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MEMORANDUM

THE PROCESS TOWARDS SUSTAINABLE TOURISM DESTINATIONS WITHIN THE FRAMEWORK OF THE NEW URBAN AGENDA MEMORANDUM FOR BARCELONA 2017

The Sustainable Development of urban destinations creates an inclusive **process** which includes **public authorities, citizenship, companies** and **services** of the destination and its mechanisms of promotion and communication with the tourist. The final goal is to direct the tourism activities and policies of a destination towards sustainable development, as well as to create synergies between local companies in order to **promote the development of sustainable experiences and products**, and to place the destination and its companies in the tourism market in a responsible manner.

Moving towards the development of sustainable urban destinations is also a process of shared responsibility. Stakeholders in sustainable tourist cities share responsibility for maintaining the destination as a vibrant and prosperous place to live and visit. It is therefore crucial to ensure that the **tourism governance of the destination** includes all stakeholders, especially at the local level, and that the role and responsibilities of each one of those stakeholders is clearly defined. Sustainable urban destinations are, by definition, innovation spaces in terms of sustainability, and areas in which citizen empowerment and companies' commitment to sustainable development criteria shall be promoted.

Sustainable tourism is not a static state that will eventually be achieved, but a continual improvement process worth moving forward to. In order to do so, we must create the tools and processes that lead the way towards sustainability in all areas of action of the destination.

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COMMITMENT TO SUSTAINABILITY

Through their public policies, tourist cities must show their involvement in the construction of new tourism models, including all stakeholders of the industry, citizens, tourist and visitors and all other urban destinations worldwide in their **commitment to sustainability**, and making a public appeal for a cross-cutting and active collaboration among them. The immersion in the process of sustainable management of a city needs to go hand in hand with the internal and external promotion of the principles governing sustainability within the tourism industry. These principles are based on the guidelines derived from the main international declarations and conventions on sustainable development, the World Charter for Sustainable Tourism ST+20, the UN Sustainable Development Goals (SDGs) and the New Urban Agenda. Destinations must also define the new direction of their policies in terms of tourism, and establish a strategic roadmap to follow in order to achieve the sustainable goals posed by the Responsible Tourism System.

Destinations must have a solid political and technical structure whose implication in the development of the Responsible Tourism System leads to the creation of collaborative synergies and spaces for participation and association at all levels, ensuring the achievement of sustainable goals both locally and globally. Prior to the beginning of the process, through the strategic planning, the interventions of all parties involved will be coordinated, clarifying in each case the degree of involvement they must assume. The procedures and stages to be followed will be defined chronologically.

Making the sustainable commitment of a destination real and tangible, and ensuring the implementation of the new sustainability strategy requires an **accurate diagnosis** of the starting point, the unsustainability gaps that need to be closed, as well as the existing obstacles and improvement opportunities. It requires a first "photography" reflecting the initial state of the destination in terms of sustainability, considering environmental, economic, cultural and social factors, as well as other variables specific to the tourism sector. This analysis will create a global vision based on a detailed study and on the measurement of sustainability in the destination according to the criteria and premises of the Responsible Tourism System in relation to the 17 Sustainable Development Goals approved by the United Nations.

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In order to establish the initial diagnosis, the assessment of the variable affecting the different sustainability factors requires the implementation of an adequate **indicator system**. The destination must have an efficient and practical indicator system adapted to its own characteristics and taking into account the international systems recommended in terms of sustainable tourism. The selected indicators will also allow the monitoring of all objectives and goals that will be set after the assessment of the starting point.

SUSTAINABILITY GOALS AND OBJECTIVES

After the detailed study of the starting point of the urban destination in terms of sustainability regarding its tourism activity, new actions, goals, monitoring indicators and other strategies will be set in order to fulfil the provisions of the Responsible Tourism System, and to achieve the objectives and goals set by the United Nations in order to ensure the development of a sustainable tourism activity. This way, a guide will be developed in order to provide a framework to develop the new sustainability strategy of the destination at all levels, ensuring the implementation of commitments and the development of sustainable initiatives by the destination.

Such planning will include all measures to be adopted by the destination aiming at the correction of deficiencies and possible deviations towards unsustainability, as well as at different continuous improvement actions.

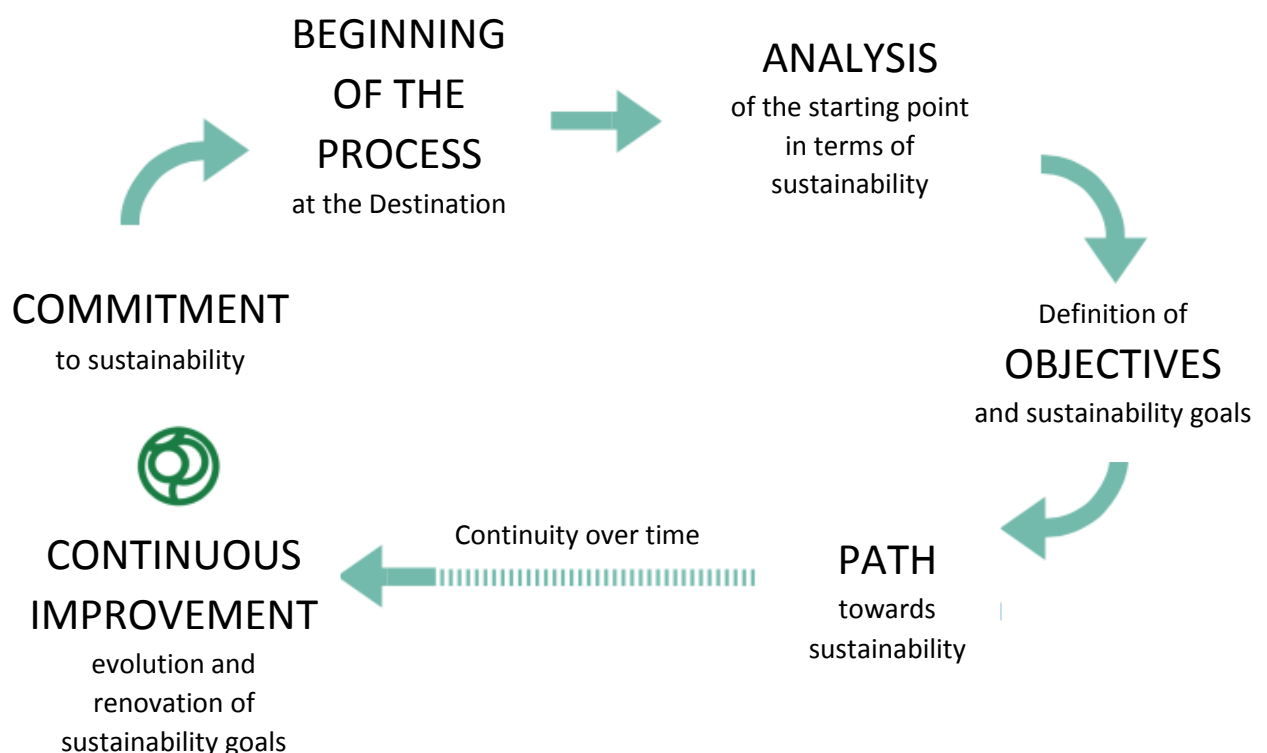
A destination willing to become sustainable can only position itself as such in the market after considering all its options. The right combination of resources, support services and high-quality products must be present or developed in a timely manner. It is advisable that the strategic planning to be developed (after the assessment of the starting point of the destination) includes the fundamental challenges in terms of environmental and social sustainability, the identification and proposal of strategic decisions, and a set of tourism policies to be followed in key areas of the destination.

The sustainable strategy of the destination will be adapted to the territory's characteristics and needs, it will be carried out in a consensual and participatory manner, and it will be implemented by

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those responsible and the main tourism stakeholders from the public and private sectors of the destination, for it to be monitored by the governance bodies. Such strategy will always include measurable, feasible and ambitious goals in terms of sustainability, and it will follow the scheme of global criteria and goals set in the new agenda on sustainable development of the United Nations, pursuing the fulfilment of the objectives, which are estimated to be reached by 2030.

The evolution of the fulfilment of the strategy and the commitment to sustainable development in the destination will be assessed periodically, providing measurable evidence in terms of the actions carried out and the implementation of the posed tourism sustainability policies. Also, the results obtained or any unsustainability gap will be assessed using the qualitative and quantitative indicators established.



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GOVERNANCE AND PARTICIPATION

The development of sustainable urban destinations implies a process in which a territory and its community generate and reinforce its economic, social and cultural dynamics in order to allow the coordination of the different components of tourism and their availability in the market in an intelligent and responsible manner.

In order to be able to carry out this process, the participation of all tourism stakeholders that interact with the destination is crucial. It is also crucial to have a common project with a shared vision that defines the management of the destination, as well as a tourism policy and its proper governance. The sustainable governance of a destination, beyond the competences of governments and administrations, is one of the major current challenges.

The governance system of the same, will involve local administrations, companies and services at the destination, as well as members of the civil society. To this end, an optimal governance system will have adequate coordination and management tools, procedures and a balanced representation of those stakeholders involved.

In order to reflect the leadership of sustainability policies of the destination in a cross-cutting and participatory manner, a **sustainable tourism board or a sustainable governance body of the destination** shall be created. It must be a tool for participation comprised of representatives of the public sector, citizens and private tourism sector, whose goal is to include companies and services, public actions and the destination's civil society in all processes of tourism sustainability.

Public administrations play an essential role in the development of tourism policies and in the definition of their performance frameworks, possibly also as service providers or tourism business actors. Given the complexity of areas affected by the development of tourism, public action must have an interdepartmental nature and adapt the different competencies and regulatory and legal frameworks to the objectives pursued, with an adequate and properly expressed representation within the management body.

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Tourism companies and services present at an urban destination can and should be part of the sustainability actions that are integral part of the tourism policy of such destination. This is why the sector itself must create a set of tools for participation and methodologies, such as the involvement of companies and services in the destination's commitment as a necessary step towards an international distinction supporting this project, highlighting the coordination of initiatives, awareness, information and training.

Civil society, through its representative structures, has the right and the duty to actively participate in the governance of the destination in a responsible, constructive and objective way. It must contribute with its points of view and defend its positions, being aware of the importance of the tourism activity and its sustainability in terms of employment, wealth creation, positioning of the destination and capacity to welcome people and projects.

For the city's tourism governance to be effective, it is necessary to have a system of tourist knowledge and intelligence that allows decision-making based on objective and verifiable information, generated both from the public and private spheres, with the participation of academic institutions and institutes of opinion.

Another basic role of the management body is to serve as a tool and lever for the **identification, promotion and creation of sustainable products and experiences**, and their subsequent **marketing**.

CRITERIA AND OBJECTIVES

All criteria and goals, to be gradually achieved by 2030, will have to be set during the strategic planning of the destination and the definition of the sustainable tourism policies to be developed. Their structure will be in line with the Sustainable Development Goals of the United Nations, whose implementation within the area of tourism developed by the Responsible Tourism Institute is described as follows:

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SOCIAL AND ECONOMIC AREA



GOAL 1: INCLUSIVE ECONOMIC GROWTH AND POVERTY ERADICATION

As one of the most important and fastest-growing economic sector in the world, tourism is well placed to foster economic growth and development at all levels, as well as to provide income through employment creation.

Tourism, especially in developing countries, has become the most viable and sustainable option for economic development. In some cases, it represents the main source of hard currency inflows. Part of this revenue is invested in different groups of society. Hence, if tourism management mainly focuses on the reduction of poverty, it can directly benefit the most vulnerable groups.

All actions of a sustainable destination must promote an inclusive development of tourism, and enhance its capacity to mobilize resources for poverty eradication, social protection, equitable distribution of the benefits of tourism, and empowerment of disadvantaged groups, women and youth in particular.

All policies to be developed by a destination in order to implement Goal 1 of the UN Sustainable Development Goals must be in line with the following objectives:

- 1.1. Encourage the collaboration between the administration and the destination's tourism entities and companies in campaigns and initiatives for social purposes.
- 1.2. Develop measures to maximize the economic benefits of tourism for the local community, and create stable links with the local economy of the destination and other economic activities in its surroundings.

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1.3. Develop international cooperation projects, solidarity projects, humanitarian action projects or assistance projects on sustainable tourism.

1.4 Enable tools to calculate the socio-economic balance of urban areas with the greatest tourism pressure and establish measures whose priority is to maintain the local population.

1.5 Promote measures aimed at maximizing the economic benefits derived from tourism and ensure socio-economic return and redistribution of benefits to the local community.



GOAL 2: FOOD SAFETY AND QUALITY

Tourism can boost agricultural productivity by promoting the production, use and sale of local products in tourism destinations, and through their full integration into the tourism value chain.

Tourism has great potential for the integration of the most vulnerable population into the value chain, not only as employees, but also as suppliers and clients. The destination must implement sustainable production technologies, facilitating the adoption of commitments by the primary sector, so that it bases its activities on a responsible and optimal use of natural resources. All actions of a sustainable destination must reinforce food safety, encourage a better nutrition, promote sustainable agriculture, and consolidate responsible consumption models.

All policies to be developed by a destination in order to implement Goal 2 of the UN Sustainable Development Goals must be in line with the following objectives:

2.1. Develop actions for the promotion and support of the procurement of products from the local sustainable agriculture and neighbouring territorial areas, by the tourism sector, including the gastronomic offer. by the tourism sector, including gastronomy.

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2.2. Develop a control system for food safety, hygiene and quality through adequate processes at the destination, in the urban destinations where it is not regulated.

2.3. Develop measures to avoid food waste at the destination through the promotion of good practices, and to create mechanisms and incentives for their adoption by the tourism sector.



GOAL 3: WELLBEING, SAFETY AND HEALTH

Tourism may have an important effect on the health and wellbeing of people due to its role as a transmitter of ideas and customs. The reinforcement of healthy practices in local environments will create channels of understanding between cultures, thus contributing to pooling of good practices in terms of health and wellbeing. All actions of a sustainable destination must promote a healthy tourism and prevent any health risk, as well as ensure the wellbeing of the local community and tourists.

All policies to be developed by a destination in order to implement Goal 3 of the UN Sustainable Development Goals must be in line with the following objectives:

3.1. Develop an efficient security system to prevent, control, publicly report and respond to potential hazards threatening the health and physical integrity of residents and visitors.

3.2. Ensure the development, promotion and prioritization of healthy and tourism activities and products.

3.3. Enhance the ability to make a significant contribution to the improvement of healthcare at the destination.

3.4. Improve the ability to identify, prevent, plan and respond to environmental risks, as well as real and potential emergencies which threaten the health and physical integrity of residents and visitors.

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GOAL 4: PROMOTION OF AN INCLUSIVE AND QUALITY EDUCATION AND TRAINING

The development of sustainable tourism requires the professionalization of its tourism stakeholders. Tourism can provide incentives to invest in the education and vocational training of citizens, promoting the professional mobility of people through cross-border agreements in terms of job training (specially for young people, women, the elderly, indigenous communities and groups of special needs), transmitting the values of tolerance and peace. Sustainable destinations must ensure the presence of a quality and inclusive tourism training, as well as ensure that younger and older people acquire enough technical and professional skills to access a decent employment.

All policies to be developed by a destination in order to implement Goal 4 of the UN Sustainable Development Goals must be in line with the following objectives:

- 4.1. Have a quality, inclusive training capacity, adapted to the real needs of the destination, as well as specific training in terms of tourism sustainability.
- 4.2. Develop educational and outreach activities on tourism and sustainable development.
- 4.3. Promote the cooperation with educational and training entities, institutions and centres for the development of initiatives and projects related to sustainability applied to the tourism sector.
- 4.4. Encourage the adaptation of training programs to the real needs of enterprises, and promote the integration of students in companies and institutions in the tourism sector.

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GOAL 5: GENDER EQUALITY AND WOMEN EMPOWERMENT

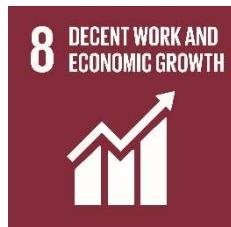
Tourism has become a powerful tool for women empowerment, particularly through the creation of jobs and income-generating opportunities in small and large businesses related to tourism and visitor reception. Today it is one of the sectors with the highest percentage of women employed and entrepreneurs.

Among them, gender equality must be a goal for all sustainable destinations (or those willing to be considered sustainable). The presence of tools promoting gender equality is therefore mandatory. All actions of a sustainable destination must reinforce women leadership and participation in the decision-making process at all management levels, and in the provision of tourist experiences.

All policies to be developed by a destination in order to implement Goal 5 of the UN Sustainable Development Goals must be in line with the following objectives:

- 5.1. Generate equality plans and policies promoted by public entities and the main stakeholders in the tourism sector.
- 5.2. Promote working conditions that ensure gender equality conditions that boost female empowerment.
- 5.3. Develop awareness campaigns in terms of gender equality aimed at citizens and tourism entities/companies.

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GOAL 8: PROMOTION OF CONTINUOUS, INCLUSIVE AND SUSTAINABLE GROWTH, AND DECENT EMPLOYMENT

Tourism can be a powerful tool for community progress and reduction of inequality if the local population and all key agents are involved in its development.

The creation of decent and productive jobs is one of the fundamental cornerstones of economic and sustainable growth of urban tourism, for it ensures the implementation of measures to diversify the work setting and generate new opportunities for decent employment. All actions of a sustainable destination must boost local economic growth and quality employment, as well as provide supporting tools for entrepreneurship in terms of sustainable tourism.

All policies to be developed by a destination in order to implement Goal 8 of the UN Sustainable Development Goals must be in line with the following objectives:

8.1. Develop legal frameworks or agreements to ensure the protection of labour rights, the safety of workers, and the fight against all forms of labour discrimination at the international level.

8.2. Generate provisions in terms of family-work balance within the tourism sector, and involvement of less-favoured groups, including young people.

8.3. Develop measures to create qualified local employment and promote entrepreneurship in sustainable tourism activities and services.

8.4. Promote measures in favour of decent employment in the tourism sector, with adequate working conditions that avoid precarious work and can pay living wages.

8.5. Provide resources and tools to support business capacity and entrepreneurship in the tourism sector and encourage the activation of the city's various economic activities throughout its value chain.

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GOAL 10: REDUCTION OF INEQUALITIES

Tourism can be a powerful tool for community progress and reduction of inequality if the local population and all key agents are involved in its development.

In order to reduce inequality in the country and at the destination, the goal must be to remove the barriers to integration of people, regardless of their gender, origin, disability, religion, economic situation or any other condition. Hence, tourism development must include equality criteria in all its forms, highlighting the implementation of policies aimed at the reduction of the inequalities detected. Sustainable urban destinations must promote new forms of tourism with a vision of social compensation, as well as ensure equal opportunities and the elimination of discriminatory elements in all areas of activity.

All policies to be developed by a destination in order to implement Goal 10 of the UN Sustainable Development Goals must be in line with the following objectives:

10.1. Develop policies for social integration aiming at the elimination of discriminatory elements, and ensuring equal opportunities for the entire population, paying special attention to the integration of the less favoured population of the destination.

10.2. Develop measures to ensure universal access at all levels of the value chain of tourism, including physical and digital environments, transport systems, and the whole range of facilities from the hospitality industry, service sector and tourism activities.

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HERITAGE, RESOURCES, ENVIRONMENT AND CLIMATE



GOAL 6: SUSTAINABLE USE AND MANAGEMENT OF WATER

Tourism can play a decisive role in achieving a responsible access to water sources and respecting the water cycle. The efficient and appropriate use of water within the tourism industry may be a key element to protect one of our most precious resources.

Tourism must improve its water management, for it is a scarce resource in many parts of the world. Tourism is a water-intensive industry. It is therefore responsible for not using more water than strictly necessary, through an efficient management that ensures residents are not deprived of this fundamental right.

All actions of a sustainable urban destination must ensure the sustainability of all water collection, supply, sanitation, and treatment processes, also ensuring its quality.

All policies to be developed by a destination in order to implement Goal 6 of the UN Sustainable Development Goals must be in line with the following objectives:

- 6.1. Carry out regular safety and quality analysis and controls of all water sources located within the tourist areas of the destination.
- 6.2. Develop programs and initiatives for an efficient use of water within the tourism industry of the destination, to calculate and decrease the water footprint.
- 6.3. Develop awareness campaigns, guides, and training and information resources on water saving for tourists, visitors and the tourism industry of the destination.

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GOAL 7: ENSURING ACCESS TO SUSTAINABLE ENERGY

As an industry requiring an important energy consumption, tourism may accelerate the transition towards sustainable energy, and increase its share in the world's energy matrix. By promoting solid solutions and investments with a long-term vision of sustainable energy, tourism may help reduce greenhouse gases, mitigate climate change, and implement new and innovative energy solutions in urban areas.

Urban tourism may significantly contribute to ensuring and promoting universal access to clean energy, and intelligent and modern services, improving efficiency and increasing the use of renewable sources.

The implementation of new solutions based on the self-production and consumption of sustainable energy has become a key element in improving the competitiveness of tourism. It also provides new opportunities for green economy at the local and regional level.

All policies to be developed by a destination in order to implement Goal 7 of the UN Sustainable Development Goals must be in line with the following objectives:

7.1. Develop programs and initiatives for the efficient use of energy in the destination's tourism sector.

7.2. Commit to the use of renewable energy sources within the destination and the industry, including self-production, procurement of green energy, passive systems in construction, as well as proactive regulatory frameworks and incentives.

7.3. Develop awareness campaigns, guides, and training and information resources on energy saving for tourists, visitors and the tourism industry of the destination.

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GOAL 9: RESILIENT AND SUSTAINABLE TOURISM INFRASTRUCTURES AND PROMOTION OF INNOVATION

Tourism development requires quality public and private infrastructures in an innovative environment. The industry must opt for a constructive model based on the principles of sustainable development, where the different groups and stakeholders of the market contribute to the establishment and the application of a culture of protection for the environment and the cultural identity in terms of construction.

Sustainable tourism has the ability to contribute to the improvement of urban infrastructures and universal access, as well as promote the regeneration of declining areas. Adequate investments in green infrastructure (more efficient means of transportation, less air pollution, preservation of heritage and open spaces, etc.) shall lead to smarter, greener cities from which not only their inhabitants, but also tourists could benefit.

All policies to be developed by a destination in order to implement Goal 9 of the UN Sustainable Development Goals must be in line with the following objectives:

9.1. Develop initiatives, projects and guidelines to consolidate and promote sustainable infrastructures for tourism, including areas such as planning of land and territory uses, construction, accommodation, communication, mobility, energy or water cycle.

9.2. Ensure access to all facilities and attractions generated by tourism for the residents.

9.3. Develop initiatives and projects capable of mobilizing the use of information technologies in order to create responsible tourism activities, as well as smart and sustainable management models in terms of resource usage.

9.4 Periodically evaluate and readapt urban management tools so that they can cope with the effects of intensive resource use and mobility of tourists in the city.

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GOAL 11: SUSTAINABLE TOURISM DESTINATIONS AND HERITAGE

Tourism must help cities and human settlements become more inclusive, creative, safe, resilient and sustainable. A city that is not good for its citizens is not good for tourists either.

The objective of sustainable tourism must be the preservation of a city's history, cultural and natural heritage, for they are fundamental assets on which urban tourism depends.

Sustainable tourism must assess any security problem related to tourism and address them in all their specific manifestations, whether it is a problem from the same sector, the same social environment, the natural environment and the tourist or visitor.

All policies to be developed by a destination in order to implement Goal 11 of the UN Sustainable Development Goals must be in line with the following objectives:

11.1. Develop a strategic territorial planning in favour of the sustainability of the tourism model, its territorial, urban, social and environmental integration. It must also include the protection of natural and cultural heritage of the destination, paying special attention to intangible heritage, for it is extremely vulnerable.

11.2. Create tourism activities and products based on cultural and natural heritage, and respecting the authenticity and integrity criteria of assets.

11.3. Transfer local knowledge associated with traditions and intangible cultural heritage through initiatives and projects related to tourism. Knowledge is therefore effectively transferred and integrated into the destination's tourism activities.

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GOAL 12: RESPONSIBLE PRODUCTION AND CONSUMPTION

A tourism industry that implements sustainable consumption and production practices may play an important role in accelerating a global change towards sustainability. In order to do so, it should develop circular economy initiatives for an efficient use of resources, leading to better results, not only economically, but also socially and environmentally. All actions of a sustainable urban destination must ensure the implementation of sustainable consumption and production patterns along the service and activity chain, as well as promote circular economy.

All policies to be developed by a destination in order to implement Goal 12 of the UN Sustainable Development Goals must be in line with the following objectives:

12.1. Have a purchasing policy and commercial culture that prioritizes and encourages the consumption of local, sustainable products and services in all its operations.

12.2. Ensure the separate collection and maximum recycling of waste generated by the tourism activity of the destination, as well as its proper disposal.

12.3. Minimize external inputs and waste generation, thus reducing the destination's dependency generated by tourism, and increasing local consumption.

12.4. Develop responsible consumption criteria along the supply chain, at a public and private level: supply, equipment, lighting, packaging, etc.

12.5. Promote the creation of economic activities related to the promotion of crafts, gastronomy and the transmission of local values and customs.

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GOAL 13: URGENT ADOPTION OF MEASURES AGAINST CLIMATE CHANGE

Tourism contributes to climate change and, at the same time, it is also affected by it. The industry must therefore play a leading role in the global response to climate change.

By definition, cities are also the main stage of the battle against climate change, so urban tourism may play a reference role for the practical implementation of global policies concerning climate. To do this, assets should be shared and the resources and innovation capacity of the industry should be mobilized. It is also essential to create frameworks favourable to low-carbon initiatives for a climate-compatible urban tourism in key areas such as sustainable mobility, energy efficiency and renewable energies.

All policies to be developed by a destination in order to implement Goal 13 of the UN Sustainable Development Goals must be in line with the following objectives:

13.1. Elaborate programs and initiatives aimed at the reduction and/or compensation of the destination's carbon footprint.

13.2. Promote sustainable mobility at the destination, including public transportation and alternative zero- or low-emission mobility systems.

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GOAL 14: SUSTAINABLE USE OF AQUATIC ECOSYSTEMS AND MARINE RESOURCES FOR A SUSTAINABLE DEVELOPMENT

Tourism development in seaside and riverside cities must be part of the comprehensive management of coastal areas in order to help protect and preserve fragile marine ecosystems. It shall also operate as the vehicle for promoting a blue economy.

A sustainable urban and coastal destination must implement strategies and measures for the preservation and restoration of aquatic ecosystems and their biodiversity from the eventual impacts of tourism.

All policies to be developed by a destination in order to implement Goal 14 of the UN Sustainable Development Goals must be in line with the following objectives:

14.1. Establish criteria, regulations and initiatives for controlling the state and quality of all bodies of water, and the development of tools for preventing the pollution of water flows, lakes, wetlands, coastal waters and seas of the destination.

14.2. Ensure the sustainable use of marine and aquatic resources in terms of their exploitation for tourism, as well as their enjoyment in different activities.

14.3. Have a set of information and aware-rising resources in order to raise awareness and respect towards aquatic ecosystems aimed at local residents and visitors of the destination.

14.4. Develop sustainable tourist activities and services that encourage the respectful use of beaches and coastal environments and convey the values of the destination and its identity through the tourist experience.

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GOAL 15: BIODIVERSITY AND PROTECTION OF TERRESTRIAL ECOSYSTEMS AND NATURAL URBAN LANDSCAPES

Sustainable tourism in cities may play a decisive role in the protection and preservation of biodiversity on site, as well as in ensuring respect for terrestrial ecosystems, due to its efforts to reduce waste and consumption, preserve local fauna and flora, and to aware-rising campaigns.

Sustainable destination must implement strategies and measures in terms of the protection and restoration of urban landscapes, biodiversity and geodiversity within the tourism industry. They should also promote new forms of territorial compensation based on flows of ecosystem values.

All policies to be developed by a destination in order to implement Goal 15 of the UN Sustainable Development Goals must be in line with the following objectives:

15.1. Have systems to evaluate the environmental impact of tourism on biodiversity, habitats and landscapes (including urban areas), and the capacity to anticipate environmental risks and correcting adverse effects.

15.2. Have an up-to-date, publicly available inventory of its natural resources (fauna, flora, etc.), as well as an assessment of its tourism assets and attractions, including natural and sensitive sites, providing information on their fragility and levels of responsible use.

15.3. Ensure the preservation of local flora and fauna, have the capacity to regulate the introduction of invasive exotic species, and to control the commercialization and exhibition of the destination's wildlife.

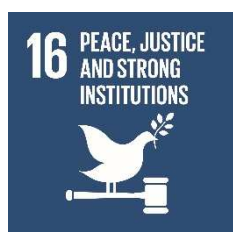
15.4. Develop sustainable tourism activities and services that promote a respectful use of natural heritage, and transmit the values of the destination and its identity through the tourist experience.

15.5. Enable tools to calculate economic balances in order to implement urban policies of flows of

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ecosystem values. Promote inter-territorial and inter-municipal planning figures that allow to compensate protected areas of an ecosystem, from areas of greater urban use.

GOVERNANCE AND SUSTAINABILITY



GOAL 16: PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT AND TOURISM IN CITIES.

Tourism revolves around the multiple encounters between people from different cultural contexts, especially in cities. The industry therefore becomes a stage for activities with tremendous potential to promote tolerance and multicultural understanding.

In this context, the tourism sector must promote tolerance and multicultural understanding, laying the foundations for more peaceful societies.

Seeing tourism as a right, equity criteria must also be extended to tourists, promoting actions such as inclusive tourism. All actions of a sustainable destination must be set in a participatory, inclusive and sustainable governance model. They must promote a culture of peace and intercultural dialogue in destinations. All policies to be developed by a destination in order to implement Goal 16 of the UN Sustainable Development Goals must be in line with the following objectives:

16.1. Have a governance system that includes all stakeholders, especially at a local level, which promotes public-private partnerships, and where the role and responsibilities of each one of those stakeholders is clearly defined, including a citizen participation system.

16.2. Have an indicator system adapted to the characteristics of the destination, which enables the evaluation and monitoring of the continuous improvement and tourist impacts of its components' sustainability, as well as the level of satisfaction of tourists and local residents.

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16.3. Have mechanisms to control, measure and publicly report data on the satisfaction of the resident and visiting population regarding the tourist activity of the Destination.

16.4. Provide visitors with updated, clear, accurate information on spaces, itineraries, establishments, services and infrastructures of tourist interest. Such information must be respectful towards host communities.

16.5. Develop a tourism strategy through which the destination accepts the implementation of sustainable commitments. Such strategy must be publicly available in the customary languages among tourists.

16.6. Have consolidated practices or policies to prevent any type of exploitation within the tourism industry of the destination.

16.7 Evaluate and periodically regulate new disruptive tourist activities in the city, and eradicate illegal activities, especially those that endanger the fundamental rights of citizens and companies.

16.8 Integrate the tourist marketing of the city within the strategy of communication, reputation and promotion of the city to guarantee the sustainability of the destination.

16.9 Seek the integration of management, financing, communication and tourism promotion policies so that they all pivot around a shared strategy based on the pillars of sustainability.

16.10 Promote the construction of an inclusive and pluralistic tourism story, based on the principles of urban sustainability.

16.11. Have a knowledge and intelligence system related to the management and the tourist activity of the destination, in a way that allows an objective decision making oriented to the sustainability of the tourist activity in the same.

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GOAL 17: COOPERATION IN SUSTAINABLE TOURISM

Given its cross-cutting nature and its ability to penetrate into the urban fabric, tourism is able to reinforce public-private partnerships, and to involve several (national, international, regional and local) stakeholders in order to contribute to the UN Sustainable Development Goals and other common objectives.

Tourism's active contribution to sustainable development necessarily presupposes the participation and collaboration of all private and public stakeholders involved in the city's tourism activities. This cooperation must be based on efficient cooperation mechanisms at all levels, both locally and internationally.

The sustainable governance of a destination, beyond the competences of governments and administrations, is one of the major current challenges.

The creation of partnerships in favour of tourism sustainability between territories and destinations aimed at the revitalization of the Global Partnership for Sustainable Development represents a guide for the development of this goal.

All policies to be developed by an urban destination in order to contribute to the nº. 17 UN Sustainable Development Goal must be in line with the following objectives:

17.1. Be a part of global and regional networks, projects or partnerships for sustainable development in any of its aspects.

17.2. Improve the capacity to promote and facilitate the exchange of good practices and knowledge within the destination and through external experiences, encouraging the replication of successful cases in the local sustainable tourism.

17.3. Develop cooperation initiatives with academic institutions or other entities, whether public or

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private agreements, in order to promote innovation in sustainable development of tourism in all areas, including the management and assessment of knowledge as a tourism resource.