

MANIFESTO OF THE **RESPONSIBLE** **TOURISM ENTERPRISE**



ENSURE SAFETY

*Be aware
of the risks
of your activity and
take the necessary
precautions*

Establish measures to avoid dangerous situations and create a protocol of action in case of emergency. Likewise, check the origin of the products you purchase to avoid any risk, particularly infectious or derived from allergic reactions or intolerances.

CONSUME LOCAL PRODUCTS

**Support
entrepreneurship
and local
development
consuming local
products or services**

Support local entrepreneurship through the consumption, whenever possible, of products or services that are produced in the destination and whose direct and indirect benefits are distributed transversally and favor the most vulnerable groups. Ask the travelers to buy only what they really need.



INNOVATE TECHNOLOGICALLY

**Offer products, services
or experiences that can
boost the sustainability of your
Enterprise through r&d**

Incorporate, whenever possible, in your products or services new technologies or innovative methods that allow customers to enjoy a better experience and contribute to the sustainability of your enterprise through savings or better use of resources, information or communication capacity.

MINIMIZE THE IMPACT

Consume responsibly and participate in the sustainable management of resources

Ensure, whenever possible, the management and smart and efficient use of the hydric and energetic resources, consuming those which produce the smallest impact on the environment and can be recyclable or reusable. Avoid the excessive consumption or waste of water and opt, whenever you can, for transports with reduced or zero emissions. Also, calculate your carbon footprint and compensate it as much as possible.

PROMOTE SUSTAINABILITY

*Promote the
sustainability of the
heritage and
infrastructures
of the destination*

Participate in the sustainable management of your community and its infrastructures (buildings, transports, housing, public spaces...) so that your activity does not alter local life. Likewise, contribute to the conservation of the tourist attractions, respecting the norms and the accesses designed for their preservation and protection.

PROTECT THE ECOSYSTEMS

Participate in the activities of conservation, protection and regeneration of the aquatic and 6 terrestrial ecosystems.

Offer only products, services and experiences that can guarantee the sustainable exploitation of the aquatic and terrestrial resources of the destination and that respect the natural habitat of native or foreign fauna and flora. Moreover, adopt a responsible behavior, avoiding the generation of waste as well as collaborating with the sanitation and cleaning programs carried out in the destination to avoid the deterioration of natural spaces and to maintain biodiversity.



PROMOTE TRAINING

**Improve
the quality of
your products,
services or experiences
through training**

Encourage knowledge and learning amongst your employees, facilitating channels and means for their training and professional recycling which can enhance their capacities and abilities to offer a quality service. Likewise, participate in internship and volunteer programs which can integrate vulnerable or at risk of social exclusion groups.



SHARE THE CULTURE

**Encourage
the knowledge
of cultural elements
and use them properly**

Encourage learning about the cultural traditions of your community (customs, cuisine, languages or dialects, traditions, heritage ...).

Furthermore, be sure to use these elements correctly to avoid behaviors that may be offensive or humiliating.

Moreover, be an example of tolerance by creating opportunities for mutual learning with costumers.

RESPECT DIVERSITY

**Promote
diversity and
do not encourage or
participate in activities
which are discriminatory**


Favor the elimination of barriers that limit the integration of people on the basis of gender, origin, religion, sexual orientation, economic situation or other conditions; avoiding sexist languages, offensive comments or the use of labels that contribute to negatively stereotyping these groups. Likewise, facilitate access and equal opportunities for those who have different needs in terms of mobility and communication, respecting spaces or services intended for their use.

ENCOURAGE FAIR WORKING CONDITIONS

*Ensure dignity
and fair working
conditions respecting
the rights
of workers*

Ensure that the working conditions of your employees are dignified, avoiding sexual and child exploitation or unhealthy conditions, among others. Moreover, ensure that the recruitment opportunities in your organization are fair, regardless of gender, origin, religion, sexual orientation or other status.





TRANSPARENT INFORMATION

***Be responsible for
your communications
and provide the necessary
media contact***

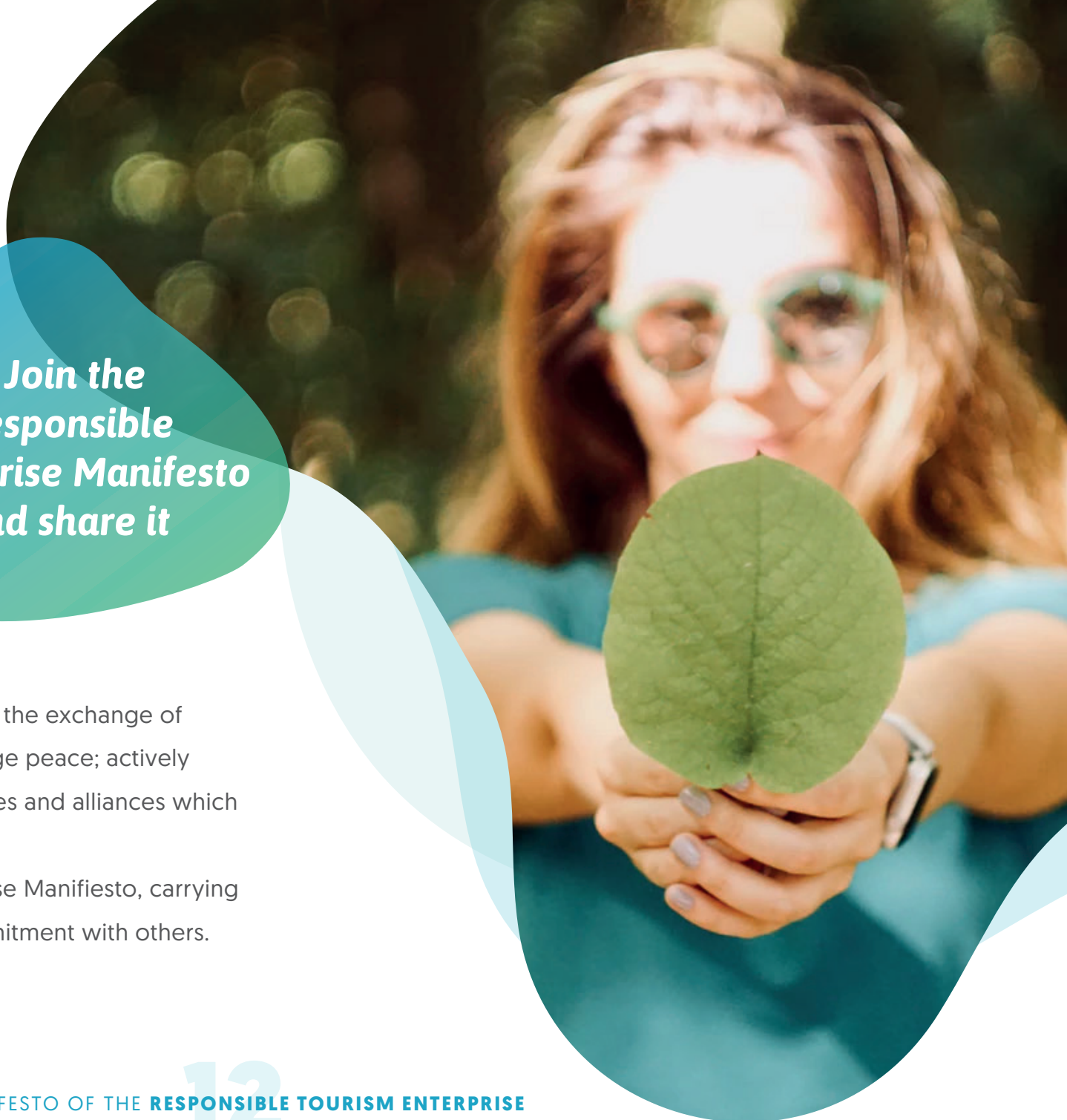
Offer your customers true and continuous information before, during and after enjoying your product, service or experience. Also, have all the information translated into the most frequent languages and enable the necessary means for them to contact you (emails, telephones, address ...).

EXCHANGE OF EXPERIENCES

**Join the
Responsible
Enterprise Manifesto
and share it**

Support initiatives and programs that promote the exchange of experiences and good practices that encourage peace; actively participating in networks, partnerships, activities and alliances which promote sustainable development.

Begin by adhering to the Responsible Enterprise Manifesto, carrying out sustainable actions and sharing your commitment with others.



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