



# WORLD SUMMIT ON SUSTAINABLE TOURISM +20



RTI  
RESPONSIBLE TOURISM INSTITUTE





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## 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:



Under the patronage of  
**UNESCO**



Collaborating Entities:





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## PLENARY SESSION

President:

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

Board members:

- **M<sup>a</sup> Teresa Lorenzo Rodriguez.** Minister of Tourism, Government of Canarias.
- **Tomás Azcárate Bang.** President. Responsible Tourism Institute (RTI).
- **Luigi Cabrini.** Chair, Global Sustainable Tourism Council (GSTC)
- **Han Qunli.** Director of the Division of Biological and Earth Sciences and Secretary of the Man and Biosphere Program (MAB Programme), UNESCO .
- **Cordula Wohlmuther.** Program Manager Institutional Relations and Resource Mobilization, OMT - World Tourism Organization.

Rapporteurs:

- **Cipriano Marín,** Coordinator ST+20 Scientific Committee.
- **Juan Antonio Menéndez Pidal,** Vice president. Responsible Tourism Institute (RTI).

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**





# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

## THE WORLD CHARTER FOR SUSTAINABLE TOURISM +20

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;

Antolatzaileak Organizadores Organizers





# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

*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;

Antolatzaileak Organizadores Organizers



# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

- 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;

Antolatzaileak Organizadores Organizers



# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

- 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;

Antolatzaileak Organizadores Organizers





# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

- 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;

Antolatzaileak Organizadores Organizers





# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

- 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;

Antolatzaileak Organizadores Organizers



# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

## 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.

Antolatzaileak Organizadores Organizers



# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

## 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 and to the city of Vitoria-Gasteiz for their warm welcome and hospitality

*Vitoria-Gasteiz, November 27th, 2015.*

Antolatzaileak Organizadores Organizers





# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

## CONVENTIONS & DECLARATIONS

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

Antolatzaileak Organizadores Organizers





# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

## **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

## **Convention on the Protection and Promotion of the Diversity of Cultural Expressions.**

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

Antolatzaileak Organizadores Organizers





# WORLD CHARTER FOR SUSTAINABLE TOURISM +20

**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**

United Nations Conference on Sustainable Development, Rio+20, 2012

**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

Antolatzaileak Organizadores Organizers





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## SUSTAINABLE TOURISM +20

### Preserving Our Common Heritage

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.

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
UNESCO





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## 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.

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**







# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## Climate Change to Reshape Tourism

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.

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
UNESCO





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## 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.

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## 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.

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## 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.

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
UNESCO





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## SCIENTIFIC COMMITTEE

Arantza Acha  
Jane Ashton  
Naiara Ayo Elorriaga  
Tomás de Azcárate y Bang  
Amos Bien  
Luigi Cabrini  
Sidney C. H. Cheung  
Costas Christ  
Miguel Clüsener-Godt  
Louis D'Amore  
Randy Durband  
Marisa Fernández  
Jordi Ficapal i Mestres  
Xavier Font  
Ibon Galarraga  
Juan Carlos García Paz y Miño  
Herbert Hamele  
Erika Harms  
Natarajan Ishwaran  
Jafar Jafari  
Irene Lane  
Leandro de Lemos  
Juan Ramón Meléndez Agudín  
Juan Antonio Menéndez Pidal  
Sue Millar  
Paulina Morales

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
UNESCO





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

Cristina Núñez Cuesta  
Idurre Ostolaza Gárate  
Geoff Penrose  
Kathleen Pessolano  
Pedro Rosabal  
Joan Torrella Reñé  
Jordi Tresserras Juan  
Miguel Angel Troitiño Vinuesa  
Louise Twining-Ward.

**Coordinator:** Cipriano Marín

## Antolatzaileak Organizadores Organizers



## Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## ORGANIZING COMMITTEE

**Tomás Azcárate Bang** - President of the Responsible Tourism Institute.

**Arantza Madariaga** – Director-General of Basquetour – Basque Tourism Agency.

**Luigi Cabrini** – Chair, Global Sustainable Tourism Council

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## 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.
- Cordula Wohlmuther, Head Institutional Relations and Resource Mobilization, World Tourism Organization (UNWTO).
- 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:*

- Javier Almunia. Loro Parque Foundation. **(Collaborating Entity of the Summit).**
- 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

Antolatzaileak **Organizadores** Organizers



Babesleak **Patrocinadores** Sponsors



Under the patronage of  
**UNESCO**







# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## 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)**

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
UNESCO





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## *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.
- Luis Andrés Orive. Municipality of Vitoria-Gasteiz.
- 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.
- Patricia Castaño Vidal. Technical quality and sustainability. Divertia Gijon, Gijon City Council.

### **(Collaborating Entity of the Summit)**

#### Antolatzaileak Organizadores Organizers



#### Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## 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.

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## SUCCESS STORIES, GOOD PRACTICES & INITIATIVES

### "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.

### "The Code of Conduct of ECPAT International -The Code- to prevent commercial sexual exploitation of children and adolescents.".

- Juan M<sup>a</sup> 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"

Xavier Font. Head of the Technical Office of Tourism. Barcelona Provincial Council.

### "Nautilus Lanzarote"

- Ana Piñel. Nautilus Bungalows.

### "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.

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
UNESCO





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

## PARTICIPANTS

Cristina Abreu  
Arantza Acha  
Asier Aguirre  
Eider Albizu  
Nora Alegre Labayen  
Victoria Alonso Benito  
Juan Carlos Álvarez Arrocha  
Maria Teresa Andrés Ponga  
Susana Añarbe  
Aitor Apraiz  
Leire Arandia  
Maite Arenal Bilbao  
Iranzu Arginzoniz  
Jaime Arriaga  
Rafael Arriola San Sebastián  
Maite Ayestaran  
Naiara Ayo  
Tomas Azcarate Bang  
Oskar Baraiazarra Itxaso  
Leyre Barreras Via  
Leire Barriuso  
Gorka Belamendia  
Ana M<sup>a</sup> Beltrán De Heredia  
Mercè Beltran Rafel  
Paula Bilbao

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

Iñigo Bilbao  
Vicente Briñas Iñiguez De Heredia  
Mónica Calderón Fernandez  
Alba Cañadas Mora  
Paula Caviedes Gil  
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  
Maite Cruzado  
Louis D'Amore  
Luis Bernardo De Carrera González  
María Desiree De León Govantes  
Juan Carlos De León León  
Noelia De Prado  
Ainhoa Del Caso  
Anna Díaz Morello  
Eduardo Diego Pinedo  
Aranzazu Echaniz Barrondo  
Maidier Echevarria  
Iker Echevarria  
Xabier Eleizegi  
Francisco Jose Escanciano Escanciano

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
UNESCO





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

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 Garcia Gangoití  
Edurne Garcia 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

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

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 Marin 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

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**







# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

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 M<sup>a</sup> Rico  
Maria Roces Álvarez  
Jose Antonio Rodriguez Alonso  
Andrés Rodriguez Canabal  
Jose Jorge Rodríguez Galván  
Jorge Rodríguez González  
Ana Maria Rodriguez Vázquez  
Indalecio Rodriguez Viñuela  
Maria Lourdes Romano Aguirre  
Igor Roson

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**





# WORLD SUMMIT ON SUSTAINABLE TOURISM +20

Carmen Rubi3  
M3nica Ruiz Bustos  
Joseba Ruiz De Arbulo  
V3ctor Ruiz De Erenchun Elcoro  
Nieves Salgado Cubelos  
Miguel Segura  
Laura Sendral Pesqu3  
Pilar Del Sagrario Simo Gonz3lez  
Xavier Su3ol  
Arantza Tapia  
Gracia Teres  
Alberto Tomas Royo  
Nicol3s Van Looy Negrete  
Helka Varga  
Arantza V3zquez Pe3a  
Onofre Vicente  
Helena Videira  
Ana Bel3n Villa Arri3n  
Itziar Zarandona  
Ekaitz Zubeltzu Loiarte

Antolatzaileak Organizadores Organizers



Babesleak Patrocinadores Sponsors



Under the patronage of  
**UNESCO**

