

# Compromís Nacional per un Turisme Responsable

**NATIONAL COMMITMENT FOR RESPONSIBLE TOURISM**

*- Towards an ethic, innovative and responsible tourism model -*

An aerial photograph of a scenic river valley. A wide, blue river flows through the center, flanked by lush green forests. On the right bank, a large, ancient stone castle sits atop a hill. Below the castle, a small village with terracotta-roofed buildings is built into a steep cliffside overlooking the river. The background shows rolling hills and mountains under a clear sky.

**Tourism is not everything, but  
everything is Tourism**

## WHY A COMMITMENT?

"To achieve a better territory to live in and a better destination to travel to, bringing well-being to the community through the values of travel"

### WELL-BEING

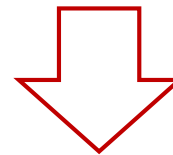
Well-being understood beyond economic prosperity. It includes **environmental, social and cultural sustainability**.

### COMMUNITY

**Community contemplates** the visitor, the tourist industry, the resident, social agents, cultural and natural assets, academic...

### TRAVEL VALUES

**The economy of the visitor and values of trip:** dialogue, exchange, respect, progress, tolerance...



**"The commitment starts a process of collective transformation** to be able to create a new model that is environmentally responsible, socially just and regionally balanced."

“**Catalan tourism wants to be the solution, not the problem.** The response of the sector to current social, environmental and economic challenges will only be possible by attracting talent, capital and ideas, which will make **tourism one of the key sectors in the new model of the country.**”



### THE COMMITMENT IS:

#### ➔ **TRANSVERSAL**

Tourism is an activity **connected** to the rest of the country, whether through transportation, the towns and cities, health, food, culture or technology.

#### ➔ **TRANSFORMATIVE**

It proposes a deep **transformation** of the sector. Tourism aspires to be a sector within the new economy.

#### ➔ **TRANSITIONAL**

Changes are planned for the short, medium and long term, with the goal of enabling the **transition** of the current model to a new one in a progressive way.

## PHASES:

1

### FIRST PHASE:

The aim of this first phase was **to draw up a map of the different possible and desirable scenarios for Catalan tourism**, based on the opportunities available in the near future, and the capacity of the country's economy, environment and society to adapt to each of these scenarios.

2

### SECOND PHASE:

The objective was **to adapt the initial inspirational document to the actual possibilities and capacities of the sector**, based on the compromises that can be assumed within the horizons of the plan.

3

### THIRD PHASE:

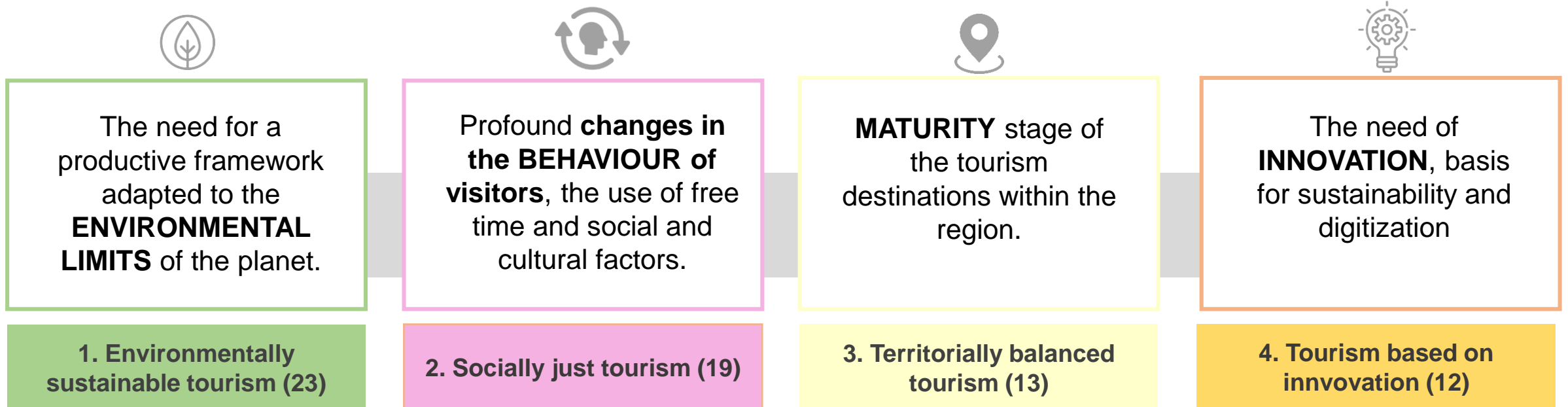
**The last phase.** After collecting the more than 500 amendments, all the initiatives submitted were pooled and the final document was drafted..

## RELATED ACTORS



01. Tourist entrepreneurs
02. Tourist administrations
03. Workers
04. Residents
05. Cultural sector
06. Territorial managers
07. Connected industries
08. Other departments of the Generalitat
09. Academy
10. Social agents
11. Political groups
12. Third sector

The **National Commitment for Responsible Tourism** is the response of the tourism sector to a general context of change that is determined by 4 axes:



A total of 67 initiatives for action

## ENVIRONMENTAL LIMITS

### 23 initiatives for Environmentally sustainable tourism

- Catalan tourism wants to be a strategic sector of the region with regards to:
  - ✓ The fight against climate change
  - ✓ Decarbonization of the economy
  - ✓ Preservation of biodiversity
  - ✓ Energy efficiency
  - ✓ Rational use of increasingly scarce resources
  - ✓ Waste reduction
  
- The Commitment is **aligned with the UN Sustainable Development Goals (SDGs)**
  
- Catalan Strategy for Adaptation to Climate Change for the 2030 horizon → climate change will affect the tourism sector due to increase in sea level, the reduction of snow surface and the decrease in thermal comfort.
  
- **Reducing emissions is a global strategy and specifically a strategy for the survival of the tourism sector.**

## ENVIRONMENTAL LIMITS

### 23 initiatives for Environmentally sustainable tourism

#### **Main objectives:**

- **Equate average water consumption of tourists to the water consumption of the residents. Target 2040**
- **Halve greenhouse gas emissions by 2030 and reach net zero by 2050.**
- **Achieving that, by 2035, 100% of the energy consumed is green.**
- **Achieve 100% clean leisure mobility by 2050.**
- **Also there is the commitment to reduce the waste generated by the touristic industry.**
- **Achieve that, by 2035, the half of the products offered to the tourists has been made in Catalonia.**
- **Cruise ships have committed to using shoreside electricity.**



## WATER CONSUMPTION

- ❖ Water has become a limited, dwindling commodity subject to high demand in certain regions of the world, such as Mediterranean basin.

## COMMITMENT VS CATALAN SITUATION

- Commitment goals
  - Progressive equalization of the average consumption of water and energy among tourists and citizens.
  - Avoid excessive water consumption.
- Catalan situation
  - There is no equalization of water consumption between tourists and citizens.
  - Current regulations try to fight against excessive water consumption.

## CATALAN LEGISLATION IN FORCE

- ❖ Government agreement GOV/1/2020, of January 8, which approves the Special Action Plan in situations of alert and eventual drought (PES).

### GOALS

The establishment of a system of indicators of drought situations for each of the units into which the internal basins of Catalonia are divided.

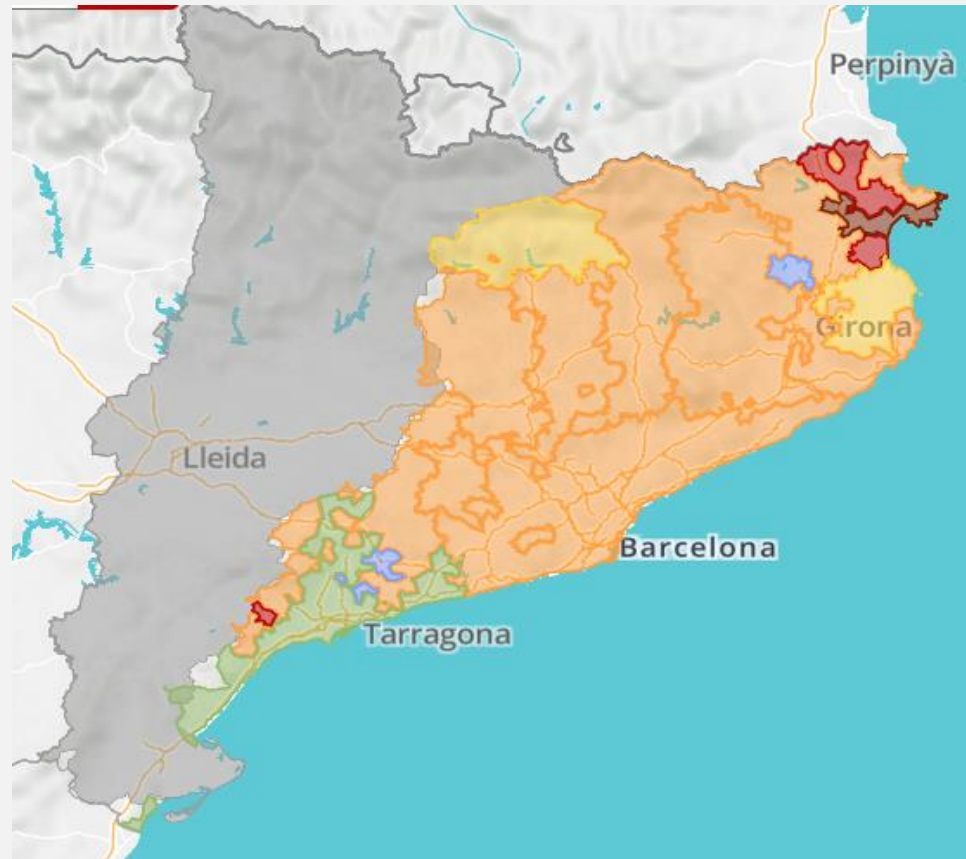
The definition of different drought scenarios whose entry and exit is declared for each unit based on the established indicators.

The forecast of water resource management measures and water demands, as well as system exploitation for each of the defined scenarios.

## STATE OF THE OPERATING UNITS (today !)

Normalcy

Pre-alert



Alert

230  
liters/inhabitant\*day

Exceptionality

230  
liters/inhabitant\*day

Pre-emergency

Emergency

200  
liters/inhabitant\*day

- ❖ The exploitation units are the 18 areas in which the Drought Plan divides the territory of Catalonia's internal basins according to the source of water supply.

## NEW VISITORS HABITS

### 19 initiatives for socially just tourism

- It is necessary **to continue working on improving working conditions in the sector**, from an integral perspective.
- We propose a **new training strategy and a new catalog of tourism professions** based on qualifications.
- **Catalonia must move from tourism management to a visitor economy** that takes into account the opportunities and impacts of the various forms of mobility, tourist or otherwise.
- The Commitment **places the well-being of people at the center of the tourism strategy**.
- The Catalan tourism sector must **continue to reduce the economic, personal, social and cultural barriers** that limit the universality of tourism.

## NEW VISITORS HABITS

### 19 initiatives for socially just tourism

#### Main objectives:

- **Guarantee accessibility to the set of natural areas of special protection in Catalonia (ENPE)**, which represent 10% of the country's surface, **in 2040**.
- **Combat gender inequality and eliminate gender stereotypes.**
- **Implement web accessibility.** Commitment to place all the public and private digital tourism offer in WACG 2.1 accessibility standards of AA or equivalent. Public websites will have a maximum accessibility standard (AAA).
- Establish **family diversity** as the guiding principle for managing family tourism that takes into account the diverse forms that families present.

## DESTINATION MATURITY

### 13 initiatives for territorially balanced tourism

- There is a high degree of maturity in most of the region's destinations. This development has revealed some of the imbalances in the tourism system:
  - ✓ damage to the landscape as a result of certain tourist activities
  - ✓ obsolescence of part of the region's tourist facilities and services
  - ✓ quality of the labor supply
  - ✓ environmental imbalances resulting from tourist transport
  - ✓ over-consumption of water and energy
- **Mature destinations should be reconverted and oriented towards a responsible model** (responsible tourism is that which is part of the economic, social and territorial structure of the area, and is adapted to the conditions of the place and the needs of the resident population).
- The Commitment is based on the principle that **the main asset of tourism in Catalonia must be diversity.**

## DESTINATION MATURITY

### 13 initiatives for territorially balanced tourism

#### Main objectives:

- **The capacity for urban growth must be oriented not only to tourist activities**, but also to residential, commercial, equipment and productive activities.
- **Commitment to the integration of cultural industries and tourism**, within the framework of a reconnection between the country's culture and tourist activity.
- Three axes:
  - **integrate certain cultural activities into tourist circuits**, such as music festivals, theatre, dance or various cultural events;
  - **link the creative industries sector with tourism innovation**, especially in the field of digital culture, design and content creation;
  - **to boost initiatives related to creative tourism**, in which the visitor goes from being a spectator to becoming a creator.

## INNOVATION

### 12 Initiatives for a tourism based on innovation

- Commitment to innovation in the tourism sector based on the axes of **sustainability and digitization**.
- **New generation of indicators** that allow us to measure: environmental efficiency, decarbonization, sustainable mobility, inclusion, quality work, supply accessibility, etc.
- **New innovative governance** that always considers the resident population as a fundamental variable in the equation in order to achieve territorial, not sectoral, governance.



## INNOVATION

### 12 Initiatives for a tourism based on innovation

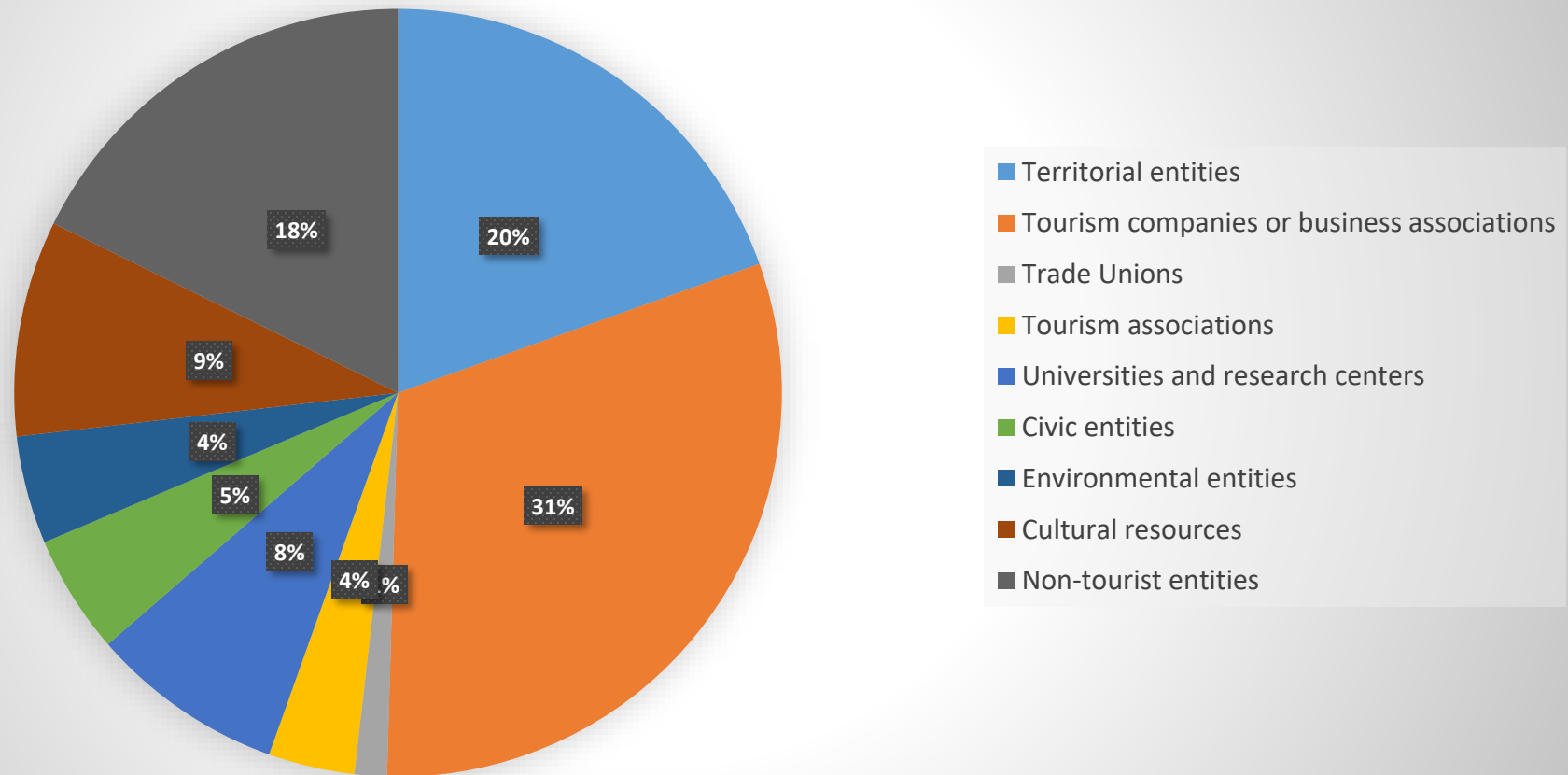
#### Main objectives:

- **Increase by 2030 a 25% the average stay** of the tourist respect to the 2019 value.
- There is also the objective of stabilize the offer of tourist accomodation, combined with an **increase of the profitability of existint facilities.**
- The **resources that come from the tax on tourist stays must make it possible to promote the tourism image of Catalonia** in accordance with the general parameters of the National Commitment for Responsibe Tourism

TOTAL **Affiliated entities: 218** (09/05/24)

• <b>41 Territorial entities</b>	• 99% territory. 91% of the population 941 municipalities
• <b>68 Nominal companies</b>	• 39% Catalan business sector 75% of GDP, 84% of campsites <b>More than 230.000 companies</b>
• <b>3 Trade unions</b>	• Almost 80% of union representatives. <b>41.000 union representatives</b>
• <b>8 Tourism associations</b>	• Snow, rural, business, ports. 92% of sports and tourist ports
• <b>18 Universities and research centres</b>	• Trade, crafts, transport, universities. 50% of the universities, 70% of the educational community. More than 160,000 university student
• <b>11 Civic entities</b>	• Various capacities
• <b>10 Environmental entities</b>	• Landscape, natural environment
• <b>20 Culturals resources</b>	• <b>Museums, music activities</b>
• <b>39 Other entities</b>	• <b>Professional colleges, Technology, food and wine</b>

## Organizations that have signed up to the commitment (09/05/2024)



- CNTR Team: established on April 8, 2024
  - Coordinator
  - Data technician
  - Legal technician
- To design the Operational plan of the National Commitment for Responsible Tourism (CNTR)
- Planning of the mechanisms / spaces for debate together the actions that will be part of the CNTR Operational plan (not only from Tourism authority but also from other public and private agents)



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