

ADAPTATION OF TOURISM TO CLIMATE CHANGE: HOW CAN IT BE PROMOTED BY LOCAL AUTHORITIES? Vilafranca del Penedès – 12/06/2018

Sustainable tourism and Biosphere project - Diputació de Barcelona

The Barcelona Provincial Council, through the Tourism Services Management, began in 2015 the first steps to achieve the Biosphere Responsible Tourism certification in the province of Barcelona, in the three tourism brands it manages (Costa Barcelona, Paisatges Barcelona and Pirineus Barcelona), by signing the Charter for Responsible Tourism with the Institute of Responsible Tourism (ITR) and the Global Sustainable Tourism Council.

The Biosphere certification is awarded by the Instituto de Turismo Responsable (a private non-profit organization associated with the UNWTO and linked to UNESCO), and accredited by the Global Sustainable Tourism Council. The Biosphere badge is based on standards based on the 17 UN Sustainable Development Goals (SDGs) included in the 2030 Agenda. The certification process culminated in May 2017.

The Commitment to Sustainability program aims to extend the culture of sustainability tourism to tourism companies and services in the counties of Barcelona. Adherence to the sustainability of the destination through the Commitment to Sustainability is a program developed by the Diputació de Barcelona, under the approval of the Institut de Turisme Responsable (ITR), whose main purpose is to implement more sustainable management among all agents of a Tourist Destination.

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The Commitment to Sustainability is a program that includes implementing good practice handbooks in sustainability for companies aligned with the Biosphere certification of the destination, complemented by intersectoral training and destination workshops coordinated by the county entities on tourist management and promotion.

The deployment and territorial implementation of the program is articulated with the Official Chamber of Commerce, Industry, Services and Navigation of Barcelona (COCINB), given that this entity is representative of the business sector of the counties of Barcelona and has a large territorial presence, and the 11 county tourism management bodies with which the Diputació de Barcelona has signed a program contract.

It is worth mentioning that the program represents the continuity of the work developed jointly since 2003 between the companies, the county managing bodies and the COCINB in the implementation of the Integral System (SICTED) to improve the destination through collective work, incorporating new criteria in the improvement of the competitiveness.

In addition to these programs, the Diputació de Barcelona participates in other European initiatives to promote sustainable tourism such as the deployment of the European System of Tourism Indicators (ETIS), the indicator group of the NECSTour network and the management of a project to create a Sustainable Tourism Community in the Mediterranean, through the European Interreg MED program.

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