



BIOSPHERE DESTINATION COMMUNITY

MEMORANDUM

BACKGROUND

Since the creation of "Sustainable Development" at the Earth Summit (Rio de Janeiro 1992) much progress has been made in this concept. The first milestone was the celebration of the World Conference on Sustainable Tourism, Lanzarote 1995, an event sponsored by UNESCO, UNWTO, UNEP and other international organizations, which gave birth to the **World Charter for Sustainable Tourism** and in which was applied for the first time this concept of sustainable development to tourism. The outcome of the summit was the Responsible Tourism Institute (RTI), which created the Responsible Tourism System (RTS) as a system for measuring sustainability, with the aim of functioning as a tool for continuous improvement and thus recognize the commitment of a destination, its tourist companies and services, through the BIOSPHERE seal.

Another important year was 2015 where, 20 years after its creation, through the World Summit on Sustainable Tourism +20, an event sponsored by UNESCO, UNWTO and part of the **COP21**, the renewal of the World Charter for Sustainable Tourism +20 took place. The Charter along with the **17 United Nations Goals for Sustainable Development** led to the update of the RTS to create a comprehensive system of competitiveness, quality, differentiation, authenticity and satisfaction, where destinations, industry and travelers participate to enjoy sustainable tourism experiences.

The **BIOSPHERE seal** is granted to those tourist entities that demonstrate a process of continuous improvement based on the Biosphere Standards, which have been prepared and promulgated by a Committee of Experts and by the United Nations through the sponsorship of UNESCO and the UNWTO of the summits "Tourism



BIOSPHERE DESTINATION COMMUNITY

Sustainable for the Development of Cities in the Framework of the New Urban Agenda "(Barcelona 2017)," Sustainability and Competitiveness in Tourist Destinations "(Arona 2017)," Sustainability: A Key Factor of Competitiveness in the Tourism Industry "(Lanzarote 2017), and "Sustainable Tourism in Inland Destinations" (Valladolid 2017).

The analysis of the UNWTO groups for the impact of tourism on the 17SDG, the GSTC criteria, the ETIS (European Tourism Indicator System for Sustainable Tourism) and the Global Compact are considered for its implementation.

However, the innovative nature of the Responsible Tourism System is based on certifying the process of continuous improvement and the involvement of all key actors in tourism: public sector, companies and services, communicators and tourists.

BIOSPHERE DESTINATION AS A COMPREHENSIVE PROCESS

The Sustainable Development of the destinations is an integrating **process** that includes the **public decision-makers** of the destination, the **citizenship**, its **companies and services**, and the mechanisms of promotion of the destination and communication with the tourists. The ultimate goal is to guide tourism actions and policies of a destination towards sustainable development, as well as to generate synergies among local companies that **favor the development of sustainable products and experiences**, positioning the destination and its companies in the tourism market in a responsible manner.

Moving towards the development of sustainable destinations is also a process of shared responsibility. The actors in the sustainable tourist destinations share the responsibility of maintaining the destination as a vibrant and prosperous place to live



BIOSPHERE DESTINATION COMMUNITY

and visit. Therefore, it is essential to ensure that the tourism governance of the destination includes all interested parties, especially at the local level, and that the role and responsibilities of each one are clearly defined. Sustainable destinations are, by definition, spaces of innovation for sustainability and areas in which the empowerment of citizens and the commitment of local businesses and services to the criteria of sustainable development must be favored.

Sustainable tourism is not a static state that ends up being reached, but a **path of continuous improvement** that must be advanced towards. To do this, tools and processes must be generated that enable the transition to sustainability in all areas of action of the Destination.

Therefore, for a destination to achieve the status of sustainable, it must initiate the process through the commitment to sustainability, making a public appeal to cross-active collaboration. After that, it must initiate a path mainly aimed at three areas: evaluation and improvement of **public policies**, participation implementation by the **tourism industry** of the destination in its commitment, and **communication** of sustainability and sustainable experiences.

PUBLIC POLICIES

COMMITMENT TO SUSTAINABILITY

Through their public policies, tourist destinations must show their involvement in the construction of new tourism models, including all stakeholders of the industry, citizens, tourist and visitors and all other destinations worldwide in their commitment to sustainability, through the signing of the **Letter of Commitment**, and making a public appeal for a cross-cutting and active collaboration among them. The immersion in the process of sustainable management of a destination needs to go



BIOSPHERE DESTINATION COMMUNITY

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 and the UN Sustainable Development Goals (SDGs). 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 a 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.

In order to establish the initial diagnosis, the assessment of the variable affecting the different sustainability factors requires the implementation of an adequate **indicator**



BIOSPHERE DESTINATION COMMUNITY

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 destination in terms of sustainability regarding its tourism activity, the actions, goals, monitoring indicators and other strategies already developed in the destination will be gathered and new actions will be created 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, through the compilation and thus implementation of the **Action Plan**. 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.

Said planning will include all the measures that are being adopted and that the destination wished to adopt aimed at continuous improvement in tourism sustainability, based on their starting situation, resources, priority objectives, access to good practices, creation of synergies, etc.

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



BIOSPHERE DESTINATION COMMUNITY

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 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.

GOVERNANCE AND PARTICIPATION

The development of sustainable 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 a sustainable tourist Destination, 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



BIOSPHERE DESTINATION COMMUNITY

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 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.

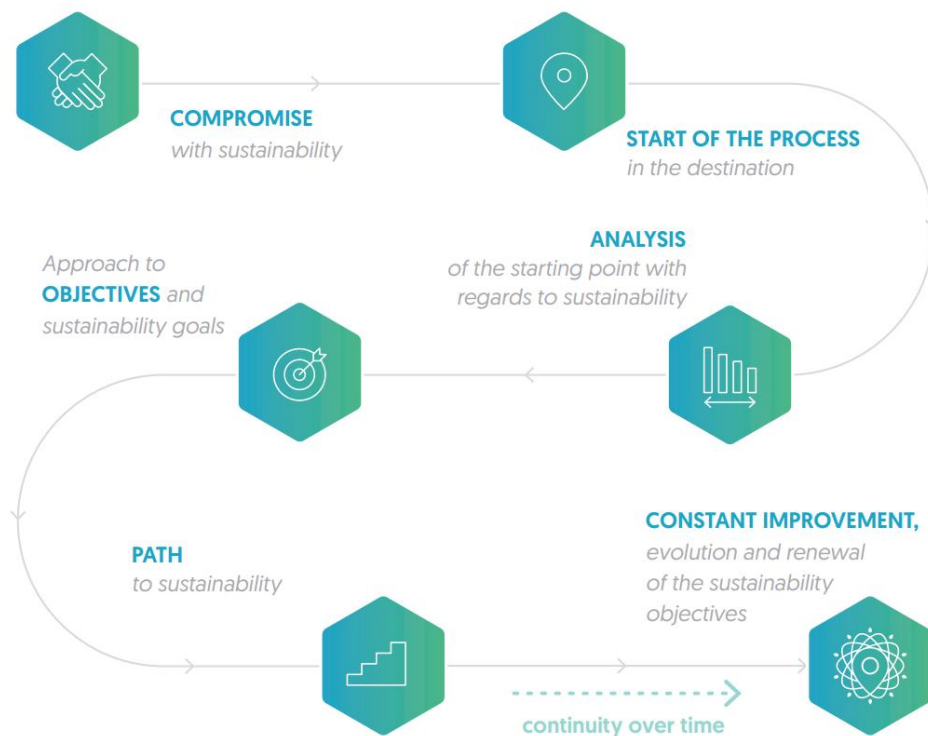
Finally, civil society, through its representative structures, has the right and the duty to actively participate in the governance of the destination in a responsible, constructive and objective way. It must contribute with its points of view and defend its positions, being aware of the importance of 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 destinations' 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.

The evolution of compliance with the strategy and commitment to sustainable development in the Destination will be evaluated periodically, providing measurable evidence in relation to the actions taken and the implementation of tourism

BIOSPHERE DESTINATION COMMUNITY

sustainability policies. Likewise, the results achieved, or the unsustainability gaps will be analyzed with the help of the established indicators, both qualitative and quantitative.



A destination that reaches this level and improves annually will be considered a certified Biosphere Destination



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TOURIST COMPANIES OF THE DESTINATION

Tourism, characterized by diversification and constant change, is currently one of the most influential industries in the world, called to become one of the future engines of application of the 17 Sustainable Development Goals (SDGs) of the United Nations. In this sense, sustainability plays an important role for companies in the consolidation of a competitive, lasting and stable positioning in the future global tourism market.

The great impact of tourism activity on a global scale makes it the most viable option for economic development, which suggests that its great potential would be the ideal driver of good business practices with which to maintain and improve the quality of life of residents, optimizing the tourist experience of the visitors under criteria of sustainable development.

For this, it is essential that resources are managed following the principles of sustainability to meet the new tourism trends and demands of the moment. In this way, the inclusion of these principles must be addressed as an innovation process to favor the empowerment of citizens and the commitment of local companies and services, ensuring a transverse and inclusive tourism market.

Positioning itself as a sustainable tourism company means entering a path of **continuous improvement** where the only end is progress. For this, the objectives of the company must be considered so that they can be achieved by using those tools that facilitate the inclusion of sustainability in all areas of work to a greater extent.

The ultimate goal of a Biosphere company is to provide travelers with a unique experience, with sustainability criteria, that can be enjoyed and valued by tourists.

COMMITMENT TO SUSTAINABILITY



BIOSPHERE DESTINATION COMMUNITY

Tourism policies of companies that are part of this industry should reflect the degree of involvement with sustainability for the construction of new tourism models, involving all agents of the sector, citizens and visitors, as well as as to the rest of Destinations and companies around the world.

For this, the first step is to acquire a **commitment to sustainability**, making a public appeal to the transversal and active collaboration of all of them, through the **Manifesto of the Responsible Company**.

This first step, consisting of committing to follow and disseminate this Manifesto, entails public recognition of the commitment, so that it begins to acquire and put into practice measures and actions of sustainability and can begin to receive information and key training, and can offer experiences to be evaluated in sustainability.

ADHESION TO THE DESTINATION'S COMMITMENT

The tourism companies and services present in a destination can and should be part of the sustainability actions that are an integral part of the tourism policy of said destination. From the same sector, a whole series of participatory tools and methodologies must be formed. Tourism policies of companies that are part of this industry should reflect the degree of involvement with sustainability for the construction of new tourism models, involving all agents of the sector, citizens and visitors, as well as to the rest of Destinations and companies around the world.

After the Manifesto, as a process of tourist excellence between the relationship of the destination and the companies, the adhesion of companies and services must be set in motion to the **commitment** of the destination as a necessary step to an international distinction, in support of this process, where the coordination of initiatives, awareness, information and training is highlighted. This creates a flexible and customizable process so that the destination helps companies in their territory to be more sustainable.



BIOSPHERE DESTINATION COMMUNITY

A destination that sets in motion the process of adherence to the sustainability commitment of the destination with sufficient involvement will be considered a Destination Biosphere GOLD

SUSTAINABILITY

Finally, the tourism company can be recognized internationally after applying the Responsible Tourism System, with the standard of application in question, after receiving a third-party audit that certifies its sustainability policies and actions, becoming part of the **Biosphere Industry Community**. The companies that are part of this community have received the Biosphere certification, whose objective is to establish the methodology and roadmap for continuous improvement, proposing actions, objectives, monitoring indicators and other strategies aimed at facilitating compliance with the provisions of the System of Responsible Tourism, as well as the goals and objectives proposed by the United Nations through its SDGs.

The evolution of the enterprise's strategy, as well as its degree of compliance with the RTS and standards will be evaluated on a periodic basis, providing measurable evidence in relation to the actions carried out and the implementation of the proposed tourism sustainability policies. Likewise, the results achieved, or the gaps of unsustainability will be analyzed with the help of established indicators, both qualitative and quantitative.



BIOSPHERE DESTINATION COMMUNITY

A destination that has sufficient involvement, committed companies, and an adequate level of certified Biosphere companies will be considered a Biosphere PLATINUM Destination

COMMUNICATION OF SUSTAINABILITY

The role of media and prescribers of sustainability, to publicize the possibility of enjoying authentically sustainable experiences and products in destinations is essential, adding to the communication channels (travel bloggers, newspapers, information portals, etc.) prescribers and Biosphere Ambassadors, whose objective is to publicize the **Manifest of the Responsible Traveler**, and the **Manifesto of the Responsible Company**, the committed companies, the certified companies and finally the experiences and sustainable products. A **Biosphere Ambassador** is, therefore, an informer and prescriber of how a company and a tourist should behave in a responsible manner, and what sustainable experiences the traveler can live in a sustainable destination.

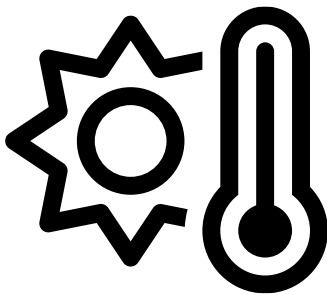
Thus, the cycle for which the Destination is the involvement and joint participation of public policies, the companies that offer services and tourism products, the prescribers that disseminate and make them known, and the tourist who agrees to be a responsible traveler, therefore the destination from the beginning of the process can offer authentic, competitive, quality and differentiated experiences that satisfies the tourist, with the possibility of being evaluated and shared, that is, a sustainable Biosphere experience.

BIOSPHERE DESTINATION COMMUNITY

If all these objectives are achieved, we can affirm that the tourist destination has the maximum commitment of excellence for integral sustainability, its relationship with citizens, businesses, tourists and means of promotion.

CRITERIA AND GOALS

The criteria and goals, staggered to the time horizon of 2030, that should be traced in the strategic planning of the Destination and in the definition of sustainable tourism policies to be developed. They will be structured in accordance with the Sustainable Development Goals of the United Nations (SDG), whose translation into the field of tourism prepared by the Responsible Tourism Institute is described below, indicating in each case which specific goals of the 17ODS impact directly:



FIGHT AGAINST CLIMATE CHANGE



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



BIOSPHERE DESTINATION COMMUNITY

of sustainable energy, tourism may help reduce greenhouse gases, mitigate climate change, and implement new and innovative energy solutions in tourist destinations.

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.

BIOSPHERE DESTINATION COMMUNITY



GOAL 13: URGENT ADOPTION OF MEASURES AGAINST CLIMATE CHANGE

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

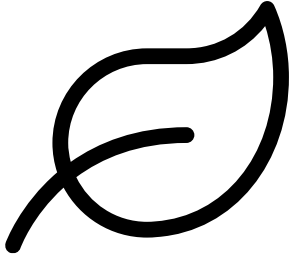
By definition, tourist destinations are also the main stage of the battle against climate change, so tourism may play a reference role for the practical implementation of global policies concerning climate. To do this, the resources and innovation capacity of the industry should be mobilized. It is also essential to create frameworks favorable to low-carbon initiatives for a climate-compatible 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.

BIOSPHERE DESTINATION COMMUNITY



PROTECTION OF THE ENVIRONMENT



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 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

BIOSPHERE DESTINATION COMMUNITY

industry of the destination.

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



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 initiatives for an efficient use of resources, leading to better results, not only economically, but also socially and environmentally. All actions of a sustainable 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 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

BIOSPHERE DESTINATION COMMUNITY

and private level.

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



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

Tourism development in seaside and riverside destinations 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 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.

BIOSPHERE DESTINATION COMMUNITY

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.



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

Sustainable tourism in destinations 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 landscapes, biodiversity and geodiversity within the tourism industry.

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 areas), and the capacity to anticipate environmental risks and correcting adverse effects.

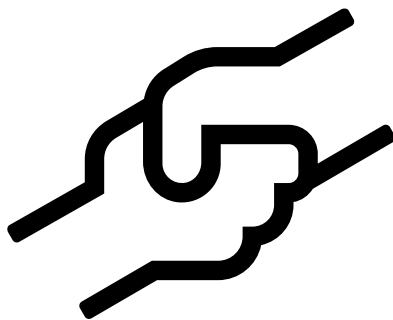
15.2. Have an up-to-date, publicly available inventory of its natural resources (fauna,

BIOSPHERE DESTINATION COMMUNITY

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.



SOCIAL



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.



BIOSPHERE DESTINATION COMMUNITY

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 of 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.

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 areas with the greatest tourism pressure and establish measures whose priority is to maintain the resident 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.

BIOSPHERE DESTINATION COMMUNITY



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.

BIOSPHERE DESTINATION COMMUNITY




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 centers for the development of initiatives and projects related to sustainability applied to the tourism sector.

BIOSPHERE DESTINATION COMMUNITY



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. Develop awareness campaigns in terms of gender equality aimed at citizens and tourism entities/companies.

BIOSPHERE DESTINATION COMMUNITY



GOAL 17: COOPERATION IN SUSTAINABLE TOURISM

Given its cross-cutting nature and its ability to penetrate into the 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 destination'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 favor 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.

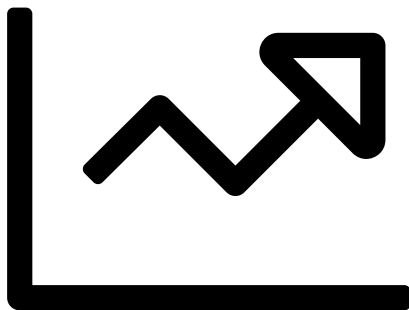
All policies to be developed by a destination in order to contribute to the n^o. 17 UN Sustainable Development Goal must be in line with the following objectives:

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.

BIOSPHERE DESTINATION COMMUNITY

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



ECONOMY



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

BIOSPHERE DESTINATION COMMUNITY

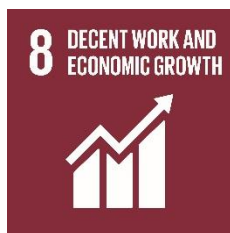
destination must reinforce food safety, encourage a better nutrition, promote sustainable agriculture, and consolidate responsible consumption models.

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, by the tourism sector, including the gastronomic offer. by the tourism sector, including gastronomy.

2.2. Develop a control system for food safety, hygiene and quality through adequate processes at the destination.

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 8: PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC 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 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.

BIOSPHERE DESTINATION COMMUNITY

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 labor rights, the safety of workers, and the fight against all forms of labor discrimination at the international level.

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

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

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



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 infrastructures and universal access, as well as promote the regeneration of declining areas.

BIOSPHERE DESTINATION COMMUNITY

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 destinations 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, 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 management tools so that they can cope with the effects of intensive resource use and mobility of tourists in the destination.



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



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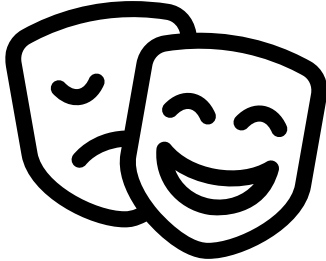
remove the barriers to integration of people, regardless of their gender, origin, disability, religion, economic situation or any other condition. Hence, tourism development must include equality criteria in all its forms, highlighting the implementation of policies aimed at the reduction of the inequalities detected. Sustainable destinations must promote new forms of tourism with a vision of territorial and 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 favored population of the destination.

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

BIOSPHERE DESTINATION COMMUNITY



CULTURE



GOAL 11: SUSTAINABLE TOURISM DESTINATIONS AND HERITAGE

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

The objective of sustainable tourism must be the preservation of a destination's history, cultural and natural heritage, for they are fundamental assets on which 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 strategic territorial planning in favor of the sustainability of the tourism model, its territorial, 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.

BIOSPHERE DESTINATION COMMUNITY

11.2. Create tourism activities and products based on cultural 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.



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

Tourism revolves around the multiple encounters between people from different cultural contexts, especially in tourist destinations. 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.



BIOSPHERE DESTINATION COMMUNITY

16.2. Have an indicator system adapted to the characteristics of the destination, which enables the evaluation of the continuous improvement and tourist impacts of its components' sustainability.

16.3. 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.

16.4. 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.

16.5. 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.

16.6. 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 destination, and eradicate illegal activities, especially those that endanger the fundamental rights of citizens.

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

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 sustainability.