



Ayuntamiento  
Guía de Isora



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## LETTER OF COMMITMENT WITH SUSTAINABLE TOURISM

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DESTINATION

# GUIA DE ISORA



Considering a Sustainable Tourism Destination as one that has adopted an integrated perspective of planning and management of the entire tourism system, so that economic, socio-cultural, environmental and institutional needs, present and future, are achieved, thus achieving an integral human development that guarantees the role of tourism as a factor for its achievement in the future and reporting on tourists a high degree of satisfaction with their experience, making them more aware of the problems of sustainability and encouraging sustainable tourism practices in them.

The Responsible Tourism System is an integral work process that requires the cross-cutting collaboration of both the public authorities of the Destination and the companies, entities and services present in it, through which the tourism promotion of the Certified Destination is encouraged.

Since tourism sustainability is an end that must be pursued by any destination, the process starts with a commitment to continuous improvement and the fulfillment of clear and measurable objectives, through the World Charter for Sustainable Tourism.





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Taking into account the general principles contained in the following international conventions and declarations:

- UNESCO Universal Declaration on Cultural Diversity (2001)
- UNESCO Conventions for the Safeguarding of the Cultural, Natural and Tangible (1972) and Intangible Heritage (2003).
- UNWTO Code of Ethics for Tourism (1999).
- The World Charter for Sustainable Tourism (1995).
- Rio Declaration (1992) and Johannesburg Plan of Action (2002).
- The Millennium Development Goals.
- The Declaration of the Universal Forum of Cultures on Tourism.
- The Declaration of the Universal Forum on Tourism, Sustainable Development and Peace.
- World Summit on Sustainable Development (2015)
- The World Charter for Sustainable Tourism +20 (2015).
- Climate Summit (2015)

And, as stated in the World Charter for Sustainable Tourism +20, that;

#### [Acknowledging...](#)

... that the Sustainable Development Goals (SDGs), adopted by the United Nations in 2015, represent a great opportunity to resolutely steer tourism in the direction of inclusive and sustainable pathways;





### Remembering...

...the principles of the Global Code of Ethics for Tourism approved by the UNWTO and adopted by the United Nations General Assembly; the recommendations and guidelines by various conventions and multilateral agreements relating to the environment and culture such as the Convention on Biological Diversity (CBD), The World Culture and Nature Heritage Convention, the Convention for the Safeguarding of the Intangible Cultural Heritage, the United Nations Framework Convention on Climate Change (UNFCCC), and the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism;

### Concerned...

... about certain negative effects of tourism development, including those manifestations related to corruption and bribery in all its forms, to the destruction of natural and cultural resources, to social imbalances and inequalities, and also to the effects of conflicts and terrorist attacks that occur in many destinations;

### Taking into account...

... that tourism should be a global engine 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;

### Highlighting...

... that tourism can significantly reduce its ecological footprint and should become a driver of innovation, the development of green, inclusive and low-carbon economies; as well as contributing to the safeguarding and regeneration of cultural creativity, diversity, well-being of humans and ecosystems;





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#### Pointing out...

... that traditions and local knowledge , in all their forms, should be respected and valued in the development of sustainable tourism policies, and stressing the importance of promoting the full participation of the local communities in decisions that affect them in tourism development projects;

#### Considering...

... the set of international declarations, agreements and conventions that have inspired the global movement in favor of sustainable tourism over the past twenty years, and which are mentioned in Annex 1 of this Charter;

#### Convinced..

... of the need to strengthen and support new alliances for the future of a more sustainable tourism and taking into account the positive trends that have been consolidating in recent years;

#### Firmly believing...

... that tourism based on internationally recognized principles of sustainable development is the only path to follow for tourism development in harmony with the environment and human well-being.

Therefore, we understand, that tourism policy must be the result of a process of an open, participatory and interactive dialogue among all those involved in tourism development and in which the local community must play an essential role.

For all these reasons, it is considered **Guía de Isora** as a "tourist destination", will be an excellent model providing a platform for respectful dialogue to promote new models of tourism production and consumption that favor cultural diversity, peace and sustainable development, thus contributing to the creation of a world based on the understanding and respect for the common socio-cultural and natural heritage of humanity.





We therefore acknowledge this document and express our firm commitment to move towards a new tourism development model based on the principles of sustainability, cultural diversity and social responsibility, sharing a common future and defining a series of strategic actions based on:

- ✓ **Promoting international debate** on issues related to cultural diversity and sustainability and their link to tourism development in social, professional or scientific forums.
- ✓ **Develop means of awareness and forms of cooperation among all partners** involved in the Destination aimed at safeguarding and enhancing cultural diversity and improving knowledge of the tangible and intangible heritage.
- ✓ **Promote and facilitate the exchange of knowledge and good tourism practices** aimed at fostering tourism that is responsible for cultural diversity and sustainable development.
- ✓ **Promote demonstration projects** that serve as a reference sustainable tourism development and enhance the cultural diversity of the Destination.
- ✓ **Incorporate into research, training and education programs** specialized in tourism, cultural diversity as an essential tourism resource.
- ✓ **Encourage the application of new information and communication technologies** as a tool for enhancing the cultural diversity of destinations and facilitating a better understanding of this resources by tourists.
- ✓ **Incorporate policies and strategies for the preservation and enhancement of the cultural and natural heritage** in tourism planning process, paying special attention to intangible heritage, given the fragility of this resource.



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- ✔ Contribute to the creation, development and implementation of new tourism products and activities that facilitate the respectful use of cultural, natural and intangible heritage.

And in proof of conformity, they subscribe the present commitment in triplicate in the place and on the day of the month of the year.

AYUNTAMIENTO GUIA DE ISORA  
D<sup>a</sup>. Josefa María Mesa Mora  
Mayoress of Guia de Isora

RESPONSIBLE TOURISM INSTITUTE  
Dr. Tomás de Azcárate Bang  
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