



BIOSPHERE
ambassador



BIOSPHERE AMBASSADOR



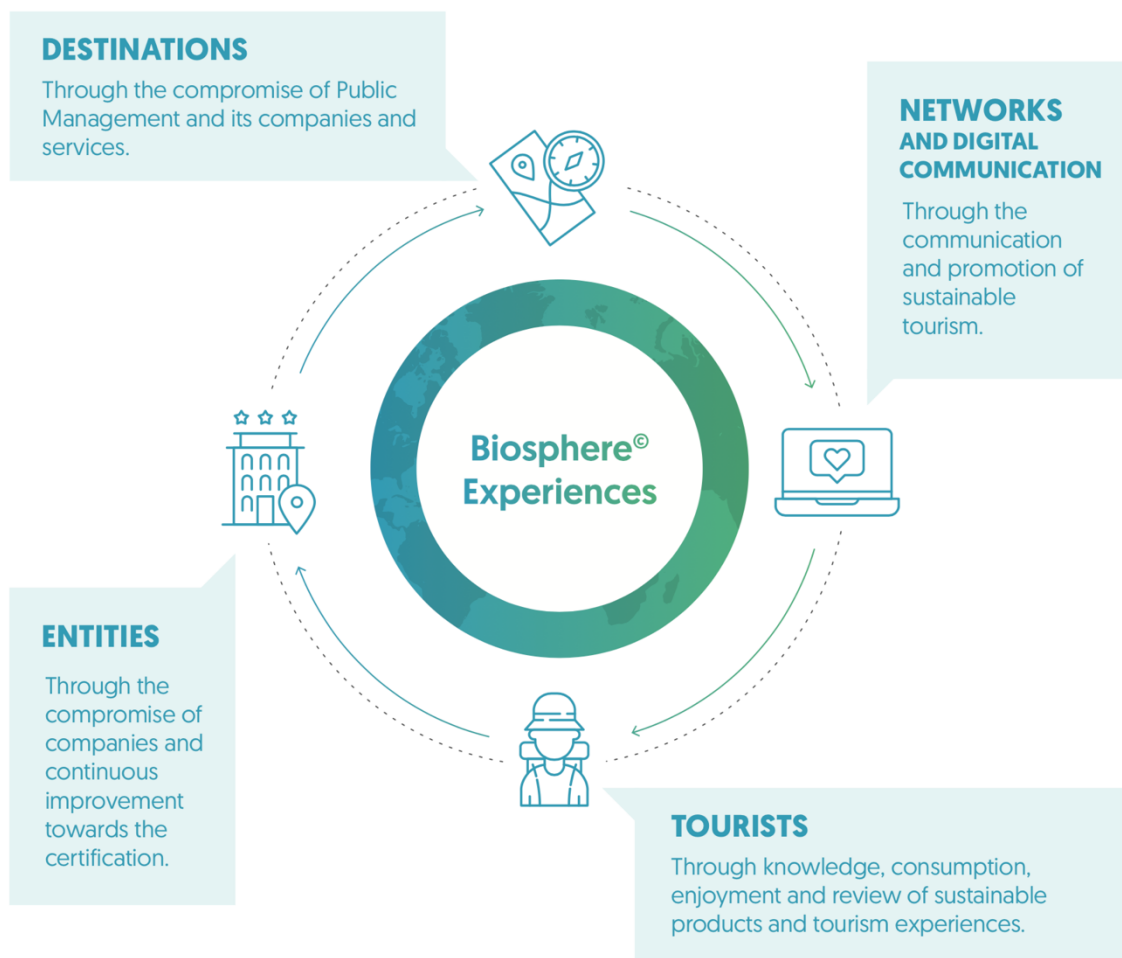
The **Responsible Tourism Institute** has launched the **Biosphere Ambassador** figure. It is a distinction granted only to communicators of sustainable tourism (Bloggers, reporters, TV presenters, youtubers, Influencers, etc.), conceived with the solid purpose of spreading and promoting sustainable tourism from its base: the travelers themselves.



THE BIOSPHERE CIRCLE



Tourism can no longer be understood without its online aspect. Nowadays, consumers themselves have more and more decision power, organizing their own trips and not depending on Tour Operators standardized offers. Nonetheless, when it comes to organizing their trips, recommendations from experts in the sector carry a lot of weight. Precisely, the figure of the **Biosphere Ambassador** seeks to **connect** tourists with the most experienced and knowledgeable travelers of the best offers that are respectful with the destinations, as well as helping tourists to understand from the hand of experts what sustainable tourism consists of.



BIOSPHERE OBJECTIVES



Disclose, promote and develop sustainable tourism: Our main goal is to reach the maximum number of people with an awareness message about the current state of tourism. It requires a change of model in which both the traveler and the promoters or "prescriptors" of tourism develop virtuous circles that promote sustainable tourism.

Recognition of communicators and promoters of sustainable tourism: We want to highlight and recognize the work of people who always travel with the welfare of the planet and its people in mind. Through a series of characteristics that will be detailed below, communicators of sustainable practices in destinations will be able to amplify their message and see how their work reaches new heights of popularity and success in reception.



WHAT DOES BEING A BIOSPHERE AMBASSADOR MEAN



Unique distinction as a promoter of responsible tourism: Not only will you get the recognition of Biosphere as a responsible tourism communicator, but you will also get a badge that differentiates you from any other means of communication, guaranteeing your responsibility and commitment to the development of the sustainable tourism.

Promotion through Biosphere Experience: All our Biosphere Ambassadors will appear in www.biosphereexperience.com together with a large number of tourism experiences offered by companies that are making progress in their commitment to tourism sustainability, or have started the path to sustainability through the Biosphere Responsible Tourism certificate. In this platform, the ambassadors will be able to communicate, recommend and promote certain experiences from their Biosphere Ambassador profile.

Inclusion in the Biosphere Community: As a Biosphere Ambassador you will be part of a community united by the development of sustainable tourism. You will have access to all the information on our certified services, products and destinations (including accommodation, tourist routes, gastronomy ...). You will be able to interact with the other entities of the community, find synergies and possible ways of collaboration in the framework of sustainable tourism. Biosphere will not only facilitate this communication channel, but will also sponsor and promote the activities carried out in this framework.

BECOME A BIOSPHERE AMBASSADOR



- Become the image of responsible tourism internationally.
- Represent and communicate the values of sustainability from traveler to traveler and be part of a transformative process that will mark the future of the market.
- Be part of the Biosphere Community, which has more than 25 tourist destinations and thousands of companies around the world.
- Join the movement that will change tourists and how to protect the planet and fight against Climate Change through tourism.



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Send us an email to ambassador@biospheretourism.com
and we will get back to you with the steps you need to take to
become a Biosphere Ambassador.



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