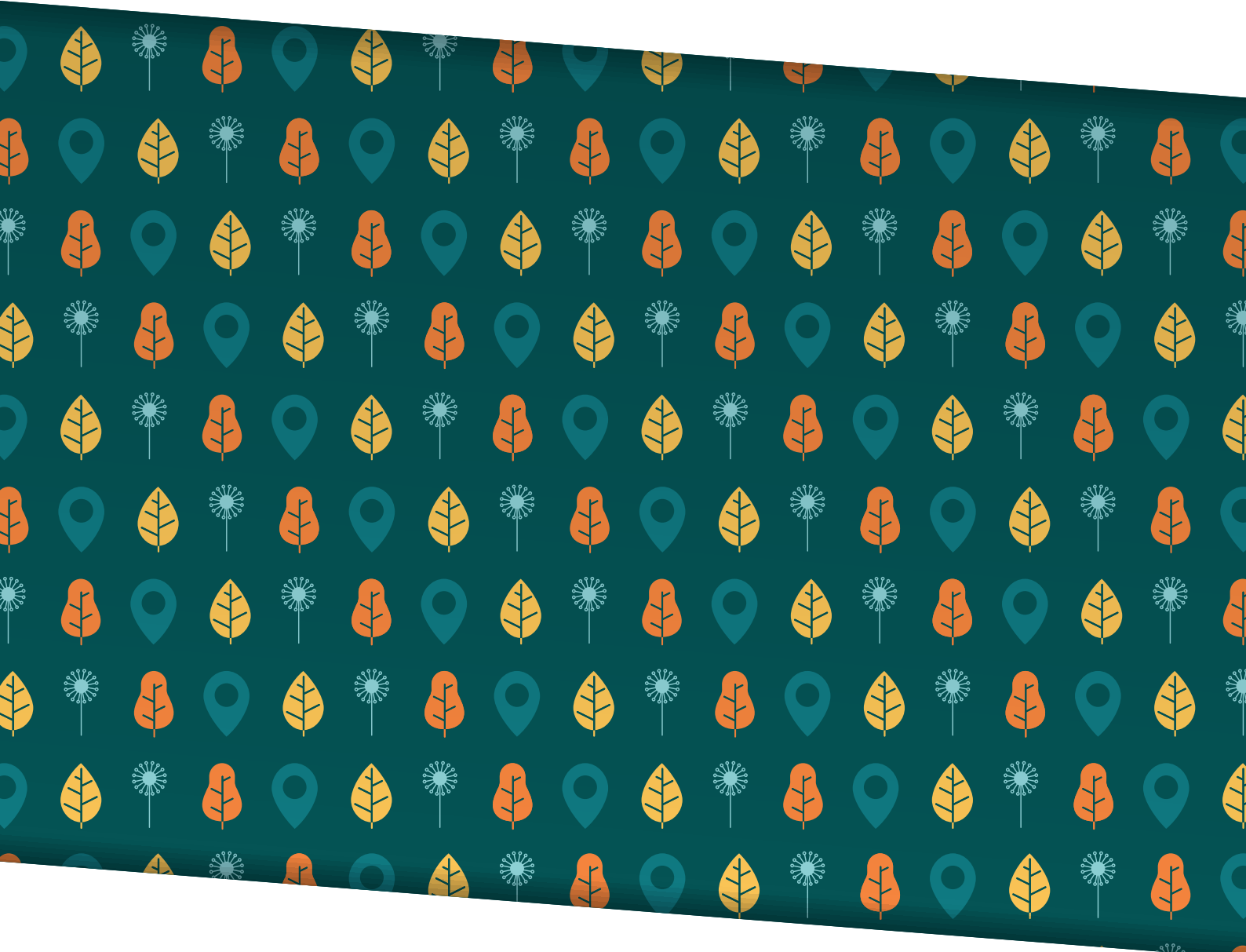




Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board



Catalonia, a sustainable destination



Index

03

1. A journey towards sustainability

05

1.1 International collaboration

07

2. Our responsible tourism model

08

2.1 Environmentally sustainable

08

Environmental certifications and Ecolabels

12

Protected Natural Areas

15

Ecotourism: sustainable tourism experiences

17

Good practice examples

20

2.2 Socially inclusive and universally accessible

20

Accessible Tourism, Tourism for All

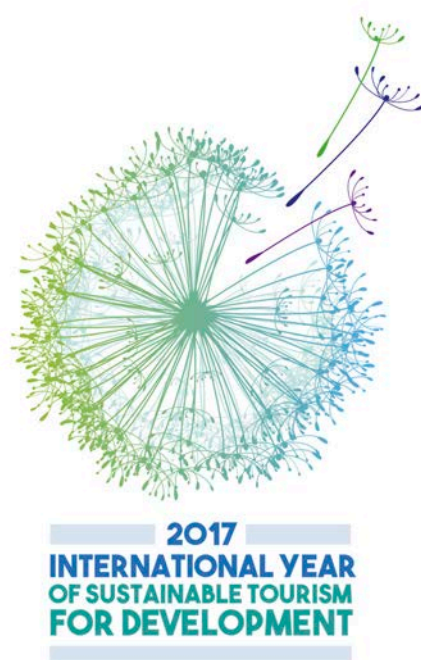
21

Good practice examples

23

More information

1. A journey towards sustainability



The concept of sustainable tourism has been gaining ground since its first appearance in the 1990s, producing offshoots such as responsible tourism, ecotourism and solidarity tourism as the concept has evolved, without any clear distinctions being established between the different terms. The common ground shared by all definitions is the key role played by visitors and their goals, motivations and philosophies.

The goal of sustainability is achieved through responsibility.

Responsible tourism requires a responsible attitude on the part of travellers and, in particular, travel industry professionals, who must develop a business model that contributes to the conservation of natural, sociocultural or economic territorial resources.

The World Tourism Organization (UNWTO) states that **sustainable tourism** is tourism “**that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities**”.

The importance of these endeavours to manage our resources is such that the United Nations designated 2017 the International Year of Sustainable Tourism for Development, to promote working towards achievement of the 17 Sustainable Development Goals included in the United Nations 2030 Agenda.

In Catalonia, we whole-heartedly agree with this philosophy. We are convinced that the moral element of this travel and tourism model has become a necessity, which is why we declared 2017 the **Year of Sustainable Tourism**. But our commitment does not end there, and we continue to work towards achieving sustainability in all its many facets in the years to come.

1990

CONCEPT OF SUSTAINABLE TOURISM APPEARS AND STARTS GAINING GROUND

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

1995

1999

United Nations Commission on Sustainable Development

THE CONCEPT KEEPS EVOLVING: RESPONSIBLE TOURISM, ECOTOURISM AND SOLIDARITY TOURISM

2000

2001

Global Code of Ethics for Tourism UNWTO
Code for Sustainable Tourism PATA/APEC

Cape Town Declaration on Responsible Tourism in Destinations, preceding the World Summit on Sustainable Development in Johannesburg

2002

2004

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

THE CATALUNYA 2020 VISION FOR RESPONSIBLE TOURISM: THE BARCELONA DECLARATION

2010

2013

Catalonia makes a firm commitment to sustainability
7th International Conference on Responsible Tourism in Destinations (RTD7) Barcelona-Catalonia
The Catalonia Tourism Awards include the category of "Responsible Tourism" since 2013

Sustainable Development Goals (SDGs), adopted by the United Nations 2030 Agenda

2015

Catalonia attends the World Summit on Sustainable Tourism (ST+20), meeting in the Basque Country, Spain

Catalonia is elected as chair of NECSTour (2015-2018 and 2019-2021)

2017

UNWTO - International Year of Sustainable Tourism for Development
The Catalonia Tourism Awards consider sustainability across all categories

The 2018-2022 strategic tourism plan for Catalonia is committed to implementing a wise growth strategy to become a more sustainable destination

2018

2020

THE CATALUNYA TOURISM MODEL AIMS TO BE ENVIRONMENTALLY SUSTAINABLE, SOCIALLY INCLUSIVE AND UNIVERSALLY ACCESSIBLE

1.1 International collaboration



NECSTouR.

The **Network of European Regions for Sustainable and Competitive Tourism** was founded in 2007 by Catalonia, Tuscany and Provence-Alpes-Côte d'Azur to place tourism on the European political agenda, exchange best practices in sustainable tourism management throughout Europe, and maximise opportunities to finance sustainable tourism initiatives from European funds.

NECSTouR currently brings together a total of 35 regional tourism authorities and 36 associate members, including academics, private sector representatives and travel industry associations. Among the themes of particular relevance to this organisation are the following: European funds for tourism, sustainable tourism indicators, digital platforms, smart destinations, cultural tourism and innovation, and tourism skills training. **Catalonia** commenced a three-year term as **chair of NECSTouR** in 2015 and has recently been reelected for a second three-year period in **2018**. [↗](#)

The network also led the **Barcelona Declaration of Tourism and Cultural Heritage**, within the framework of the **Better Places to Live, Better Places to Visit** conference. The Declaration summed up all the principles and actions agreed during the conference and represents a clear commitment to safeguarding the sustainability of our cultural heritage and our tourist destinations, generating a balance that benefits culture, the host community and visitors alike. You can access the text of the final declaration via the following link: [↗](#)



ENAT.

The **European Network for Accessible Tourism** is an international non-profit association which works for companies and organisations seeking to become pioneers in the study, promotion and practice of accessible tourism. [↗](#)





ISTO.

The European branch of the **International Social Tourism Organisation (ISTO)** works to promote the development of Tourism for All in all the countries of the old continent: sustainable, solidarity tourism accessible to all. [↗](#)



WILDSEA EUROPE.

A transnational sustainable tourism network connecting **European coastal destinations for the enjoyment of marine ecotourism**. Catalonia is one of the main partners of this project together with other European regions in Spain, the United Kingdom, Ireland, Italy and Croatia. The project was co-funded by the European Commission. [↗](#)



HIKING EUROPE.

A transcontinental network of rural hiking routes across Europe, allowing the visitor the unique experience of discovering the natural and cultural heritage of the participating regions.

The Catalan Tourist Board (ACT) lead this European project to help companies be more competitive and promote the **development of rural areas** in Catalonia (Pyrenees-El Cinquè Llac and El Priorat wine region), as well as Ireland, Italy and Croatia. Sustainability, accessibility, new technologies and internationalisation all play a part. The project was co-funded by the European Commission. [↗](#)



ACCENT GASTRONOMY.

The ACT participates in this European project to provide small and medium-sized companies, entrepreneurs and travel industry professionals with the tools and skills they need to create and develop **accessible culinary tourism products**. [↗](#)



APP TOUR YOU.

An European project aimed at professionals and businesses, especially small and medium-sized companies, to improve **accessible tourism training** and the **quality of visitor experiences**. [↗](#)





2. Our responsible tourism model

Catalonia is decidedly advancing towards a tourism model that is environmentally sustainable, socially inclusive and universally accessible. But how can we prove our efforts towards sustainability?

A variety of tools like certifications and stamps exist to guarantee the sustainability commitment of destinations, companies and travel industry professionals. These can be related to both natural or cultural

heritage, as well as tourism companies and services.

The following certifications and tools are helping us make Catalonia's tourism philosophy into a reality.

2.1 Environmentally sustainable

Environmental certifications and eco-labels



BIOSPHERE

BIOSPHERE RESPONSIBLE TOURISM (BRT).

This certification is awarded by the

Responsible Tourism Institute (ITR)

when a number of Responsible Tourism System criteria are met.

The criteria provide a roadmap to achieving sustainable behaviour in the international travel industry and encouraging tourism activities to be sustainable products. The ITR is affiliated to the UNWTO, maintains a cooperation

agreement with UNESCO and is a member of the Global Sustainable Tourism Council.

Eight destinations in Catalonia have so far obtained this certification, with others in the process of joining the authenticated sustainable destinations network. [↗](#)





Performance,
Credibility,
Transparency

EMAS. Eco-Management and Audit Scheme.

The **Eco-Management and Audit Scheme (EMAS)** is an environmental management tool created by the **European Commission** to help organisations, on a voluntary basis, to become more efficient and improve their environmental behaviour.

The EMAS scheme helps organisations to be more competitive, cut costs with more efficient use of resources, and reduce their environmental impact.

Organisations using the EMAS scheme are typically transparent and keep the

general public informed with an environmental declaration which gives details of the impact of their activity and their best practices for environmental improvement.

Twenty-two Catalan tourism establishments currently participate in the scheme. Hotels, campsites, cruise companies, a golf course, a theme park, a natural park, ports, nautical clubs and the beaches in ten municipalities have all opted into this environmental management system. [↗](#)



EUROPEAN UNION ECOLABEL.

The **EU Ecolabel** is an eco-labelling system created by the **European**

Commission in 1992 to promote the advertising of products and services that are kinder to the environment. The Government of Catalonia is responsible for managing the system in Catalonia.

This eco-labelling system is well established in the different EU Member States, offering a response to the growing concerns of citizens and European environmental protection policies. It is an excellent benchmark throughout Europe.

Catalonia currently has 24 establishments displaying this certification, for which they have had to demonstrate compliance with strict criteria that evidence their commitment to minimise the environmental impact of their activity and contribute to raising the environmental awareness of their clients and users. [↗](#)





ENVIRONMENTAL QUALITY GUARANTEE (DGCA).

The **Environmental Quality Guarantee** is an eco-labelling system for official and private products and services, created by the **Government of Catalonia** in 1994.

The Environmental Quality Guarantee (DGCA) is a mark of innovation and recognition of the eco-efficiency and environmental responsibility

demonstrated by a company. In the travel industry, it is awarded to establishments which meet certain environmental excellence criteria, taking into account an analysis of the whole life cycle of the establishment.

The award of the Environmental Quality Guarantee indicates public recognition by the Government of Catalonia of the effort made by a tourist establishment to opt for a more sustainable tourism model and guarantee its commitment to the environment.

Many Catalan hotels, campsites, rural tourism accommodations and youth facilities have obtained this eco-label over the last twenty years, demonstrating

the sector's long-standing concern for environmental sustainability. Over fifty tourism establishments in Catalonia are currently displaying the Environmental Quality Guarantee. 



CATALAN COUNCIL FOR AGROECOLOGICAL PRODUCTION (CCPAE).

A **local eco-label** that controls and certifies the manufacture, production, packaging and marketing of agricultural and food products from Catalonia. 





At these destinations, in addition to following a protection plan for the conservation and even improvement of current conditions, the activities offered are linked to the natural resources and designed to raise visitor awareness, for example, silent hikes and stargazing spots. 📍

SMART SUSTAINABILITY.

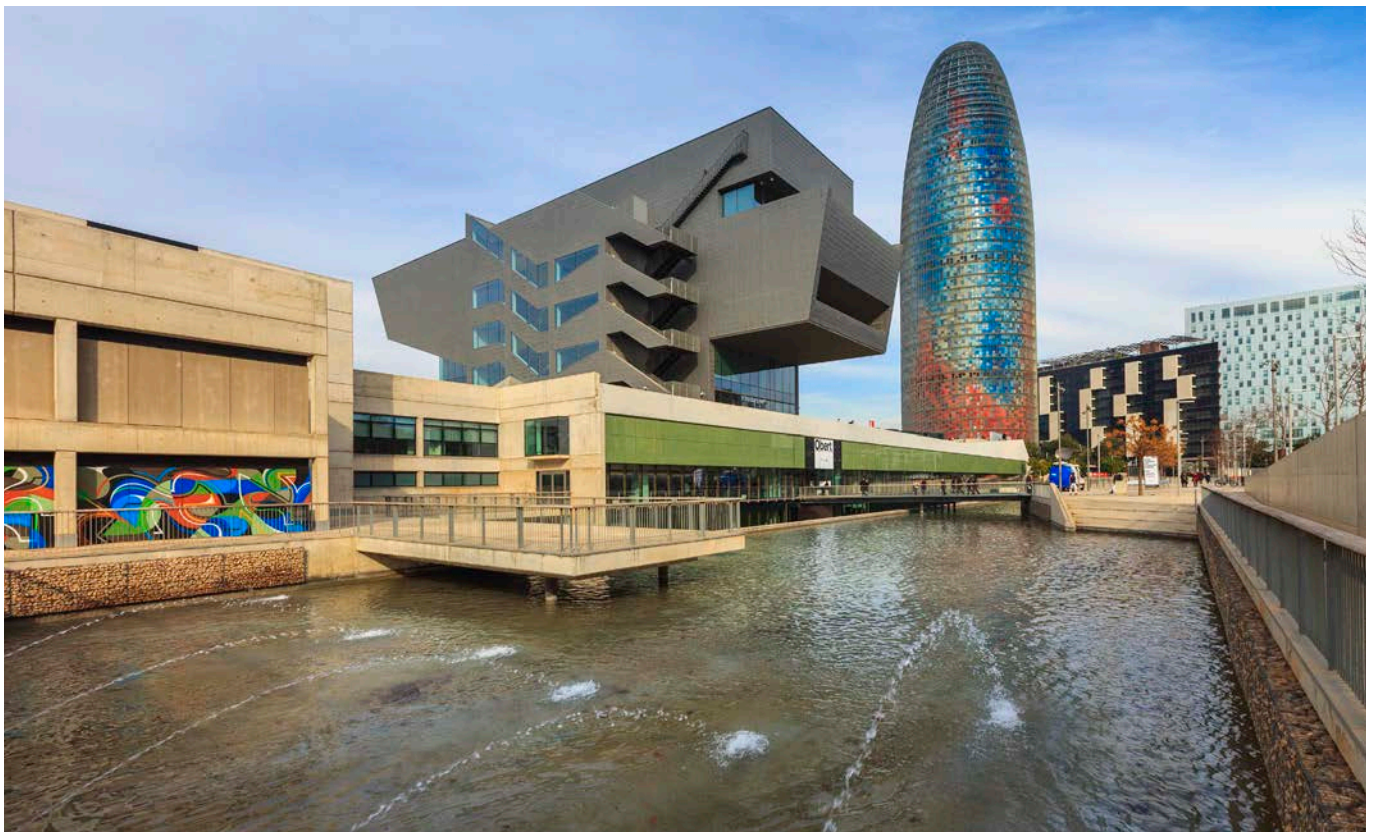
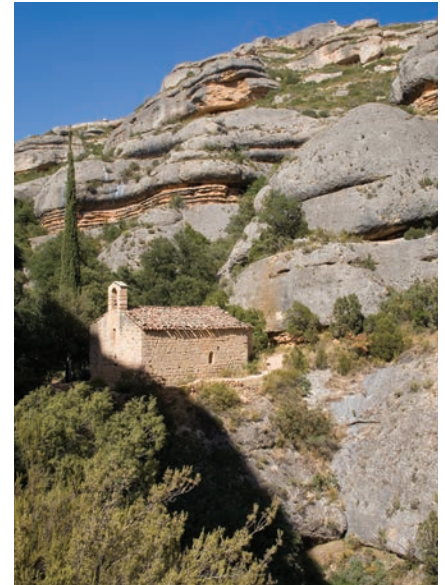
We live in the digital age. Tourism has changed and so have tourists. Destinations and tourists generate huge amounts of real-time data, and the intelligent use of these through ICT enables us to take on present and future challenges. From this premise the concepts of “smart city” and “smart destination” have emerged.

Catalonia leads the way once again in **smart tourism**, with **Castelldefels** as one of the first Spanish destinations to be certified a “smart destination”. Other certified destinations in Catalonia are Salou, Santa Susanna, Lloret de Mar and Val d’Aran. 📍

THE PEACEFUL PLACES AND DARK SKIES ENVIRONMENTAL SEAL.

This system, created by the Government of Catalonia, recognises peaceful areas where visitors can enjoy the sounds of nature and appreciate the stargazing value of natural dark skies.

El **Montsec** and the municipality of Saldes were recognised for their dark skies in 2005 and 2017, respectively; **El Papiol**, for its tranquillity, in 2015; and **El Montsant** received the seal in both categories in 2018. El Montsec was also awarded certification as a Starlight Tourist Destination and Reserve from the Fundació Starlight.



Protected natural areas

In Catalonia protected natural areas account for **30% of the territory**, including different levels or forms of protection that guarantee preservation of our exceptional natural heritage and biodiversity.





EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED NATURAL AREAS (ECST).

This **EUROPARC Federation** initiative is a voluntary instrument that helps to promote the development of sustainable tourism in protected natural areas of Europe in conjunction with all the public and private agents involved in the tourist development of the area, and a useful tool for both the accredited areas and the participating companies.

The following protected natural areas of Catalonia have ECST accreditation: **La Garrotxa Volcanic Zone Natural Park** (2001), **Delta de l'Ebre Natural Park** (2007), **El Montseny Natural Park** (2011), **Sant Llorenç del Munt i l'Obac Natural Park** (2011), **Serra del Montsant Natural Park** (2016), **El Montgrí, les Illes Medes i el Baix Ter Natural Park** (2016), and the **Olèrdola, El Foix and El Garraf parks** (2017). ↻

In addition to the 7 accredited natural areas, over 80 Catalan companies are affiliated to the ECST. The two travel agencies which were the first to affiliate to the ECST (Phase III) in Spain are in La Garrotxa

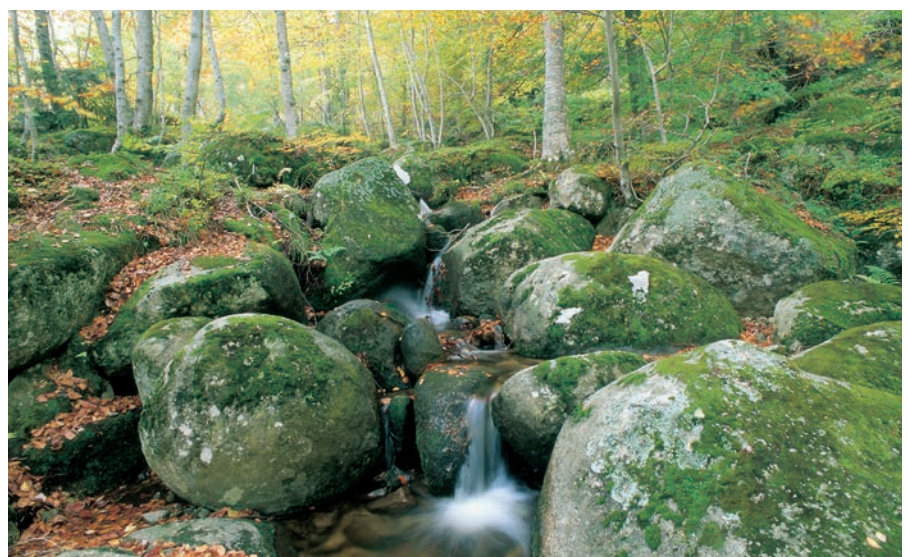
BIOSPHERE RESERVES.

Since the early 1970s, **UNESCO's Man and Biosphere (MAB)** Programme has designated certain territories Biosphere Reserves.

The objective of these reserves is to reconcile the conservation of biological and cultural diversity with socioeconomic development through the relationship

of people with nature. They are places in which sustainable development is studied and advocated.

Catalonia has two areas included in the World Network of Biosphere Reserves: the **El Montseny Biosphere Reserve** (1978), with its hugely biodiverse Mediterranean and Central European landscapes and endemic species such as the Montseny brook newt, and the **Terres de l'Ebre Biosphere Reserve** (2013), whose outstanding value lies in the interior and coastal ecosystems of the delta at the mouth of Spain's mightiest river and the development of alternative energies. ↻





GEO PARKS.

The new International Geoscience and Geoparks Programme, which emerged in 2015, created **the UNESCO Global Geoparks label** to raise awareness about biodiversity and promote best practices for protection, education and tourism from the perspective of sustainable development.

Catalonia has two geoparks: the **Conca de Tremp-Montsec Geopark**, created recently; and the **Catalunya Central Geopark** (Geological and Mining

Park), featuring the geological heritage of the Montserrat massif. In addition to sedimentary rocks and limestone, gypsum and salt ridges, the area has an outstanding mining heritage. The geopark accommodates the Sant Llorenç del Munt i l'Obac and Muntanya de Montserrat natural parks. [↗](#)



STARLIGHT DESTINATIONS.

The Fundació Starlight created a **Starlight Tourist Destinations** certification system to recognise “locations with ideal conditions for observing the stars and where light

pollution is controlled. This makes them logical destinations for tourism based on the appreciation of the sky as part of the natural world.”

The distinction of **Starlight Reserve** is awarded to “protected natural area where a commitment to protecting the quality of the night sky and access to starlight is established. Its function is to preserve the quality of the night sky and the different associated values, whether cultural, scientific, astronomical, or the natural landscape.”

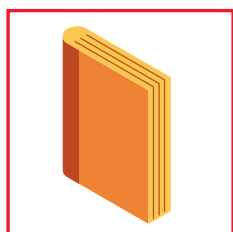
In Catalonia, both **El Montsec** (2013) and the **National Park Aigüestortes i Estany de Sant Maurici** (2018) were designated **Starlight Tourist Destination** and **Starlight Reserve**. [↗](#)



Ecotourism: sustainable tourism experiences

Ecotourism is a consolidated activity in today's Catalonia, allowing travellers to engage in nature activities that help preserve the natural biodiversity and their associated cultural heritage.

The travel industry offer in this sector is constantly growing and improving so that the visitor can enjoy a high value tourism experience and at the same time contribute to increasing the quality of life of the host communities and minimise negative impact on the local environment, culture and society.



Our Ecotourism catalogue includes all the tourism providers that share our values of sustainable and responsible travel. Find out more about the ecotourism experiences offered in the natural areas of Catalonia and how they are contributing to the sustainability of our destination. [↗](#)



Cerdanya EcoResort & Spa (Pirineus).

A resort incorporating a mountain spa hotel, the Aparthotel Ca L'Aurèn and the La Cerdanya Camping Bungalow Park. The complex is committed to the environment, society and its workers through a Sustainable Rural Management Plan. Among the principal measures implemented are the use of renewable energy sources and an electricity management system, water-saving measures, recycling of waste and use of green products, development of environmental workshops and actions, collaboration with green associations (DEPANA), use of new technologies, digitalisation of documents, customer transport incentives, and use of local products. The resort belongs to the Cuina Catalana collective and grows organic produce on its own premises. A permaculture project was launched in 2017. [↗](#)



Casa Leonardo (Terres de Lleida).

In 2013, Casa Leonardo was awarded the Responsible Tourism Award in the Best Small Place to Stay category, in recognition of its long-standing commitment to sustainable management, support for environmentally sustainable transport (slow travel), and accessibility of facilities. This four-wheat-ear farmhouse (Superior category) offers ecotourism activities with a maximum commitment to sustainability and respect for the environment. Endorsed with the Environmental Quality Guarantee (DGQA) and the EU Ecolabel. They collaborate in innovative tourism projects like elcinquellac.com 🌐

Naturalwalks (Catalonia).

A company dedicated to eco-friendly visitor activities at home and abroad, in a number of areas, from wild gastronomy, gastrobotanics and health to education and advice on the conservation of natural heritage and biodiversity through knowledge, awareness-raising and the involvement of society.

The company was created to connect people with the natural environment and encourage them to know, enjoy and share nature and relate to the host community and its culture through direct experience. The conservation of natural values becomes compatible with their public use, and eco-tourism is promoted as an instrument for the sustainable development of the territory. Naturalwalks works with people, collectives and other companies to fulfil its mission. The company follows the Ecotourist's Ten Commandments for Catalonia. 🌐



Hotel l'Algadir del Delta (Terres de l'Ebre).

The first hotel in Catalonia to obtain the European Union Ecolabel is affiliated with the ECST (Delta de l'Ebre Natural Park and Biosphere Reserve), endorsed with the Tourism Quality Commitment seal and is a benchmark for its sustainable tourism values, demonstrated in actions such as energy performance, consumption of locally-produced food and drink, and its involvement with SEO BirdLife's Iberaves birdwatching tourism initiative. The hotel is a member of the Club Ecoturismo en España.

Hotel l'Algadir received a Special Mention in the Best Small Place to Stay category at the 2013 Responsible Tourism Awards in Catalonia, and has won numerous awards for sustainability. This certified "Gastronomic Hotel" organises experiences from live cooking events with locally-produced ingredients to birdwatching and cycle touring. 🌐

Good practice examples

Our 2025 Vision of the Catalan Tourism System is to become one of the top three Mediterranean tourist destinations by applying a responsible growth strategy. For this reason our efforts towards sustainability are not only focused in the nature and ecotourism sector, but also in the wide range of touristic products and experiences available in our territory: from culture and wine tourism, to meetings and incentives.



Cellers La Vinyeta (Costa Brava).

Sustainable wine tourism features prominently in Catalonia. Sustainable vineyards and wineries are an approach to viticulture that aim to achieve a natural balance between human beings, the crop and the land.

Over 20% of Catalonia's vineyards are organic, and the number of wineries producing wines and cavas with organic production

methods just keeps on growing. Organic wine production has encouraged the recovery of grape varieties peculiar to Catalonia, producing authentic, quality wines that respect the biodiversity of our soils and rural environment.

La Vinyeta winery, based in Mollet de Peralada (Alt Empordà), is notable for its dynamism, commitment, enterprise and sustainability. Olive trees, chickens, sheep, and cheese and honey production complement the cultivation of organic grape vines. Using its own bookings server, the winery offers nocturnal vineyard tours and diverse activities such as music, poetry and stargazing among the vines.

Over the last five years, La Vinyeta has made a firm connection with the landscape, nature and local values of L'Alt Empordà. A fine example of how a small family vineyard, with an attractive and professional offering, can make its mark in the world of wine tourism. For all of these reasons and more, La Vinyeta was recognised with a Catalonia Wine Tourism Award from the Ministry of Business and Knowledge in 2017 and was chosen as the Best Winery of 2018 by the Catalan Sommelier's Association. 



Contemporary Art Studies Centre - Fundació Joan Miró (Barcelona).

The foundation created by the brilliant Barcelona artist himself demonstrates a firm commitment to accessibility and the environment. Not only are there no physical architectural barriers here, great endeavours have been made to ensure that culture and art are accessible to all visitors to the centre.

Accessible consultation spaces have been created and equipped with magnifying glasses, and guided tours are available for the visually impaired. A sign-language interpreter is provided at exhibitions and children's events, and magnetic loop amplifiers for visitors with hearing aids are situated at the information points, and in the auditorium and the audio-guides.

Visitors can travel to the centre on accessible public transport (bus and funicular). The foundation has implemented an Environmental Management System, and holds EMAS and ISO 14001 environmental certifications. ♻️

Hostatgeria de Poblet (Costa Daurada).

This guesthouse alongside the Poblet monastery is a modern, avant-garde building equipped to run on alternative energy sources.

The Hostatgeria was recently awarded the Environmental Quality Guarantee. The rooms are equipped with eco-friendly

showers, and the restaurant serves food made with local organic products that respect the environment.

A number of "Poblet experiences" are available to the visitor, taking place either in the Hostatgeria itself or in the surrounding area, with which the Hostatgeria enjoys close links: wines and cavas, activities in the Muntanyes de Prades Natural Park, stargazing, etc. The guesthouse is adapted for persons with reduced mobility and is equipped with signage in Braille and high-relief lettering for the visually impaired.

The Cistercian community at Poblet manages the monastery, which has been immersed in a process of ecological transformation since 2007. The monastery is managed intelligently, applying sustainability criteria which are well suited to the monks' way of life (self-sufficiency, resilience, best practices, etc.) and are combined with the use of clean energy, noise and light pollution reduction systems, waste minimisation technology and disposal management, etc.

In ten years, water consumption has been reduced by 95%, fossil fuels have been eliminated and the monastery is now supplied with solar energy.

Poblet is known as "the greenest monastery in Spain" and has received a number of accolades and recognitions, among them a Solar Award in 2011. ♻️



Barcelona International Conference Centre (CCIB) (Barcelona).

Catalonia is also leading the way in sustainable meetings and incentives.

The CCIB is intelligently managed (SUstainability and REsponsibility: SURE!), mindful of its corporate social responsibility (CSR) as well as its strong environmental commitment and green policies, which include energy performance, recycling, certification and standardisation of processes (EMAS and ISO 14001 certifications have been

obtained) commitment to the future and CO₂ compensation. The company is a Carbon Neutral entity which offsets its emissions 100% through the purchase of carbon credits (CERs), and which since 2009 has offered its customers the facility to voluntarily offset the carbon emissions generated by a specific event. The CCIB's facilities are equipped with cutting-edge technology and have received a significant number of awards and recognitions. The Centre's own catering company prepares dishes inspired by current trends in Catalan cuisine. 🍷



2.2 Socially inclusive and universally accessible

Accessible Tourism, Tourism for All

The features of this programme make it extremely relevant to achieve a responsible tourism destination. Companies and visitor resources are increasingly adapting their facilities to allow all visitors to enjoy unique experiences in this unique territory.

The long list includes museums, monuments, routes in natural parks, interpretation centres, greenways (disused, reconditioned railway lines) and cultural routes which are free of physical barriers and offer accessible information (audio-guides and hand-held guides with audio description, sign language and subtitles, information in Braille and high-relief lettering, models and tactile information); adapted transport (funiculars and rack railways, visitor buses, etc.); beaches accessible to all and facilities for all, including bathroom assistance and amphibious chairs; and a wide range of other accessible experiences (hot-air balloons, sailing, handbikes, horse-riding, diving, paragliding, etc.) that make Catalonia a destination committed to universal accessibility and tourism for all. ♿



Awards and accolades:

2008.

Alimara Award for the best accessible tourism project. The Alimara Awards are the most important tourism industry awards in Spain.

Since 2012,

Catalonia has been recognised by the **World Travel Market (WTM)** trade fair in London for its efforts to promote accessible tourism.

2013.

An Intermedia Silver Globe was awarded by the World Media Festival in Hamburg for the promotional tourism campaign “I’ll be waiting for you in Catalonia”, which includes sign language and subtitles.

2013.

ONCE (Spanish foundation for the visually-impaired) Catalonia Solidarity Award in the Public Sector category.

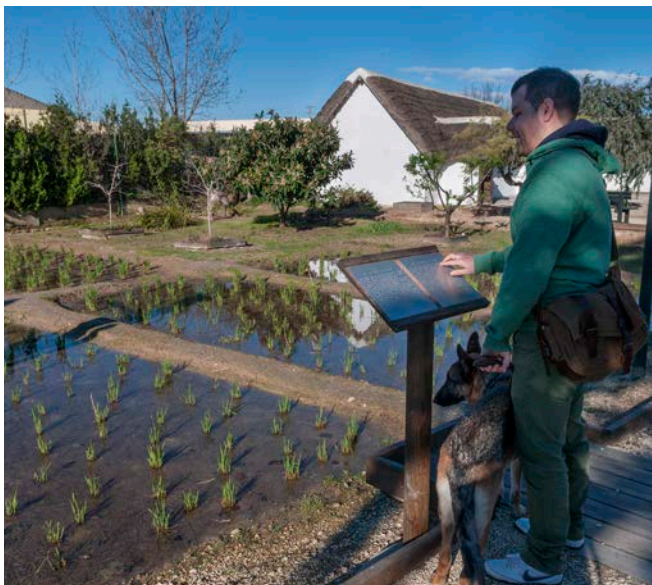
2014.

First prize awarded by the European CHARTS project for our endeavours to promote cultural and sustainable tourism through the creation of the Way of St James for All in Catalonia. Interreg (European Territorial Cooperation) award from the European Regional Development Fund.

2018.

Catalonia received a Special Mention for its Accessible Tourism programme at the first edition of the International Tourism Trade Fair (FITUR) **Responsible Tourism Awards.**

Good practice examples



Fundació Catalunya-La Pedrera (Barcelona).

The La Pedrera Accessible programme received a special mention at the first edition of the Catalonia Responsible Tourism Awards in 2013 as the “Best Accessible/Inclusive Tourism Provider”. The foundation manifests strong social responsibility values in relation to children, dependent persons, eco-friendly food products, etc., as well as a firm commitment to the natural environment. Fundació Catalunya-La Pedrera manages a network of natural areas throughout Catalonia, with diverse facilities whose common characteristic is a pledge to sustainability. The foundation also collaborates in the protection and sustainable management of other protected natural areas.

In terms of ecotourism, the foundation is noted for its environmental education activities, and for its incorporation of Industry 4.0 technologies, including its augmented-reality app for its network of natural areas. ↻



Hotel Barcelona Princess (Barcelona).

Four-star urban hotel with EMAS certification in recognition of its environmental management since 2014, ISO 14001 (AENOR) certification and other recognitions for diverse eco-practices, including recycling, consumption of locally-produced food and drink, and fair trade. The hotel was awarded a Special Mention at the Catalonia Responsible Tourism Awards in 2013.

The hotel has devised its own programme called “Princess and You, 360° Sustainable”, in which it places the customer at the centre of a circle of social responsibility, customer service, and commitment to the surroundings and the environment. A circular values chain incorporating innovation, customer centricity and spirit of improvement, sustainability, social responsibility and integrity. The hotel belongs to the Barcelona Forum District (Shared Social Responsibility), which is closely involved with the local community and offering employment opportunities to people at risk of social exclusion. ↻



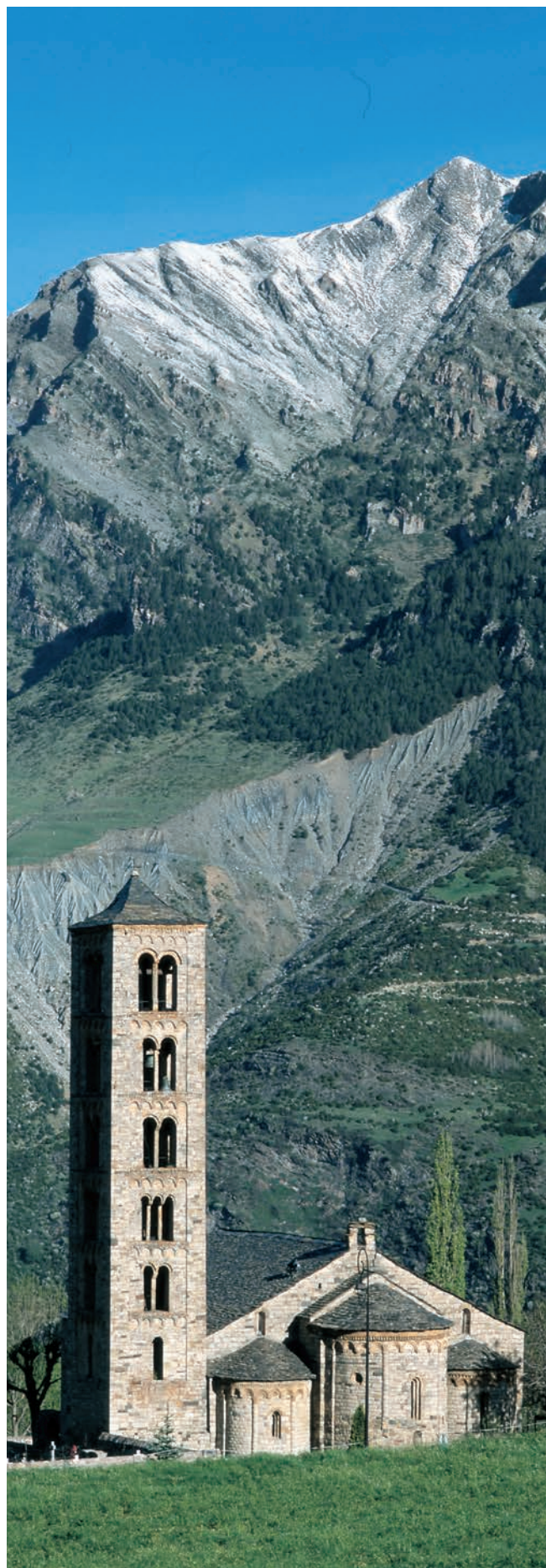
Barcelona Special Traveler (Barcelona).

The first receptive travel agency in Barcelona to specialise in accessible tourism.

The company focuses especially on offering top-quality services and products to persons with disabilities or reduced mobility. Creative and innovative experiences are tailor-made to the needs of the individual visitor and include the appropriate adapted transport, an official guide and guaranteed accessibility of the destination. Barcelona Special Traveler is a member of ENAT, the Barcelona Sustainable Tourism Programme and Red Estable, the Spanish Accessible Tourism Network. [🔗](#)

Other notable examples.

Boí Taüll Resort (Pirineus), Casa Batlló (Barcelona), El Rei del Mar Diving Centre (Costa Brava), Consorci de les Vies Verdes de Girona (Costa Brava), Globus Kon-Tiki (Paisatges Barcelona), Inout Hostel (Barcelona), Museu Nacional d'Art de Catalunya (MNAC, Barcelona), MónNatura Delta de l'Ebre (Terres de l'Ebre), VAVAVA Travel Agency (Barcelona).



More information

Follow us!

#CATALUNYAEXPERIENCE

 www.catalunya.com

 turismeperatothom.catalunya.com/en/



Regional entities for the promotion of tourism

Tarragona Provincial Council Tourist Board:

 www.costadaurada.info/en

 www.terresdelebre.travel

Costa Brava Girona Tourist Board:

 en.costabrava.org

Lleida Provincial Council Tourist Board:

 www.aralleida.cat/en

Barcelona Provincial Council Tourism Promotion Office:

 www.barcelonaesmoltmes.cat/en

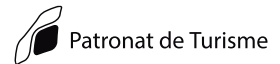
Turisme de Barcelona:

 www.barcelonaturisme.com/en

Foment Torisme Val d'Aran:

 www.visitvaldaran.com

ACT Members



Partners



