

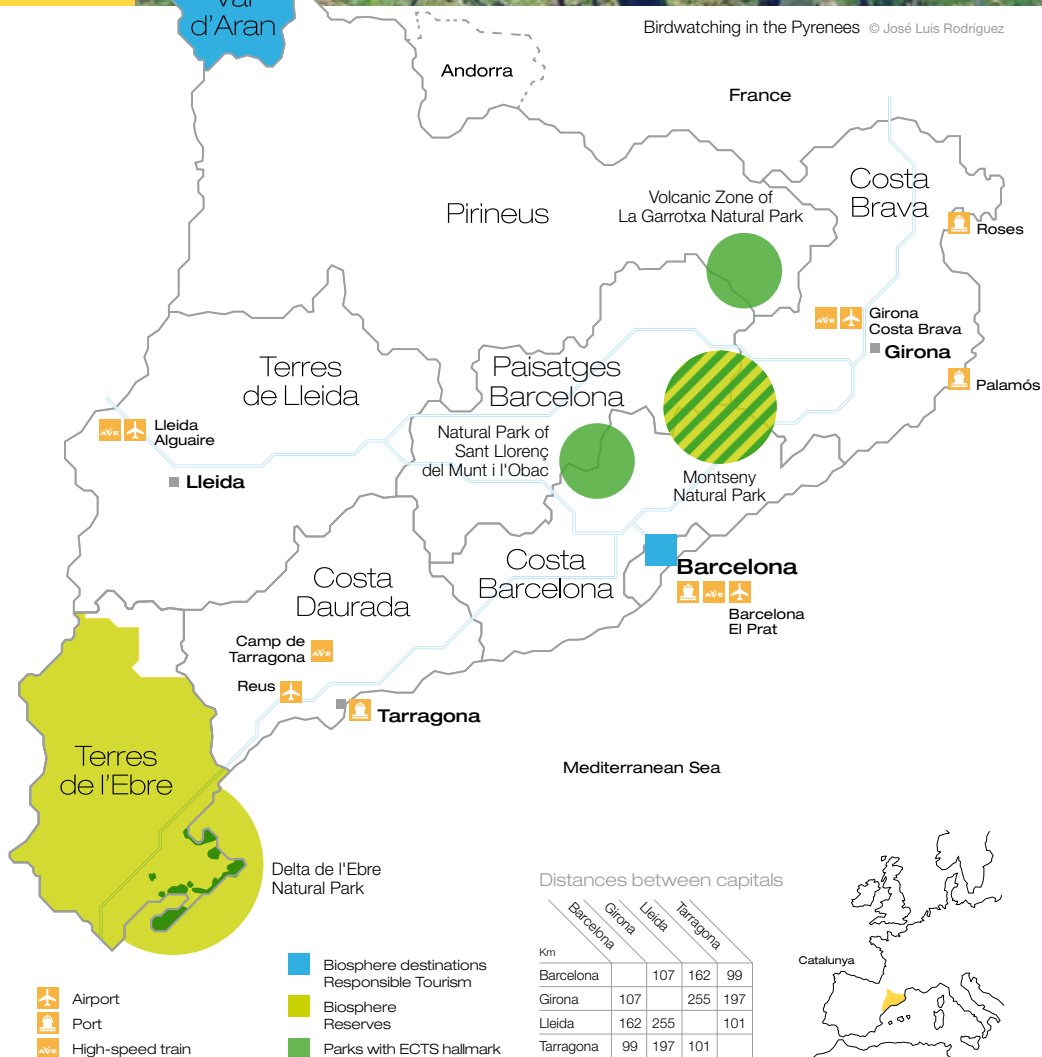
Catalonia, a **responsible** **tourism** destination





Val
d'Aran

Birdwatching in the Pyrenees © José Luis Rodríguez





Montserrat Sanctuary, spirituality and cultural meeting point in a unique natural surrounding © J. J. Pascual

For tourism with values

Catalonia, worldwide leading tourist destination, aims to become a benchmark in responsible and sustainable tourism.

Thanks to a millenary history, a privileged cultural and scenic heritage and a mild and stable climate, Catalonia has become one of the first international tourist destinations. Now, furthermore, visiting Catalonia can become a sustainable experience from an environmental point of view and socially inclusive.

The commitment of the Catalan Tourist Board, within the Strategic Tourism Plan developed for the period 2013-2016, is based on offering visitors the added value which responsible tourism represents, with products, services and experiences that encourage accessibility and economic, environmental and social sustainability.

Guided tour with sign-language interpreters © Acces Turismo



Responsible and sustainable tourism

Good Practice Awards from the Catalan tourist industry

The Catalonia Responsible Tourism Awards are awards based on the International Responsible Tourism Awards and they distinguish the good practices of the tourist industry.

RTD7 Conference

The first edition of the Awards was held in 2013 in the framework of the 7th International Conference on Responsible Tourism in Destinations: Barcelona-Catalonia (RTD7).

Declaration of Barcelona 2020


The RTD7 Conference ended with the Declaration of Barcelona 2020, a new vision of the future of tourism in Catalonia for 2020 based on the definition of responsible tourism that follows from the Declaration of Cape Town (2002) and the Charter for responsible tourism of Barcelona (2010). This insight prioritizes the economic, cultural and environmental sustainability, and a balanced relationship between residents and visitors.

Sant Pere de Rodès Monastery, at the Cape Creus © Oriol Alamany



Winning experiences

We present the winners of the Responsible Tourism Awards for Catalonia, as well as the proposal that has granted them this award.


 **Twentytú Youth Hostel:** a refuge in Barcelona. The first building for hotel use able to combine sustainability, innovation, security and comfort.
<http://twentytu.com>

 **Barcelona Open House Association:** the key which opens the doors of the most emblematic buildings in Barcelona. Non-profitable initiative to learn about the private architectural heritage of the Catalan capital.
www.48hopenhousebarcelona.org

 **Casa Leonardo:** a legendary accommodation. At the entrance of la Vall Fosca and with over 100 years of history, this country house is characterised by 100% responsible tourism.
www.casaleonardo.net


 **Creative Tourism Network:** the creativity at the service of tourism. A network that allows trips and accommodation with programmes adapted to the participants' concerns.
www.creativetourismnetwork.org


 **DeltaPolet:** discover the Delta de l'Ebre with those who participated in the creation of the Natural Park. A family business that promotes local produce and the link with the environment and the traditional culture.
www.deltapolet.com

 **El Brogit Guiatges:** all designed to stimulate the senses. Hiking and eco-tourism by the Muntanyes de Prades alongside gastronomic experiences and other activities.
www.elbrogit.com

 **El Cinquè Llac:** crosses Lleida's Pyrenees with a circular hiking trail with a tourism model designed to cause the minimum impact in our environment.
www.elcinquellac.com

 **Inout Hostel:** right in the city of Barcelona, enjoy the Collserola Natural Park in a sustainable youth hostel, with a customer care full of feeling, totally accessible and with a social purpose.
www.inouthostel.com

 **L'Avenc:** rural welfare in pure state. Take a break from routine in a dream accommodation between Collsacabra and the Guillerries.
<http://www.avenc.com>

 **Món Natura Delta de l'Ebre (Fundació Catalunya-la Pedrera):** to discover the Natural Park of the Delta de l'Ebre through a proposal based on recreational and educational activities for all ages.
www.monnaturadelta.com

 **Tarannà Club de Viatges:** to travel without leaving a trace. A company with over 20 years experience organising responsible trips throughout the world.
www.taranna.com

 **Turisme Garrotxa:** for a model of sustainable tourism in the Catalan volcanoes region.
<http://ca.turismegarrotxa.com>

Other "experiences"

Hotel l'Algadir del Delta, Hotel Princess Barcelona, Empúries hostel, Cal Pastor, Vol de Coloms, la Pedrera, Pirineu Emoció, Sortirambnens, the Colònia Vidal de Puig-Reig Museum, and Barcelona's Provincial Council Natural Parks Network.

Certifications for a responsible and sustainable tourism



**Biosphere
Responsible
Tourism**

www.
biospheretourism.com

This certification, promoted by the Institute of Responsible Tourism, establishes sustainable performance criteria in the international tourism business and acknowledges the industry of this sector which has made responsible tourism the focus of the activity. Its peculiarity is the fact that it consolidates in a single hallmark sustainability attributes related with diverse areas.

Barcelona and Val d'Aran certified with the Biosphere Responsible Tourism hallmark

Barcelona: was the first town in receiving the World Biosphere Class Destination certification, in 2011, for the responsible and sustainable tourism management of the city. In 2014 received the Biosphere Awards for Responsible Tourism, in the Destinations category, in recognition for the commitment to develop a sustainable management model, which has turned the Catalan capital into an example of promoting responsible tourism.

Val d'Aran: is the first mountain destination in obtaining, in 2014, the Biosphere Destination certification.



Europarc

www.european-
charter.org

Europarc: sustainable tourism in protected wilderness

To visit a park certified with this hallmark is to enjoy wilderness committed to sustainability and the environment.

Natural parks of Catalonia with the ECST hallmark

- Volcanic Zone of La Garrotxa Natural Park
- Montseny Natural Park
- Natural Park of Sant Llorenç del Munt i l'Obac
- Delta de l'Ebre Natural Park
<http://parcsnaturals.gencat.cat>

The European Charter for Sustainable Tourism in Protected Areas (ECST) is an initiative of the Europarc Federation, with the purpose to promote sustainable tourism in protected wilderness in Europe, avoiding wastage of natural resources and preserving landscapes. The areas with this certification have had to submit a five years ahead programme of activities, and receive the consent of the Europarc Federation.



EMAS *
Communal management system and environmental audit of the European Union

96 organisations

A company that has adopted the EMAS certification seeks the environmental responsibility of its activity. It is a tool that any organisation can request voluntarily and that will help improve its resource efficiency.

www.emas.cat



Ecolabel *
European Union's organic label

20 products and services

Voluntary hallmark which certifies products or services that have a reduced impact on the environment, which contribute to protect the environment and people's health and to make an efficient use of resources.

<http://ec.europa.eu/environment/ecolabel>



Emblem of environmental quality guarantee

99 products and services

Catalan organic labelling system that acknowledges the products and services that contribute to waste reduction and to save resources beyond the current regulations.

http://mediambient.gencat.cat/ca/05_ambits_dactuacio/empresa_i_produccio_sostenible/ecoproductes_i_ecoserveis



Biosphere Reserve

With this award, UNESCO (MAB programme) protects the biological and cultural diversity of an area and promotes its economic and social development. In Catalonia there are two areas designated a Biosphere Reserve: the Montseny Natural Park (1978) and the Terres de l'Ebre (2013).
www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/biosphere-reserves



CCPAE
Consell Català de la Producció Agrària Ecològica

*** In the official guide of tourist establishments in Catalonia you can check the companies that have the indicated hallmarks.**
establimentsturistics.gencat.cat

The CCPAE certifies organic agro-food products from Catalonia. It controls the production, the elaboration, the packaging and the marketing. The organic products must have the European Union logo to enable the consumer to distinguish them in any country.

www.ccpae.org

Accessible tourism

Catalonia is a landmark destination in accessible tourism, both domestic as well as international. A place that welcomes families, senior people and people with certain disabilities or reduced mobility. A destination for everyone.

The Tourism for Everyone Programme

Catalonia has worked over the last few years to eliminate architectural and communication barriers in order to convert its main tourist attraction into areas without barriers to access.

In Catalonia nowadays there are 25 accessible destinations for everybody, such as, for example, over more than 150 km of green-way and accessible tracks, several specialised centres in adventure activities and of first-rate reference in the museum field, such as la Pedrera by Antonio Gaudí, the Maritime Museum in Barcelona and the National Art Museum of Catalonia (MNAC).

For the Catalan Tourism Board, the concept of accessible tourism is based on the principle that tourism is a fundamental social right for everyone, as the activities included are fundamental for the quality of life of both the people with disabilities or reduced mobility as well as for the rest of people.

The Way of Saint James for All

The Route of Santiago adds to the 25 accessible destinations in Catalonia, which within the Catalan territory represents 400 km of routes, with audio and sign-language guides which facilitate access to all the people, regardless of their age, social status and physical condition.

From www.thewayofsaintjamesforall.com information of the route on accessible format is provided to all users, in compliance with the strictest standards of accessibility.

Awards and Distinctions granted to the Accessible Programme



www.tourismforallcatalonia.com

Catalonia aims to be a country without access barriers © Marc Castellet



25 destinations



The accessible tourism destinations offer comprehensive programs and covering from transport to accommodation, restaurants or care services.

- 1 **Val d'Aran.** Baqueira-Beret Ski resort: adapted equipment and infrastructures.
- 2 **La Vall de Boí.** Accessible Ski at the Boi-Taüll Ski Resort. Walks in the Aiguestortes i Estany de Sant Maurici National Park.
- 3 **Pallars Sobirà.** Equestrian Sports Peufort, first riding centre for everybody. Aiguestortes.
- 4 **La Seu d'Urgell.** Accessible routes to discover the architectural heritage of the city and adapted kayaking in the Olympic Park of the Segre.
- 5 **La Molina – La Cerdanya.** Accessible Ski at La Molina Ski Resort.
- 6 **La Garrotxa.** Adapted hot air balloon flights and greenways.
- 7 **Ruta Dalí.** Partially or totally accessible cultural facilities (Dalí Theatre-Museum, the Púbol Castle and the Dalí-Jewels).
- 8 **Costa Brava – Alt Empordà.** Adapted sailing, routes and observatories in the Aiguamolls de l'Empordà Natural Park.
- 9 **Costa Brava – Baix Empordà.** Adapted diving and Greenways.
- 10 **Lleida.** Museums and other cultural facilities (including, the Seu Vella) completely or partially adapted.
- 11 **Vic – Osona.** Accessible route through the centre of the city and the Episcopal Museum.

- 12 **The Route of the Monasteries on the Route of Santiago in Catalonia.** Montserrat Monastery, Sant Benet de Bages and Santa Maria de Bellpuig de les Avellanès.
 - 13 **Industrial tourism.** The Route of the Accessible Industrial Tourism has facilities and resources suitable for everyone.
 - 14 **Maresme.** Accessible beaches for everyone.
 - 15 **Barcelona.** National Art Museum of Catalonia (MNAC), National Theatre of Catalonia (TNC), the Pedrera, the Park Güell and the Casa Batlló, with adapted material.
 - 16 **Delta de l'Ebre.** Natural Park, accessible route and bird watching observatories. Ecomuseum.
 - 17 **Cistercian Route.** The monasteries of Poblet and Santes Creus.
 - 18 **Costa Daurada.** The Route of the Senses of Cambrils, Port Aventura and beaches.
 - 19 **Garraf – Sitges.** The Garraf Natural Park, adapted circuits and beaches.
 - 20 **Penedès – Accessible Wine tourism.** Accessible wineries and museums.
 - 21 **Terra Alta and Sebes Nature Reserve.** The Sebes and Flix nature reserve. Greenways.
 - 22 **Tarragona, World Heritage** Archaeological site of the Roman Tarragona recognised by UNESCO as World Heritage Site.
 - 23 **Montseny and Sant Llorenç del Munt i l'Obac Natural Parks.** Accessible itineraries for everyone.
 - 24 **Lloret de Mar.** Beaches adapted for people with limited mobility.
 - 25 **El Montsec – Starlight.** First-time paragliding for everyone and universe observation centre.
-  **The Way of Saint James for All:** 400 km of adapted routes, with audio and sign-language guides and 2 sections for people with physical disability.



Hot-air balloon flights © Lluís Carro

Sustainability aspects

The sustainable and responsible tourism is one which takes into account the following three aspects of sustainability:

- **Environmental:** ensures that tourism development respects the ecosystems with a rational use of natural resources, the preservation of biodiversity, the conservation of nature and the impact assessments.
- **Economic:** pursues the viability of the tourism activity in the destination area stimulating the short and long-term profitability, attempting to meet the demands, sharing the benefits equitably and having an impact on the local population.
- **Sociocultural:** ensures respect for the social and cultural values of the town and for an accessible tourism for everyone through a balanced and rational management of the use of the areas, boosting employment, making sure the locals benefit and adapting the environment to the needs of all. Consequently, improves the quality of life of residents and visitors, and promotes social cohesion.

The way towards sustainable and responsible tourism

Catalonia is working to ensure that the destinations and the tourism companies move forward steadily towards this objective. The Catalan Tourist Board promotes responsible management models:

- Based on the various hallmarks which can be used to accredit their sustainability.
- Ensuring that more and more areas and destinations are accessible for everyone.
- Emphasise awareness of the importance of the elements and effects of climate change in the tourism sector and implementing the eco-efficiency criteria in the establishments.
- Supporting those initiatives that aim to award the good practices in these areas.

Practical advice for responsible tourism

- 🚩 **Inform yourself on the environmental particularities of the place you visit.**
- 🚩 **To travel, use public transport, and at the place of destination make sure to use the bicycle or walk to get around.**
- 🚩 **When you are looking for accommodation or a place to eat, find out whether the establishment is committed to sustainable and responsible tourism. Try to consume local produce: as well as familiarising with the culture and traditions of the area, you will promote local economy.**
- 🚩 **Do not over-consume due to the fact that you are on holiday.**
- 🚩 **Ensure respect and preservation of the culture, the customs, the gastronomy and the traditions of the local villages.**

Tourist promotion organisations

Patronat de Turisme de la Diputació de Tarragona www.costadaurada.info

Patronat de Turisme Costa Brava i Pirineu de Girona <http://es.costabrava.org>

Patronat de Turisme de la Diputació de Lleida www.lleidatur.com

Oficina de Promoció Turística de la Diputació de Barcelona
www.barcelonaesmoltmes.cat

Turisme de Barcelona
www.barcelonaturisme.com

Palau Robert – Centre d'Informació de Turisme de Catalunya

Passeig de Gràcia, 107 08008 Barcelona
93 238 80 91 / 92 / 93
Fax 93 292 12 70 / 93 238 40 10
www.gencat.cat/palaurobert

Opening hours: from Monday to Saturday:
10am / 8pm; Sundays and public holidays:
10am / 2.30pm

Tourist information:

012 from Catalonia
902 400 012 from outside Catalonia
00 34 902 400 012 from outside Spain

For more information on Catalonia

www.catalunya.com

www.tourismforallcatalonia.com



www.facebook.com/catalunyaexperience



@catexperience
www.twitter.com/catexperience



@catalunyaexperience
www.instagram.com/catalunyaexperience



www.youtube.com/user/CatalunyaExperience



<https://plus.google.com/+Catalunyaexperience1>

Ask the office:

www.facebook.com/catalunyaexperience/app_431056236953440

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Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board

Partners:



FCBARCELONA
més que un club



**Circuit de
Barcelona**
CATALUNYA

**CHIC
OUTLET
SHOPPING**

LA ROCA VILLAGE
CHIC OUTLET SHOPPING

*Official Asia & Middle East airline
partner*



Official Europe's airline partner

vueling



BARCELONA
1876



abertis *autopistas*