

Tourism Consortium of Baix Llobregat

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# **RESPONSIBLE TOURISM POLICY**

## Tourism Consortium of Baix Llobregat

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In the current social and economic context, characterized by a change in the motivations and patterns of tourism consumption, sustainability objectives are postulated as a key strategy for any tourism development. The tourism paradigm of sustainability aims to avoid and reduce the negative impacts that derive from tourism activity and achieve responsible and integrated development in the territory.

Sustainable tourism requires a balance between the different dimensions of sustainability - economic, social, cultural and environmental - in the long term, and a consolidated institutional, social, ethical and knowledge environment. In this sense, the Tourism Consortium of Baix Llobregat promotes the development of tourism activity in the territory through a sustainable tourism strategy.

This commitment to sustainability is made jointly with the public and private sectors of Baix Llobregat, with the implementation of the Biosphere Commitment to Sustainable Tourism, a pioneering distinctive, based on the 17 United Nations Sustainable Development goals integrated in the Agenda 2030.

It is a program promoted by the Barcelona Provincial Council, together with the Responsible Tourism Institute and the Barcelona Chamber of Commerce, which implements a methodology to guarantee the quality and sustainability of the tourist services of a destination, both public and private. This system promotes the sustainable management of tourism companies and entities in the territory together with the different tourism stakeholders of the destination.

The sustainable development goals have been at the center of policy-making by global organizations in recent times and strongly featured in European policy initiatives and treaties. The 2030 Agenda for sustainable development and its 17 Sustainable Development Goals (SDGs), adopted by the United Nations (UN) in September 2015, have given new impetus to global efforts to achieve development aligned with the principles of sustainability.

A sustainable territory is one that complies with the three key pillars that make up sustainable management: a vision based on the awareness of values such as nature, economy, culture, society, landscape or heritage to understand them as an engine territorial development; the fulfillment of the 2030 Agenda and the 17 SDGs through the strategic planning of the territory and the objective of improving the quality of life.

It is the territories or destinations that can create shared value with citizens and with the tourism sector where they have competition. Among the companies in the sector, helping them to integrate into the local economic and social fabric and to be more competitive. In the territory, guaranteeing the protection of cultural and natural heritage and unique tangible and intangible local values. As for people, promoting decent work and paving the way for everyone, including underprivileged groups, to have a real option for economic and social progress in tourism.

Aware of the importance of maintaining responsible tourism development, and assuming the main objectives specifically adopted in the 2030 Agenda, the Tourism Consortium of Baix Llobregat is committed to carrying out a sustainable management of its activity.

In this sense, the entity adopts the following Responsible Tourism policy, by means of which it undertakes to comply with the requirements established in adhering to the Biosphere Tourism Sustainability Commitment.

The Tourism Consortium undertakes to motivate and train its staff with training and awareness-raising actions on the principles of Responsible Tourism, to promote good environmental practices in the environment and participate in external activities and to report on the progress and sustainable actions of the entity.

One of the main objectives is to improve sustainable management, assuming the commitments of continuous improvement in all areas of sustainability: social, economic and environmental, as well as the satisfaction of the population, tourists and visitors, and the commitment for a responsible, environmentally sustainable, socially inclusive and universally accessible tourism model.

This Responsible Tourism Policy will be updated whenever circumstances require, adopting and publishing new sustainability objectives.

## **RESPONSIBLE TOURISM POLICY**

The responsible tourism strategy promoted by the Baix Llobregat Tourism Consortium focuses on the following axes.

### **Economic, inclusive and sustainable growth:**

- Development of tourism planning in close collaboration with the public and private sectors of Baix Llobregat.
- Favour a homogeneous growth of tourist activity in the region by diversifying the economy.
- Carry out promotional actions and campaigns for the development of tourism as an important economic activity in Baix Llobregat.
- Promotion of sustainable and integrated tourism in the local economy.
- Encourage the purchase of local and proximity products.
- Collaborate in campaigns for social purposes and development projects.
- Participate in training activities with training centers, schools and universities.
- Promote innovation and technology to improve competitiveness and reduce impact.
- Develop inclusive, accessible and universal tourism.

### **Occupation, training and qualification:**

- Promote employment in the tourism sector and improve the quality of life of the local population who work directly and indirectly in the sector.
- Promote professional skills and decent work.
- Promote the training of professionals in the tourism sector for the development of knowledge, skills and professional competencies with application in their job.
- Sensitize the tourism sector by creating sustainable awareness.
- Promote equality, inclusion and gender perspective in the tourism sector.

### **Efficient use of resources, environmental protection and climate change:**

- Promote tourism and the protection of natural heritage.
- Promote sustainable tourism, the responsible use of the territory's resources, environmental protection and help in the fight against climate change.
- Promote the efficient use of the territory's resources and responsible consumption.
- Promote sustainable transport in our destination.

### **Cultural values, diversity and heritage:**

- Promote knowledge of the cultural and architectural heritage, gastronomy and traditions of the region.
- Promote access to culture by the population, visitors and tourists.
- Promote knowledge of the attractions of the region in the schools of the territory.
- Promote tourism and the protection of cultural heritage.

### **Satisfaction and loyalty:**

Our mission seeks the maximum integration and satisfaction of the population, tourists and visitors.

- Promote the feeling of appreciation of the local population and the appreciation of their environment, culture and traditions.
- Encourage the tourist offer to be enjoyed by both the local population and tourists and visitors.
- Promote an enriching cultural exchange between the local culture and the traveller.