



# **Barcelona becomes the first city of the world that obtains the certification "Biosphere"**

- **Barcelona is recognized like a sustainable destination that manages the touristic activity in a responsible way**
- **It is a matter of a measure contemplated in the Strategic Plan of Tourism of the city of Barcelona 2010-2015**
- **The award is given within the framework of the annual meeting of the Global Sustainable Tourism Council, of United Nations, which this year is celebrated in Barcelona**

Barcelona has received today the certification "Biosphere World Class Destination" that concedes the Instituto of Turismo Responsable (ITR), entity associated with the UNESCO and the World-Wide Organization of the Tourism (OMT) and member of the Global Sustainable Tourism Council (GSTC), backed by the Foundation of the United Nations. The Catalan capital city becomes then the first city of the world to obtain the certification Biosphere, synonym of responsible touristic management and sustainable touristic destination thanks to the appointment acquired by the town council from Barcelona and the Tourism Consortium of Barcelona.

The city has received the certification from the president of the Instituto of Turismo Responsable, Tomás Azcárate, and from the president of the UNESCO in Spain, Luis Ramallo, during the annual encounter that the Global Sustainable Tourism Council (GSTC) has celebrated in Barcelona.

This recognition of the Catalan capital city as a touristic destination of quality -validated by an external auditing- is one of the goals that the Strategic Plan of Tourism of the city had been marked of Barcelona 2010-2015 to guarantee a responsible and sustainable touristic development in economical, sociocultural and environmental terms.

With the certification "Biosphere World Class Destination" and the implantation of the System of Responsible Tourism it favors the construction of a touristic model of quality in Barcelona which promotes the equilibrium between residents and visitors and that guarantees the sustainability

and continuity of the success in the future of this phenomenon. In this vision, the tourism is not seen like an economical sector, closed and independent, but like a clearly transversal reality, associated with the city in different aspects. Among other looks, the conservation, protection and inn in value of the natural and cultural patrimony of the fate and the conservation of the local traditions are taken into account.

The application of the System of Responsible Tourism in the city of Barcelona implies to position the city as a touristic destination of quality, leader, innovator in responsibility and sustainability, that it translates into concrete shares like the corporative social responsibility, the quality of the service that is loaned or the environmental management of their effects. The bet from the public transport, the energetic saving (the efficient lighting) or the saving of sleep water concrete examples of this sustainable policy that applies Barcelona and that the IRT has considered strong points of the city.

### **The appointment to Barcelona with the sustainable tourism**

Barcelona compromises on advancing towards a new model of touristic development based in the principles of the sustainability the cultural diversity and the social responsibility that translates in:

1. Promoting the international debate about the problems related to the cultural diversity and the sustainability and its linking with the touristic development in the social forums, professionals or scientists.
2. Developing means of sensitization and forms of cooperation among all the implicated actors with the destination for the safeguard and put in value of the cultural diversity and to the best knowledge of the tangible and intangible patrimony.
3. Promoting and facilitating the exchange of knowledge and of good destined touristic practices to fostering a responsible tourism with the cultural diversity and the sustainable development.
4. Promoting projects of demonstration that serve as referent for a sustainable touristic development and highlight the cultural diversity of the destinations.
5. Incorporating the cultural diversity as an essential touristic resource, into the programs of research, training and education specialized in tourism.
6. Fostering the application of the new information technologies and of the communication as an instrument of valuation of the cultural diversity of the destinations and facilitating a better understanding of this resource on the part of the tourists.
7. Incorporating policies and strategies of preservation and valuation of the cultural and natural patrimony into the process of the touristic planning, paying special attention to the immaterial patrimony, given the fragility of this resource.



8. Contributing to the creation, development and implementation of new products and touristic activities that they make easy the respectful utilization of the patrimony cultural, natural and immaterial.

### **Barcelona accommodates the annual meeting of the Global Sustainable Tourism Council**

The delivery of the certification has been made during the second annual encounter of the Global Sustainable Tourism Council which is celebrated in Barcelona and that has been a forum of international debate environment the touristic development.

Representatives of the GSTC, the World-Wide Organization of Tourism, the Program of Environment of United Nations, as well as leading companies like Meliá, Amadeus, Royal Caribbean, TUI and Google Travel have participated in it.

Within the framework of this encounter, Barcelona promotes, the creation, in the sinus of the GSTC, of a group of cities formed by San Francisco, Singapore, Brussels, Goteborg and the same Barcelona, also with the goal to develop the sustainable tourism in the urban environment.

In this day the coordinator of the Strategic Plan of Tourism of the city of Barcelona, Enric Truñó, and the general director of Tourism of Barcelona, Pere Duran, have explained the experience of the city.

