

THE NEW ONLINE PLATFORM IMPLEMENTED BY ECO-AGROTOURS TO ENHANCE SUSTAINABLE TOURISM IN SPAIN

In the framework of the [2017 International Year of Sustainable Tourism for Development](#), among other actions the Spanish [Ecoagroturismo Foundation](#) implements an [online Platform for the marketing of sustainable tourism](#). This Platform is a new tool for eco-tourism initiatives in development through the country.



The Ecoagrotours Foundation is a reference point in Spain for the promotion of eco-tourism. It is a member of the Spanish [National Rural Network](#) and works together with Spanish organisations and private initiatives and other sustainable and ecological tourism networks both at the European and international levels. Since its foundation in 2006 the portal called *Ecotur* promotes the best experiences of rural and agricultural tourism in Spain that are committed to rural and sustainable development by safeguarding local traditions and natural and cultural heritage of local communities.



All *Ecotur* proposals include high-quality ecotourism initiatives dealing with local cultures. They consist in innovative accommodations such as hostels and rural houses, pedagogical farms projects, didactic activities and a great variety of Natural Tourism proposals. They support agriculture and animal husbandry of the communities by promoting their typical and ecological home-made products.



[The new online Platform of Ecoagrotours](#) will be accessible to initiatives that meet [sustainability criteria](#) and target travelers exploring more sustainable destinations..

The online Platform provides different opportunities for participation and indicates with transparency the costs of each service offered by the Foundation:

- promotion in the Ecotur network (www.ecotur.es);
- integration of the experience into the online marketing platform (www.ecoagro.tours);
- application for the recognition of the *Ceres Ecotur Ecolabel*, promotion on the online platforms (www.ceres-ecotur.com and www.ecotur.es) and in the marketing platform www.ecoagro.tours;
- online booking service.



This new initiative of the Ecoagrotours Foundation, replicable in any interested country, represents a service of great importance to



ensure the visibility of the many local experiences of sustainable tourism, providing national and international tourists an easy access to information for the organization of their trip.

At the same time, by collecting isolated experiences in an organic system, this online platform offers a very important contribution to preserve and disseminate the natural, cultural, economic and knowledge heritage of the rural areas of the countries.

To know more and participate

[Presentation in Ecoagrotours website](#)

[International Year of Sustainable Tourism for Development](#)

[Ecolabel Ceres Ecotur](#)

[Ecotur website](#)

[Ecotur in Facebook](#)

[ECEAT website](#)

[Crea un bosque](#)

