



Sustainable Tourism in Aragon, a Case of a Spanish Inside Region

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This study analyzes the development of **sustainable tourism in Aragón**, an inland region of Spain rich in natural and cultural heritage. Through surveys and data analysis, the authors identify the **strengths and weaknesses** of the regional tourism sector.

The study emphasizes the need to **promote tourism** that respects **environmental and cultural values**, encourages **local community involvement**, and **diversifies tourism offerings**. It proposes a strategy based on the “**sustainability paradigm**”, balancing economic, social, and environmental aspects of tourism.

This case illustrates how **inland regions** can successfully develop sustainable tourism that benefits both **visitors and local communities**, while also **preserving their natural and cultural heritage**.



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