WORLD CHARTER FOR SUSTAINABLE TOURISM

Unanimously Adopted and Proclaimed by His Excellency Don Iñigo Urkullu, President of the Basque Government, in the Plenary Session of the:

World Summit on Sustainable Tourism

Vitoria-Gasteiz, 26th and 27th November, 2015.

Organized by:

Supported by:

Collaborating Entities:
PLENARY SESSION

President:

- **Excmo. Sr. Iñigo Urkullu Renteria.** Lehendakari of the Basque Government

Board members:

- **Mª Teresa Lorenzo Rodríguez.** Minister of Tourism, Government of Canarias.
- **Tomás Azcárate Bang.** President. Responsible Tourism Institute (RTI).
- **Luigi Cabrini.** Chair, Global Sustainable Tourism Council (GSTC)
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Rapporteurs:

- **Cipriano Marín,** Coordinator ST+20 Scientific Committee.
- **Juan Antonio Menéndez Pidal,** Vice president. Responsible Tourism Institute (RTI).
The participants at the World Summit on Sustainable Tourism (ST+20), meeting in Vitoria-Gasteiz, the Basque Country, Spain, on 27th November, 2015,

Recalling the principles expressed in the World Charter for Sustainable Tourism (1995), and reiterating their continuing validity;

Recognizing that the Sustainable Development Goals (SDGs), adopted by the United Nations (2015), represent a significant opportunity to further guide tourism along an inclusive and sustainable course;

Recalling the principles of the Global Code of Ethics for Tourism adopted by UNWTO and endorsed by the UN General Assembly and the recommendations and guidelines provided by several multilateral environmental and cultural agreements and conventions, such as the Convention on Biological Diversity (CBD), the World Heritage Convention, the Convention for the Safeguarding of Intangible Cultural Heritage, the United Nations Framework Convention on Climate Change (UNFCCC), and the Code of Conduct for the Protection of Children against Sexual Exploitation in Travel and Tourism;

Concerned by the negative impacts of tourism development, including those derived from all forms of corruption and bribery, the destruction of natural and cultural resources, social disruptions and inequalities, and also by the effects of conflicts and terrorist attacks that occur in many destinations;

Taking into account that tourism must be a global driver that contributes effectively to reducing inequality within and between countries, promoting peaceful and inclusive societies, achieving gender equality and creating lifelong learning opportunities for all;

Emphasises that tourism can significantly reduce its ecological footprint and that it can become an engine of innovation for green, inclusive, and low carbon economies, and safeguard cultural creativity, diversity and human and ecosystem wellbeing;

Stresses that indigenous cultures, traditions and knowledge, in all their aspects, are to be fully considered, respected and promoted in policy development for sustainable tourism, and underlines the importance of promoting the full and early participation and involvement of local communities and indigenous peoples in decisions that affect them in tourism development projects;
Considering the set of declarations, international agreements and conventions that have inspired the global movement for sustainable tourism in the last twenty years, mentioned in the Annex to the Charter;

Convinced of the need to further strengthen and support new alliances for the future of a more sustainable tourism and considering positive and emerging trends in recent years;

Firmly believing that tourism based on the internationally recognized principles of sustainable development is the only way forward for tourism development in harmony with the environment and human wellbeing.

Agreed that:

- Tourism plays a vital role in paving the way towards a more peaceful planet and opens new possibilities to foster tourism as an instrument of peace and tolerance;
- Tourism if well managed, is a main driver towards preserving today’s treasures for tomorrow’s generations, ensuring the protection and integrity of our common heritage, both tangible and intangible;
- Tourism must support conservation and biodiversity, because a healthy, properly functioning natural environment is a critical tourism resource and serves to heighten awareness of the intrinsic value of nature for us all;
- Tourism must respond actively and urgently to climate change, within the evolving UN framework and progressively reduce its Greenhouse Gas (GHG) emissions in order to grow in a sustainable manner;
- Tourism can contribute to its own resilience and to the global economic recovery by pursuing a decarbonised strategy, as well as innovation in the use of energy, resources and transport and communication systems;
- Tourism is a cross-cutting activity that can contribute to the fight against poverty, the protection of nature and the environment and the promotion of sustainable development;
- Tourism must use local goods and services so that it can increase linkages and minimize economic leakages, recognising social and economic cohesion as a fundamental principle of sustainable tourism development;
- Tourism must ensure the implementation of sustainable consumption and production patterns along the entire chain of services and activities;
Tourism is one of the most promising drivers of growth for the world economy, especially in developing countries, and key to supporting emerging patterns in the transition to a green economy;

Tourism should adopt innovative and appropriate technology and management mechanisms to improve efficiency of resource use, notably energy and water;

Tourism should provide innovative solutions to become more resource efficient in the context of a circular economy, avoiding the generation of waste, increasing efficiencies, reducing consumption, and pollution;

Tourism should take advantage of opportunities provided by modern Information and Communication Technologies (ICTs) to build smart, responsible, creative and intelligent tourism for the future.

Tourism is a driving force for cultural heritage, the arts and cultural and creative industries, in accordance with UNESCO cultural conventions and operational guidelines.

Calls for the following actions:

1) Governments and International Organizations should:

- Integrate sustainability in national and international tourism policies, strategic plans and operations for meeting national sustainable development objectives, and the UN Sustainable Development Goals (SDGs);
- Encourage national, regional, and international financial and development institutions to provide adequate support to programmes and projects related to sustainable tourism;
- Strengthen legislative and policy frameworks for sustainable tourism, including those for environmental protection and the conservation of natural and cultural heritage, and human and labour rights;
- Plan through a participatory process, including partnerships at local, national, regional and international levels to ensure that all stakeholders, especially local communities, indigenous peoples, women, and disadvantaged groups, can influence how tourism is developed and managed;
• Facilitate cooperation and collaboration between government agencies responsible for tourism, finance, trade, and those responsible for culture, conservation, and the environment;
• Improve the contribution of sustainable tourism to poverty eradication, including through securing wider benefits to communities as a viable and sustainable economic development option;
• Enhance international support for implementing effective and targeted capacity-building to support national plans to implement all sustainable tourism development goals including monitoring and reporting of tourism impacts;
• Provide finance and incentives for tourism-related public infrastructures that mitigate social and environmental impacts;
• Integrate cultural and natural heritage conservation into tourism planning, giving special attention to intangible heritage, due to its extreme vulnerability to disruption and deterioration.
• Ensure that tourism stakeholders are encouraged and supported to develop peace and conflict resolution through the promotion of intercultural dialogue that promotes equality and freedom of expression;
• Use the UNESCO designated sites as learning places to foster the harmonious integration of tourism with cultural and natural heritage.

2) Local communities and destinations should:

• Ensure that destination tourism governance includes all stakeholders, especially at the local level and that the responsibilities of each stakeholder are clearly defined;
• Empower local communities and indigenous peoples and facilitate their involvement in planning and developing tourism;
• Adopt necessary measures to maximize the economic benefits for the host community and create stronger linkages with the local economy and other economic activities in the destinations;
• Preserve destination values by outlining processes to monitor change, evaluate threats, risks, and opportunities, and permit public and private leaders to sustain the destination’s sense of place;
• Promote low carbon development strategies in tourism related infra-structure, operations and services, including buildings and infrastructures, resource management and transport;

• Promote a tourism that is inclusive and accessible for all, and enhance accessibility to all parts of the tourism value chain, including the physical environment, transport systems, information and communications channels, and a complete range of hospitality sector facilities, services and tourist activities;

• Consider the carrying capacity of destinations, not only in the case of natural sites but also urban areas, especially when the quality of life of the residents is compromised;

• Ensure that seniors’ knowledge of traditions and cultural and natural heritage is retained and effectively transmitted to young people as a means of inter-generational integration of sustainability;

• Promote educational and outreach activities on tourism and sustainable development.

3) The tourism industry should:

• Contribute to the creation, development, and implementation of sustainable tourist products and services that encourage respectful use of natural, cultural and intangible heritage and that transmit the destination values and identity through the tourism experience;

• Integrate sustainability into policies, management practices and operations;

• Encourage investors and increase investments designed to achieve a greener sector;

• Engage in local destination management and support the economic, social and cultural wellbeing of local communities;

• Build capacity for sustainable tourism and apply this capacity to internal operations as well as to influence the decisions of other stakeholders;

• Enhance the capacity of tourism businesses and organisations to improve environmental performance and sustainability through innovation;

• Reduce waste generation in tourist activities through prevention, reduction, recycling, and reuse;
• Improve water quality by reducing consumption, avoiding pollution, eliminating dumping and minimizing the release of hazardous chemicals and materials;
• Implement eco-efficient technologies and processes in all areas of the tourism industry, including buildings and infrastructure, resource management and transport;
• Promote maximum penetration of renewable energy in the destinations with the aim of reducing the carbon footprint in the tourism sector
• Use and promote appropriate instruments for measuring, enlarging and marketing the sustainable tourism offer, such as certification programmes;
• Inform consumers about their options to travel responsibly.

4) Consumers should:

• Encourage use of local sustainable products and services that generate local employment and benefits;
• Evaluate the environmental, socio-cultural footprint and economic implications of their decisions;
• Choose more sustainable products and services over less sustainable options.

5) Los investigadores, desarrolladores y formadores deben:

• Build new alliances between science and tourism since scientific research and its contribution to knowledge is critical for the sector’s ability to address the new challenges of sustainable tourism;
• Create new set-ups for closer relations between research hubs and the tourism industry;
• Facilitate green technological innovation in tourism by establishing bridges between developers and tourism stakeholders;
• Identify effective ways to accelerate the diffusion of eco-innovation in the sector, including via effective communications, recognition, training and incentives where appropriate;
• Develop and offer learning and training about sustainable tourism management and integrate this into existing learning and training;
6) Networks and NGOs should:

- Revitalize the global and regional partnerships for sustainable tourism and strengthen their implementation;
- Promote and facilitate sharing and exchange of know-how and best-practices to inspire the replication of success stories on sustainable tourism;
- Promote guidelines for the behaviour of tourists at destinations using social networks, media and other communication channels, such as information from service providers and operators along the whole tourism value chain;
- Increase the possibilities of informing all destinations about green products available to their businesses.
LOOKING AHEAD

The World Summit on Sustainable Tourism has adopted the following RESOLUTIONS:

1- To request the Summit organizers – RTI, GSTC and Basquetour (the Basque Tourism Agency of the Basque Government) – that they create a Monitoring Committee for the World Charter for Sustainable Tourism, which shall be in charge of promoting its dissemination, application and adoption by social agents, the tourism industry governments, local authorities, destinations, the academy and specialized organizations.

2- To urge the Summit organizers to encourage actions which shall contribute to the implementation of the principles and recommendations outlined in the World Charter for Sustainable Tourism and call a new meeting when appropriate in order to assess the progress achieved and establish renewed partnerships.

3- To submit the World Charter for Sustainable Tourism +20 to the Director-General of UNESCO, to the Secretary-General of UNWTO and to the Executive Director of UNEP, appealing for their support to achieve its broadest dissemination amongst the main actors of international tourism, as a guideline for tourism action within the framework of the UN Sustainable Development Objectives.

The participants in this Summit wish to express their sincere thanks to the Basque Government an to the city of Vitoria-Gasteiz for their warm welcome and hospitality

Vitoria-Gasteiz, November 27th, 2015.
Main declarations, conventions, statements, codes and commitments that have inspired the global movement towards sustainable tourism.

The World Heritage Convention Convention Concerning the Protection of the World Cultural and Natural Heritage
UNESCO, 1972

Manila Declaration on World Tourism
WTO, 1980

The Hague Declaration on Tourism
Inter Parliamentary Union (IPU) / WTO, 1989

World Charter for Sustainable Tourism
UNESCO, UNWTO, UNEP, European Commission. Lanzarote, Canary Islands, 1995

The Berlin Declaration on Biological Diversity and Sustainable Tourism
International Conference on Biodiversity and Tourism, 1997

International Cultural Tourism Charter: Managing Tourism at Places of Heritage Significance.
ICOMOS, 1999

United Nations Millennium Declaration
UN - Resolution adopted by the General Assembly, 2000

The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.
UNWTO / ECPAT, 2000

Global Code of Ethics for Tourism
UNWTO, 2001
The Nanda Devi Biodiversity Conservation and Eco Tourism Declaration
Nanda Devi Campaign, 2001

Code for Sustainable Tourism
PATA/APEC, 2001

Quebec Declaration on Ecotourism
UNEP/UNWTO, 2002

Babia Góra Declaration on Sustainable Tourism Development in Mountain Areas
CEE/UNEP/UNESCO, 2002

Cape Town Declaration on Responsible Tourism in Destinations
Responsible Tourism Partnership, South Africa, 2002

Djerba Declaration on Tourism and Climate Change
UNWTO, Tunisia, 2003

Convention for the Safeguarding of the Intangible Cultural Heritage
UNESCO, 2003

Tourism for all: Declaration on Tourism, Cultural Diversity and Sustainable Development.
Universal Forum of Cultures / RTI - Barcelona 2004

Declaration - Harnessing Tourism for the Millennium Development Goals.
UNWTO, 2005

Protocol on the implementation of the Alpine Convention of 1991 in the field of tourism.
Alpine Convention, 2005

UNESCO, 2005

Davos Declaration. Climate Change and Tourism: Responding to Global Challenges.
UNWTO, UNEP, WMO, WEF, 2007

The Kerala Declaration on Responsible Tourism
Kerala Tourism & ICTR, 2008
Lusaka Declaration on Sustainable Tourism Development, Climate Change and Peace.  
IPPT-International Institute for Peace through Tourism, Zambia, 2011

Sihanoukville Declaration on Multilateral Cooperation for Ecotourism Development  
WEC, Cambodia, 2011

Future We Want  

Réunion Island Declaration on Sustainable Tourism in Islands  
UNWTO, 2013

The Ninh Binh Declaration on Spiritual Tourism for Sustainable Development  
UNWTO, 2013

Phnom Penh Declaration on Community Development through Tourism  
PATA, UNESCO, UNWTO, 2014

Nassau Declaration on Tourism as a key sector for Development in Island States.  
SIDS, UNWTO, 2014

Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection.  
Resolution adopted by the UN General Assembly, 2014

San Marino Declaration on Accessible Tourism.  
DPOs & UNWTO / San Marino Republic, 2014

Bethlehem Declaration on Religious Tourism as a Means of Fostering Socio-Economic Development of Host Communities.  
UNWTO, Palestine, 2015
As one of the world’s most powerful economic and social forces, tourism can and must strengthen the decisive role of heritage, both tangible and intangible, in contemporary society, consolidating cultural identity and diversity as key points of reference for the development of many destinations.

Natural and cultural heritage sites are now one of the main components of the world’s tourism assets. The ability of heritage assets to attract the attention of hundreds of millions of travellers every year helps to bring undeniable benefits and, at the same time, it can help to promote cultural diversity, universal values, security and the intercultural dialogue that is so necessary in today’s world.

The tourism sector is increasingly aware of the issues surrounding heritage conservation and the role of heritage as a key component of tourism products. Tourism must take into account the effects it has on cultural and natural heritage, actively sharing the responsibility and costs for their preservation, and forming partnerships for tourism that is more responsible towards our common heritage. Tourism must be a major contributor to preserve today’s treasures for tomorrow’s generations.

Heritage is one of the main drivers of tourism, and sustainable tourism must be understood as the driving force for heritage site development. Conserving, protecting and appreciating the worth of natural and cultural heritage, intelligently and responsibly, therefore offer an exceptional context for cooperation and innovation.

Contemporary tourism must pay particular attention to preserving the fragile intangible cultural heritage of destinations, transmitted through generations and constantly recreated, it provides humanity with a sense of identity and continuity. Promoting a responsible use of this living heritage for tourism generates new opportunities for local communities and indigenous peoples, although it can also open the door to its degeneration and standardization. Efficient mechanisms must be developed to encourage cultural dialogue in tourism with a view to ensure further preservation of the authenticity and integrity, including enhancing capabilities for transfer local knowledge through tourism.
Tourism Supporting Biodiversity

To ensure its survival and competitiveness, tourism must foresee positive progress regarding its impact on natural resources, the loss of biodiversity and the assimilation capacity of the impacts produced.

Tourism in its numerous forms can and must become a window to knowledge and appreciation of biodiversity, the sustenance of life on the planet in its infinite manifestations. This involves recognising the real importance of biodiversity and its landscapes, as well as the urban contexts of tourism, as key assets and a vital part of environmental quality and appeal for visitors.

To preserve nature and biological diversity as essential tourism resources, including critically endangered and emblematic species, all necessary measures must be taken to ensure ecosystem and habitat integrity is always respected.

We need to work towards an ecosystem-based vision of tourism, reducing its ecological footprint and taking into account the services and products that the ecosystems themselves provide. This means adopting innovative approaches to build these dimensions into tourism development, planning and management.

Tourism operations can contribute directly or indirectly to biological diversity conservation, which obliges all parties involved to know the true costs, impacts and benefits of tourism in relation to biodiversity.

Today’s world needs new models of excellence and reference, such as UNESCO’s Biosphere Reserves and the Natura 2000 network, that are capable of inspiring an effective link between biodiversity and tourism. Models of this kind also express the benefits of protected areas beyond their boundaries.
Climate Change places tourism under a new paradigm. Tourism can be a major player in the fight against climate change if the resources and innovativeness of this key global economic sector are fully mobilised and oriented towards achieving this goal. At the same time, tourism sector needs to adapt to the changes that already occurring and it is regarded by many experts as one of the sector in which climate change awareness is among the lowest with little strategic planning efforts to address the issue.

Climate Change will affect tourism destinations, their competitiveness and their sustainability in numerous ways. It may directly alter environmental resources that are critical attractions for tourism, or indirectly alter them through the loss of biodiversity, the scarcity of resources such as water, and the burdens resulting from mitigation policies. While tourists have a great deal of adaptive capacity to prepare themselves to changes, resorts, hotels and other local attractions have a more limited scope to act. Tour operators, transport providers and travel agents have some moderate capacity.

The travel and tourism industry is therefore addressing the challenge of spearheading the global movement in favour of a low carbon economy. The multifunctional and cross-cutting nature of tourism makes it possible to embrace an extraordinary range of climate change mitigation initiatives, particularly in critical sectors such as energy, transport, accommodation, provision of water or risks prevention.

Tourism is an energy intensive industry and as such it is often regarded as a main contributor to climate change, leaving a large carbon footprint behind. It does not need to operate in this way. Tourism that contemplates energy efficiency and a massive shift towards renewable energies as its main lines of action is not only technologically feasible, but also brings untold benefits in terms of economic competitiveness, lower risks of dependence and eradication of energy poverty at destinations.

Transport to destinations and mobility in tourism areas are currently the main contributors to emissions in all tourism operations. The move towards low emission transport systems and means of transport based on sustainable mobility paves the way for a new commitment of tourism to sustainability and creates original attractions at destinations for conducting responsible tourism.
Empowering Local Communities

By recognising social and economic cohesion among the peoples of the world as a fundamental principle of sustainable development, it becomes paramount to promote measures that allow more equitable distribution of the benefits and the burdens of tourism. In the century of local empowerment it has become essential to adopt new models of tourism governance that ensure the participation and development of fair redistribution mechanisms at destination level.

Local communities and indigenous peoples must have a central position in the new models of sustainable tourism, understanding this activity in every instance as a means of enhancing quality of life and wellbeing of local populations, including mainstreaming gender considerations in sustainable development.

Sustainable tourism is destined to make an effective contribution to the mitigation of poverty and the eradication of inequalities at destinations through a better redistribution of income and the removal of exclusionary criteria and activities. Understanding tourism as a right, equity criteria must also extend to the tourists themselves by encouraging actions such as inclusive tourism.

Private and public authorities have the chance to support local and neighbouring green economies through tourism production and consumption channels, helping to create a common economic space where tourism becomes an effective vector for sustainable development at all destinations, with special involvement of additional tourism services. In this way tourism can foster quality economies and create a true range of local services and products in partnership with responsible customers.
Partnerships for a Sustainable Future

Tourism’s active contribution to sustainable development necessarily presupposes the participation and collaboration of all stakeholders, both public and private, involved in tourism activities. This concerted effort must be based on efficient cooperation mechanisms in all spheres, both at destination level and internationally. Sustainable destination management, beyond the competences of governments and administrations, constitutes one of today’s major challenges.

For tourism to be a sustainable activity, ethical codes and sustainability guidelines and measurable indicators for the industry, tourists, governments and local authorities must be adopted and put into practice to strengthen the commitment to sustainability. Such codes are the expression of commitment among the various stakeholders participating in tourism and an objective way to measure progress.

Collaborating to compete is the new challenge for sustainable tourism in the global society. Advances in tourism sustainability and the creation of new responsible tourism products will largely depend on the ability to replicate success stories, transfer innovation, and share experience and knowledge, enhancing local vision with the perspective of other solutions in the world. Taking sustainable tourism from theory to practice requires the assistance and the consolidation of networks that facilitate the task of common cooperation, both regionally and internationally.

New bridges must be built between science and tourism, and between academia and tourism industry. Firstly, because the heritage of scientific knowledge provides a wealth of basic resources for the creation of new smart tourism products; secondly, because research and the contribution of science make it possible to refocus the practical challenges of tourism in the framework of sustainable development.
Intelligent Visions and Innovation

In the last 20 years we have witnessed the rise of unanticipated technological changes and the emergence of knowledge tools in the information society that enable us to conceive the future of smart tourism and light the way for new intelligence capabilities applied to sustainable tourism.

Tourism is currently in the midst of a digital revolution. New information and communication technologies systematically increase tourists’ ability to be much better informed about tourism products and to appreciate local resources and heritage through direct communication. ICT provides prediction systems, collaborative networks, decision support systems, monitoring tools and the chance to build experiences to be shared. In short, ICT can become an important ally for promoting the transition to sustainable tourism, not only in developed and developing countries, but also in emerging areas.

In the society of knowledge, new means and technology tools can offer possibilities for diversification of tourism products, enabling alternative ways to strengthen sociocultural and natural heritage of each destination.

In this context, smart tourism destinations have emerged as the spearhead of the sustainable tourism of the future. We are witnessing the rise of this new concept of innovative tourism destinations built on advanced technological and eco-efficient infrastructure ensuring sustainable development of the tourist area, accessible to all, that facilitates integration of visitors with their surroundings and enhances the quality of their experience.

Technological innovation and the development of sustainable management systems have become key elements of tourism competitiveness. Today we can say there are no technological or knowledge barriers preventing a true green revolution in conceptualising tourism infrastructure and managing basic resources. We are facing a real blossoming of innovation in more sustainable technologies that ensure eco-efficiency in areas such as building, integrated water cycle management, and waste management and minimisation.

All these advances and trends have a decisive role in making sustainability a smart tourist attraction, creating new business spaces in the context of green economies.
SCIENTIFIC COMMITTEE

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Luigi Cabrini – Chair, Global Sustainable Tourism Council
THE SUMMIT

DISCUSSION PANNELS

PANEL 1
Preserving our Common Heritage and Promoting Tourism as a Force for Peace.

Chair:
- Jordi Tresserras Juan. Director, Laboratory of Heritage and Cultural Tourism, Barcelona University.

Featuring panelists:
- Louis D’Amore. Founder and President, IIPT - International Institute for Peace Through Tourism.
- Sue Millar. President ICOMOS ISC Cultural Tourism.
- Ahmed Boukous. Rector of Royal Institute of Amazigh Culture - IRCAM.
- Luis Gortázar. Unesco Center of the Canary Islands.

PANEL 2
Tourism supporting Biodiversity

Chair:
- Tomás Azcárate. President, Responsible Tourism Institute (RTI)

Featuring panelists:
- Pedro Rosabal. Deputy Director, Global Protected Areas Programme, IUCN (International Union for Conservation of Nature)
- Han Qunli. Director, Division of Ecological and Earth Sciences and Secretary Man and the Biosphere (MAB) Programme, UNESCO
- Juan Carlos Garcia Paz y Miño. Conservation Director, WWF Ecuador
- Arantza Acha. Director, Basque Country UNESCO Etxea-Centre
- Luis Arranz. Expert on Africa National Parks
PANEL 3
Climate Change to Reshape Tourism

Chair:
- Daniel Scott. Executive Director, Interdisciplinary Centre on Climate Change (IC3), Department of Geography and Environmental Management, University of Waterloo

Featuring panelists:
- Maite Martín Crespo. Head of the Environment and Climate Change, Spanish Agency for International Cooperation for Development, AECID
- José Manuel Moreno Rodríguez. University of Castilla-La Mancha.
- Cipriano Marín. Global Initiative 100% Renewables.
- Karmen Mentil. Manager Alpine Pearls

PANEL 4
Empowering Local Communities

Chair:
- François Vellas. Toulouse University – TED AFL.

Featuring panelists:
- Jordi Ficapal. Director, Responsible Tourism Observatory.
- Helena Rey. Division of Technology, Industry and Economics, United Nations Environmental Programme (UNEP)
- Addaia Arizmendi. Affiliate Members Programme, World Tourism Organization (UNWTO)
- Antonio Sanblas. Manager, La Palma Biosphere Reserve.
- Richard Denman. Director, The Tourism Company.

PANEL 5
Intelligent Visions and Innovation

Chair:
- Joan Torrella. Director of Tourism, Barcelona City Council. (Collaborating Entity of the Summit)
Featuring panelists:
- Xavier Font, director of Respondeco, Leeds Beckett University; and co-director of the International Centre for Responsible Tourism
- Gorane Ibarra. IHOBE, Public society of Environmental Management.
- Angel Diaz. ALS Advanced Leisure Services.
- Joaquin Araujo. Naturalist and environmental activist

PANEL 6
Partnerships for a Sustainable Future

Chair:
- Herbert Hamele. ECOTRANS.

Featuring panelists:
- Silvia Barbone. Director, Foundation for European Sustainable Tourism (FEST). Presentation: "The Vitoria-Gasteiz Call for Action in Sustainable Tourism and Project Management"
- Arantxa Garcia. Head of Sustainable Development, TUI Destination Services, TUI GROUP.
- Paulina Morales. Hotels City Express.
(Collaborating Entity of the Summit)
PRESENTATIONS

Keynote Talks
- Luigi Cabrini. Chair, Global Sustainable Tourism Council (GSTC)

Presentation
"The commitment with Responsible Tourism in Catalonia and Basque Country. Beyond the Certification"
- Pere Torres, Secretary for Business and Competitiveness. Generalitat de Catalunya.
- Itziar Epalza, Deputy Minister of Commerce and Tourism, Basque Government.

Presentation
“Searching Guaranteed Authenticity and Sustainable Tourism in the 20th century”
- Patricio Azcárate Díaz de Losada. Responsible Tourism Institute (ITR).

Presentation
"The Future of Tourism"
- Joan Torrella. Director of Tourism, Barcelona City Council. (Collaborating Entity of the Summit)

Presentation
"Tourism without waste"
- Juan Ramon Melendez Agudín. Institutional Relations Manager of ECOEMBES. (Collaborating Entity of the Summit)

Presentation
"Inland Tourism"
- Juan Martínez Majo. President, Provincial Council of León. (Collaborating Entity of the Summit)

Presentation
"Accessible Tourism for All"
- José Julián Mena Pérez. Lord Mayor of Arona. (Collaborating Entity of the Summit)

Presentation
“WTTC case studies”
- Evelyne Freiermuth. Policy & Research Manager, WTTC - World Travel & Tourism Council.
"Bilbao: Sustainable Tourism Events in the city"
- Kepa Olabarrieta. Head of Bilbao Convention Bureau.

"Donostia/San Sebastián; European Capital of Culture 2016"
- Manuel Narvaez, Director, San Sebastián Tourism.

"Barcelona Sustainable Tourism"
Joana Homs. Controller - Director, Barcelona Sustainable Tourism.

- Juan Mª López Calero. President, FAPMI ECPAT Spain.

"Fuerte Hoteles: A commitment to sustainability"
- Natalí Ruiz Gómez. Manager of Sustainability, Fuerte Hoteles.

"ASOLAN and their involvement in Sustainable Tourism"
- Lola Rodríguez Hernández. Manager in Innovation, Quality and Sustainability ASOLAN.

"Chão do Rio: cultivating a dream of nature!"
- Catarina Vieira. Director, Chão do Rio - Turismo de Aldeia.

"Sustainable tourism indicators for the Province of Barcelona"

"Nautilus Lanzarote"

"The Europa Congress Palace: an example of green building"
- Iker Echevarria and Mertxe García. Municipality of Vitoria-Gasteiz.

"Nomad lodges, a new concept in ecotourism"
- Pierre-A. Kruger, CEO of Nomad lodges.
PARTICIPANTS

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Maite Ayestaran
Naiara Ayo
Tomas Azcarate Bang
Oskar Baraiazarra Itxaso
Leyre Barreras Via
Leire Barriuso
Gorka Belamendia
Ana Mª Beltrán De Heredia
Mercè Beltran Rafel
Paula Bilbao
Iñigo Bilbao
Vicente Briñas Iñíguez De Heredia
Mónica Calderón Fernandez
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Elena Cerviño Ramos
Fernando David Chontasi Morales
Eva Cipres Vidal
Peter Claesson
Inmaculada Climent Lluch
Josep Maria Comes Canal
Markel Cormenzana
Pedro Miguel Correia De Morais Beato
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Eduardo Diego Pinedo
Aranzazu Echaniz Barrondo
Maider Echevarria
Iker Echevarria
Xabier Eleizegi
Francisco Jose Escanciano Escanciano
Mercè Escrichs
Gema Etxenike Jaureguibeitia
Miguel Angel Fernandez
Javier Fernandez Bordegarai
Asunción Fernandez De Villaran Ara
Héctor Fernandez Manchado
Natalia Ferrer Roca
Daniela Freund
Jabier Fuertes Udaondo
Sonia Galdón
Celia Galera Soldevila
Irene Gámiz
Mertxe García
Carlos García
Ander García Gangoiti
Edurne García Ordoñez
Juan Carlos García Paz Y Miño
Amaia García Uriondo
Ane Gaztelumendi
Irene Goikolea Uriarte
Rocío Guijarro Sánchez
Ana Elecia Gutierrez Simo
Marianne Gybels
Herber Hamele
Ana Heriz Igarza
Jesus Herrero Arranz
Irantzu Hijazo
Aitor Ibaibarriaga Goikoetxea
Natalia Iglesias Lamela
Cristina Iturriagagoitia
Jafar Jafari
Bebel Jimenez Fuentes
Florian Kaefer
Joseba Larriba
Olatz Legarza Albizuri
Cristian Lertxundi Aretxaga
Izaskun López De Uralde Pérez De Albéniz
Ruth Lopez Dolz
Maria Elena López Melian
Jordi Lopez Roig
Jose Juan Lorenzo Rodríguez
Arantza Madariaga
Patricia Malheiro Araújo
Susana Malón
Txaro Mardaratz Nájera
Cipriano Marín Cabrera
Maite Martín-Crespo Muro
Genaro Martínez
Oihana Martínez Errasti
José Manuel Martins Dos Santos
Rocío Meana Acevedo
Eva Monterde Poveda
Cristina Mugika Vargas
Garikoitz Muñoz Otaegui
Berta Nunes
Marc Oliveras
Monika Oriol
Luis Andres Orive
Eider Ormaetxea
Idurre Ostolaza
Cristian Palazzi
Katerina Papantoniou
Leire Pelaz Lopez
Patricia Perales
Jone Pérez
Álex Pérez
David Miguel Perez Fernandez
Skyla Rabadi
Pietro Radaelli
Elena Ranz Rodriguez
Esther Regaliza
Juan Manuel Ribera
Juana Mª Rico
Maria Roces Álvarez
Jose Antonio Rodriguez Alonso
Andrés Rodriguez Canabal
Jose Jorge Rodriguez Galván
Jorge Rodríguez González
Ana Maria Rodríguez Vázquez
Indalecio Rodriguez Viñuela
Maria Lourdes Romano Aguirre
Igor Roson
Carmen Rubió
Mónica Ruiz Bustos
Joseba Ruiz De Arbulo
Víctor Ruiz De Erenchun Elcoro
Nieves Salgado Cubelos
Miguel Segura
Laura Sendral Pesqué
Pilar Del Sagrario Simo González
Xavier Suñol
Arantza Tapia
Gracia Teres
Alberto Tomas Royo
Nicolás Van Looy Negrete
Helka Varga
Arantza Vázquez Peña
Onofre Vicente
Helena Videira
Ana Belén Villa Arrién
Itziar Zarandona
Ekaitz Zubeltzu Loiarte