

Greetings from El Salvador

**I am Leonor Castellanos president of the Federation of Tourism &
Member of the board of directors of the Ibero–American Institute of
Rural Tourism**

Rural tourism is an activity that takes advantage of the natural, cultural, and social resources of rural areas in order to offer unique and meaningful experiences to visitors. It becomes sustainable when it, not only promotes local development but also encourages community participation and ensures the preservation of cultural and natural heritage.

Today, many organizations and associations are raising awareness about the importance of protecting rural areas. However, despite growing interest, the development of rural tourism is still progressing slowly. This is why the work of institutions such as the **World Rural Tourism Council** and the **Ibero-American Institute of Rural Tourism (Iberoatur)** is so crucial.

In our region, the **Ibero-American Institute** is committed to advancing rural tourism through collaboration and education. One key strategy is hosting regular **webinars**, where we share successful case studies and discuss relevant topics such as **inclusion** and **security**. These sessions provide valuable insights for entrepreneurs and also for established businesses, helping them generate new ideas and

expanding their economic opportunities.

For example, the Ibero-American Institute just held an online meeting with the **Rural Tourism Association of Ecuador**, where representatives from various countries participated in three panels. We discussed **agrotourism** and **nature-based tourism**, and notably, the academic sector—represented by several universities—also led a dedicated panel.

So, you see that one of the most promising initiatives by the Ibero American Institute involves the collaboration with **universities & tourism schools**, engaging both teachers and students in meaningful dialogues. We firmly believe that bringing up awareness and love for our planet earth in younger generations—especially children—is key to building a future rooted in sustainability and respect for our world. From our own country, **El Salvador**, in that meeting, we were represented by the **Tourism Federation**. Although we had just one speaker, we shared successful case studies not only from El Salvador but also from **Guatemala**, our neighbor country.

Currently, a comprehensive program is in development to further promote **agrotourism**, which is widely recognized as a vital component of rural tourism. The goal is to share this program with other countries, fostering a shared understanding of rural tourism that is deeply connected to **sustainability**.

This ongoing collaboration is the result of more than **ten years of continuous work**, interrupted briefly in 2020—a gap that reminded us of the urgency and importance of our mission as an Ibero-American institution.

Another key initiative that Iberoatur promotes is the establishment of alliances.

One example is a recently activated group in El Salvador known as the “**Biological and Cultural Corridor of Jayaque Caldera**,” located within the **Lempa River Basin**. This initiative was conceived to promote the **conservation, regeneration, and sustainable use** of the region’s **ancestral natural and cultural assets**—all of which are vital for the development of rural tourism.

We, as **FETUR**, are proud to be an allied of this important effort.

Rural tourism may still be moving slowly, but with **persistence** and a **shared vision**, we are making real progress. The breakthroughs we’re seeing today are a testament to what can be achieved through dedication, cooperation, and a deep commitment to our communities.

莱奥罗尔·德卡斯特拉尔斯 萨尔瓦多 **Leonor Castellanos**

来自萨尔瓦多的问候

我是莱昂诺尔·卡斯特利亚诺斯，旅游联合会主席及伊比利亚美洲乡村旅游研究所董事会成员

乡村旅游是一项利用农村地区的自然、文化和社会资源，为游客提供独特而富有意义体验的

活动。当它不仅促进地方发展，还鼓励社区参与并确保文化和自然遗产的保护时，便成为可持续的旅游形式。

如今，许多组织和协会正在提高人们对保护农村地区重要性的认识。然而，尽管兴趣日益增长，乡村旅游的发展仍然进展缓慢。这就是为什么世界乡村旅游理事会和伊比利亚美洲乡村旅游研究所（Iberoatur）等机构的工作如此关键。

在我们地区，伊比利亚美洲研究所致力于通过合作与教育推动乡村旅游的发展。一项关键策略是定期举办网络研讨会，分享成功案例并讨论包容性和安全性等相关主题。这些会议为企业家和成熟企业提供了宝贵的见解，帮助他们产生新想法并拓展经济机会。

例如，伊比利亚美洲研究所刚刚与厄瓜多尔乡村旅游协会举办了一场在线会议，来自多个国家的代表参与了三个小组讨论。我们探讨了农业旅游和自然旅游，值得注意的是，学术界的代表——包括多所大学——也主持了一个专门的小组讨论。

因此，您可以看到，伊比利亚美洲研究所最有前景的举措之一是与大学及旅游学校合作，让教师和学生参与有意义的对话。我们坚信，在年轻一代——尤其是儿童——中培养对地球的意识 and 热爱，是构建一个以可持续性和尊重世界为基础的未来的关键。

在我们的祖国萨尔瓦多，旅游联合会代表我们参加了那次会议。尽管我们只有一位发言人，但我们不仅分享了萨尔瓦多的成功案例，还分享了邻国危地马拉的案例。

目前，一个旨在进一步推广农业旅游的综合计划正在制定中。农业旅游被广泛认为是乡村旅游的重要组成部分。我们的目标是将这一计划与其他国家分享，促进对乡村旅游的共同理解，并将其与可持续性紧密结合。

这一持续合作是十多年不间断工作的成果，仅在 2020 年短暂中断——这一空白提醒我们作为伊比利亚美洲机构的使命的紧迫性和重要性。

伊比利亚美洲研究所推动的另一项关键举措是建立联盟。

一个例子是萨尔瓦多最近启动的一个名为“哈亚克火山口生物文化走廊”的团体，位于伦帕河流域。这一倡议旨在促进该地区祖先自然和文化资产的保护、再生和可持续利用——所有这些对乡村旅游的发展至关重要。

作为 FETUR，我们很自豪能够成为这一重要努力的盟友。

乡村旅游的发展或许仍然缓慢，但凭借坚持和共同的愿景，我们正在取得实际进展。今天的突破证明了通过奉献、合作以及对社区的深刻承诺所能实现的成就。