



# Urdaibai

## Biosfera Erreserba

### Reserva de la Biosfera



EUSKO JAURLARITZA  
GOBIERNO VASCO

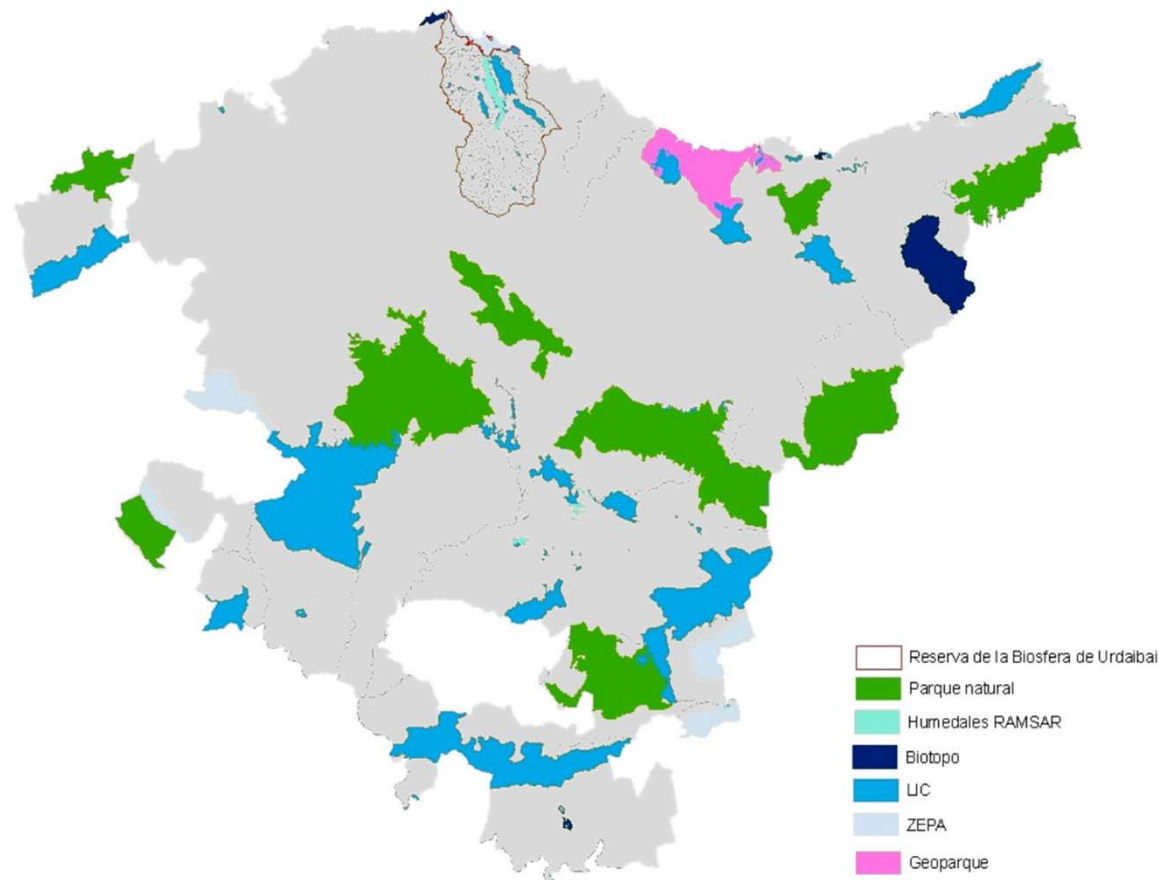


Interreg Europe  Co-funded by the European Union

SYSTOUR

SYSTOUR

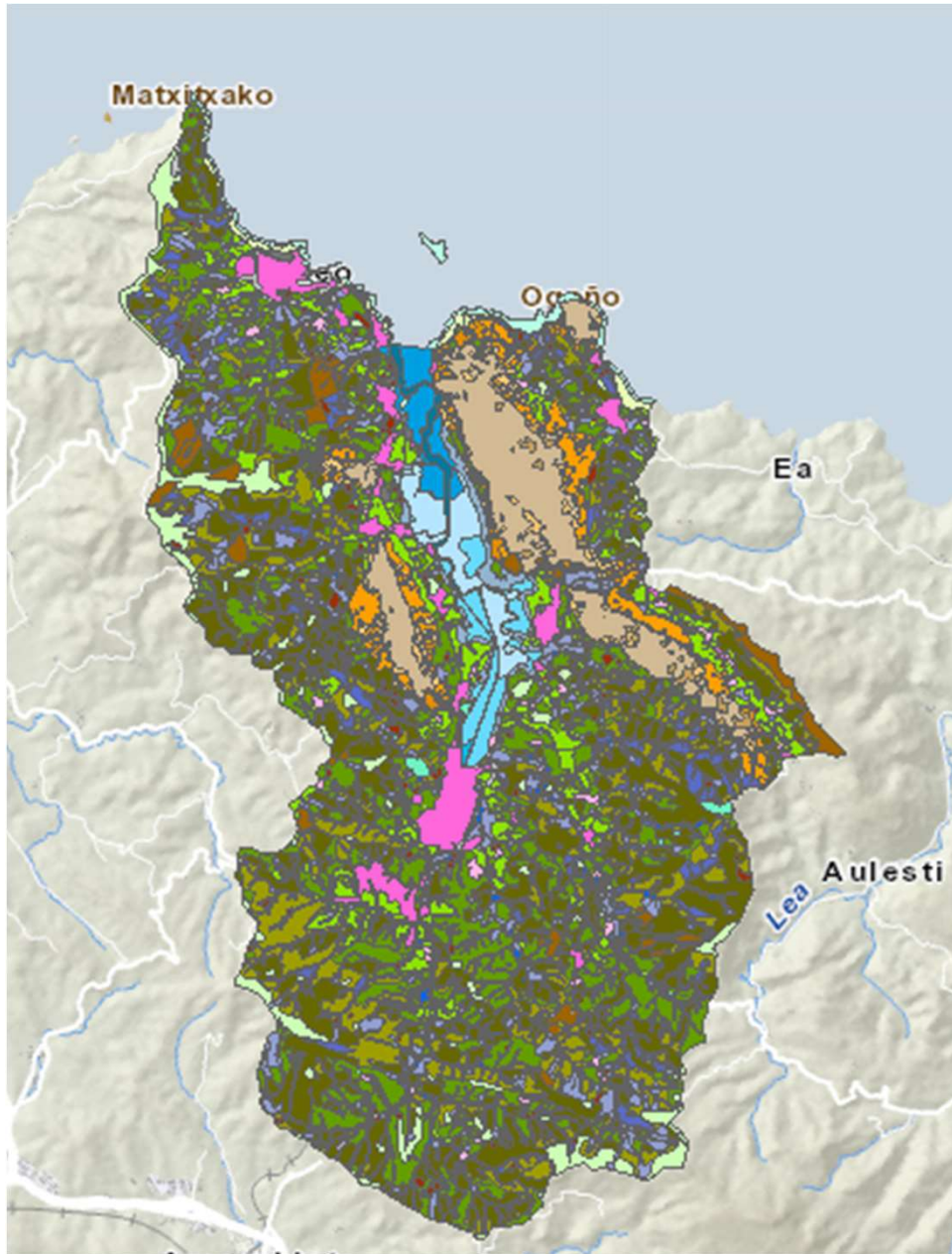
# Protected areas in the Basque Country



**NP (9)**  
**76.560 ha**  
**+**  
**Biotopes (8)**  
**5.194 ha**  
**+**  
**Txingudi (Plan Especial)**  
**161 ha**  
**+**  
**BR Urdaibai (1)**  
**22.000 ha**  
**TOTAL 103.957 ha**  
**14,38%**



# Urdaibai Biosphere Reserve



**OKA river basin**

**22.000 Ha**

**22 municipalities**

45.000 hab.

Gernika/Bermeo



# Origin



1968

Interreg Europe  Co-funded by the European Union

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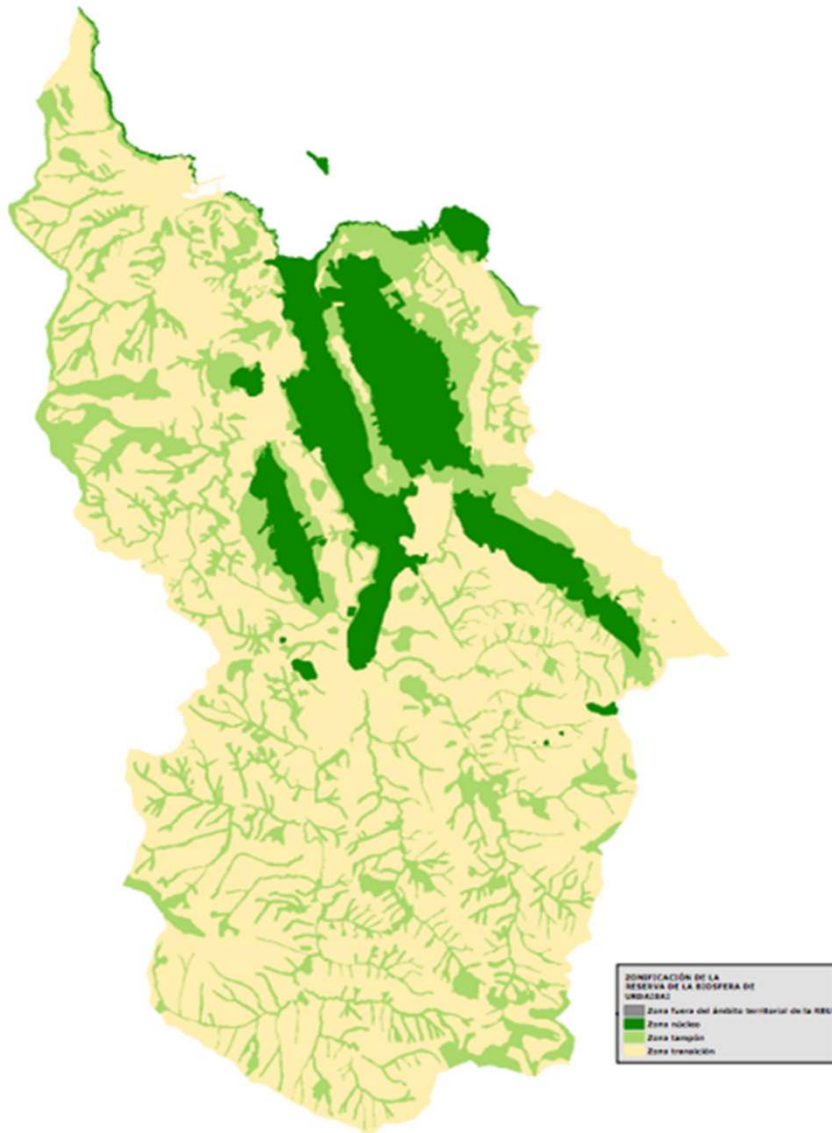


# What are Biosphere Reserves?

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Biosphere Reserves are designated areas that serve as **living laboratories for sustainable development**. These territories aim to strike a harmonious balance between conservation and human activities, fostering biodiversity preservation while enhancing the well-being of the local communities.

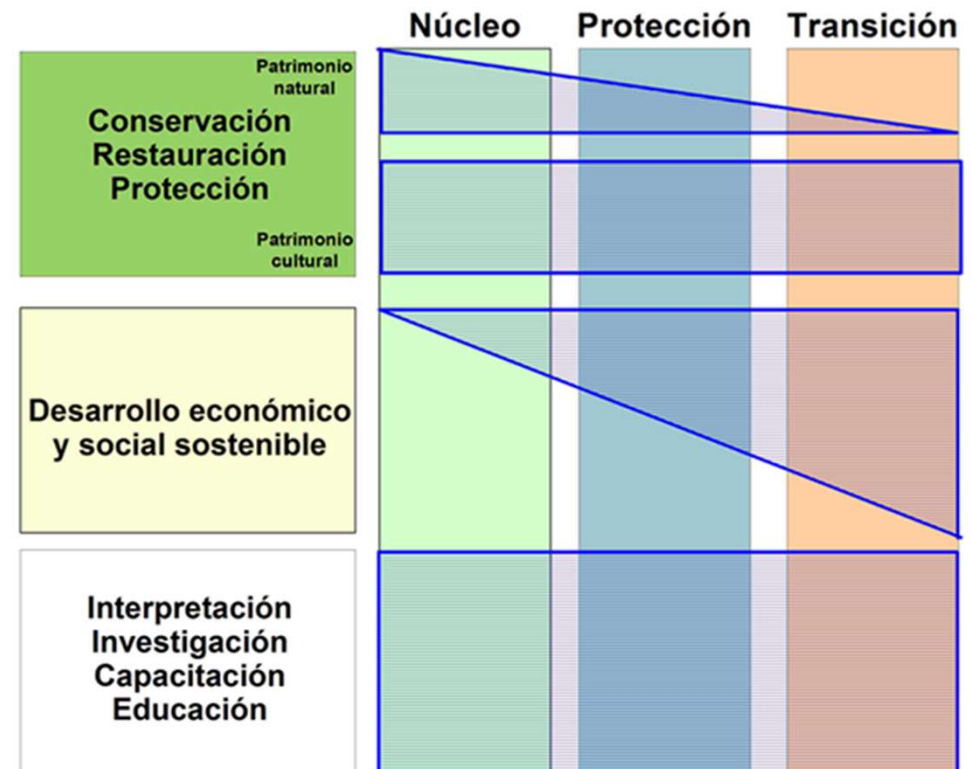
# Zoning



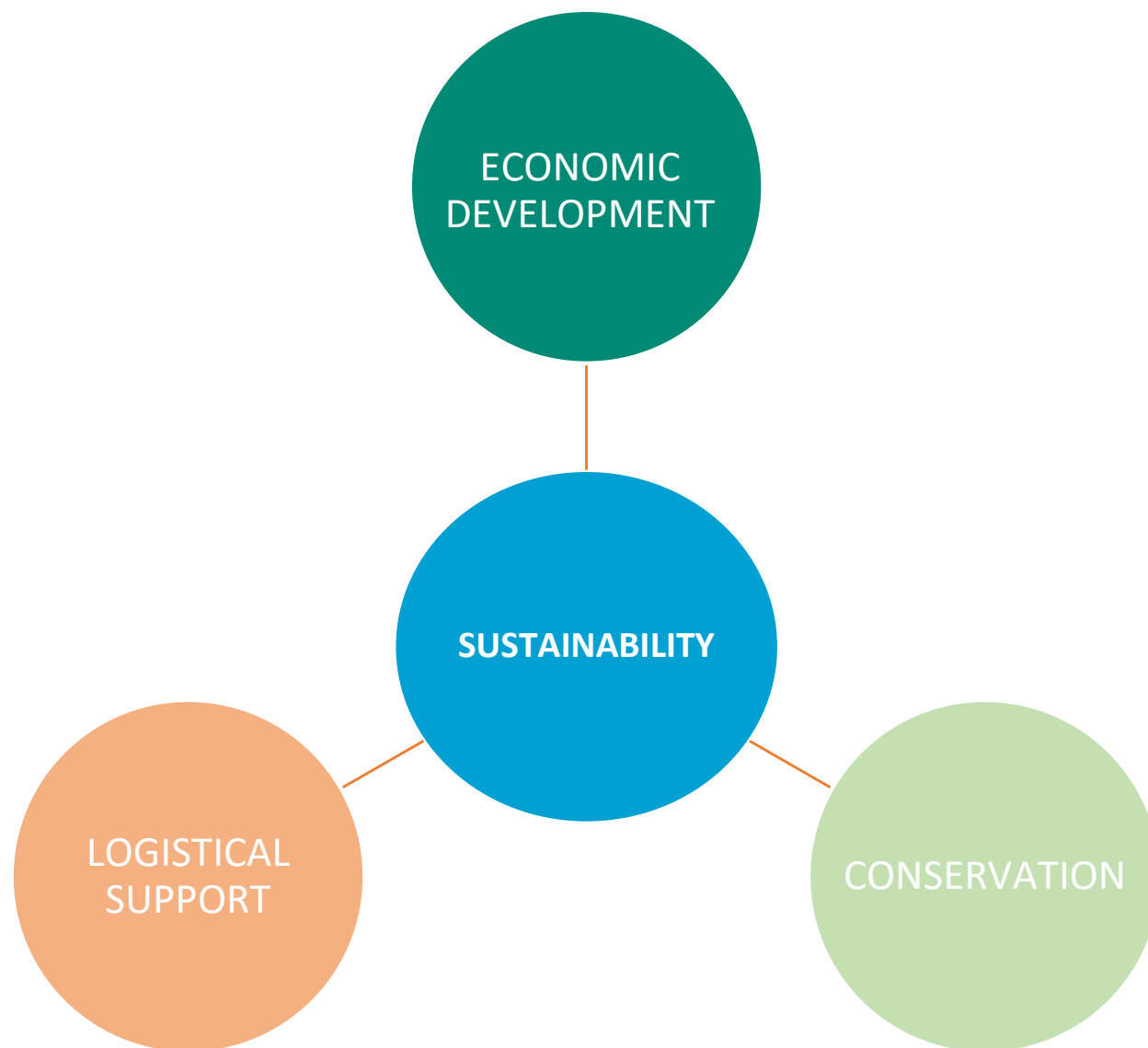
**Core Zones:** Estuary, coastline, Cantabrian holm oak forests, river network and areas of cultural interest

**Core Protection Zones:** areas of scenic interest, steep slope,...

**Transition Zones:** agricultural, livestock, forestry areas, facilities, population centers.

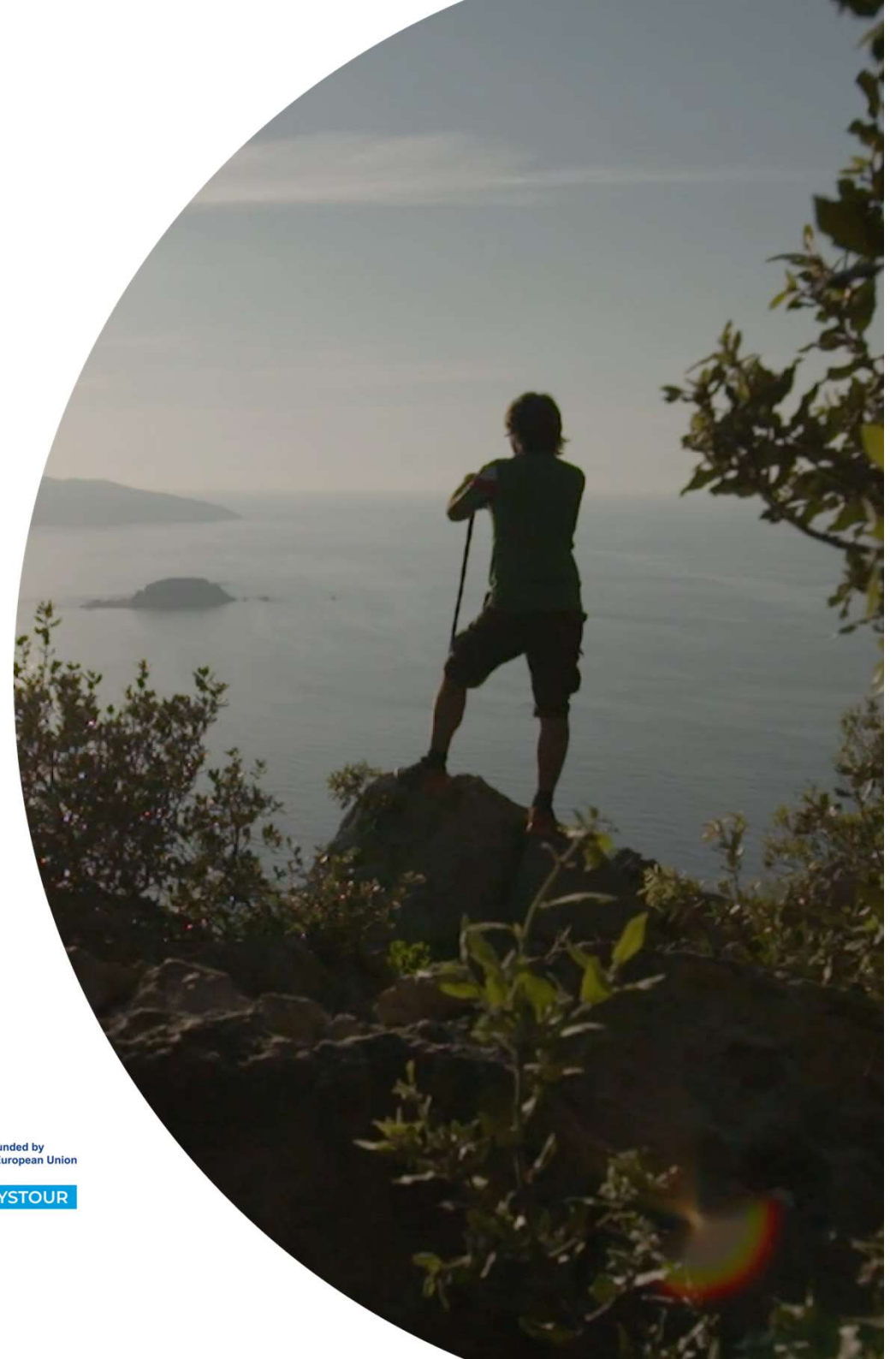


# Management areas



# URDAIBAI SUSTAINABLE TOURISM STRATEGY

## European Charter for Sustainable Tourism



**SYSTOUR**











# What is the European Charter for Sustainable Tourism?

The CETS is a European-wide accreditation granted by the EUROPARC Federation.

It is not	It is
Just a certificate	A planning work tool and a commitment
A specific effort, which ends once the accreditation is obtained	A process that is maintained over time. To maintain accreditation, an Action Plan must be executed, participation structures maintained and renewal requested.
A process that only involves the Protected Natural Area	A participatory process that involves and is the responsibility of ALL actors in the territory



# Charter principles:

- ✓ Give priority to the protection of natural and cultural heritage.
- ✓ Contribute to sustainable development.
- ✓ Achieve the commitment of all the actors involved.
- ✓ Plan sustainable tourism effectively.
- ✓ Seek continuous improvement.

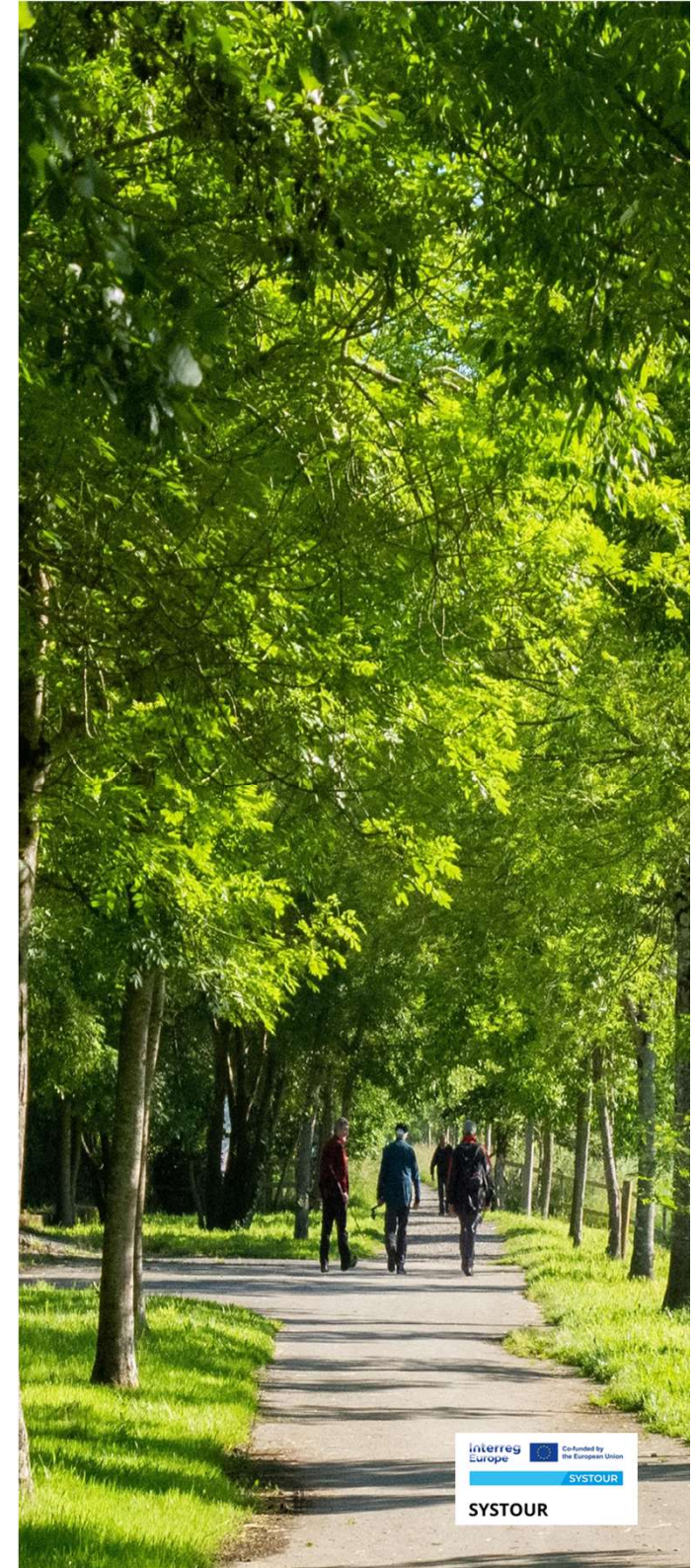




# The 10 key issues:

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1. Protect valuable landscapes, biodiversity and cultural heritage.
2. Financially support conservation through tourism.
3. Reduce the carbon footprint, pollution and waste in the use of natural resources.
4. Provide safe access, quality of facilities, tourist services and unique experiences related to the protected space, available to all types of visitors.
5. Effectively communicate the values of the protected area to visitors.
6. Ensure cohesion and good social understanding.
7. Seek benefits for the economy of the local community.
8. Provide training and build capacity.
9. Monitor tourist activity and its impacts.
10. Communicate the actions and commitments of the Charter.



# Parts of the Charter

## Charter Part I: for the protected area

2020

### How to gain Charter status:

- ✓ accepting the principles;
- ✓ ii. involving partners;
- ✓ iii. defining a strategy and
- ✓ iv. developing an action plan for 5 years.

## Charter Part II: for tourism businesses

2021

- ✓ 16 in 2021
- ✓ 14 in 2022
- ✓ 9 in 2023
- ✓ 7 in 2024

## Charter Part II: for companies organising tours

2023

- ✓ 2 Incoming tourism agency



# Parts of the Charter

Charter Part I: for the protected area

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Charter Part II: for companies organising tours

2023

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## Part II: accreditation of tourism companies



- 13 accommodations
- 5 agri-food companies (Canning companies, and Txakoli wineries)
- 9 active tourism
- 6 restaurants



# Parts of the Charter

Charter Part I: for the protected area

2020

How to gain Charter status:

- ✓ accepting the principles;
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Charter Part III: for companies organising tours

2023

- ✓ 2 Incoming tourism agency

# STRATEGY. Strategic goals



## 01 Territory

Strengthen and enhance the visibility and positioning of Urdaibai, and its brand, as a recognized and identifiable tourist destination, to provide its visitors with a high-quality experience that allows for their loyalty



## 02 People

To communicate and disseminate high-quality information about the UBR among the population of the region, in order to achieve their involvement and connection with sustainable tourism and the promotion of the local economy through the implementation of strategies affecting rural, urban, and marine environments.



## 03 Experience

Identify and consolidate high-quality tourist products that allow capturing a specific type of visitor to counteract seasonality and generate diversified and decentralized growth based on local products.

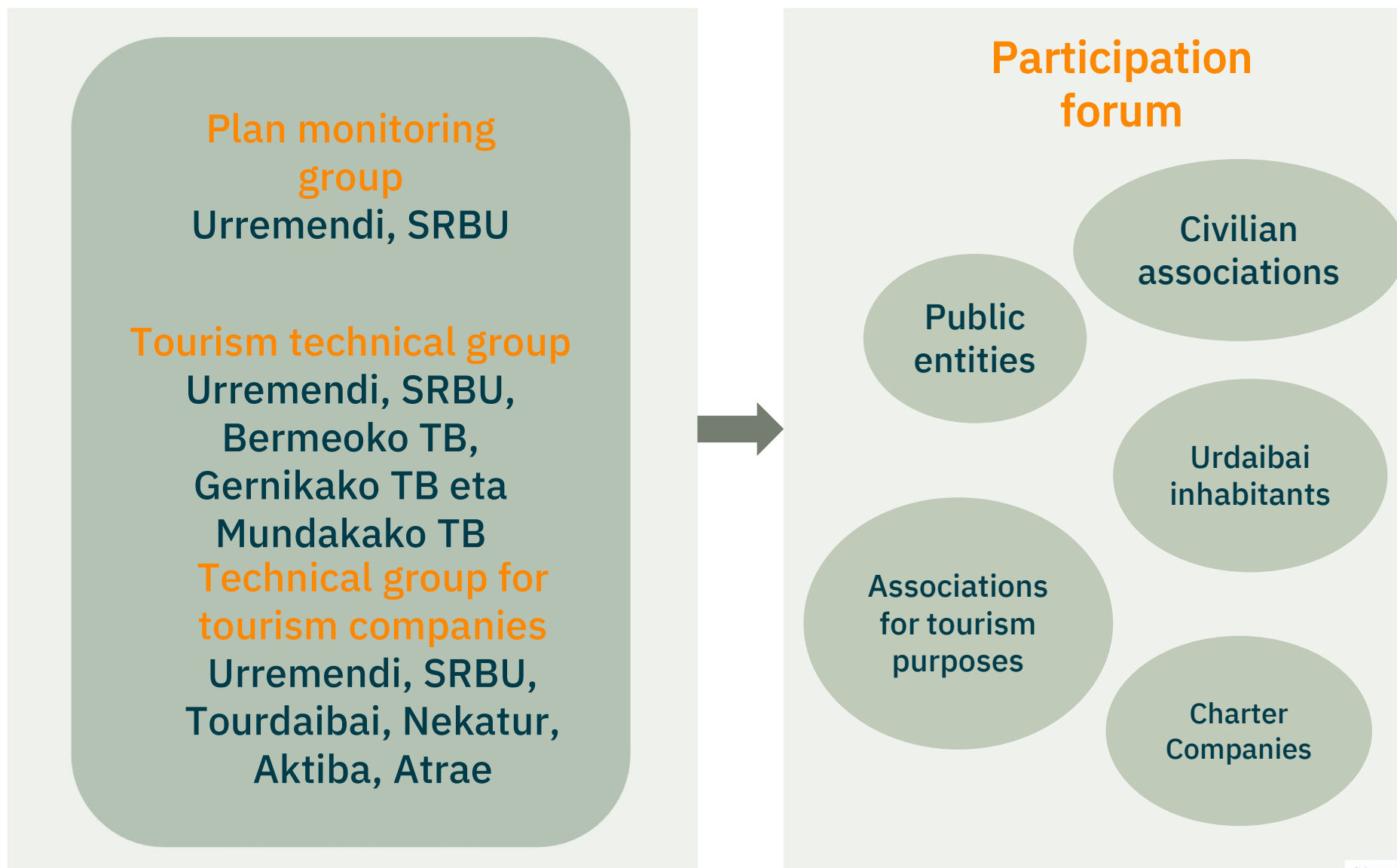


## 04 Impulse

Enhance coordination and collaboration among all public and private entities involved in sustainable tourism, using the CETS as a unifying, dynamic, and participatory element



# WORK STRUCTURE



## Sustainable mobility: pedestrian and cycling paths



## New tourist brand

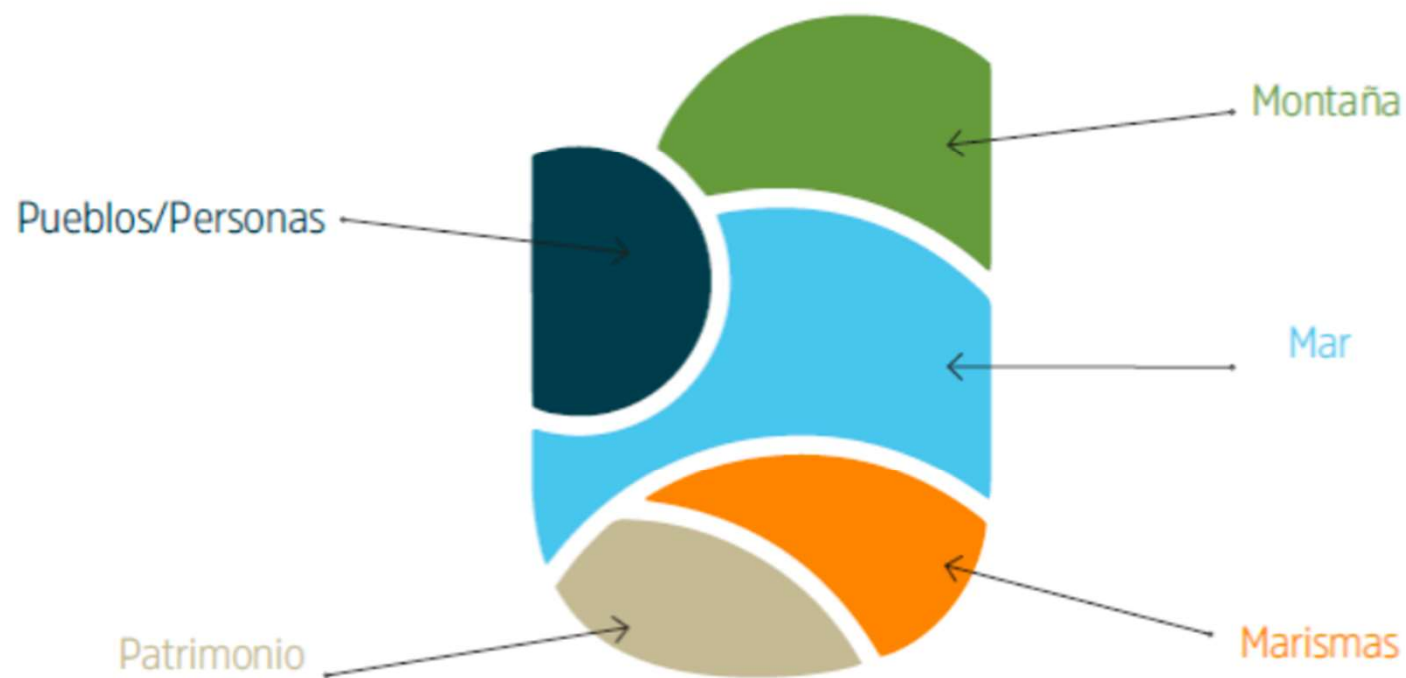


Urdaibai is:

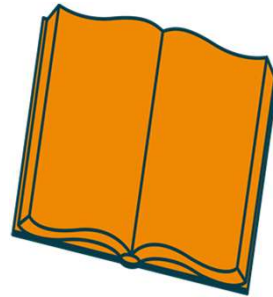
- A living space that narrates its past but interacts with its present.
- Coexistence with the environment and nature as a hallmark.
- A destination to be enjoyed, characterized by its multiple facets/layers



## New tourist brand: 5 layers



## Tourist narrative



*Awaken interest in visiting the territory*

These stories introduce the visitor to the different layers of Urdaibai, inviting them to conclude the stories on-site through various information points, accommodation and restaurant staff, tourist services, or local residents.

# Carbon footprint calculator

## Purpose:

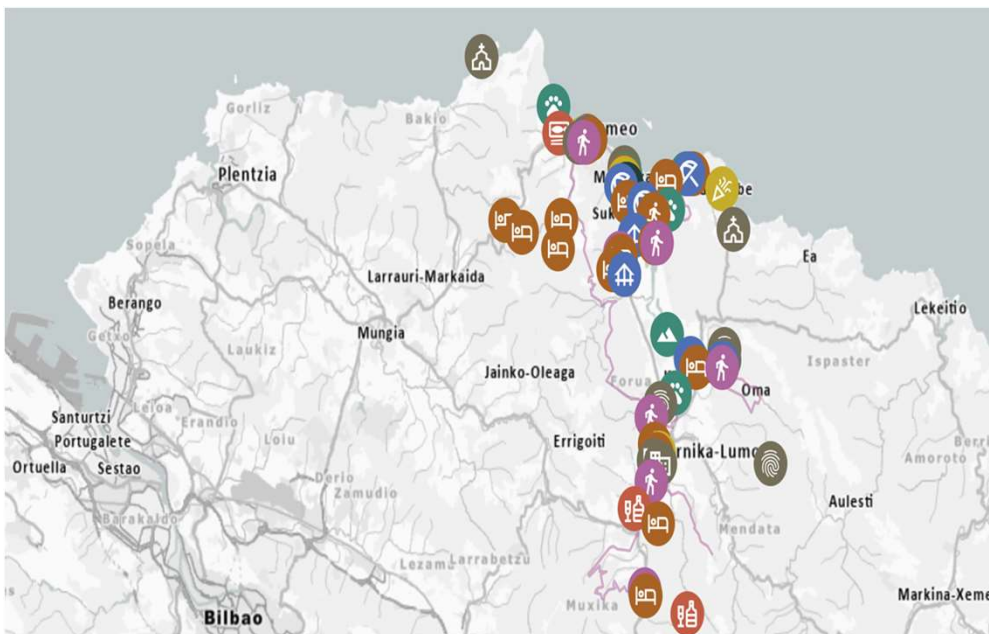
- ✓ **Awareness-raising:** invite reflection on the CO2 emissions caused by our actions as tourists.
- ✓ **Compensation:** take action by making a donation.
- ✓ **To promote sustainable tourism:** aligned with the values of the European Charter for Sustainable Tourism.

The screenshot shows the 'CALCULADORA DE HUELLA DE CARBONO' (Carbon Footprint Calculator) interface. At the top, there is the Urdaibai Basque Reserve logo and social media icons for Facebook, YouTube, and Instagram. The main heading is 'CALCULADORA DE HUELLA DE CARBONO'. Below this, a descriptive paragraph states: 'Disfruta del turismo sostenible en Urdaibai con la calculadora de huella de carbono para personas turistas. Conoce el impacto ambiental de tu viaje, reduce, compensa y siembra un futuro más verde.' The form includes a 'PASAJEROS' section with a question '¿Cuántas personas viajáis?' and a slider control. Below that is an 'ORIGEN' section with a question '¿Desde dónde venís?' and a text input field labeled 'Introduce tu lugar de origen'. At the bottom of the form, there is a label 'Distancia en km' and another empty text input field. The footer of the page features logos for 'interreg Europe' and 'Co-funded by the European Union', along with the 'SYSTOUR' logo.



# Urdaibai Tourist Viewer

Beittu is a tourist app that invites visitors to look and discover the natural and cultural environment of Urdaibai, planning sustainable tourism.



# Smart Tourist Destination



## CERTIFICADO

La Sociedad Mercantil Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S.A.M.P.

**SEGITTUR**

certifica que el destino

**BUSTURIALDEA-URDAIBAI (BIZKAIA)**

representado por su ente gestor,

Asociación de Desarrollo Rural Urremendi de Busturialdea-Urdaibai

ha iniciado el camino hacia su transformación en Destino Turístico Inteligente mediante la realización del Informe Diagnóstico y el diseño de un plan de acción para su conversión en DTI, todo ello en línea con la metodología de la Secretaría de Estado de Turismo, otorgándole por ello el distintivo de "Destino Turístico Inteligente" Adherido 2023-2025



Este certificado ha sido emitido con fecha 05-diciembre-2023 y es válido hasta el 06-diciembre-2025

Fdo.: Presidente de SEGITTUR

Instituta en el R.M. de Madrid, T. 12003, Se. R.F. 126, N. 303.307. C.I.F.: A-82273984 Paseo de la Castellana, N.º 136, planta 16, 28046 MADRID

# Cycling destination strategy



The screenshot shows the website for urdaibai bike reserve. The header includes the logo and navigation links: Rutas ciclistas, Servicios, Eventos, Alojamientos, and Contacto. The main content area features a large background image of a coastal landscape with mountains and a bay. The text on the page reads: 'Ciclismo responsable en la Reserva de la Biosfera de Urdaibai', 'Urdaibai Bike Reserve', '¿Buscas un destino extraordinariamente bello para disfrutar del ciclismo?', 'Ven a visitar Urdaibai, la Reserva de la Biosfera de Euskadi.', 'Espectaculares carreteras para disfrutar de la belleza de Urdaibai en bici.', 'Rutas de bicicleta de montaña para todos los niveles en el corazón verde de Bizkaia.', and 'Propuestas de excursiones familiares en bicicleta por la ría de Mundaka.' A button labeled 'Nuestro territorio' with a downward arrow is at the bottom left. A large, semi-transparent circular graphic on the right side contains the urdaibai bike reserve logo and the text 'urdaibai bike reserve'.





Urdaibai



EUSKO JAURLARITZA  
GOBIERNO VASCO

**ESKERRIK ASKO!**