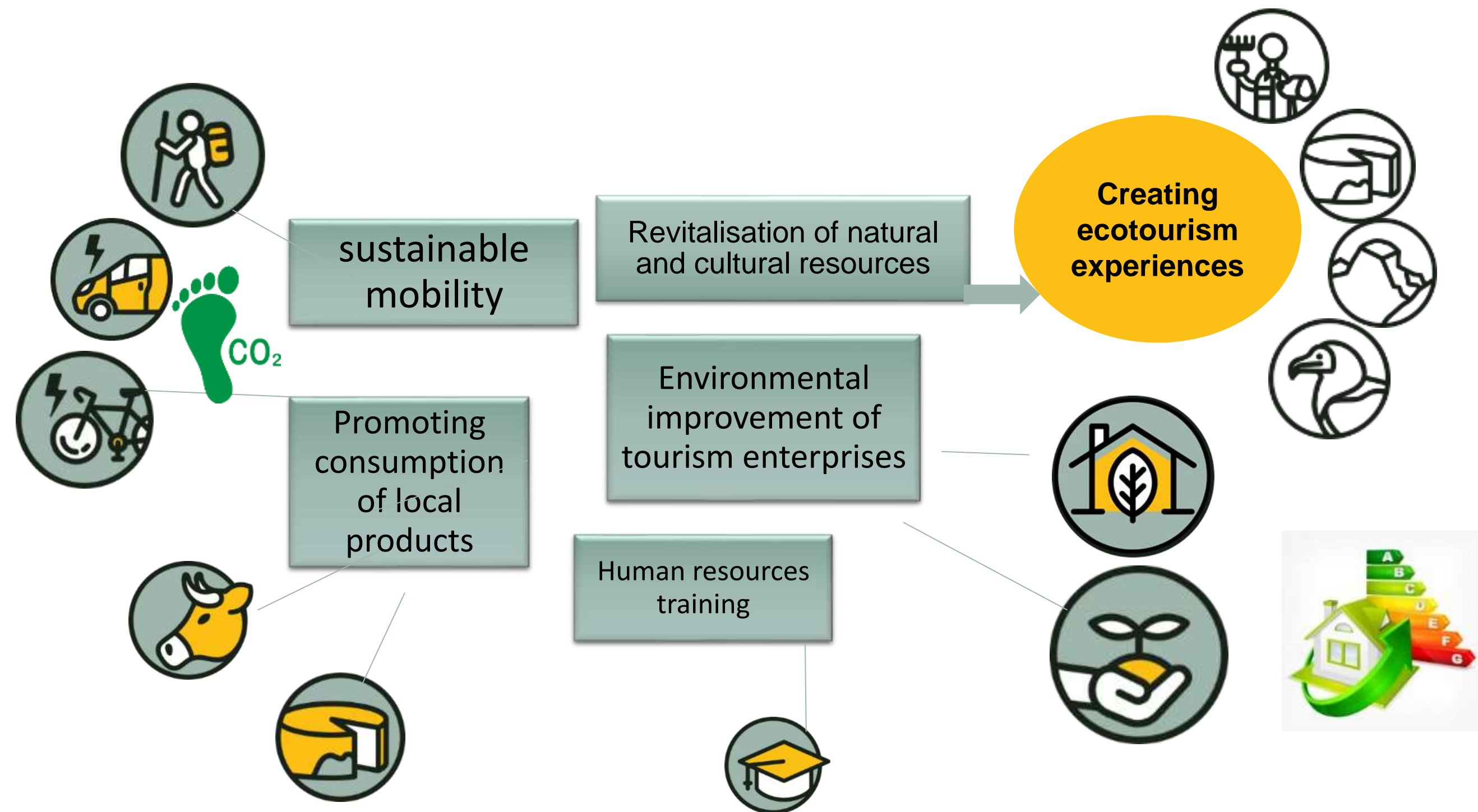
**5 In Biosphere Reserves  
4 Geopaks  
2 National Parks  
5 Natural Parks  
1 ZEC Natura 2000**

PROTECTED AREAS / ECOTOURISM DESTINATIONS	Complementary plan to the PA. Plan with little impact on PA	Presupuesto €
Sierra de Francia	PST	2.375.000
Montaña Palentina	PSTD	4.316.032
Montaña de Riaño	PST	2.375.000
Sierra de Aracena	PSTD	2.389.810
Hoces del Riaza	PSTD	3.098.370
Sª de Gredos - Iruelas	PSTD	2.223.899
Campana de Oropesa	PSTD	2.563.000
Maestrazgo	PSTD	1.500.000
Valle del Ambroz	PST	2.437.000
Lanzarote	PSTD	8.215.826
La Gomera	PSTD	3.375.710
Vitoria	PSTD	2,8 + 2,590
I.Atlánticas, Doñana, Ftes del Narcea, SªNevada, Picos Europa, Alto Tajo, Valle Alcudia, Delta del Ebro, Guara-Somontano, Vitoria, Ponga	PSTD en algún municipio o alguna ACD	Varios M €
Tablas de Daimiel, Redes, Sª Norte de Guadalajara, Villuercas	Without Tourism sustainability plan	

Complementary plan to the PA = 23.278.111 € en destinos de Ecoturismo en España

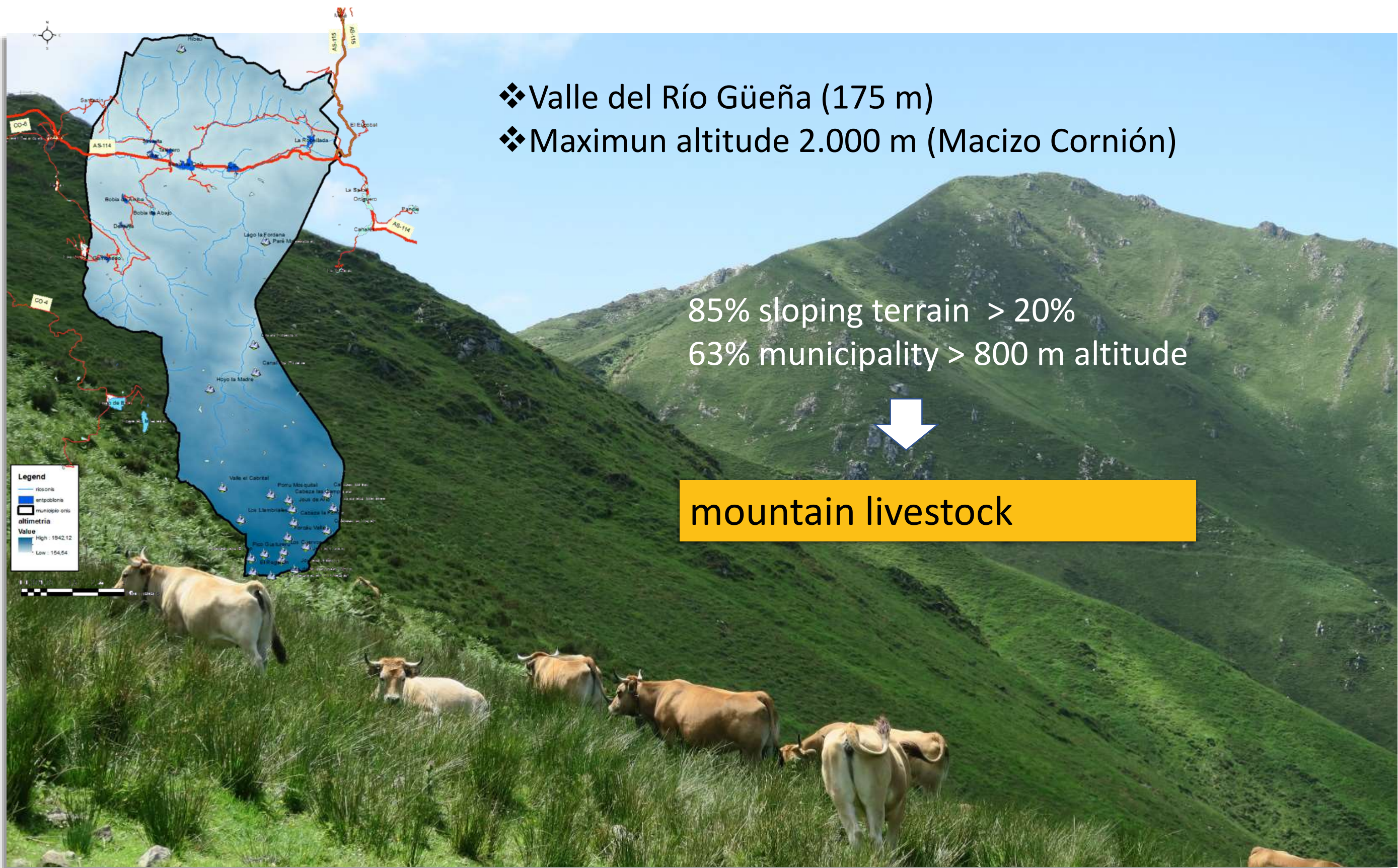
# Tourism sustainability plan for Onís in the Picos de Europa national park

## Action lines





Onís is a municipality in the Picos de Europa National Park. Municipality adjacent to Cangas de Onís (6.316 inhabitants, main entrance to the national park (1.7 million visits, one of the most visited national parks in Spain)).  
The municipality of Onís has only 732 inhabitants.





Since 2002, the recovery of the Bearded Vulture in Picos de Europa has been developed from an integral perspective  
Onís, a municipality with potential for ecotourism







## Shepherds and biodiversity guided tour

Cottage



Cave



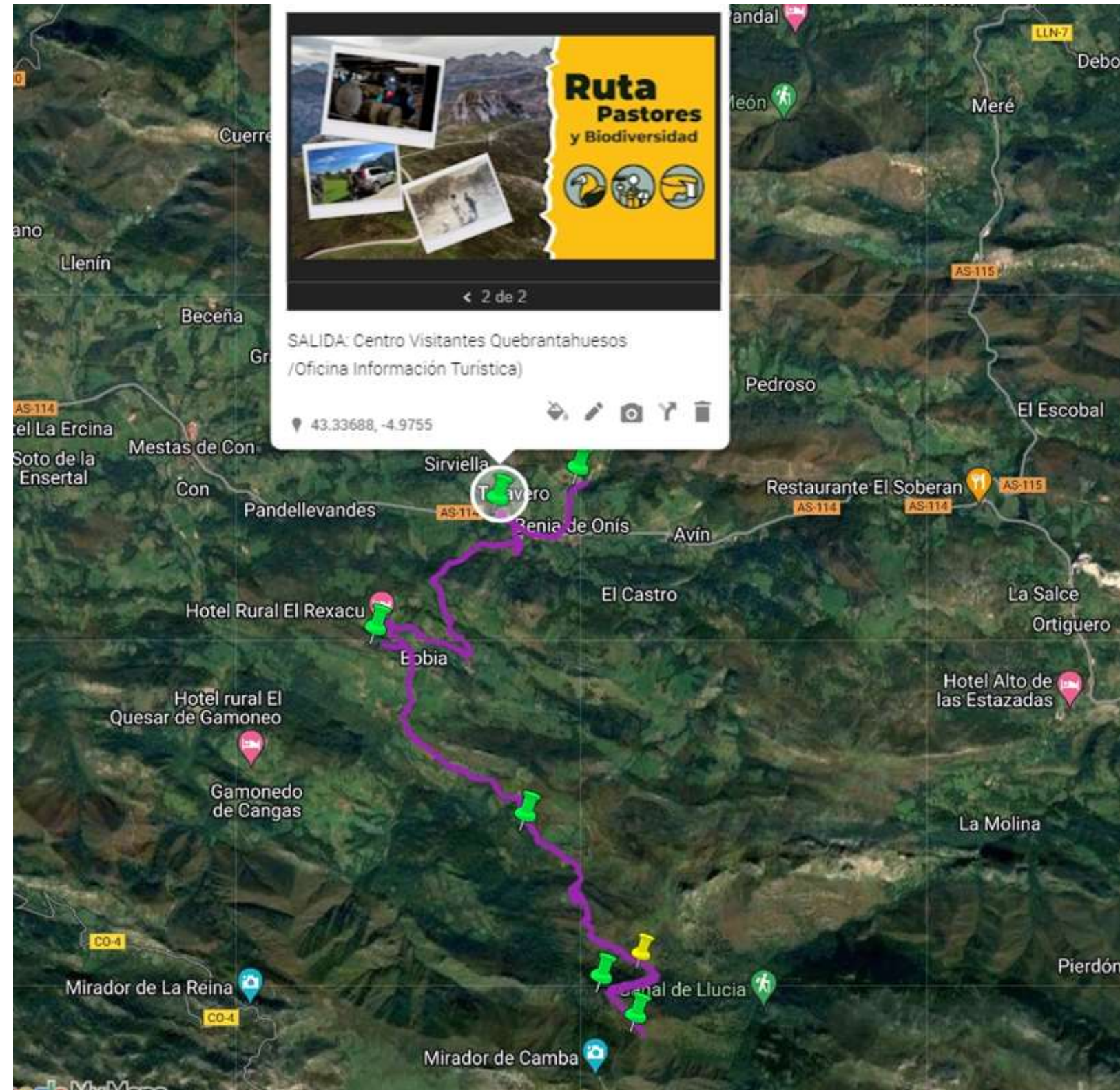
Biodiversity



Redistribution of visitors to the park  
✓ Sustainable mobility  
✓ innovative tourism experience



# USE AND FEASIBILITY STUDY OF THE DEMUÉS TRACK (restricted to livestock farmers, free use on foot, 8 km): 17.908 €





**Improvement of pavement and safety of Demués-Soñín track: 41.540 €**  
**Safety fencing: 15.600 €.**





# INTERPRETATIVE DESIGN: agreement with FCQ: 12.049 €

**Ruta Pastores y Biodiversidad**  
Onis Ecoturismo

La ruta partirá del Centro de las Montañas del Quebrantahuesos, en Benia de Onis, y ascenderá primero por la carretera municipal 127 vistas  
Publicado el 26 de junio de 2023  
[COMPARTIR](#)

☒ **Sitios temporales**

- Ruta Pastores y Biodiversidad
- Centro Visitantes Montañas Quebrantahuesos
- 1ª PARADA: Area Recreativa Llanu Miyar
- 2ª PARADA: Bebedero
- Collado Reguero
- 3ª PARADA: Cabaña el Fresnu
- 4ª PARADA: Collado Lincos
- 5ª PARADA: Cueva Quiliama
- Recorrido hasta SOÑÍN
- Majada de Soñín

Map labels: Mestas de Con, Sirviella, Benia de Onis, Avín, La Robellada, El Castro, La Salce, Ortiguero, Pandiell, Canales, La Molina, Pierdón, Braña Semufón, Peña del Jascal (1729 m.), Pico, Lagos de Covadonga/Cuadonga, Mirador de La Reina, Mirador de Camba, Canal de Lluçia, Gamonedo de Cangas, Hotel rural El Quesar de Gamoneo, Hotel Rural El Rexacu, Eobia, DEMUES, Llanu de Con, Con, AS-114, AS-115, CO-4.

Google My Maps

Datos del mapa ©2024 Google, Inst. Geogr. Nacional [Términos](#) 1 km

Combinaciones de teclas

Windows taskbar: Buscar, 17:01, 26/11/2024

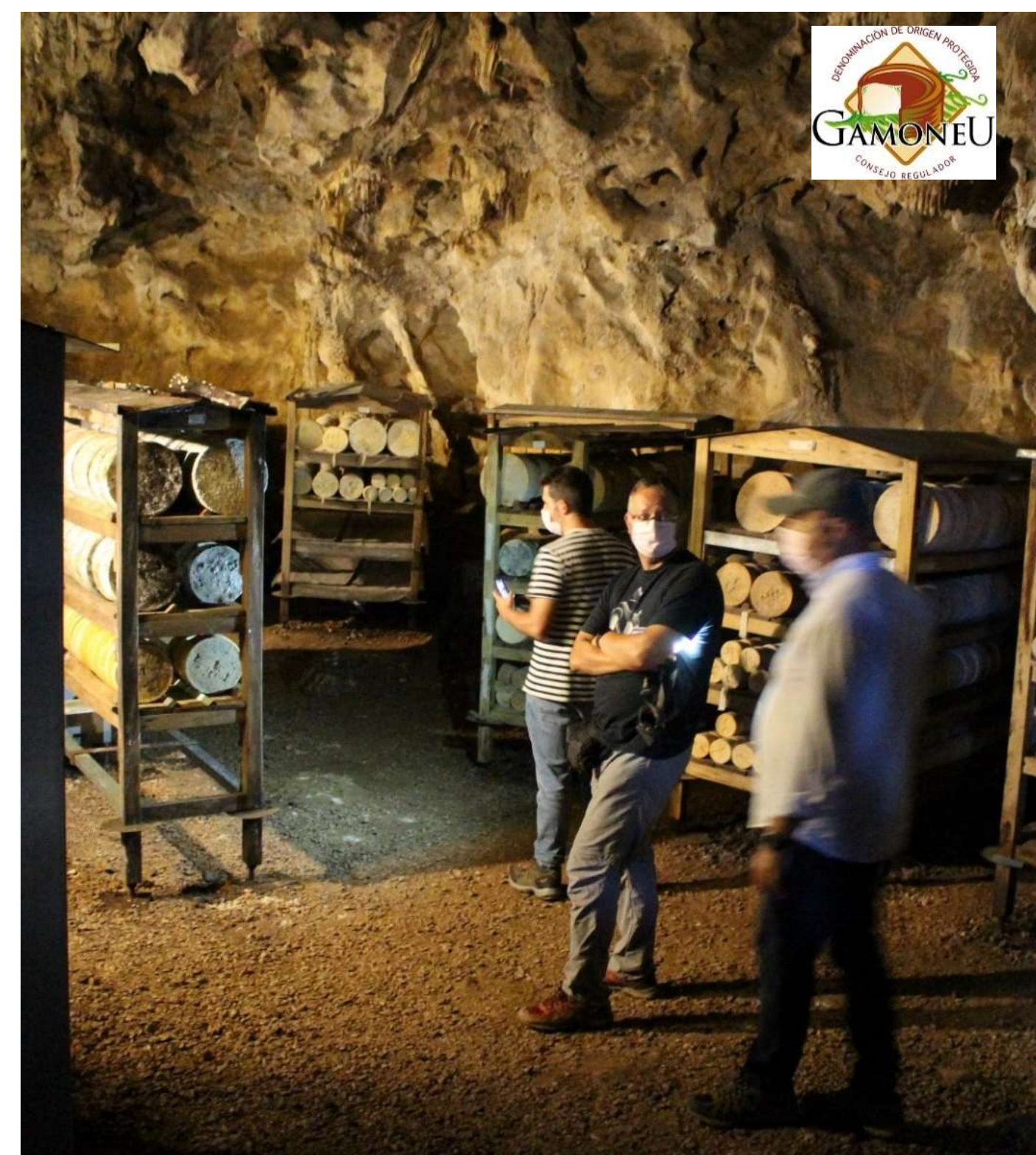


# RESTORATION OF THE INTERIOR OF THE COTTAGE: 1.000 € for decoration (agreement with livestock farmer for cession)





QUILIAMA CAVE: adaptation of exterior access: 13.789,74 €  
Gamoneu Cheeses: 2.200 €





purchase of an electric van + insurance: 45.000 €





# pilot test

## Ruta Pastores y Biodiversidad

Información y reservas

Ruta Guiada 4x4



Ecoturismo científico en Onís

www.OnisEcoturismo.es

7 punto

Plan de Sostenibilidad Turística de Onís 'Ecoturismo en Picos de Europa'

Financian:



Colabora:



### Lunes, martes y sábados

Mañana, de 9.00 a 13.00h 26€  
Tarde, de 16.00 a 19.00h 23€

Descubre la biodiversidad de los paisajes y cultura de los pastores y queseros de los Picos de Europa en 4x4 de la mano de un guía experto

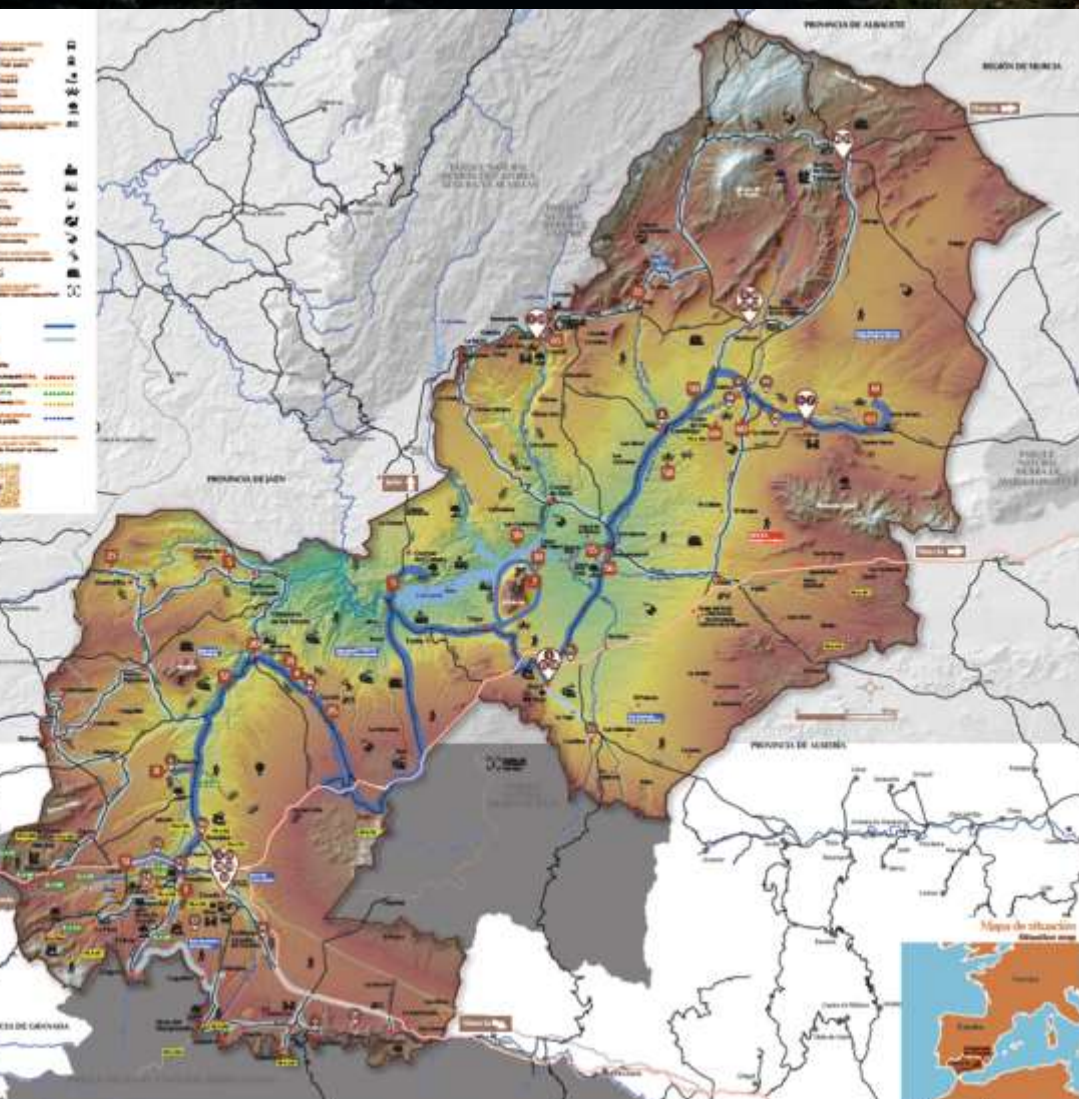
Punto de inicio  
Centro de Visitantes  
Montañas del Quebrantahuesos

LA REINTRODUCCIÓN DEL QUEBRANTAHUESOS

LA CABAÑA DE PASTOR

LA CUEVA NATURAL DE MADURACIÓN DE QUESO GAMONÉU





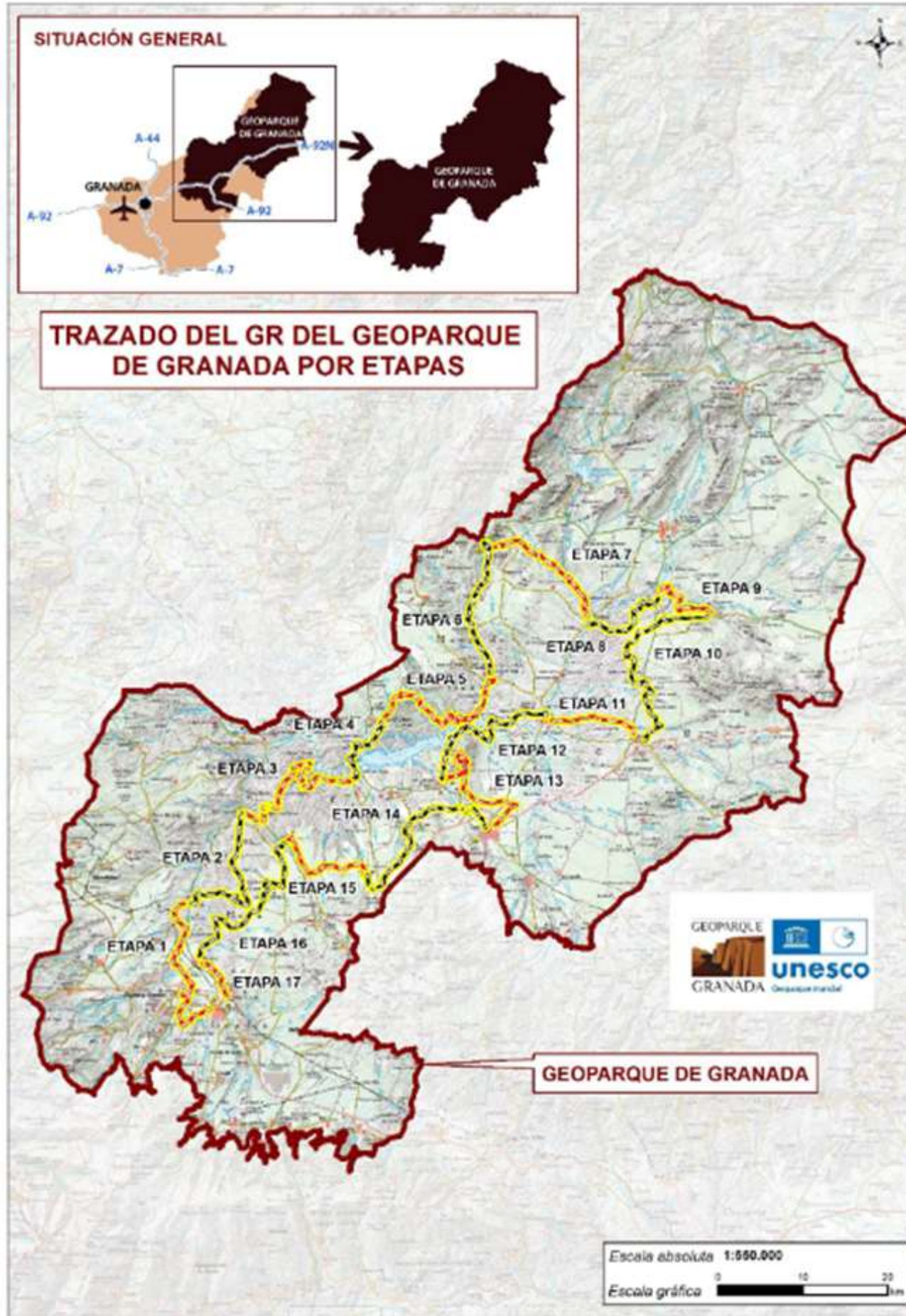
4,722 km<sup>2</sup> of surface area  
47 municipalities  
More than 100,000 inhabitants  
More than 70 places of geological interest  
(several of them of international importance)



# Creation of a network of astronomic viewpoints in the Geopark







- ✓ Bidirectional circular route
- ✓ 346 Km
- ✓ 17 stages
- ✓ 20 municipalities

It links 26 population centres.

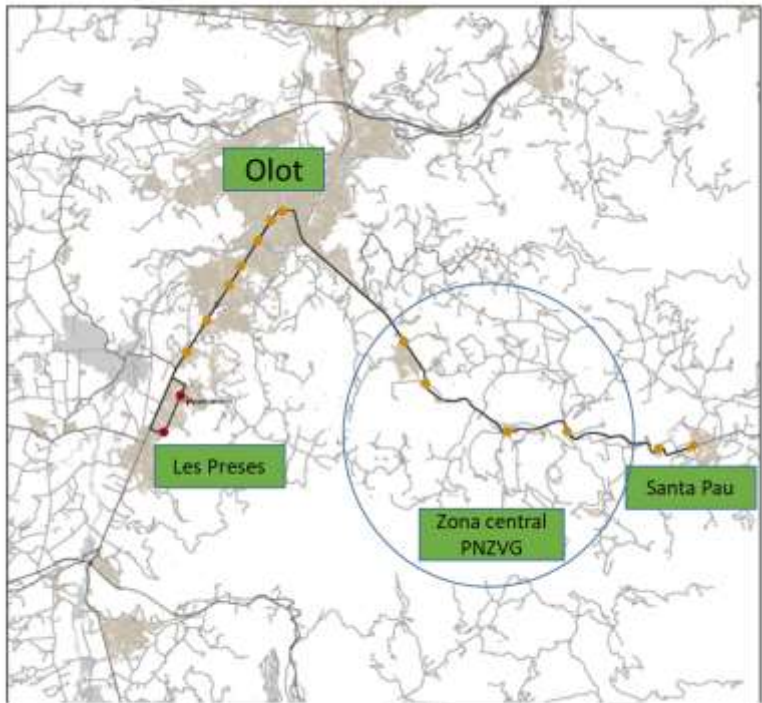




# La Garrotxa Natural Park

## Implementing an intermodal mobility system in European Charter for Sustainable Tourism

Action implemented: intermodal node in Les Preses old disused petrol station  
Implementation of new regular bus line Les Preses- Olot- Santa Pau: Rumbus



LES PRESES  
OLOT  
SANTA PAU  
=





## 3.2 PROGRAMME FOR TOURIST EXPERIENCES

**Strengthen the role of the actors involved in the creation, promotion, promotion and marketing of tourism products.**

**To ensure sustainable and quality experiences for the consumer, while assisting tourism product managers in their objectives of promoting, marketing and managing tourism products in cooperation with tourism administrations.**



ESTRATEGIA DE CREACIÓN,  
INNOVACIÓN Y FORTALECIMIENTO  
DE LA OFERTA PAÍS

**EXPERIENCIAS**

TURISMO ESPAÑA

**Primera convocatoria del  
Programa Experiencias  
Turismo España,  
dotada con 26 M€**

 Plan de Recuperación,  
Transformación  
y Resiliencia

**#PlanDeRecuperación**

 Financiado por la Unión Europea  
NextGenerationEU

 GOBIERNO  
DE ESPAÑA



# THE ECOTOURISM CORRIDOR IN GREEN SPAIN

**Budget:** 938.073€

Creation and communication of ecotourism experiences guaranteed by their sustainability and adapted to different demand segments and measurement of their local impact, through a Great Ecotourism Route 'ECOTOURISM CORRIDOR OF GREEN SPAIN'.





# Protected areas, nodes of the ecotourism corridor



## 25 ESPACIOS PROTEGIDOS

Nodos generadores de las experiencias de ecoturismo creadas por las empresas turísticas locales participantes en el Corredor de Ecoturismo de la España Verde.

- 01 Reserva de la Biosfera Mariñas Coruñesas e Terras do Mandeo.
- 02 Parque Nacional Marítimo-Terrestre das Illas Atlánticas de Galicia.
- 03 Reserva de la Biosfera Ribeira Sacra e Serras do Oribio e Courel.
- 04 Xeoparque Mundial de la UNESCO Montañas do Courel.
- 05 Reserva de la Biosfera Os Ancares Lucenses e Montes de Cervantes, Navia y Becerreá.
- 06 Reserva de la Biosfera Río Eo, Oscos e Terras de Burón.
- 07 Parque Natural y Reserva de la Biosfera de las Fuentes del Narcea, Degaña e Ibias.

- 08 Parque Natural y Reserva de la Biosfera de Somiedo.
- 09 Parque Natural y Reserva de la Biosfera de Las Ubiñas-La Mesa.
- 10 Parque Natural y Reserva de la Biosfera de Redes.
- 11 Parque Natural y Reserva de la Biosfera de Ponga.
- 12 Reserva Natural Parcial de la Ría de Villaviciosa.
- 13 Parque Nacional y Reserva de la Biosfera de los Picos de Europa.
- 14 ZEC Liébana.
- 15 ZEC Valles Altos Nansa, Saja y Alto Campoo.

- 16 ZEC Montaña Oriental.
- 17 Geoparque Costa Quebrada.
- 18 ZEC Dunas del Puntal y Estuario del Miera.
- 19 Parque Natural Marismas de Santoña, Victoria y Joyel.
- 20 Urdaibai Basque Reserve.
- 21 Geoparque de la Costa Vasca.
- 22 Parque Natural de Gorbeia.
- 23 Parque Natural de Valderejo.
- 24 ZEC Salburua (Vitoria-Gasteiz).
- 25 Parque Natural de Izki.



# stakeholders NETWORK / 386 PUBLIC-PRIVATE



330 EMPRESAS\*

Empresas turísticas locales ubicadas en los espacios protegidos participantes, y acreditadas en ecoturismo y sostenibilidad para formar parte del Corredor de Ecoturismo de la España Verde, que ofrecen los siguientes servicios:

*\*Varias empresas ofrecen múltiples servicios.*

 161 ALOJAMIENTOS

 106 ACTIVIDADES DE ECOTURISMO

 15 AGENCIAS DE VIAJE

 23 RESTAURANTES

 21 AGROALIMENTARIAS

 8 OTRAS TIPOLOGÍAS

55 AGENTES LOCALES

Entidades territoriales que colaboran para impulsar la participación de las empresas turísticas locales ubicadas en los espacios protegidos participantes en el Corredor de Ecoturismo de la España Verde.

4 EMPRESAS PÚBLICAS DE GESTIÓN Y PROMOCIÓN TURÍSTICA

25 GESTORES DE ESPACIOS PROTEGIDOS

11 GRUPOS DE DESARROLLO RURAL

6 ASOCIACIONES EMPRESARIALES TURÍSTICAS LOCALES

4 AYUNTAMIENTOS

2 ASOCIACIONES EMPRESARIALES TURÍSTICAS REGIONALES

2 MANCOMUNIDADES DE MUNICIPIOS

1 consorcio de turismo



# SUSTAINABILITY AND DIGITALISATION OF THE NETWORK OF ECOTOURISM EXPERIENCES IN SPAIN

**Budget:** 500.000 €

The project improves the sustainability, digitalisation and communication of Ecotourism product experiences in Spain. These experiences are offered in destinations that host protected areas and that apply tourism sustainability accreditation systems linking local tourism companies with the managers of the protected areas.





# Marketing platform



[www.soyecoturista.com](http://www.soyecoturista.com)





## Experience Scientific Ecotourism in Spain: take part in Spain's biodiversity conservation success stories

Learn about the success stories and conservation programmes of 5 species and their habitats (brown bear, Iberian lynx, imperial eagle, bearded vulture, black vulture, dehesas and wetlands), with local tourism companies in each of 16 protected natural areas.

**Budget implemented:** 401.020 €. <https://soyecoturista.com/ecoturismocientifico/en/>



[Start](#) [The project](#) [Experiences](#) [Great EECE Route](#) [About us](#) [Contact](#) [English](#)



Welcome to the official website of the Scientific Ecotourism  
Experiences in Spain (EECE) project





## Objectives:

- Reflect Turespaña's commitment to the sustainable transformation of the sector
- Improve international tourists' perception of Spain as a sustainable and committed destination
- Improve attraction of priority segments

Microsite <https://sustainability.spain.info/> in four languages: English, French, German, Italian and Spanish

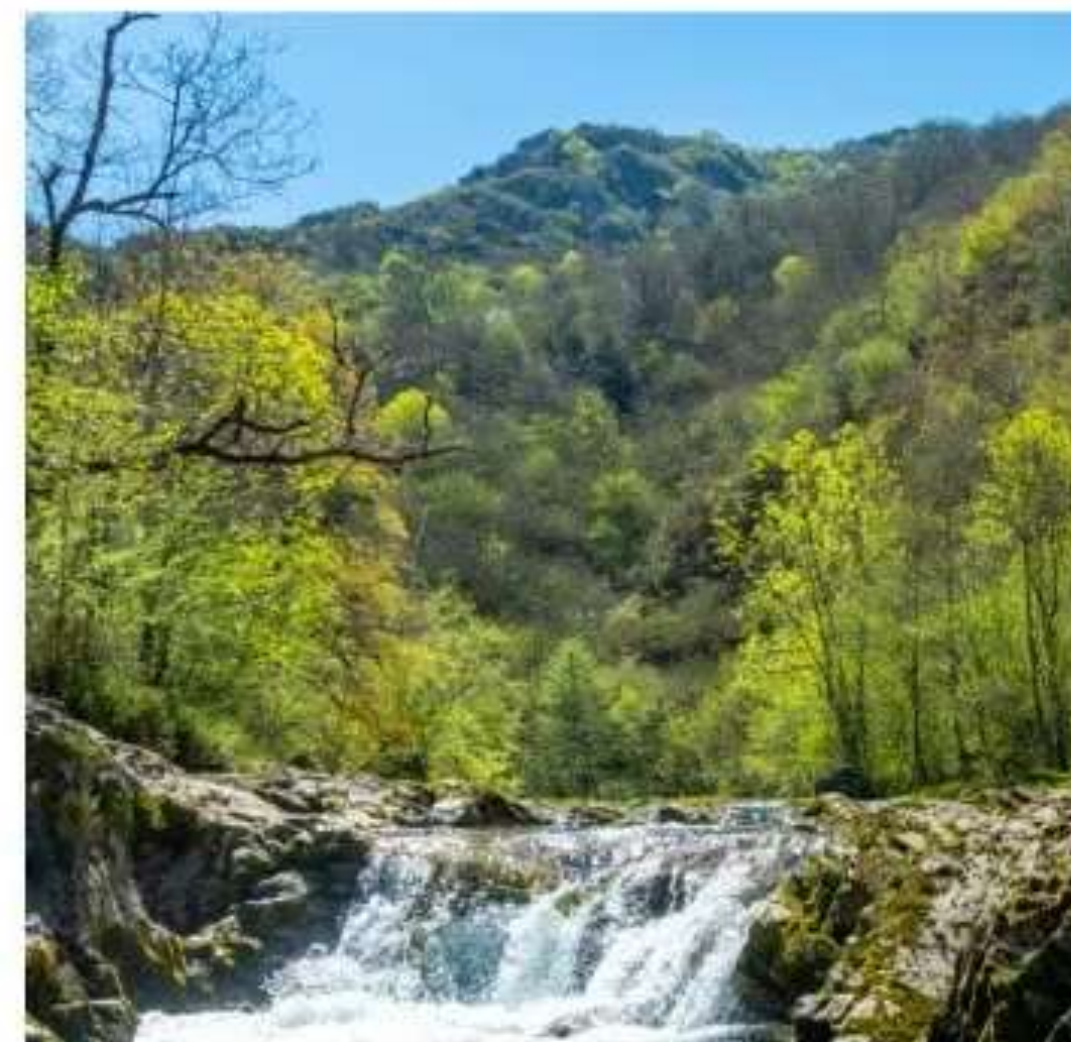
VIDEO: <https://sustainability.spain.info/en/>



## 'Ecotourism in Picos de Europa, destination Onís'

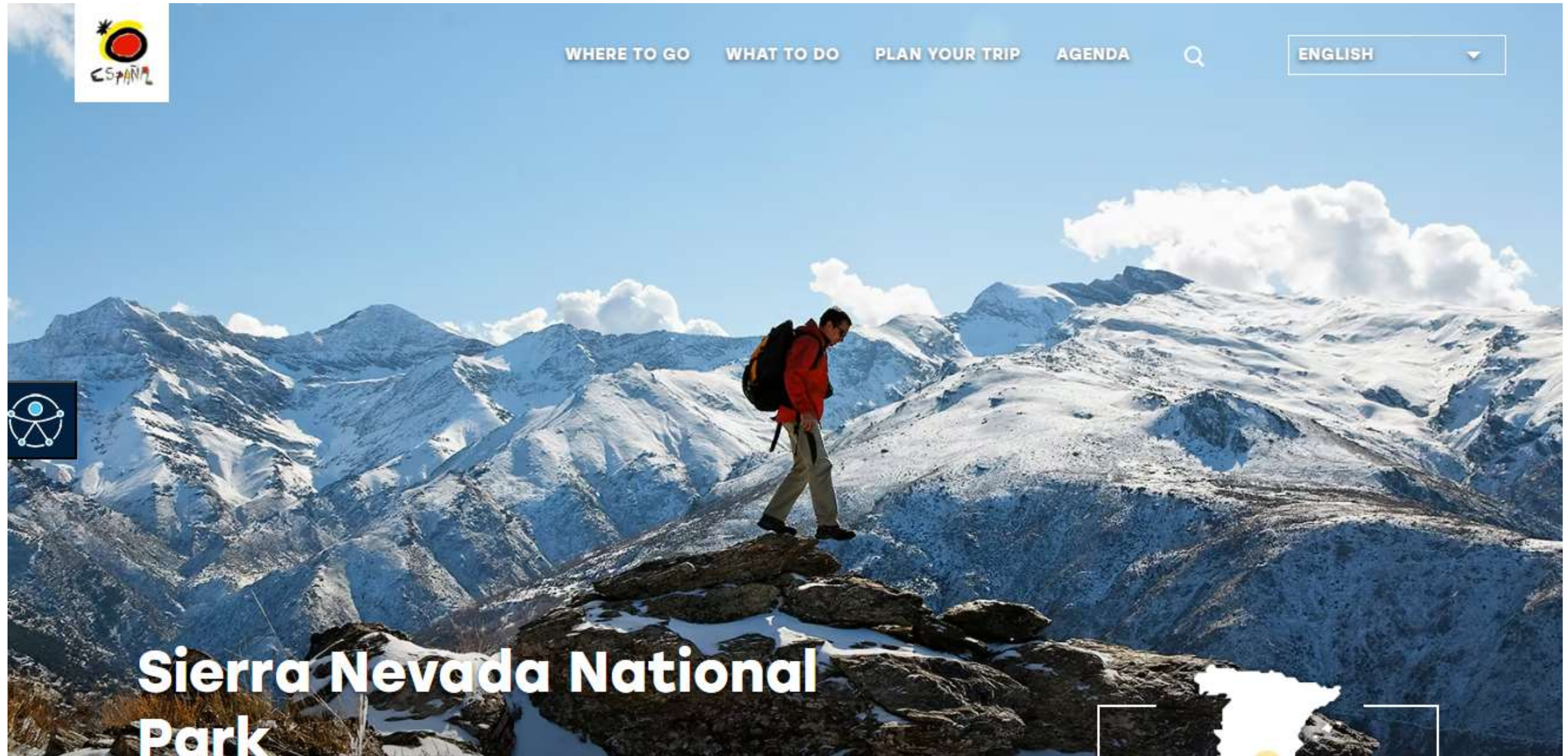
The sustainable plan "Ecotourism in Picos de Europa: destination Onís" aims to promote sustainable mobility in support of culture and locally sourced products, while protecting natural resources and minimising the ecological footprint.

This municipality in Asturias, within the [Picos de Europa National Park](#) has a large number of plans for you to enjoy. The hiking trails take you to its villages, forests and rivers; or if you are more experienced, to climb peaks such as Ibeu and Pandescura.





# protected areas with a European Charter for Sustainable Tourism





[SAVE FAVOURITE](#)

In eastern Andalusia in Granada and Almería you'll find the highest peaks in continental Spain. Its mountains, rivers and streams extend for 90 kilometres, bringing abundant life to the region. Populated for more than 2,000 years, the Sierra Nevada is the perfect place for witnessing humans and wildlife co-existing in the high mountains.



and Granada, in southern Spain.  
Almería (Andalusia)  
Granada (Andalusia)



#### CONTACT DETAILS

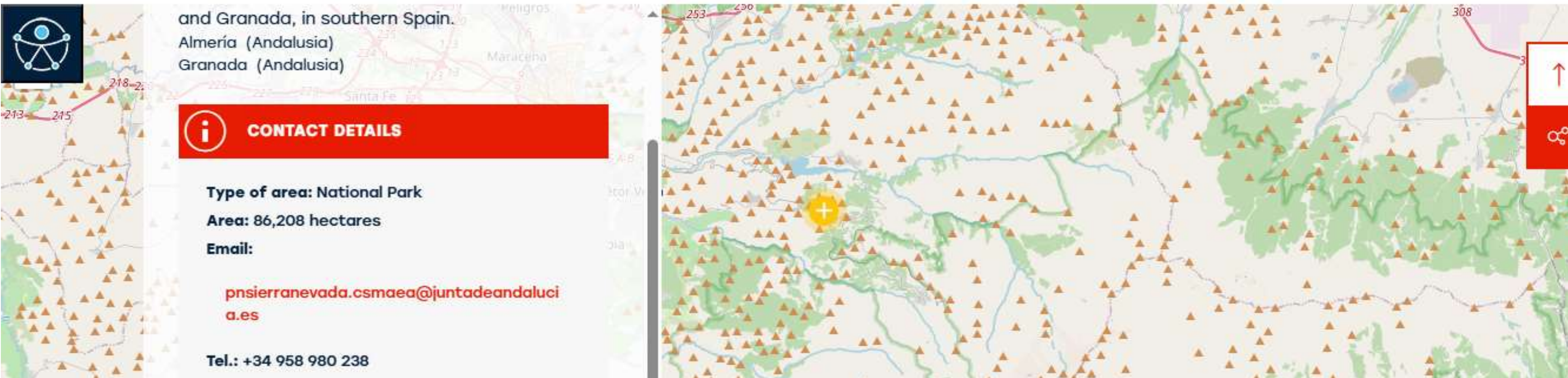
**Type of area:** National Park

**Area:** 86,208 hectares

**Email:**

[pnsierranevada.csmaea@juntadeandalucia.es](mailto:pnsierranevada.csmaea@juntadeandalucia.es)

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# THANK YOU

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