

**EXPERIENTIAL ENVIRONMENTAL EDUCATION PROGRAM FOR
ECOTOURISTICS CENTERS OF THE BIOSPHERE RESERVE
MONTES AZULES, ACCORDING TO THE MEXICAN NORM
NMX-AA-133-SCFI-2006**

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Ecotourism has been one of the main catalysts of social, economical and environmental changes in Biosphere Reserves of Mexico. Nevertheless, ecotourism has not always been a viable development and conservation tool supported by environmental education strategies. This document is a proposal to take advantage of one ecotouristic center in the Biosphere Reserve Montes Azules to develop an Environmental Education Program based on experiential learning (PEAVCE by its acronym in Spanish).

The PEAVCE is the result of a cooperative process of 10 ecotouristic centers. It promotes responsible socio-environmental knowledge, skills and attitudes in local and foreign population of the Biosphere Reserve, creates a new product to be offered to a new market target during the low season of tourism diversifying the economical incomes, involves local community, generates local proposals to promote biodiversity conservation and fulfils the requirements of the Mexican norm for sustainable ecotourism NMX-AA-133-SCFI-2006. The methodology considered field visits, socio-environmental diagnostics, documental review of institutional conservation strategies, analysis and linkage to the formal education objectives and economical incomes analysis. The proposal is applied specifically in one ecotouristic center ("Campamento Río Lacanjá") and it can be replicated in other centers of different biosphere reserves.

Key words: Environmental Education, Biosphere Reserves, Biodiversity Conservation, Sustainable Ecotourism and Experiential Learning