

Methodological proposal for designing ecotourism experiences: The case of Puyehue municipality, Los Lagos Region, Chile.

Propuesta metodológica para diseñar experiencias ecoturísticas: Caso comuna Puyehue, Región de Los Lagos, Chile

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ABSTRACT

The research focuses on the creation of a methodological proposal for the design of ecotourism experiences considering three stages of development: market research, analysis with a sustainable approach and design of ecotourism experiences. The focus of this model will be to develop a balance between the experiential needs of tourists, ecotourism activities and sustainable development in a tourist destination. The destination must be comprehensively understood in terms of tourism to achieve a participatory co-creation with the local community of ecotourism experiences, in which they become the main actors in the execution of these experiences. The application of this proposal was developed in the municipality of Puyehue, Los Lagos Region, Chile. In this territory, its tourism system was identified and analyzed, including the sustainable development of its activities, attractions, and tourist accommodations, where innovative ecotourism experiences that reflect the image of the destination and the target tourist of Puyehue can be located. This methodological proposal for the design of ecotourism experiences supports sustainable tourism development in those destinations that have a set of appropriate resources that are currently poorly managed and marketed, thus losing their competitiveness.

Keywords: Methodology, Experiences, Ecotourism, Design

RESUMEN

La investigación se enfoca en la creación de una propuesta metodológica para el diseño de experiencias ecoturísticas considerando tres etapas de desarrollo: investigación de mercado, análisis con enfoque sustentable y diseño de experiencias ecoturísticas. El foco de este modelo será desarrollar un equilibrio entre las necesidades experienciales de los turistas, las actividades de ecoturismo y el desarrollo sostenible en un destino turístico. El destino debe comprenderse turísticamente de manera integral para lograr una co-creación participativa con la comunidad local de experiencias ecoturísticas, de las cuales ellos pasen a ser actores principales en la ejecución de estas vivencias. La aplicación de esta propuesta se desarrolló en la comuna de Puyehue, Región de Los Lagos, Chile. En este territorio se identificó y analizó su sistema turístico, comprendiendo el desarrollo sustentable de sus actividades, atractivos y alojamientos turísticos, donde podrán localizarse las experiencias ecoturísticas innovadoras que reflejen la imagen del destino y del turista objetivo de Puyehue. Esta propuesta metodológica para el diseño de experiencias ecoturísticas permite apoyar el desarrollo turístico sostenible en aquellos destinos que poseen un conjunto de recursos apropiados y que actualmente están mal gestionados y comercializados, perdiendo así su competitividad.

Palabras claves: Metodología, Experiencias, Ecoturismo, Diseño

INTRODUCTION

The tourist, in general, after the Covid-19 pandemic changed, and not only his tastes for tourism, but also the way of living it; he is looking for new trends, he is more conscious when choosing a destination, accommodation and/or a tourist activity. They feel great interest in sustainable alternatives that help to contribute to the care of the planet, having preferences for spaces surrounded by nature and tranquility, "more and more people are opting for regenerative experiences that have a positive impact on destinations by benefiting wildlife, conservation and the local community" (Booking.com, 2023). Their preferences include environments surrounded by nature and tranquility. Therefore, it is very important to reinvent the products and services that are delivered to exceed or adjust to these new expectations.

Nature tourism emerges as a possible answer to this search, "more than 50% of the Travel & Tourism market share is driven by nature tourism and the desire to explore new environments, which is expected to increase year after year" (WTTC, Nature Positive Travel & Tourism, 2022), this type of tourism laid the foundation for adopting a concept that comprises a new way of living nature tourism, and we speak of ecotourism, a term officially adopted in 1996 by the International Union for Conservation of Nature (IUCN), "is a type of nature-based tourism activity in which the essential motivation of the visitor is to observe, learn, discover, experience and appreciate biological and cultural diversity, with a responsible attitude" (UNWTO, 2019).

This type of tourism promotes responsible travel, to conserve the natural and cultural heritage of places, with the vision that what we witness today can be valued by future generations; together with ecotourism we manufacture awareness and sensitization for the conservation of the environment, its biodiversity also understanding the cultural aspects that we find in the destination, such as local communities. Thanks to ecotourism we can create processes and management that minimize the negative impact that the massive arrival of visitors can generate in a tourist destination.

However, nowadays, the intention is not only limited to acquiring a trip that promotes understanding and awareness of the environment, "74% of travelers seek authentic experiences that are representative of the local culture". (Boo-

king.com, Sustainable Tourism Report 2023, 2023). People aspire to go the extra mile, pursuing new quirks or the aim is to experience new experiences through the exploration of unknown destinations, the connection with local communities and nature. Within this context, the following modalities emerge and innovative approaches in the tourism industry, among which tourism experiences stand out.

The understanding of experiential tourism must be understood under the experience economy model, which was born in 1998 by Joseph Pine II and James H. Gilmore. This concept presents a change of focus in the sale of a product and/or service, concentrating mainly on the experience that the client can live as a differential value. In this way, tourism is related to the experience economy, given that nowadays people are looking for trips that provide greater value, with more meaning, emotions, and senses, and are willing to invest more economic resources if the experiences are authentic and personalized.

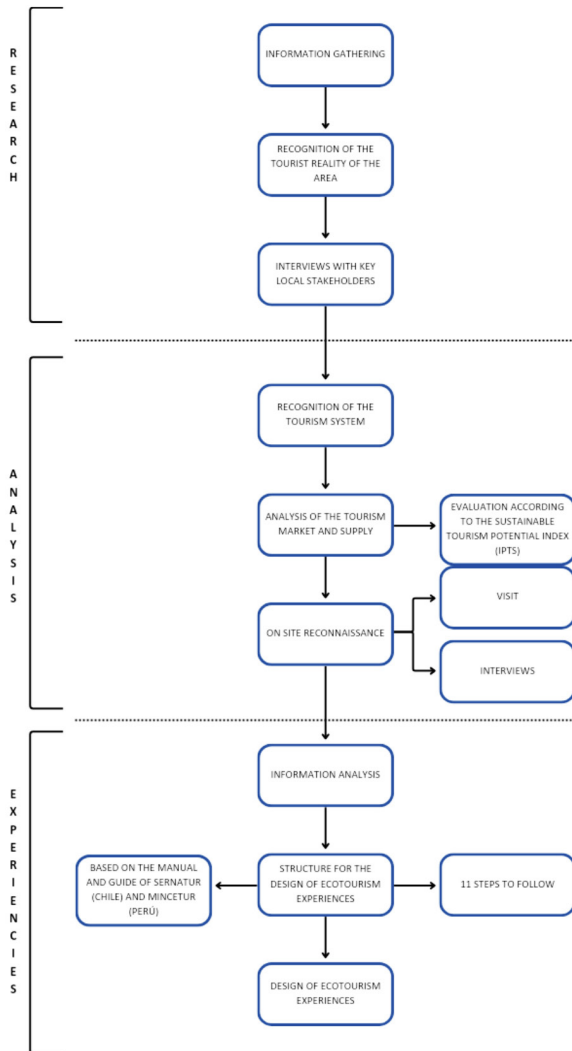
The design of tourism experiences offers unconventional visitors an offer oriented to them, proposing a differentiated product with unique value, "focuses on emotionally linking the visitor with the environment and the elements of the trip, through the design of a satisfactory and memorable experience that provides value and meaning to the person and invites to be shared" Peruvian Ministry of Foreign Trade and Tourism (MINCETUR 2020). The benefits of experiences in tourism are multiple; it expands the tourist offer of the destination, including accommodations, attractions, gastronomy, products, and services, generating an opportunity to increase the income of the local community. In addition, it constitutes a fundamental element for promoting greater competitiveness in the environment and influencing the market.

The application of the methodological proposal for the design of ecotourism experiences applied to the Puyehue destination, a municipality located in the Province of Osorno, Los Lagos Region in Chile, is based on its impressive natural environment, which includes the Puyehue National Park, known for its forests, lakes, and volcanoes, complemented by a tourist plant focused on relaxation and local sports activities. This rich geographic diversity makes Puyehue an area of interest for scientific research, which allows us to recognize and use environmental, eco-

nomic, and social factors of the territory to create ecotourism experiences that fit the image of the territory and the visitor, generating interactions with the environment and a memorable experiential trip. Tourists seek differentiating elements in tourism, experiences different from their own reality, and thanks to ecotourism we can discover natural environments that allow the visitor to generate sensations and be immersed in the local culture. Ecotourism in this way is presented as an economic benefit for the host community by attracting visitors interested in nature and their own cultural identity (Huilliche ethnic group).

METHODOLOGY

Figure 1. Conceptual map methodology



Source: Own elaboration of the authors of this work, 2023.

The research process in the methodological proposal for the design of ecotourism experiences in the Puyehue destination, is executed as applied research where it seeks to exercise and use previous specialized knowledge, with the objective of carrying it out in a practical way to provide solutions to the needs and/or problems of the tourist and the destination. The methodology is composed of 3 phases to achieve the design of experiences in the tourist activity: phase 1 "Research", phase 2 "Analysis of information" and phase 3 "Design of experiences".

Phase 1 begins with an investigation of the territory/destination to obtain a strategic tourism profile. This research is carried out through the collection and analysis of secondary sources collected from websites, documents and reports and articles from local, regional and national institutions and agencies such as reports from the Secretary of Tourism, the Chilean National Tourism Service (SERNATUR) and Municipal Tourism Office, where information is obtained that will allow to define, among other results, in which phase of the life cycle is the tourist destination, allowing to understand the type of market that has been developing until the present; The socio-motivational profile of the demand, characterization and evolution of the supply of tourism products and services, among other relevant statistics. This process of building a diagnosis is enriched with a survey of existing planning instruments in the territory such as PLADETUR, PLADECO, communal and regional policies, among others, to have a clear picture of the tourism scenario. The research of secondary sources is complemented with interviews with key local tourism stakeholders to understand their tourism vision of the destination; municipal officials, regional public institutions and local private organizations related to tourism.

Phase 2 of the analysis of the information already collected will make it possible to construct the destination's tourism system and its situation within its life cycle. This modeling of the tourism system is carried out by organizing the information into supply, demand, superstructure, and market. Once this process is completed, an analysis of the tourism supply and market is carried out according to the Potential Index of Sustainable Tourism (IPTS), where accommodations, attractions and tourism operators are considered, with the objective of evaluating environmental, economic, sociocultural and ecotourism indicators, designed based on sustainable principles of the tourism sector. Finally, each tourism activity has its own indicators, and these are divided into sub-indicators as follows:

Potential sustainable tourism index for tourist accommodations

Environmental Indicator

- No pollution and deterioration of the natural and rural landscape.
- Waste management (recycling)
- Energy management

Economic Indicator

- Customer Experience
- SERNATUR Registration
- Q label (Quality Public Certificate)
- S Label (Sustainable Public Certificate)
- Tourist Trust Label
- Diversification of the tourism product

Sociocultural Indicator

- Heritage conservation

Sustainable tourism potential index for tourist attractions

Environmental Indicator

- Presence of endemic species
- No contamination or deterioration of the natural and rural landscape.
- Tourism infrastructure and/or equipment

Economic Indicator

- Interpretation of nature
- Appreciation of cultural heritage
- Offers local communities' employment and income alternatives.

Sustainable tourism potential index for tourist attractions

Economic Indicator

- Community support
- Local employment
- Registration in SERNATUR
- S Label (Sustainable Public Certificate)
- Customer Experience

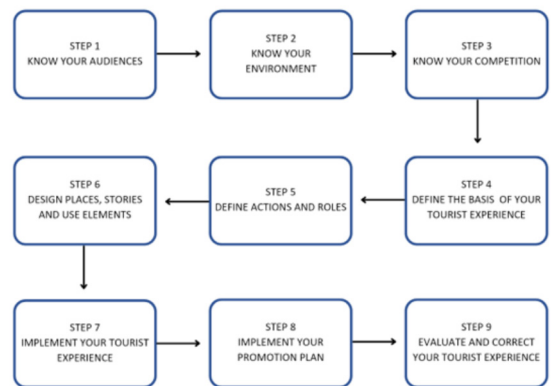
Socio-environmental Indicators

- Cultural interaction
- Presentation of culture and heritage
- Visit to natural areas.
- Protection of cultural heritage
- Transportation

Following this evaluation, an on-site reconnaissance of the lodgings, attractions, and tourism activities with the highest scores in the analysis of the Sustainable Tourism Potential index is carried out.

To methodologically finalize this design process, phase 3 involves the co-construction of ecotourism experiences adapted to the reality of the Puyehue destination market based on the information gathered and analyzed in the previous phases, selecting the attractions and/or tourism services that will be included in the experience. Based on this information, the structure of the steps to follow for the design of experiences is defined, considering the SERNATUR Experience Design Manual and the MINCETUR Guide for the Design of Experiences as technical guides.

Figure 2. SERNATUR Experience Design Guide



Source: Own elaboration based on document (SERNATUR Experience Design Guide), year 2023.

According to MINCETUR there are 9 steps to follow to build a tourism experience:

1. Research the traveler: Know the current tourist and the potential segment.
2. Explore the environment: Identify tourist attractions.

3. Analyze your competition or competitors: To know the existing offer.
4. Conceptualize your tourism experience: Select your target segment.
5. Design the tourism experience, the experiential script: Structure the narrative of the experience.
6. Implement your tourist experience, the scenography and ambience: Execute the actions previously seen.
7. Organize your tourist experience, your collaborators, and partners: Define the cast of the experience.
8. Promote your tourist experience and articulate with the market: Define how the experience will be publicized.
9. Evaluate your tourism experience: Apply metrics to evaluate customer satisfaction.

RESULTS

Following the phases of the methodological proposal for the design of ecotourism experiences, the following results were obtained:

Phase 1: Research

In phase 1, at first, an investigation of the tourism reality of Puyehue, a municipality located in the Province of Osorno, in the Los Lagos Region, Chile, is carried out. This initial phase produces the following results:

Puyehue is presented as a municipality of significant natural and cultural value. Since 2022, it is part of the Tourist Interest Zone (ZOIT) Birregional Lakes and Volcanoes, together with the municipality of Río Bueno in the Los Ríos Region. In addition, Puyehue is part of the Lakes and Volcanoes Scenic Route, which runs from the Andean region of Araucanía to Lake Llanquihue. It should be noted that Puyehue National Park, located in this same municipality, is an essential component of the Temperate Rainforest Biosphere Reserve of the Southern Andes, designated by UNESCO in 2007.

The agents involved in tourism in Puyehue (Municipality, Corporations and Associations), together with the entrepreneurs of various industries predominant in the municipality, work in close collaboration with the purpose of promoting sustainable development and tourism in Puyehue. This joint effort has as its main objective the preservation and improvement of the natural, economic, and cultural

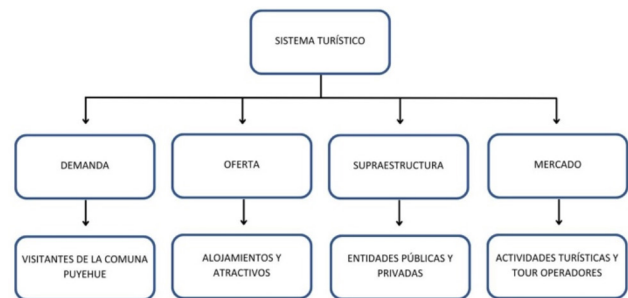
resources of the municipality. Puyehue, recognized for its geological wealth, renowned for its hot springs and its proximity to the majestic Andes Mountains, is distinguished by its panoramic views of volcanoes, rivers, lakes and lagoons, forests, and waterfalls.

It is important to note that the main road that crosses the municipality serves as a link, connecting Puyehue with Villa La Angostura in Argentina through the Cardenal Samoré border crossing.

Phase 2: Information analysis

In phase 2 of the proposal, once the research stage is completed, a graphic representation of the territory is made in terms of its tourism system, which is composed of demand, supply, superstructure, and tourism market, which leads to an inventory, registration, and final organization of the tourism system. Information according to the concepts mentioned above, the results obtained are as follows:

Figure 3. Tourism system



Source: Own elaboration of the authors of this work, 2023.

Tourism Demand

In the municipality of Puyehue, tourism demand is characterized by attracting a mostly adult public, who choose to travel in the company of their families, friends and/or partners. The most representative age group ranges from 31 to 60 years old. These visitors, mostly Chilean nationals, come mainly from the Metropolitan Region. Their choice of the area is based on their search for rest, tranquility, and an intimate connection with nature.

Given the geographic characteristics and the low level of urbanization, the municipality of Puyehue stands out for offering its visitors natural spaces with minimal human intervention, protected wild areas and hot springs. This

natural wealth is one of the main motivators for choosing this area as a destination.

The flow of visitors is concentrated mainly in the months of January, February, and March during the summer season, as well as in June, July, and August during the winter season. This variation is related to the various activities available in summer, such as trekking and climbing, as well as in winter, with recreational options and winter sports.

Most of these visitors come to the municipality with the reference of a single place to visit, where they obtain details and consult about other possible destinations or points of interest for their visit. They have the flexibility to choose the itineraries to follow during their stay in the municipality, without having to plan.

Tourists offer.

Table 1: Tourists offer in the Puyehue community

Tourist attractions	Tourist accommodations
23	42

Source: Own elaboration of the authors of this work, 2023.

The tourist offer of the municipality of Puyehue includes a total of 23 tourist attractions, according to the classification of the report entitled "Methodological proposal for the hierarchy, categorization and typification of tourist attractions" of SERNATUR, most of the attractions present in the municipality can be categorized in Class 1, corresponding to "Natural Sites". Likewise, some are included in Class 4, referring to "Contemporary technical, scientific or artistic achievements", and others in Class 6, which covers "Recreation centers or places".

The municipality has a diversified range of options for tourist lodging, with a total of 42 establishments, according to the classification established in the document "Regulations for the classification, qualification and registration of tourist lodging establishments" issued by SERNATUR. This variety is distributed mostly in categories that include cabins, as well as other alternatives such as camping, lodging, hotels, and lodges.

Superstructure

Various associations, corporations, and institutions, both public and private, at the communal, regional, and national levels, actively participate in the development of the Puyehue Municipality.

Table 2: Superstructure of Puyehue municipality

Public Entities	Private Entities
Municipality of Puyehue	Impulsa Puyehue Corporation
National Forestry Corporation (CONAF)	Puyehue Contact Puyehue Tourist Network Corporation
Entre Lagos Tourism Development Association	
National Tourism Service (SERNATUR)	Puyehue Mountain Range Tourist Route

Source: Own elaboration of the authors of this work, 2023.

Both public and private entities, together with the programs implemented in Puyehue, contribute from different perspectives to the promotion of tourism in the municipality. Although agriculture is the main activity, tourism maintains a prominent importance by contributing both economically and socially to the local communities and key stakeholders. The latter have a strong interest in the positive development of tourism, ensuring that the needs of residents and visitors are met.

Market

There are several tour operators in the municipality, both local and from nearby communities, that take advantage of the area's tourist attractions to carry out activities, mostly adventure tourism. These operators play an important role in the area's tourism development and contribute to its benefit. A total of seven tour operators have been identified that operate both within the municipality and in the surrounding areas.

The tourism market is located mainly in the rural areas of the municipality of Puyehue. Local tour operators specialize predominantly in adventure tourism activities. There are also operators in neighboring municipalities whose main activity is adventure tourism, and in some instances, they incorporate ecotourism. These operators guide tourists to the municipality of Puyehue to admire its nature and enrich their knowledge.

Sustainable Tourism Potential Index

Once the tourism system has been classified, the lodging, attractions and tourism activities are evaluated according to the Sustainable Tourism Potential Index, which includes environmental, economic, sociocultural and ecotourism indicators, each of which includes sub-indicators, which

are associated with a value of 1 point if the services comply with the criterion.

This approach makes it possible to analyze compliance with indicators and sub-indicators in lodging, attractions, and tour operators, as well as to evaluate overall compliance in Puyehue in the areas of environment, economy, and culture.

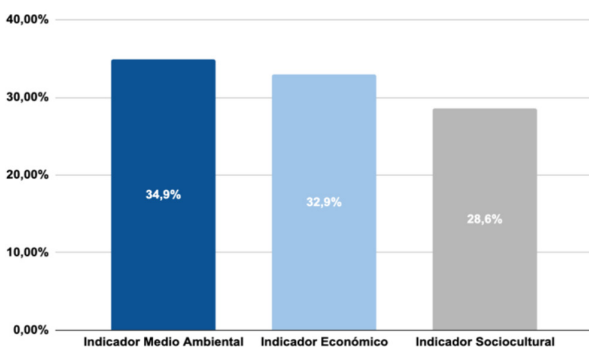
To evaluate compliance with indicators and sub-indicators, observation methods were used using photographs from websites and/or maps and in the field to determine if the sustainability criteria are met, especially in sub-indicators related to visual perception; the method of obtaining data and information was also used, which consists of collecting information from secondary sources.

Una vez finalizada esta etapa se procede a elegir los atractivos que tienen un mayor potencial para la investigación ecoturística que comprende una clasificación de los servicios turísticos antes evaluados

En el análisis del Índice Potencial de Turismo Sostenible en alojamientos turísticos, se evalúan 42 alojamientos turísticos que actualmente operan en la comuna.

In the Environmental Indicator, the results for compliance with this indicator are 34.9%; in the Economic Indicator, the lodging facilities comply with 32.9%; and in the Socio-cultural Indicator, 28.6% compliance is achieved.

For the evaluation of the Sustainable Tourism Potential index in tourist accommodations, the ecotourism development of the municipality of Puyehue within the indicators is poor, this is since very few accommodations within the municipality work under the standards of sustainable tourism, such as waste management, recycling, energy management, comply with their registration in SERNATUR and obtain some of the seals of this, among others.



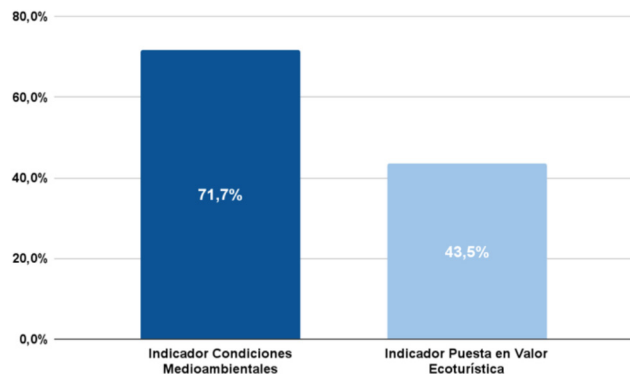
Source: Own elaboration of the authors of this work, 2023.

For the chart of Sustainable Tourism Potential Index in tourist attractions, a total of 23 tourist attractions were analyzed. Different sub-indicators are evaluated for each indicator.

The Environmental Conditions Indicator shows a compliance percentage of 71.7% and the Tourism Valorization Indicator shows a compliance percentage of 43.5%.

Observing the graph, we can conclude that most of the tourist attractions in the municipality comply with the environmental indicator, but at the same time less than half of the attractions do not comply with the ecotourism indicator, this is due to the little information that exists about ecotourism to tourist attractions within the municipality of Puyehue.

Figure 5. IPTS Results for Tourist Attractions



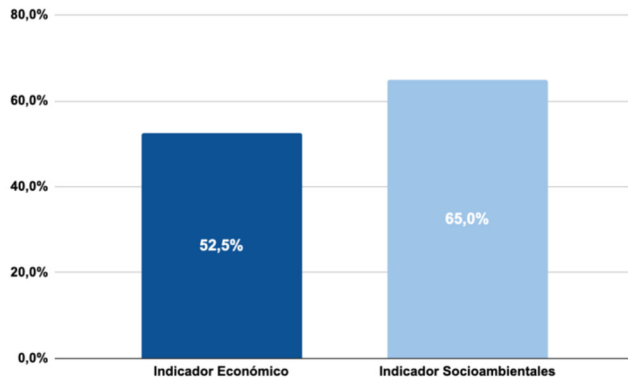
Source: Own elaboration of the authors of this work, 2023.

For the evaluation of the sustainable tourism potential index in tourism activities or Tour Operators, 8 companies that are located and operate their tours in the municipality of Puyehue were analyzed. In each indicator there are sub-indicators that are evaluated according to the compliance of these for each of the companies; in the Economic Indicator 40 items are evaluated, this is equivalent to 52.5% compliance in economic areas for sustainable tourism; On the other hand, there is the Socio-environmental indicator where 40 items are measured where 65% compliance is achieved.

The numbers obtained in the IPTS evaluation of tourism activities are positive; the percentages of non-compliance are due especially to the fact that most of these tour operators are not registered with SERNATUR and that they are engaged in nature-related activities, and therefore cultu-

ral attractions are not part of the activities carried out for their clients.

Figure 6. IPTS Results for Tourism Activities



Source: Own elaboration of the authors of this work, 2023.

Ecotourism Research

The objective of this methodology is the design of ecotourism experiences, therefore, field research is carried out to filter the attractions, lodging and tourism activities that include or carry out ecotourism, after which a classification of the elements into categories A and B is made.

Category A

Ecotourism is a type of nature tourism, but unlike its peers it involves education and interpretation of nature, to raise awareness among visitors and reduce the negative impact of tourism on natural and cultural environments.

Two categories are created where all the attractions, accommodations and tourist activities of the Puyehue Municipality that meet the guidelines of TIES (The International Ecotourism Society) to be an Ecotourism destination are described.

Category B

This category shows the tourism services and activities that include other types of tourism other than ecotourism. An evaluation of all the lodging, attractions and tourism activities was carried out to determine if their services meet the requirements of ecotourism, in the case of lodging, most of them are focused on offering a space for visitors to spend the night, and for tourism activities, other

types of tourism such as adventure and rural tourism can be appreciated.

Phase 3: Experience design

This phase consists of the creation of an ecotourism experience based on the information gathered in previous phases and the SERNATUR and MINCETUR tourism experience design guides.

Ecotourism experience:" Finding birds."

Table 3: Technical description

Location	Urban wetland Costanera de Puyehue, Entre Lagos
Duration	1 hr. 30 min.
Difficulty	Easy
Distance	500 m. approx.
Type of Tour	Autoguiding
Target	Families with children
Season	All year round
Visitor profile	They seek to enjoy nature and at the same time entertain the little ones.
Objectives of the experience	Identify Chilean birds, understand their importance in the environment, learn about them and generate joy and surprise in the participants.

Source: Own elaboration of the authors of this work, 2023.

Description

This ecotourism experience is done through a low impact walk of approximately 500 m with easy difficulty, around the wetland, this activity will be done through a mobile application that will have an interactive map with games like "Finding Birds", the goal is to teach participants about the wetland fauna and conscious and responsible beha-

viator in areas of high diversity and bird watching with the application of ecotourism principles and NDR. The purpose is to find clues about birds of Chile and at the same time learn about them, their habitat, behavior, vocalizations, care, and conservation. At the end of the game, participants who find all the clues will be able to win a unique image called NFT. This ecotourism activity is self-guided so that families can enjoy this experience at their own pace; it consists of a short walk that will have certain milestones to find the clues that will be present in the tour, will be guided by a digital and interactive map, once the place and found all the clues can win an exclusive image of the bird digitally where you can get discounts on established places within the municipality of Puyehue, such as souvenirs, food or other entertainment. These images are called NFT (Non-Fungible Tokens) "...which is a digital certificate of authenticity that through blockchain technology, the same used in cryptocurrencies (tokens), is associated to a single digital file. From there, a new form of digital expression (and business) has been built." (Mas, 2022). In simple words, NFT's are unique videos, images, texts, audios and/or compressed files, which cannot be replaced or exchanged as money is, NFT's can be compared to a work of art, which are unrepeatable, unique, and irreplaceable pieces.

Storytelling

Some time ago in the city of Entrelagos different birds were sighted, all of them very particular, all different colors and sizes. The idea of the activity is to find as many birds as possible within the wetland and be able to learn about them and then be able to identify them in all the trails within the parks and / or wetlands that are visited.

Discover the birds of the Urban Wetland, will be a self-guided activity based on mobile devices, where you will have to solve clues by following this map of the park trail interactively, which will be sent to your phones.

Hidden places will be explored in search of native birds of the wetlands of southern Chile, each time you find the treasures, which will be the hidden birds, you will learn very interesting facts about each of the birds found in the place.

You must be very attentive! The birds are very small and adapt to the habitat where they live, which are the undergrowth, water, and treetops, also inside caves; you will have to walk as quietly and cautiously as possible, so they do not fly away, and you can find the clues and you

can also take pictures that you can show to everyone you know. Remember not to leave the trail, from there you can see all the hidden birds of the forest, you just must have a good eye and watch carefully, and do not forget to take these simple things: - Coat.

- Hat

- Water

- Snacks

On the map you must click on the stops to get the clues about which bird could be hiding in that place, don't forget to write down their names because at the end you will need them to form the hidden word. And now, let's play! very attentive and enjoy the scenery.

Mystery 1: Bird to be found —> Garza Chica

Hint: I am a very curious bird, my beak is black and very long, my feathers are all white, I go to the wetlands to eat, and my feet will always be in the water. Do you know who I am?

Mystery 2: Bird to be found —> Martín Pescador

Hint: Here I come little fish, splash (booby noise) Mmmm yummy, now I'll hide, guess who I am! I'm very colorful and I blend in with the environment, so you won't find me so easy.

Mystery 3: Bird to be found —> Siete Colores

Hint: Woww, I have many colors, but I move so fast that I may not be seen so easily, I always hide in the reeds in the wetlands and eat insects. I am a very pretty bird, please find me.

Mystery 4: Bird to be found —> Zorzal

Hint: Well, this bird is easy to find, it has a yellow beak and legs, it is curious and that's why it comes very close to humans, where you will see it eating worms on the ground or watching from the tip of a branch. I know you have seen it in a garden or park, so it will be easy to guess.

Mystery 5: Bird to be found —> Fío Fío

Hint: Fioo Fio, Fioooo Fio, oops, you recognized me. I'm tiny, gray and have a very striking mohican. I eat a lot of seeds, fruits, and insects. I am very cunning and active.

Mystery 6: Bird to be found —> Tagua Común

Hint: I camouflage myself among the ducks, but I am not a duck. I always walk elegant, all my feathers are black and

shiny, but my beak is yellow, like all the aquatic plants I find, I swim very well and dive better. Guess who I am?

Mystery 7: Bird to be found —► Picaflor

Hint: Hello! ... Bye! Wow, that's how fast it is, they say their wings move around 60 times per second, it's amazing. Thanks to this they can take a lot of nectar from the flowers of trees and bushes. Fun fact: This bird spends half of its lifetime grooming itself.

Mystery 8: Bird to be found —► Gaviota Dominicana

Hint: Hello little fish, splash (noise in the water). Mmmmm-mm delicious. guess who I am! I'm white and my poto has black feathers, very elegant and calm I swim through the waters of the wetland. Guess who I am.

Table 4: Episodes of the experience

Episodes	Contents	Objectives
1	Welcome to the activity	Generate an emotional link between the site and the activity
2	Search for clues	Generate curiosity and expectation
3	End of game	Generate pride, joy and satisfaction.

Source: Own elaboration of the authors of this work, 2023.

CONCLUSIONS

In conclusion, the methodological proposal for the design of ecotourism experiences proposes a structure for the creation of an experiential tourism activity, based on the recognition and valorization of environmental, economic, and socio-cultural components for a particular delimited geographic area, emerging as an integral approach that seeks the sustainable development of destinations. The proposal not only highlights the diversification of the tourism product, but also the innovation of these to attract more visitors.

The benefits to the community are evident, as well-managed ecotourism becomes a significant source of income. Economically, it not only improves the quality of life of residents, but also serves as an incentive for the conservation of natural and cultural heritage.

Knowing the visitor is essential, and the proposed methodology focuses on understanding tourists' expectations and preferences. This not only allows adapting ecotourism experiences to the demand of the territory, but also guarantees visitor satisfaction, thus encouraging repetition and recommendation.

Additionally, creating ecotourism experiences that reflect the authenticity and uniqueness of the destination contributes to building a positive and distinctive image. This not only attracts more visitors, but also preserves the cultural and natural identity of the place, generating a positive dynamic of sustainable development.

Ultimately, the methodological proposal is not only a framework for the design of ecotourism experiences, but also a technical guide towards responsible tourism, harmonizing the interests of the community, the visitor, and the environment, to forge destinations that will endure and prosper over time.

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