

Lessons from ALZIRA (València)

Alzira's Sustainable Tourism Strategic Plan 2026–2029

A vision where tourism protects the environment,
improves local quality of life, and creates
opportunities for future generations.



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Ajuntament d'Alzira



A Unique Territory



Alzira at a Glance

- Capital of **Ribera Alta**, **48,500+** inhabitants
- Just **36 km south** of Valencia
- Covers **~110 km²** of diverse landscapes

The **Xúquer River** shapes fertile plains and **orange groves**, while **La Murta** and **La Casella** form a protected Natura 2000 natural area.

This combination of **river**, **countryside** and **mountains** makes Alzira a unique destination for nature tourism.

Climate change, **floods** and **forest fires** remind us that protecting these resources is one of our greatest responsibilities.

The Alzira Sustainable Tourism Plan 2026–2029.



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A roadmap to protect nature, strengthen local identity and improve quality of life through tourism.

🌿 NATURE & LANDSCAPE

- Protect La Murta and La Casella
- Enhance the Xúquer River
- Promote sustainable mobility
- Improve walking and cycling routes

🏛️ HERITAGE & EXPERIENCES

- Alzira, City of King James I
- New tourism routes
- Birdwatching and orchard heritage
- Tourism for everyone
- Promote agrotourism and gastronomic tourism

📣 PROMOTION & INNOVATION

- New tourism brand
- New website and marketing plan
- Digital visitor information
- Photo and video campaigns

🏛️ GOVERNANCE & SUSTAINABILITY

- Visitor monitoring
- Community participation
- Support for local businesses
- Smart Tourism Destination strategy

28 Actions | 1 Shared Vision | 1 Sustainable Future

Nature as Our Greatest Asset



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Protect & Enhance

La Murta and La Casella are the heart of our strategy — promoting **hiking, cycling, and birdwatching** with low-impact tourism.

The Green Ring

A network of **walking and cycling routes** connecting the city, river, and mountains — reducing car dependency and encouraging healthier lifestyles.

Beyond the Mountains

- Restoring and **enhancing the Xúquer River** ecosystem
- Promoting the **history and identity**
- Valuing **orange groves** and traditional agriculture
- Supporting **regional cycling routes**
- Promoting **local sustainable products** and our **gastronomy**





Community, Sustainability & the Future

People at the Center

Sustainable tourism only succeeds when local people are involved. We work closely with residents, associations, and businesses — ensuring tourism benefits the whole community.

Our goal: To leave a better territory for future generations than the one we inherited.



Participation & Governance:

Residents, associations and businesses help shape tourism policies.

Their participation ensures tourism development remains socially, economically and environmentally sustainable, **with their complicity**, not against the local population.

For Alzira, **sustainability** is not an obstacle to tourism development. It is **the only way** to ensure tourism creates value for both visitors and residents, today and in the future. Within a global sustainability strategy, the 2030 Agenda and the **Urban Agenda of Alzira: a River of Future**.

