



BIOSPHERE – LANZAROTE

MEMORANDUM

POSITIONING AS A SUSTAINABLE TOURISM ENTERPRISE

MEMORANDUM FOR LANZAROTE 2017

Tourism, characterized for its diversification and constant change, is nowadays one of the most influential industries in the world. It is called to become one of the future engines of application of the 17 Sustainable Development Goals (SDG) of the United Nations. In this sense, sustainability plays an important role for enterprises in consolidating a competitive position, lasting and stable, in the future world tourism market.

The great impact of the tourism activity on a global scale makes it the most viable economic development option. This implies that its great potential would be the ideal driver of good business practices with which to maintain and improve the quality of life of residents and optimize the tourist experience of the visitors, under criteria of sustainable development.

For this, it is fundamental that the resources are managed following the principles of sustainability in order to meet the new trends and tourist demands. Thus, the inclusion of these principles should be approached as a process of innovation by which to favor the empowerment of citizens and the commitment of local companies and services, ensuring a transversal and inclusive tourism market.

Positioning as a sustainable tourism company means entering a path of continuous improvement where the only end is progress. In order to achieve this, the objectives of the enterprise must be addressed in a way that it can succeed through the use of the tools that facilitate the inclusion of sustainability in all work areas.

The ultimate goal of a Biosphere enterprise is to provide travelers a unique experience, through sustainability criteria, which they can enjoy and value.





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COMMITMENT TO SUSTAINABILITY

The tourism policies of tourism enterprises should reflect the degree of involvement with sustainability for the construction of new tourism models, involving all agents of the sector, citizens and visitors, as well as other destinations and enterprises from all over the world.

For this, the first step is to acquire a **commitment to sustainability**, making a public appeal to the transversal and active collaboration of all of them, through the Manifesto of the Responsible Enterprise.

This first step, consisting of committing to follow and disseminate the Manifesto, brings public recognition to the commitment adopted by the entity, so that it begins to acquire and implement measures and actions of sustainability.

SUSTAINABILITY CERTIFICATION

Following the adoption of the commitment to sustainability, the tourism enterprise can be recognized internationally through the application of the Responsible Tourism System (RTS) and the corresponding standard for its typology. Thus, once it has undergone a third-party audit that certifies its policies and actions regarding sustainability; the enterprise can become part of the Biosphere Industry Community. The companies that are part of this community have received the Biosphere Certification, which goal is to establish the methodology and roadmap for continuous improvement, proposing actions, objectives, monitoring indicators and other strategies aimed at facilitating compliance with the provisions of the RTS, as well as the goals and objectives set by the United Nations through its SDG.





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The evolution of the enterprise’s strategy, as well as its degree of compliance with the RTS and standards will be evaluated on a periodic basis, providing measurable evidence in relation to the actions carried out and the implementation of the proposed tourism sustainability policies. Likewise, the results achieved or the gaps of unsustainability will be analyzed with the help of established indicators, both qualitative and quantitative.

COMMUNICATORS OF SUSTAINABILITY

The role of the media and the prescribers of sustainability, in order to publicize the possibility of enjoying genuinely sustainable experiences and products, is essential. For this reason, the "Biosphere Ambassador" is created. Through this figure, the main media channels (bloggers, travel bloggers, newspapers, information portals, etc.), can join the initiative and participate in making known the Manifiesto of the Responsible Enterprise, the committed and certified enterprises, as well as the sustainable experiences and products.

CRITERIA AND OBJECTIVES

All criteria and goals, to be gradually achieved by 2030, will have to be set during the strategic planning of any enterprise with a structure in line with the Sustainable Development Goals of the United Nations, whose implementation within the area of tourism developed by the Responsible Tourism Institute is described as follows:





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SOCIAL AND ECONOMIC AREA



GOAL 1: INCLUSIVE ECONOMIC GROWTH AND POVERTY ERADICATION

As one of the most important and fastest-growing economic sector in the world, tourism is well placed to foster economic growth and development at all levels, as well as to provide income through employment creation.

Tourism, especially in developing countries, has become the most viable and sustainable option for economic development. In some cases, it represents the main source of hard currency inflows. Part of this revenue is invested in different groups of society. Hence, if tourism management mainly focuses on the reduction of poverty, it can directly benefit the most vulnerable groups.

All actions of a sustainable enterprise must promote an inclusive development of tourism, and enhance its capacity to mobilize resources for poverty eradication, social protection, equitable distribution of the benefits of tourism, and empowerment of disadvantaged groups, women and youth in particular.





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GOAL 2: FOOD SAFETY AND QUALITY

Tourism can boost agricultural productivity by promoting the production, use and sale of local products in tourism destinations, and through their full integration into the tourism value chain.

Tourism has great potential for the integration of the most vulnerable population into the value chain, not only as employees, but also as suppliers and clients. The enterprises must implement sustainable production technologies, facilitating the adoption of commitments by the primary sector, so that it bases its activities on a responsible and optimal use of natural resources. All actions of a sustainable enterprise must reinforce food safety, encourage a better nutrition, promote sustainable agriculture, and consolidate responsible consumption models.



GOAL 3: WELLBEING, SAFETY AND HEALTH

Tourism may have an important effect on the health and wellbeing of people due to its role as a transmitter of ideas and customs. The reinforcement of healthy practices in local environments will create channels of understanding between cultures, thus contributing to pooling of good practices in terms of health and wellbeing. All actions of a sustainable enterprise must promote a healthy tourism and prevent any health risk, as well as ensure the wellbeing of the local community and tourists.





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GOAL 4: PROMOTION OF AN INCLUSIVE AND QUALITY EDUCATION AND TRAINING

The development of sustainable tourism requires the professionalization of its tourism stakeholders. Tourism can provide incentives to invest in the education and vocational training of citizens, promoting the professional mobility of people through cross-border agreements in terms of job training (specially for young people, women, the elderly, indigenous communities and groups of special needs), transmitting the values of tolerance and peace. Sustainable enterprises must ensure the presence of a quality and inclusive tourism training, as well as ensure that younger and older people acquire enough technical and professional skills to access a decent employment.



GOAL 5: GENDER EQUALITY AND WOMEN EMPOWERMENT

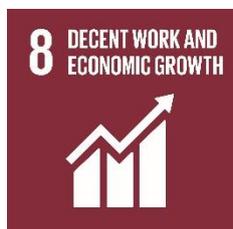
Tourism has become a powerful tool for women empowerment, particularly through the creation of jobs and income-generating opportunities in small and large businesses related to tourism and visitor reception. Today it is one of the sectors with the highest percentage of women employed and entrepreneurs.

Among them, gender equality must be a goal for all sustainable enterprises (or those willing to be considered sustainable). The presence of tools promoting gender equality is therefore mandatory. All actions of a sustainable enterprise must reinforce women leadership and participation in the decision-making process at all management levels, and in the provision of tourist experiences.





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GOAL 8: PROMOTION OF CONTINUOUS, INCLUSIVE AND SUSTAINABLE GROWTH, AND DECENT EMPLOYMENT

Tourism can be a powerful tool for community progress and reduction of inequality if the local population and all key agents are involved in its development.

The creation of decent and productive jobs is one of the fundamental cornerstones of economic and sustainable growth of tourism in destinations, for it ensures the implementation of measures to diversify the work setting and generate new opportunities for decent employment. All actions of a sustainable enterprise must boost local economic growth and quality employment, as well as provide supporting tools for entrepreneurship in terms of sustainable tourism.



GOAL 10: REDUCTION OF INEQUALITIES

Tourism can be a powerful tool for community progress and reduction of inequality if the local population and all key agents are involved in its development.

In order to reduce inequality in the country and at the destination, the goal must be to remove the barriers to integration of people, regardless of their gender, origin, disability, religion, economic situation or any other condition. Hence, tourism development must include equality criteria in all its forms, highlighting the implementation of policies aimed at the reduction of the inequalities detected.

Sustainable enterprises must promote new forms of tourism with a vision of territorial and social





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compensation, as well as ensure equal opportunities and the elimination of discriminatory elements in all areas of activity.

HERITAGE, RESOURCES, ENVIRONMENT AND CLIMATE



GOAL 6: SUSTAINABLE USE AND MANAGEMENT OF WATER

Tourism can play a decisive role in achieving a responsible access to water sources and respecting the water cycle. The efficient and appropriate use of water within the tourism industry may be a key element to protect one of our most precious resources.

The tourism industry must improve its water management, for it is a scarce resource in many parts of the world. Tourism is a water-intensive industry. It is therefore responsible for not using more water than strictly necessary, through an efficient management that ensures residents are not deprived of this fundamental right.



GOAL 7: ENSURING ACCESS TO SUSTAINABLE ENERGY

As an industry requiring important energy consumption, tourism may accelerate the transition towards sustainable energy, and increase its share in the world's energy matrix. By promoting solid





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solutions and investments with a long-term vision of sustainable energy, tourism may help reduce greenhouse gases, mitigate climate change, and implement new and innovative energy solutions in holiday areas.

Tourism may significantly contribute to ensuring and promoting universal access to clean energy, and intelligent and modern services, improving efficiency and increasing the use of renewable sources.

The implementation of new solutions based on the self-production and consumption of sustainable energy has become a key element in improving the competitiveness of tourism. It also provides new opportunities for green economy at the local and regional level.



GOAL 9: RESILIENT AND SUSTAINABLE TOURISM INFRASTRUCTURES AND PROMOTION OF INNOVATION

Tourism development requires quality public and private infrastructures in an innovative environment. The industry must opt for a constructive model based on the principles of sustainable development, where the different groups and stakeholders of the market contribute to the establishment and the application of a culture of protection for the environment and the cultural identity in terms of construction.

Sustainable tourism has the ability to contribute to the improvement of infrastructures and universal access, as well as promote the regeneration of declining areas. Adequate investments in green infrastructure (more efficient means of transportation, less air pollution, preservation of heritage and open spaces, etc.) shall lead to smarter, greener cities from which not only their inhabitants, but also tourists could benefit.





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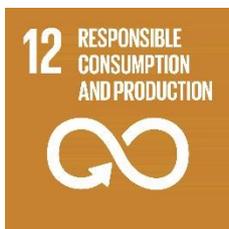


GOAL 11: SUSTAINABLE TOURISM DESTINATIONS AND HERITAGE

Tourism must help cities and human settlements become more inclusive, creative, safe, resilient and sustainable. A destination that is not good for its citizens is not good for tourists either.

The objective of sustainable tourism must be the preservation of a destination’s history, cultural and natural heritage, for they are fundamental assets on which tourism depends.

Sustainable tourism must assess any security problem related to tourism and address them in all their specific manifestations, whether it is a problem from the same sector, the same social environment, the natural environment and the tourist or visitor.



GOAL 12: RESPONSIBLE PRODUCTION AND CONSUMPTION

A tourism industry that implements sustainable consumption and production practices may play an important role in accelerating a global change towards sustainability. In order to do so, it should develop initiatives for an efficient use of resources, leading to better results, not only economically, but also socially and environmentally. All actions of a sustainable enterprise must ensure the implementation of sustainable consumption and production patterns along the service and activity chain, as well as promote circular economy.





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GOAL 13: URGENT ADOPTION OF MEASURES AGAINST CLIMATE CHANGE

Tourism contributes to climate change and, at the same time, it is also affected by it. The industry must therefore play a leading role in the global response to climate change.

By definition, tourism enterprises are also the main stage of the battle against climate change, so tourism may play a reference role for the practical implementation of global policies concerning climate. To do this, the resources and innovation capacity of the industry should be mobilized. It is also essential to create frameworks favourable to low-carbon initiatives for a climate-compatible tourism in key areas such as sustainable mobility, energy efficiency and renewable energies.



GOAL 14: SUSTAINABLE USE OF AQUATIC ECOSYSTEMS AND MARINE RESOURCES FOR A SUSTAINABLE DEVELOPMENT

Tourism development in seaside and riverside destinations must be part of the comprehensive management of coastal areas in order to help protect and preserve fragile marine ecosystems. It shall also operate as the vehicle for promoting a blue economy.

A sustainable enterprise must implement strategies and measures for the preservation and restoration of aquatic ecosystems and their biodiversity from the eventual impacts of tourism.





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GOAL 15: BIODIVERSITY AND PROTECTION OF TERRESTRIAL ECOSYSTEMS AND NATURAL LANDSCAPES

Sustainable tourism may play a decisive role in the protection and preservation of biodiversity on site, as well as in ensuring respect for terrestrial ecosystems, due to its efforts to reduce waste and consumption, preserve local fauna and flora, and to aware-rising campaigns.

Sustainable enterprises must implement strategies and measures in terms of the protection and restoration of landscapes, biodiversity and geodiversity within the tourism industry.

GOVERNANCE AND SUSTAINABILITY



GOAL 16: PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT AND TOURISM IN CITIES.

Tourism revolves around the multiple encounters between people from different cultural contexts. The industry therefore becomes a stage for activities with tremendous potential to promote tolerance and multicultural understanding.

In this context, the tourism sector must promote tolerance and multicultural understanding, laying the foundations for more peaceful societies.

Seeing tourism as a right, equity criteria must also be extended to tourists, promoting actions such as





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inclusive tourism. All actions of a sustainable enterprise must opt for a participatory, inclusive and sustainable governance model. They must promote a culture of peace and intercultural dialogue in destinations.



GOAL 17: COOPERATION IN SUSTAINABLE TOURISM

Given its cross-cutting nature and its ability to penetrate into the fabric, tourism is able to reinforce public-private partnerships, and to involve several (national, international, regional and local) stakeholders in order to contribute to the UN Sustainable Development Goals and other common objectives.

Tourism's active contribution to sustainable development necessarily presupposes the participation and collaboration of all private and public stakeholders involved in the tourism activities. This cooperation must be based on efficient cooperation mechanisms at all levels, both locally and internationally.

The creation of partnerships in favour of tourism sustainability between enterprises, territories and destinations aimed at the revitalization of the Global Partnership for Sustainable Development represents a guide for the development of this goal.

