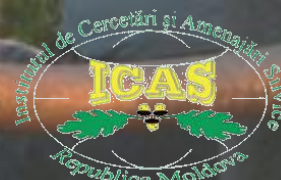


# From the territory to develop ecotourist experiences

Evarist March Sarlat / Naturalwalks

Regional Workshop – Valencia April 25th, 2026



sustainable development  
on our finite planet



**EU4Environment**  
Green Economy in Eastern Partner Countries

Advancing sustainable resource management through community engagement in Eastern Partnership Countries

# ¿Ecotourism?

Héctor Ceballos Lascuráin, 1993:

**"Ecotourism is an environmentally responsible form of tourism, consisting of traveling to or visiting relatively undisturbed natural areas in order to enjoy, appreciate and study the natural attractions (landscape, flora and fauna) of these areas, as well as any cultural manifestation (present and past) that may be found there, through a process that promotes conservation, has a low negative environmental and cultural impact and fosters an active and socioeconomically beneficial involvement of local populations."** «Ecotourism. The Potential and the Pitfalls»

**"Ecotourism: 20 years after the Quebec Declaration."**  
Ecuador, May 27, 2022.

**Ecotourism should be based on the visitors' interest in the natural and cultural heritage of the populations that coexist with the natural environment, and not on the place being the backdrop for activities that take place there.**



# Ecotourism

How to face and solve the problems and challenges of the future. Héctor Ceballos Lascuráin:

“Ecotourism: 20 years after the Quebec Declaration.”  
Ecuador, May 27, 2022.

“**Ecotourism uniquely allows for the effective economic use of natural resources without requiring any significant intervention.** The act of contemplating and admiring these undisturbed natural resources is what characterizes true ecotourists, who pay to see native flora and fauna without disturbing them. Essentially, it only requires conserving significant areas of native vegetation (and their associated wildlife) and/or other natural ecosystems to generate income from ecotourists visiting various nature destinations.

**The more pristine a natural ecosystem is, the greater the economic productivity generated through genuine ecotourism,** with its consequent socioeconomic benefits for local communities, tour operators, and the various environmental and protected area authorities.”



**Same places with diversity of tourism**



# Can we relate ecotourism to other types of tourism?

Tourism related to the primary sector:

Technical names: agrotourism or rural tourism; oil tourism, wine tourism, fishing tourism, coffee tourism, truffle tourism, fruit tourism...

Associated with larger tourism: gastrotourism, cultural tourism.

Objective: to live as if we were a farmer, a fisherman for a while and in comfort way

Target: general public, foodies

Types of associated activities: visits to facilities, product tasting, creation and transformation workshops, ...



# Can we relate ecotourism to other types of tourism?

Tourism related to the culture:

Technical names: ?

Associated with all tourism who involve culture:  
gastrotourism, cultural,  
general tourism, historical  
tourism

Target: general and specialist

Types of associated activities:  
visits monuments, cultural o  
touristic places, to facilities,  
product tasting, creation and  
transformation workshops, ...



# Can we relate ecotourism to other types of tourism?

Tourism related to interest for nature:

Technical names: Nature tourism or “authentic” ecotourism

Objective: seeks direct contact with resources, environments or natural phenomena: observation of flora, fauna, geology, astronomical phenomena (eclipses), atmospheric, etc.

Associated with other tourism: photography, scientific, gastronomic, ethnological or cultural tourism

We have from a very specialized public to generic

Some relevant elements: they look for suitable facilities – in the middle of Nature, silence, sometimes very specialized guides, ...

Types of associated activities: birding, herping, etc.



# Can we relate ecotourism to other types of tourism?

Tourism related to well-being or health:

Objective: to create an improvement on different levels of the person: physical, mental, emotional, ...

Associated with spiritual tourism, community or ethnological tourism, or luxury tourism

Some relevant elements: often the facilities resemble those of Nature tourism, silence, guide-trainers or therapists

Types of associated activities:

Forest bathing ("Shinrin-yoku"), healthy retreats (detox) and many different therapies, recovery from medical interventions to biohacking



# Can we relate ecotourism to other types of tourism?

Tourism related to getting to know cultures with their own identity:

Technical names: Community or ethnic tourism

Objective: to experience life in a community like theirs firsthand, with comfort

Associated with spiritual or ethnological tourism, general cultural

Some relevant elements: communities usually live isolated or high preservation of this live style



# Can we relate ecotourism to other types of tourism?

## Value-based tourism

Technical names: responsible, sustainable, regenerative tourism, ecotourism

Associated with volunteering, community, MICE activities

Objective: enjoy your vacation prioritizing the positive impact on the territory (environmental, social and economic), it does not necessarily have to do with the activity  
Some relevant elements: danger of greenwashing

Types of associated activities: CSR, volunteering actions, reforestation, rewilding, ...



# Can we relate ecotourism to other types of tourism?

Tourism associated with the exclusivity of services

Technical names: PREMIUM, Luxury

Associate with tourism that seeks exclusive activities, excellence in activities and services: all tailor made

It can be associated with MICE tourism, business tourism and all other types of tourism.

Types of associated activities: all



# Can we relate ecotourism to other types of tourism?

Tourism associated with to be physical active, with or without difficulty or danger

Technical names: active tourism, adventure tourism, extreme tourism

Could be associated with natural and general cultural tourism

Types of associated activities:

Trekking, rafting, kayaking, jumping, biking, snorkeling, etc.

Confuse with ecotourism! Depends of client's main interest



# What benefits does ecotourism generate to the territory?

We work on a small scale, the variables are controllable

INHERIT project: Cyprus, Bulgaria, Czech Republic, Spain

Web: [www.inherit-eu.com](http://www.inherit-eu.com)



# What benefits does ecotourism generate to the territory?

Economic benefits on a local and regional scale

Including of young people and marginated population

Integrate the primary sector with economic and social development elements

Create sustainable strategies (environmental, social and economic perspective)

Jaguar Corridor Project (Corredor del Jaguar).  
PNUD. Colombian Amazonia.



# What benefits does ecotourism generate to the territory?

Maintain cultural and social relationships in a globalized world.

Chiloé Island (Chile). Training guides course



# What benefits does ecotourism generate to the territory?

Maintain intangible elements: identity related to the territory, beliefs, ways of being, ...

Rainforest Expedition Resort. Tambopata (Peruvian Amazonia). Training guides course



# What could be necessary to promote?

Better basic education: create good training with all the resources available to explain the complexity of the tourism world

Invest in create middle and long-term strategies

Promote communication at different scales: public, private from local to national/ international levels

Minimize trending topics: digitalization, AI, social media, story telling, experience ... in place of deep knowledges

Promote interest outside the large focus of attractions: big cities, monuments, infrastructures

Support familiar and small companies

Include new generations criteria and diversity of perspective's

Promote tourism out of main seasons

Quality more quantity: less is more

Being original and authentic proposals with roots



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# Three step to a touristic product

Three steps (Naturalwalks methodology):

1. Identifying natural and cultural heritage with potential interest

2. Give a professional context of tourism: types, target, services, tourism professionals, define benefits and consequences promoting tourism (sustainability to “touristification”, overtourism, gentrification)

3. Create products with essence at different scales: from private to local to regional to attract or enhance certain profiles and develop common marketing strategies



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# THANK YOU!



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