

EUROPEAN ECOTURISM NETWORK SPANISH WORKSHOP

The European Ecotourism Network Spanish Workshop, developed in the framework of the ECOLNET project, took place in Madrid, on 26th June of 2013 and received more than 70 attendees.

1. OBJETIVE

The aim of the national workshop has been to disseminate the European Ecotourism Network and the activities and results of the ECOLNET project to the widest possible audience, with a focus on the tourism and environment industry.

2. CALL FOR PARTICIPANTS

The workshop invitation was sent by email to more than one thousand people from all over Spain. The different target groups called were:

- Tourism destination management administrations and national, regional and local authorities that influence tourism development and policy makers
- Tourism enterprises active in the field of nature tourism and ecotourism (certified with European Charter of Sustainable Tourism, Biosphere Reserves Club or Geopark Club)
- Nature parks and protected areas managing authorities
- NGOs
- Local Action Groups
- Associations active in ecotourism
- Tour operators and travel agencies
- Universities
- Experts in ecotourism and quality evaluators
- Certification and accreditation schemes
- Other entities in the area of innovation, research and consultancy

There was also a call for media, mainly specialized press in environmental and tourism sectors, and bloggers.

Furthermore, the event was broadcast on some reference websites, such as “Soy Ecoturista” (<http://soyecoturista.com/2013/06/11/presentacion-club-ecoturismo-espana/>) and “La Casa Encendida” (<https://www.lacasaencendida.es/page/id-1-1143-0-102075-443006-102040-0.go>), as well as in social networks.

The annexes 1,2 and 3 presents the invitation letter, the workshop information and the workshop registration form sent by email.

3. DEVELOPMENT OF THE WORKSHOP

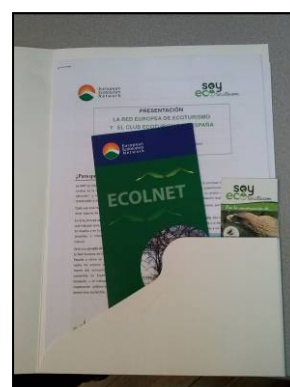
The **European Ecotourism Network** was presented together with other closely related initiative: The "**Ecotourism in Spain**" Club and its new image on the website *Ecotourist in Spain* (www.ecotouristinspain.com/) which is represented as a member of this European Ecotourism Network through TUREBE, an **Innovative Business Group** focused on the technological and sustainable development of Spanish Ecotourism Destinations.

The event was celebrated in *La Casa Encendida* (www.lacasaencendida.es), Madrid, on Wednesday 26th June of 2013. The program developed was as follows:

TIMETABLE	CONTENTS
10:30 - 11:00	Welcome, participant registration and documentation delivery
11:00 - 11:45	European Ecotourism Network and the EETLS By Amanda Guzmán Villar, Coordinator at Ecotono, the Spanish ECOLNET partner
11:45 - 12:15	"Ecotourism in Spain" Club By Ricardo Blanco Portillo, Head of Sustainable Tourism at TURESPAÑA -Ministry of Industry, Energy and Tourism-
12:15 - 12:45	"Ecotourism in Spain" Club image and website By Isabel Sánchez Tejado, President of TUREBE
12:45 - 14:00	Ecotourism initiatives in connection with the EEN and "Ecotourism in Spain" Club, by: <ul style="list-style-type: none"> • Carlos Erce Eguaras, Director of Tourism and Commerce, Government of Navarra • Daniel Serrano Gadea, Head of Conservation Strategies and Plans Service at Ministry of Agriculture, Alimentation and Environment. • M^a Encarnación Rico Arrabal, Head of Marketing Service at National Geographic Information Center - National Geographic Institute. • Víctor Gutierrez López, Coordinator of Projects and LIFE+ at Fundación Biodiversidad. • Gemma Miralles, Content Manager at SEGITTUR

The event started welcoming and registering the participants, and delivering them an information dossier containing the following documents:

- Summary of the topics
- EEN brochure
- EEN registration form
- Event evaluation questionnaire
- Promotional "Soy Ecoturista" bookmark



Then, the speakers presented their topics, having a question time for attendees after each one, and a discussion time at the end. The presentations are annexed (Annexes 4,5 and 6).



European Ecotourism Network and the EETLS

By Amanda Guzmán Villar, Coordinator at ECOTONO, the Spanish ECOLNET partner



"Ecotourism in Spain" Club

By Ricardo Blanco Portillo, Head of Sustainable Tourism at TURESPANIA
-Ministry of Industry, Energy and Tourism-



"Ecotourism in Spain" Club image and website
By Isabel Sánchez Tejado, President of TUREBE

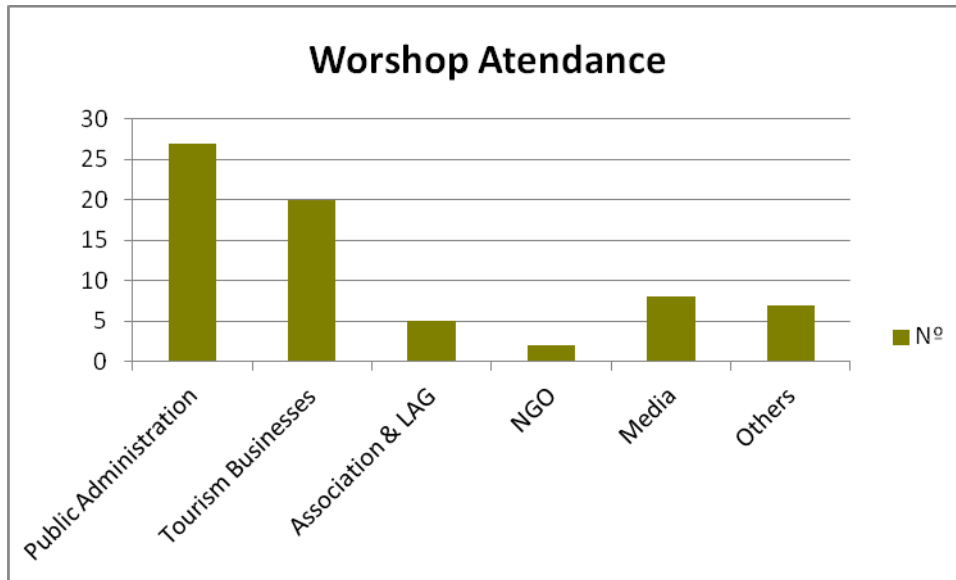


Ecotourism initiatives
Carlos Erce Eguaras, Director of Tourism and
Commerce, Government of Navarra

4. ATTENDEES

There were 89 confirmations of attendance, although finally there were 69 attendees, as it is presented in Annex 7. The graphic below shows the number of person of each target group.

Graphic 1. Workshop evaluation results



The workshop had a good representation of actors involved in the creation and promotion of sustainable tourism products that claim to value the natural heritage of Spain: tourism business, public administration, local action groups, NGOs, agencies travel and tour operators, and so on. The event was also followed by several media sector.



Attendees to the workshop

5. EVALUATION

As it was describe before, every attendant had an evaluation questionnaire about the workshop in the folder delivered at the beginning of the event. The questionnaire had the following aspects to be evaluated from 1 (low) to 5 (excellent):

1. How well I was informed about the workshop
2. Organisation of the workshop
3. Content of the workshop programme
4. Duration and location of the event
5. General workshop satisfaction
6. Interest of EEN and EETLS
7. Interest of "Ecotourism in Spain" Club
8. Interest of "Ecotourism in Spain" Club image and website
9. Interest of Ecotourism initiatives in connection with the EEN and "Ecotourism in Spain" Club
10. Satisfaction with the question and answer sessions and discussions
11. Has improved your knowledge on the topics covered

There were also two open questions:

- How well did the topics of the presentations meet your needs and interests?
- Comments and suggestions

In order to have a more specified analysis of the results, the questionnaire asked for the kind of entity represented for the attendant:

- Public administration
- Tour operator or travel agency
- Tourism Business
- Association
- Media
- Others

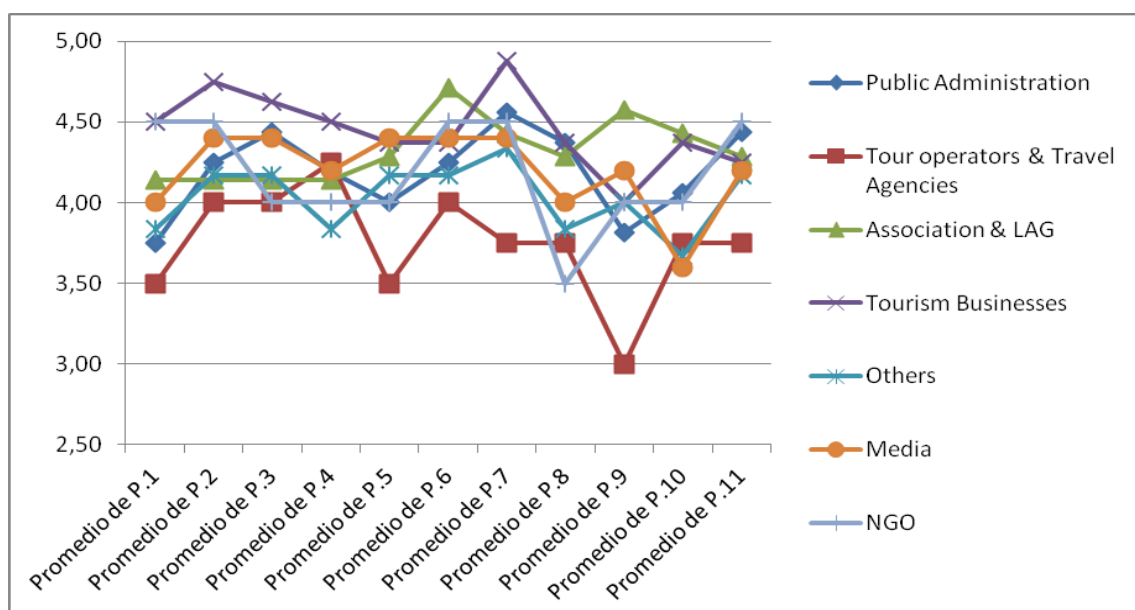
Annex 8 presents the evaluation questionnaire template, and Annex 9 the questionnaires filled by the attendants.

Finally, 48 of the 70 participants completed the survey, which results are summarized below:

		1	2	3	4	5
1. How well I was informed about the workshop	4,0					
2. Organisation of the workshop	4,3					
3. Content of the workshop programme	4,3					
4. Duration and location of the event	4,2					
5. General workshop satisfaction	4,1					
6. Interest of EEN and EETLS	4,3					
7. Interest of "Ecotourism in Spain" Club	4,5					
8. Interest of "Ecotourism in Spain" Club image and website	4,2					
9. Interest of Ecotourism initiatives in connection with the EEN and "Ecotourism in Spain" Club	4,0					
10. Satisfaction with the question and answer sessions and discussions	4,0					
11. Has improved your knowledge on the topics covered	4,3					

The workshop was well received by the participants, as all questions were rated above 4 points. It is notably that the interest of the European Ecotourism Network and the EETLS was rated 4,3 out of 5 points. The target group more interested in the EEN was the associations and LAG, as it shows the graphic below.

Graphic 2. Workshop evaluation results



6. RESULTS AND CONCLUSIONS

The workshop had a good representation of all target groups involved in ecotourism development, and was well received by the attendees, as reflected in the satisfaction surveys delivered. It is worthy to note the participation of several public administrations, national and regional ones, association, LAGs, NGOs, tourism business, agencies travel, tour operators and other agencies and entities which unanimously supported these initiatives as the umbrella that will offer quality ecotourism products.

The conclusion was that the key to ecotourism products success is that tourism small enterprises, which are tourist experience base, perceive the benefits and added value of networking.

Some news were published, an example is annexed (Annex 10).

All documents and results in Spanish are available in the website "Soy Ecoturista": <http://soyecoturista.com/2013/06/28/presentacion-ree-y-club-ecoturismo-espana/>