

100

RECOMMENDATIONS FOR TOURIST DESTINATIONS

in the Region of Valencia

SUSTAINABLE
DEVELOPMENT GOALS



GENERALITAT
VALENCIANA



COMUNITAT
VALENCIANA

100

RECOMMENDATIONS

FOR TOURIST DESTINATIONS

in the Region of Valencia

Generalitat Valenciana

The 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDGs) represent the new development framework. After decades focused on growth, the 2030 Agenda must catalyse a paradigm shift towards social prosperity. A new way of looking, acting and prioritising focused on people who demand a profound change in our mentality, because only then can we build the better world that we all wish for.

The Region of Valencia is the first autonomous community to join the Government of Spain's commitment to the 2030 Agenda because we are convinced that the values of prosperity, equality, and justice should be the central concepts of our economic and social model. We have signed the Valencian Agreement on Sustainable Development with the High Commissioner for the 2030 Agenda and pioneered the creation of a management body for the achievement of the SDGs: the High Advisory Council for the Development of the 2030 Agenda, which advises the regional government. We are pushing, from all of the political offices involved in the spirit of the 2030 Agenda, to combat economic inequality, promote decent work and gender equality, and commit to a cleaner economic model and ensure the preservation of our natural environment and our customs and traditions.

Tourism is a strategic sector for the Region of Valencia. Tourism activity - which generates 14.6% of the regional GDP, 15.1% of employment, 6.4% of the current public expenditure and 13.3% of the total taxes collected - must also contribute toward building a more prosperous, equal and inclusive society. And the cards are stacked in our favour. The Region of Valencia's destinations possess the accumulated experience of many years in successful tourism management and can be benchmarks in the promotion of sustainable and inclusive growth models that improve citizens' quality of life.

All of the destinations of the Region of Valencia, regardless of their size or dedication, are able to promote sustainable and inclusive models by taking advantage of the current context, marked by economic growth, expansion of the tourism sector, digital revolution and the consolidation of a trend in tourism demand that seeks responsible, unique and authentic consumption. It is time to make a commitment to sustainability. Who better than those who best adapt to the changes that will shape the future.



XIMO PUIG

President of the Generalitat Valenciana

Turisme Comunitat Valenciana

Tourism, an absolutely strategic activity for the Region of Valencia, must adapt to a new reality imposed by the digital revolution, geopolitical changes in our environment and the new demands of travellers, who seek not only quality and uniqueness but, increasingly look for more respectful and responsible tourism experiences.

From Turisme Comunitat Valenciana, we are committed to promoting the evolution of our tourism model towards a more sustainable model. The Law on Tourism, Leisure, and Hospitality of the Region of Valencia is building the new development framework for the development of tourism in the region based on sustainability, collaborative environments, ethics and innovation and digitisation of the activity. From the Valencian Tourism Code of Ethics, we call on the sector, local administration, tourism professionals and visitors to respect and promote the values of the SDGs of the 2030 Agenda.

But the real contribution of tourism to the 2030 Agenda is on a local level. It is the destinations that can create shared value with the public and with the tourism sector in their scope of action. With companies, helping them to become integrated into the local economic and social fabric and be more competitive. In the region, guaranteeing the protection of cultural and natural heritage and its tangible and intangible local values. That is where our uniqueness lies. With the people, promoting decent work and opening channels so that everyone, including disadvantaged groups, has a real option for economic and social progress in tourism. And with participatory governance, which is vital and which must create the conditions for the above to occur with efficiency and transparency.

We want hospitality to be the differentiating value of the tourism proposal of the Region of Valencia because we are convinced that it is not only possible but necessary, to permeate economic development with human values. We have developed this guide to encourage all of the tourist destinations in the Region of Valencia to join the global movement towards sustainability, equality, care of our environment and the commitment to people. For this purpose we have selected 54 goals that destinations can act on immediately from a tourism management perspective. We hope that the 100 recommendations that make up this guide will inspire all of our destinations to contribute their grain of sand to the construction of that more equitable world that we all want. Because each initiative counts.



FRANCESC COLOMER

Secretary of Tourism of the Region of Valencia





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A close-up, black and white photograph of a person's eye, looking directly at the camera. The eye is detailed, showing eyelashes and the iris. The background is blurred.

1. The 2030 Agenda and the 17 SDGs of the United Nations

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development, signed by 193 member states, officially came into force. The 2030 Agenda defines the new global development paradigm at a time when it is necessary to reevaluate how to address the challenges faced by humanity, how to address not only poverty but also the inequality that, despite economic growth continues to rise, and ultimately, how to build a scenario of prosperity in which growth is inclusive and sustainable, meeting the needs and expectations of people, organisations and productive sectors.

The 2030 Agenda is the product of a global consensus and incorporates five areas of crucial importance: people, the planet, prosperity, peace and partnerships, and interconnects the social, economic and environmental pillars of sustainability. In turn, the 17 SDGs in the 2030 Agenda are outlined in 169 objectives. This opens up a wide range of possibilities to contribute, each from its competency and capacity, to the global agenda. To measure progress, 250 indicators are incorporated into the national statistics. The High-Level Political Forum is the United Nations platform

responsible for monitoring the participation of the Member States in the 2030 Agenda, and presents Voluntary National Reviews (VNR) annually.

But global challenges cannot be addressed by the countries alone. The United Nations urges all institutions, the private sector as a great economic and social agent, and also regional and local governments, to contribute their share.

In this context, the Global Working Group of Local and Regional Governments has been established to give a voice and coordinate regional and local governments. Detecting the SDGs from the platform allows tools to be produced and collected for use by local bodies toward their contribution to the SDGs.

Many of the goals outlined in the 2030 Agenda are the responsibility of local administrations, which must be involved and equipped with the necessary means and capacities. The role of local governments is vital in achieving the SDGs. Municipalities are the real agents of change because of their proximity to the citizens and the region, and therefore for their ability to incorporate civil society and the business sector into this exciting process.

“All of the SDGs have objectives which are directly or indirectly related to the day-to-day work of local and regional governments. Local governments should not be seen as mere implementers of the Agenda. Local governments are policy makers, catalysts of change and the best-positioned level of government to link global goals with local communities”

United Cities and Local Governments (UCLG), *Sustainable Development Goals. What local governments should know*, 2015.



For more information, visit the United Nations [Sustainable Development Goals](https://www.un.org/sustainabledevelopment/) official website.





2. Tourism as a net contributor to the SDGs

Tourism is a global industry that generates 10% of the world's GDP, more than other sectors such as banking or agriculture. It is a very dynamic sector, with growth rates that exceed forecasts for the rest of the economy. In 2018, there were more than 1.4 billion international trips, and all indications are that it will continue its expansion at an accelerated pace. It is also one of the world's biggest job creators, and one of the most inclusive. In upcoming years, the tourism industry, large companies and especially SMEs, will create one in four new jobs.

For the Region of Valencia, tourism is a strategic sector that directly generated 12,629 million euros in 2017, 11.6% of the regional GDP. By adding the carry-over effect on tourism in other sectors, tourism generated almost 16 billion euros, reaching 14.6% of the GDP. In terms of employment, tourism generated 228,880 jobs, 12.0% of the total employment in the Region of Valencia, in addition to another 58,869 indirect

jobs, for an additional 3.1%. The wealth created by tourism also results in public funds, with 2,427 million euros in tax collection from tourism, 13.3% of the total.

Tourism is a great driving force of local economies as it is a fiscal multiplier and as it is an industry that does not require huge investments which can be developed in a variety of environments. For this reason, tourism appears in the 2030 Agenda as one of the pillars for more sustainable and inclusive growth, and explicitly appears in the development of SDGs 8, 12 and 14, which are related to inclusive and sustainable economic development, sustainable consumption and production, and the sustainable use of oceans and marine resources, respectively.

But the scope of tourism's contribution to the SDGs is much greater. The World Tourism Organisation (UNWTO) states that sustainable tourism contributes, directly or indirectly, to the SDGs at multiple levels because of its potential to

*UNWTO's tourism4sgds.org portal provides examples of the contribution of tourism to the 2030 Agenda.

“The use of the benefits of tourism is essential for the achievement of the Sustainable Development Goals and implementation of the agenda for development after 2015.”

Ban Ki-moon
Former Secretary-General of
the United Nations

reduce poverty and inequality, empower women, promote models of inclusive and sustainable economic growth, create decent work, foster innovation, protect natural and cultural heritage, etc. The commitment to the development of sustainable tourism models is unequivocal, as was evident in the declaration of 2017 as the International Year of Sustainable Tourism for Development by the UNWTO.*

The destinations are “conveyor belts” of the SDGs to the region because of the capacity of local tourist management to create shared value with the citizens and with the tourism sector, acting where it has competence:

- Ensuring the protection of cultural and natural heritage and the tangible and intangible local values that constitute it.
- Boosting its human capital and opening channels so that residents, including disadvantaged groups, have a real option of economic and social progress in tourism as suppliers, employees and service providers.
- Innovating the tourism value chain and addressing restrictions on the competitiveness of the destination and its companies, especially at the digital level
- Promoting governance models that create the conditions for the above to occur with efficiency and transparency.

In short, it’s time to make a commitment to sustainability. Destinations must promote sustainable and inclusive growth models by taking advantage of the current context, marked by economic growth, expansion of the tourism sector, the digital revolution and the consolidation of a trend in tourism demand that seeks responsible, unique and authentic consumption.



3. The Region of Valencia and the 2030 Agenda

The Region of Valencia has been a pioneer in Spain, making a firm commitment to achieving the goals of the 2030 Agenda of the United Nations. To this end, the Generalitat Valenciana, Valencia's regional government, has made an explicit commitment to incorporate the SDGs into public policies and regional programs and to promote the positioning of the SDGs throughout the territory.

After adopting the 2030 Agenda Action Plan and appointing the High Commissioner for the 2030 Agenda by the Government of Spain, the Region of Valencia was the first to sign an agreement with this body, the Valencian Agreement on Sustainable Development.

The Generalitat Valenciana has created a coordinating committee, the High-Level Advisory Board for the Development of the 2030 Agenda. This body has the function of transmitting, to the members of the Council and the rest of the public sector, pertinent proposals and recommendations

for the development of regional standards, plans and projects for the achievement of the 17 SDGs and in the prioritisation of actions in favour of the 2030 Agenda. The High-Level Advisory Board for the Development of the 2030 Agenda is dependent on the the Presidency of the Generalitat and composed of the Council and representatives of entities belonging to the social, educational, business and municipal networks of the Region of Valencia.

The promotion of the achievement of the 2030 Agenda is assigned to the competent department in cooperation development; without prejudice to other bodies which may initiate their own actions in this regard. In this respect, legislative initiatives have been promoted and the involvement of social organisations and inter-institutional coordination has been called upon for the development of programs that are aligned with the SDGs in areas such as education, creating awareness, corporate

social responsibility, climate change, poverty, the sustainability of productive sectors and social dialogue. It also promotes the integration of different initiatives in national and international networks and partnerships.

In the tourism sector, Turisme Comunitat Valenciana has promoted a reference framework based on the concepts of hospitality and sustainability, which permeate policy development. There are two reference documents. The first, Law 15/2018, of 7 June, on Tourism, Leisure, and Hospitality of the Region of Valencia establishes the following commitments: sustainability, hospitality, security and guarantee, regional structuring, competitiveness and quality, agility, transparency, participation and co-responsibility, respect for the rights of tourists and residents, accessible and inclusive tourism, and equality. The second, the Valencian Tourism Code of Ethics, proposes the commitment of all tourism and institutional agents and the Valencian society for a sustainable and responsible tourism model based on joint responsibility of all of those involved.

Hospitality stands as the basic principle of action, the differential value of the Region of Valencia, where the uniqueness and competitiveness of our tourism proposal lie.


In hospitality, values such as cordiality, respect, inclusion, sustainability, and professionalism come together. The Valencian Tourism Code of Ethics invites the regional government, businesses, local authorities and tourists to join and endorse these values in their respective fields of action.

The 100 recommendations compiled in this guide are yet one more indicator of the Generalitat Valenciana's commitment to achieving the SDGs. The recommendations are reflected in the 17 SDGs and a selection of 54 relevant targets for tourism, as well as in the commitments of the Valencian Tourism Code of Ethics.

VALENCIAN TOURISM CODE OF ETHICS

The Valencian Tourism Code of Ethics, published in 2017 by Turisme Comunitat Valenciana, outlines 40 commitments aimed at the regional government, tourism companies, local governments and tourists. A document that defends hospitality as a differential value, sustained by the values of cordiality, respect, inclusion, sustainability and professionalism.

700 organisations (local bodies, associations and tourism companies) have already signed the Code of Ethics and form an ecosystem that assumes the objective of instating ethics, social corporate responsibility and hospitality as attributes of the Valencian tourism proposal and as factors of cohesion for the entire tourist ecosystem.



4. How to use this guide

Turisme Comunitat Valenciana invites all destinations, regardless of size, location or management model, to contribute to the United Nations' SDGs from their competence and according to their capacities. To do this, we have edited this reference guide which offers ideas so that each destination, each with its special characteristics, may move towards a more environmentally friendly, more inclusive, more participatory, more competitive, more diverse and more egalitarian model. A total of 100 recommendations that, one by one, generate a fundamental movement towards building that society that we all wish for.

To make reading easier, we have grouped the 100 recommendations into four major plans that are framed within the municipal areas of jurisdiction: the local tourism sector, the territory, the people and governance. Each work plan is outlined, at the same time, in specific themes.

The destinations attend to their needs according to their priorities and capabilities. As the recommendations are grouped together by theme, the reader can consult each area directly, and also find other related content by performing a keyword search. This index is very useful since it allows the same problem to be addressed from different perspectives.

In order to understand how each municipal work plan adapts to the 2030 Agenda, the goals, as well as a reference to the five pillars of the 2030 Agenda (people, prosperity, planet, partnerships, and peace) have been incorporated into each block of recommendations. At the end of the recommendations section, there is a visual map that provides a summary of these connections.

Finally, there is a reference section with links to documents and resources that may be useful to the reader.



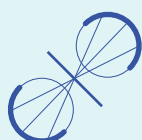
By work plans and theme

Each work plan and theme is developed independently so that destinations can use the guide according to their interests and priorities.

APP
SUSTAINABILITY
TOURISM **SDGs**
INCLUSION WELL-BEING

By keywords

It is also possible to search for a specific concept using the index which indicates on which pages each word appears.



Visual map

A visual map that allows you, at a glance, to know the scope of the themes to the five pillars of the 2030 Agenda and the aims of the SDGs.



To learn more

The digital version of this guide includes links to useful reference documents for more detailed information. By all means, feel free to share.

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5. 100 SDG recommendations for tourist destinations



































As stated in the Valencian Tourism Code of Ethics, it is the administration, tourism sector, and citizens that must be aware of, know and become involved in contributing to the SDGs of the 2030 Agenda, each at its own level and capacity. The 100 recommendations below are the first step towards a path to more respectful, tolerant and inclusive tourism.

All tourism managers know their work well, which affects the four ingredients of tourism. The **work plans** are:

- the **companies** that form the tourism sector;
- the **region**, which includes all of the attractions, infrastructures, etc.;
- the **people**, including industry professionals and the general population;
- and **governance** of the activity, which involves planning actions and coordination with the other actors involved.

The four work plans are outlined in a total of **10 themes**. There is a brief explanation provided for each theme, a collection of recommendations, objectives and the SDGs to which it contributes, corresponding to the pillars of the 2030 Agenda and the committees of the Valencian Tourism Code of Ethics.

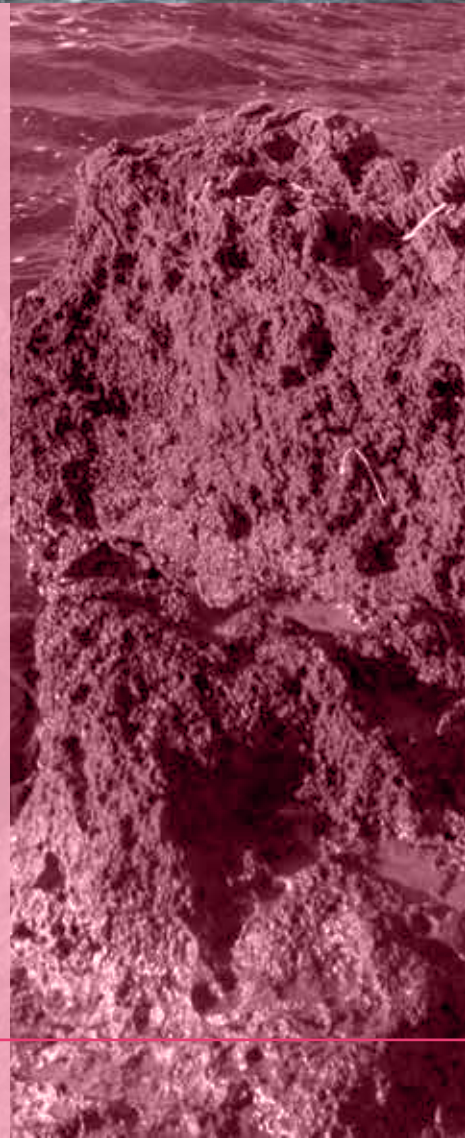
The table below shows the correlation between the four major work plans of the local tourism manager outlined in specific themes, with the SDGs to which they contribute and the pillar of the 2030 Agenda in which they are framed: the people, planet, prosperity, peace or partnerships.

WORK PLAN	THEME	SDGs	AGENDA 2030 PILLARS
THE LOCAL TOURISM SECTOR	1. Sustainable tourism integrated into the local economy Rec. 1-7	  	People and prosperity
	2. Innovation and technology to compete better and reduce impact Rec. 8-18	 	Prosperity
THE TERRITORY	3. Tourism and protection of the natural and cultural heritage Rec. 19-31	  	Planet and prosperity
	4. Efficient use of resources and responsible consumption Rec. 32-44	    	Planet and prosperity
THE PEOPLE	5. Education: creating awareness Rec. 45-56	  	People and planet
	6. Equality, inclusion, and gender in tourism Rec. 57-67	   	People and prosperity
	7. Training, professional skills, and decent employment Rec. 68-75	  	People and prosperity
TOURISM GOVERNANCE	8. Destination planning Rec. 76-81	   	Prosperity, planet, peace, and partnerships
	9. Partnerships and participation Rec. 82-88	 	Planet and partnerships
	10. Sustainable local tourism management and benchmarking Rec. 89-100	    	People, planet, prosperity, peace, and partnerships



THE LOCAL TOURISM SECTOR

SUSTAINABLE TOURISM
DEVELOPMENT TO
CREATE PROSPERITY





Tourism is an economic driver of many municipalities in the Region of Valencia and should also be a source of social prosperity. Tourism generates wealth and employment for residents and improves the municipality's ability to attract investment and infrastructure that improve the local quality of life. Its sustainability depends on its ability to serve the population's interests and make sustainable use of the resources.

In developing tourist activity, it is necessary to try to integrate it into the rest of the economic activities of the municipality. In this sense, the Valencian Tourism Code of Ethics invites the tourism sector to locally contract and supply services in order to reinforce local value chains. When tourism demands local products and services it helps to energise the destination's economy. In addition, it is an excellent strategy that gives traditional rural activities the value they deserve and helps to keep them alive.

For this to be possible, we need a dynamic, profitable tourism sector with the ability to grow; a sector capable of competing in the world with reference quality levels in the market, innovation, and technology, as required by the connected tourist and a purely digital global tourism industry.

The work plan of the Local Tourism Sector is therefore defined in two themes:

Theme 1. Sustainable tourism integrated into the local economy

Theme 2. Innovation and technology to compete better



Theme 1

SUSTAINABLE TOURISM INTEGRATED INTO THE LOCAL ECONOMY

One of the main tasks of a municipality is economic promotion. The work often involves a public-private partnership, with the participation of civil society and the business sector and coordination with supramunicipal bodies.

Tourism can act as a catalyst for the local economy, and the more tourism proposals are supported in the local economic sector, the greater their impact. Therefore, in addition to promoting the creation of businesses and tourism products, destinations must boost and support the creation of local value chains, especially in rural areas, and establish strong ties between tourism and agriculture or traditional activities.

But in order for tourism to generate wealth, it must attract tourists and offer them multiple spending opportunities at the destination. Only if there is a demand can the sector be activated and generate employment within the tourism sector and in related activities. In this sense, seasonally adjusted strategies are necessary to strengthen a sufficient tourist demand to generate prosperity.

RECOMMENDATIONS FOR DESTINATIONS

1. Promote the participation of the local tourism sector, as well as associations and activities, in product clubs promoted by Turisme Comunitat Valenciana as part of the CreaTurisme program.
2. Develop products that promote the values of artisanal fishing and protection of the marine environment by promoting collaborative agreements between specialised companies, environmental associations, and local fishermen.
3. Organise events and workshops between the owners of tourism companies and traditional productive sectors such as agriculture, handicrafts, and commerce in order to foster their integration into the local value chain of tourism by creating tourist experiences with a high degree of authenticity, such as agrotourism.
4. Reach agreements with designations of origin and business associations for the development of gastronomic tourism products, with actions such as workshops between tour operators, businesses and producers, visitor guides, insertion of points of sale of local products in tourist establishments, experiential activities, etc.
5. Organise cultural events and trade fairs for the promotion of local and seasonal products (crafts, gastronomy, agri-food products...) for participation by companies, associations, and denominations of origin. Events can be organised during low season to reduce seasonality.
6. Promote entrepreneurship and vocational training through coordinated actions with supramunicipal entities such as single sales, business incubators, expert advice, grant management, etc.
7. Participate in projects for the construction of values associated with the Comunitat Valenciana tourist brand such as the Food Tourism Network, which will promote the L'Exquisit Mediterrani brand.

TARGETS IMPACTED

Target 2.3 By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.

Target 2.4 By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality.

Target 8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalisation and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

Target 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

Target 9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans-border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.

Target 9.3 Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets

SDGs



2030 AGENDA PILLARS

People and prosperity

CREATURISME

Program for the creation and diversification of tourism products whose objective is to combat seasonality and extend the benefits of tourism to the entire territory of the Region of Valencia, especially on the inland. The program encourages the participation of the tourism sector in the development of tourist proposals through three product clubs: Cultural Mediterranean, Natural-Rural Mediterranean and Active Mediterranean. The proposals are published on the Region of Valencia's experiences website.

FOOD TOURISM NETWORK OF THE REGION OF VALENCIA: THE "L'EXQUISIT MEDITERRANI" BRAND

The Food Tourism Network aims to create and promote gastronomic experiences linked to the Mediterranean diet from a tourism perspective. The TCs (Tourism Centres) are involved in the formation of a network of public and private agents. The L'Exquisit Mediterrani brand was created to position the Region of Valencia as a reference in gastronomic tourism.

COMMITMENTS VALENCIAN TOURISM CODE OF ETHICS

Companies: Commitments 1 and 2



Theme 2

INNOVATION AND TECHNOLOGY TO COMPETE BETTER

When travelling, tourists seek unique offers with high levels of quality. And, they expect to have all of the information on their screen and their questions answered at the touch of their fingertips. Their experience encompasses everything, the physical and the digital.

Destinations and businesses are adapting the way they work to deliver increasingly personalised and innovative experiences and services, while maintaining excellent levels of service. And, if quality means meeting the expectations and needs of our tourists in this day and age, quality also extends to the digital plane.

Our world is increasingly connected and the pace of digitisation will accelerate in the coming years.

This will profoundly change tourism. Destinations are using technology with three objectives: to capture more tourists through their web portal or social networks, increase spending at destinations during visitors' stay through Apps, and manage the influx of visitors who occupy public space and use public services in the same way as the citizens.

Technology allows destinations to improve both tourism management and municipal management.

Now is the time for all of the destinations of the Region of Valencia to, to the greatest extent possible, move towards Smart Tourist Destinations (STD) within the framework of the strategy promoted by Turisme Comunitat Valenciana, through Invat-tur, as well as the frameworks promoted by the Government of Spain and the European Union.

RECOMMENDATIONS FOR DESTINATIONS

8. Develop a digital communication strategy that, based on an information system which compiles all of the tourist information of the destination, displays relevant digital content for customer profiles of the municipality through its channels: web portal, App, its own social networks and niche product portals (BTT, hiking, for example), and that of third parties.
9. Implement the Integral System of Spanish Tourism Quality in Destinations (ISSTQD) in collaboration with Turisme Comunitat Valenciana. 28 destinations already adhere to the programme.
10. Certify the resources (beaches, natural areas) and tourist services (tourist information offices, museums and interpretation centres...) of the destinations according to the models recognised by Turisme Comunitat Valenciana's Qualitur program in terms of quality, environment and/or accessibility.
11. Obtain Biosphere certification for tourist destinations. The first destination of the Region of Valencia to work on this certification is Xàbia.
12. Create and promote innovation and tourism clusters in technology parks aimed at tourism, technology and service companies, through agreements with universities.
13. Develop and present innovative projects to the Premis Turisme Comunitat Valenciana tourism awards, especially in one of the following categories: training, research, promotion, sustainability, CSR and inclusive tourism.
14. Provide hotspots for Internet access in the destinations, as they do in cities such as Valencia, Castellón or Alicante, and create awareness among tourism companies at the destination of the benefits of facilitating free Internet access via WiFi in their establishments.
15. In collaboration with the relevant competent entity, activate digital literacy programs for local tourism entrepreneurs: training, technical assistance for entrepreneurs in digital skills and innovation labs.

16. Implement the Smart Tourism Destination model (STD-CV) developed by Invat-tur.
17. Compliance of the tourist destination to the STD -CV Network promoted by Turisme Comunitat Valenciana through Invat-tur.
18. Digitalisation of beaches and natural spaces, converting them into smart spaces, as they have done at the beaches of Benidorm, Gandia and Benicàssi, within the framework of the STD -CV strategy.

SDGs



2030 AGENDA PILLARS

Prosperity

TARGETS IMPACTED

Target 8.2 *Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors*

Target 9.4 *By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.*

Target 9.5 *Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending.*

STD -CV NETWORK

Turisme Comunitat Valenciana, through Invat-tur, promotes the digital transformation of the tourism sector, and has developed a Smart Tourist Destination (STD) model. The objective of the STD -CV Network is to facilitate the transfer of knowledge between different destinations, create a framework of relationships and create synergies between destinations, companies and tourist activities within the Region of Valencia. In addition, a Smart Beach and Natural Spaces model has been developed.

QUALITUR

Qualitur promotes excellence and quality throughout the entire tourism value chain through three types of certifications: quality, environment and accessibility. The programme aims to create awareness, and provide training, and technical assistance to destinations, resources, services, and businesses.



THE TERRITORY

RESPONSIBLE TOURISM:
PROTECTION OF HERITAGE
AND THE ENVIRONMENT



A broader definition of sustainability that proposes to use resources in a way that, the ability to meet the needs and aspirations of future generations is not compromised in the long term. The Valencian Tourist Code of Ethics calls upon municipalities to commit to the development of sustainable tourism and respect for the natural and social environment. Tourism can contribute to territories' sustainability, and very effectively since tourists are already increasingly aware of the need to conserve the environment and they prefer responsible modes of consumption.

The degree of conservation of the natural environment, its landscape value or the quality of its waters are extremely enticing to tourists. In many municipalities, especially in rural areas, tourism offers many possibilities to enjoy the natural environment.

The protection of the environment is not limited to the natural environment but also encompasses the preservation of cultural heritage, both the historical-artistic legacy and traditional uses and customs, which builds the identity of a destination. Once again, today's tourists - eager for new experiences, who value authenticity above all - are an ally for the recovery, conservation, and promotion of lifestyles of the past, with its festivals, recipes, techniques, monuments, language, and landscapes.

On the other hand, destinations must manage the negative impacts of tourism on the territory. Tourism puts great pressure on basic resources such as water, and city councils should guide their efforts to build a culture of responsibility for the use of such resources. While much progress has been made in the area of environmental awareness over the past decade, much work remains to be done within and outside the tourism sector.

The Territory's work plan is defined in two themes:

Theme 3. Tourism and protection of the natural and cultural heritage

Theme 4. The efficient use of natural resources and responsible consumption



Theme 3

TOURISM AND PROTECTION OF NATURAL AND CULTURAL HERITAGE

Municipalities plan and manage their territory and tourism is one of the economic activities that needs to be managed to ensure that space is used sustainably. This will allow the municipality to project the tourist infrastructures and services necessary to support an activity that makes use of the natural environment or the heritage of the place.

The protection of natural, cultural and ethnographic heritage requires a permanent conservation effort that must be carried out in coordination with the competent authorities at all levels of government.

For municipalities that have protected natural spaces, this means working in coordination with the space managers to develop a governance system and a clear delimitation of the permitted activities.

Probably the greatest threat to heritage is a lack of awareness, because we do not value what we do not know. On the one hand, residents themselves must be aware of the value of their heritage, strengthen social ties and a sense of ownership, belonging and local pride. Visitors require information and interpretation that helps them, not only understand the destination, but also helps them to appreciate it, and this local identity must be present in every tourist proposal (rural, cultural, nature, etc.) that the destination puts on the market.

RECOMMENDATIONS FOR DESTINATIONS

19. Implement projects for the signage, interpretation, and dissemination of cultural and natural heritage and deploy the necessary infrastructure for the development of sustainable tourism opportunities such as viewpoints, observatories, etc.
20. In destinations with protected natural areas and bird protection areas (SCI, SPA or NP), develop bird watching guides and provide observatories in strategic locations in coordination with the competent environmental ministry, adding the destination to the Strategic Plan for Birdwatching Tourism.
21. Produce innovative interpretive resources such as virtual tours and augmented reality in historic centres and iconic buildings.
22. Organise activities in collaboration with relevant councils to disseminate the cultural and natural values of the destination such as contests for children and photography and painting contests for adults, guided tours of the tourist destination aimed at the resident population.
23. Organise festivals, shows, and concerts aimed at tourists and residents that value the cultural manifestations associated with the musical heritage, such as concerts by traditional bands and traditional dance shows.
24. Develop heritage management plans, assessing their load capacity and potential uses, applying, if appropriate, the tourism product management plans promoted by Turisme Comunitat Valenciana (Rock Art, Iberian Culture, Border Territory, Industrial Heritage, etc.). Local managers also have tools such as recommendations to develop municipal heritage management plans published by the Spanish Federation of Municipalities and Provinces (SFMP).
25. Reach agreements with associations, federations, the competent rural and natural environmental authority, and other organisations for the conservation and maintenance of hiking trails and their interpretation. These actions may include the production of physical and downloadable information media for travellers or awareness campaigns on the responsible use of the natural environment during the practice of outdoor and mountain sports.

26. Conduct awareness days for companies that conduct their activities in natural environments and disseminate good environmental practices between the private sector and the citizens, and reduce the impact of tourist activity on natural ecosystems such as mountains, seas, rivers, and reservoirs.
27. Conduct training sessions and guided tours aimed at the customer service personnel of tourism companies and public tourism services on the values of the destination (cultural, natural, ethnographic, etc.)
28. Promote the Parcs Naturals certification of the Region of Valencia in tourist municipalities with specialised nature tourism companies that operate in the Natural Parks.
29. Implement training and create awareness for the incorporation of landscape values in the conceptualisation of destinations and tourism product development in the territory, taking the Valencian Tourist Landscapes initiative as a reference.
30. Submit nominations for the declaration of local festivals as Festivals of Tourist Interest in the Region of Valencia according to the procedure provided for in Decree 119/2006 of 28 July, and as Festivals of Tourist Interest at the national level, such as Moors and Christians of Alcoi, l'Anunci i el Sexenni of Morella or the Tomatina of Buñol.
31. Submit nominations for the international recognition of the destination based on its unique attributes, such as Dènia as a Creative City of Gastronomy by UNESCO.

TARGETS IMPACTED

Target 6.6 By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.

Target 11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage.

Target 15.1 By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.

Target 15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

Target 15.a Mobilise and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems.

SDGs



2030 AGENDA PILLARS

Planet and prosperity

VALENCIAN TOURIST LANDSCAPES

Turisme Comunitat Valenciana, in collaboration with the University of Valencia, has developed the Landscape Strategy: Valuable and Valued Valencian landscapes, with the aim of formulating sustainable tourist strategies in which the landscape serves as an essential tourist resource that must be valued and managed, and as an inspiration for new tourist experiences.

COMMITMENTS VALENCIAN TOURISM CODE OF ETHICS

Local administration: Commitment 3

Valencian Regional Government:
Commitments 1 and 2

Companies: Commitments 4 and 5

Tourists: Commitments 6 and 7



Theme 4

EFFICIENT USE OF RESOURCES AND RESPONSIBLE CONSUMPTION

Sustainable tourism management requires a continuous effort by the destination and the tourism sector to reduce the impact of tourism activity on the natural environment, resources and citizen space, and to combat climate change.

An efficient use of basic resources such as water or energy must be made. Destinations should encourage tourism companies to work in a way that is respectful to the environment and to achieve some of the existing environmental certifications. Along the same lines, the municipality can act in the same way with respect to the public space, for example with intelligent lighting; in this sense technology offers many tools for more efficient and sustainable municipal management.

The other side of responsible consumption lies in the reduction of waste and its correct management. Municipalities across Europe are pushing for measures based on the precepts of a circular economy. Once again, a great effort must be invested in raising awareness among the sector, citizens and tourists in order to generate a real change in the behaviour of all.

RECOMMENDATIONS FOR DESTINATIONS

32. Update the existing tourism infrastructure and implement technological tools to monitor water consumption and improve energy efficiency such as the use of sensors in public tourist buildings (museums, tourist offices, etc.), street lighting, and irrigation systems for gardens and green areas.
33. Promote town and city councils' transition to energy consumption that is 100% from renewable energies.
34. Apply environmental criteria in future public mobile park renovations to move towards a clean public transport system.
35. Manage the sector's request for aid and subsidies in coordination with the government department responsible for climate change, which manages EDRF funds dedicated to the fight against climate change.
36. Integrate profiles with knowledge in environmental management, energy efficiency, renewable energy, and circular economy into the municipal management team.
37. Conduct events to create awareness and for the dissemination of recommendations and good practices for companies in the sector, in collaboration with sectoral associations, to promote the efficient use of water, reduction of energy consumption, waste management, and a circular economy.
38. Implement coordinated actions to reduce food waste in collaboration with hospitality industry associations and the government departments responsible for the environment and climate change.
39. Promote quality, environmental and/or accessibility certifications among the local tourism sector, under the models recognised by Turisme Comunitat Valenciana's Qualitur program.
40. In coastal municipalities, promote the Blue Flag certification of the European Environmental Education Foundation for beaches and ports.

41. Create campaigns in collaboration with the tourism sector to raise awareness of the need for the sustainable consumption of water and energy in hotels and restaurants and for the reduction of food waste.
42. Develop a municipal waste management policy that promotes recycling.
43. Organise activities in collaboration with civic partnerships to involve the resident population and visitors in the maintenance and cleaning of public spaces, beaches, parks, etc.
44. Organise workshops aimed at the City Council and the sector to promote the measurement of the carbon footprint of the destination and set targets for its reduction, in collaboration with the Centre for Environmental Education of the Region of Valencia (CEERV) and Turisme Comunitat Valenciana.

TARGETS IMPACTED

Target 6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity Goal.

Target 7.2 By 2030, increase the share of renewable energy from all energy sources.

Target 7.3 By 2030, double the global rate of improvement in energy efficiency.

Target 8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead.

Target 12.1 Implement the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries.

Target 12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.

Target 12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

Target 14.2 By 2020, sustainably manage, and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience and take action for their restoration, to achieve healthy and productive oceans.

SDGs



2030 AGENDA PILLARS

Planet and prosperity

COMMITMENTS VALENCIAN TOURISM CODE OF ETHICS

Companies: Commitment 1

Tourists: Commitments 2 and 3

A black and white photograph of a boat on a river. In the foreground, the backs of two people's heads are visible as they look out over the water. The river is flanked by tall reeds on the left and trees on the right. In the distance, another boat is visible on the water. The sky is filled with scattered clouds. A semi-transparent purple rectangle is overlaid on the bottom left of the image, containing the text.

THE PEOPLE

TOURISTS, WORKERS,
BUSINESS OWNERS,
PUBLIC MANAGERS
AND CITIZENS



Public policies must be made for people: to improve quality of life, to create decent employment, to ensure the well-being and coexistence of citizens, and to reduce inequalities. Truly sustainable development will not be possible if we do not place people—citizens, business owners, workers, tourists— at the centre of each decision.

Putting people first means that we can no longer develop tourism at all costs, we must do so in a sustainable way, because this is the planet we will leave for our children. This also means that it is not enough to create jobs, but jobs with decent conditions for men and women, young and old, and the most vulnerable. It is not a matter of attracting more and more tourists, but about managing flows and making tourism compatible with citizens' life. Taking on the SDGs on a day-to-day basis requires stopping to think about how each decision will affect the people. And it is everyone's responsibility: Town Halls and associations of municipalities, companies and workers. Because a big change is the sum of small decisions.

But it is not enough. The discrimination suffered by women, youth and groups at risk of exclusion when accessing or maintaining employment in the tourism sector must be addressed with specific measures. This also includes the discrimination that our visitors may suffer because of their abilities, lifestyle, race or nationality, for example. If we want the Region of Valencia to be synonymous with hospitality and sociality, as advocated by the Valencian Tourism Code of Ethics, we must break down all of the barriers that prevent us from moving towards equality and inclusion.

This work plan is defined in three themes:

Theme 5. Education: creating awareness

Theme 6. Equality, inclusion and gender in tourism

Theme 7. Professional skills and decent work



Theme 5

EDUCATION: CREATING AWARENESS

Achieving the SDGs requires the participation of the largest number of individuals and organisations.

The United Nations makes a specific appeal to the local government, the administration closest to citizens and businesses, and which best knows their problems and needs.

One of the greatest efforts to be made is precisely to raise awareness among all collectives, of the importance of committing to a sustainable tourism model from an environmental, economic and social point of view. This vision must be known and shared by all, and awareness campaigns are very effective in achieving involvement with the sustainable tourism project of the municipality.

Awareness raising can be directed at the owners of tourism companies, workers, citizens of all ages and conditions, town and city council employees and tourists.

The aim is to encourage positive behaviours, prevent unwanted behaviours and foster collaborative networks. There is a wide variety of formats for awareness actions (talks, workshops, contests, events, etc.), and the content and approach of each action must be adapted to the group to which it is directed, bringing it closer to its reality for a clear and exciting message.

RECOMMENDATIONS FOR DESTINATIONS

45. Promote the adherence of destinations to the Valencian Tourism Code of Ethics, reflecting the commitment of a municipality to these values.
46. Promote the adherence of destinations to the Valencian Agreement on Sustainable Development and encourage business associations to declare their commitment to it.
47. Promote the adherence of the destination to the Partnership for the Sustainable Development of Cities, which includes information and awareness campaigns on the 17 SDGs in the municipalities together with to the Valencian Federation of Municipalities and Provinces, and the Spanish Network of Cities for the Climate.
48. Promote actions in favour of sustainable tourism in the framework of the networks of municipalities in favour of sustainability promoted by different institutions at the provincial, regional and state levels.
49. Disseminate information regarding the local action agenda in favour of the SDGs with supramunicipal entities, especially associations of municipalities, to generate synergies with other neighbouring municipalities and make presentations on the agenda to make it known to the destination management team and different departments in the Town and City Halls.
50. Encourage the registration of public workers and council officials for training on the SDGs and 2030 Agenda.
51. Conduct awareness days, in collaboration with industry associations, aimed at tourism companies and public tourism services on how to build a sustainable tourist destination, communicating the destination SDG agenda to achieve its membership.
52. Promote training programs for business owners and workers in the sector for the dissemination of the Code of Ethics and the values of hospitality and sustainability in the provision of services, in collaboration with Turisme Comunitat Valenciana.

53. Coordinate the organisation of workshops in conjunction with Turisme Comunitat Valenciana to raise awareness of the Hospitalidad Mediterrànea program, which has reached more than 60 municipalities and more than 5,000 people.
54. Conduct awareness-raising campaigns aimed at citizens in favour of sustainable tourism with information on the projects promoted by the municipality with the aim of generating positive attitudes towards tourism and improve the coexistence between tourists and residents.
55. Conduct awareness campaigns aimed at tourists focused on topics such as respect for the customs of the destination, cleanliness, rest time, and reducing uncivil behaviours.
56. Encourage companies to incorporate their progress in terms of sustainability in their annual reports and promote the awarding of prizes to tourism companies for the implementation of sustainable initiatives, experiences based on local values, etc.

TARGETS IMPACTED

Target 4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

Target 12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

Target 12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

Target 13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning SDGs

SDGs



2030 AGENDA PILLARS

People and planet

MEDITERRANEAN HOSPITALITY PROGRAMME

The Mediterranean Hospitality programme promotes hospitality as an added and differential value of tourism in the Region of Valencia. Through training sessions and awareness campaigns throughout the territory, a welcome culture is instilled in business owners and workers in the tourism sector, as well as the resident population.

COMMITMENTS VALENCIAN TOURISM CODE OF ETHICS

Local administration: Commitment 1

Companies: 6 and 8

Tourists: Commitments 3, 4, 5 and 7



Theme 6

EQUALITY, INCLUSION AND GENDER IN TOURISM

The tourism sector is deeply dependent on human capital.

Tourism employs men and women, with different profiles and qualifications. But the opportunities are not the same for everyone.

The 2030 Agenda has made a call to break down the barriers that prevent women, young people and disadvantaged groups to participate in equal conditions in society and economic activities. The causes of exclusion are multiple: gender, socioeconomic level, race, origin, sexual orientation, disability, level of training, etc. In tourism, they affect the ability to access employment and decent work, or to achieve funding or assistance to start a business.

But we must also attack the discrimination against tourist groups that threatens the hospitality values defended by the Valencian Tourism Code of Ethics.

It is important to go to the root of the problem, to the attitudes that perpetuate the discrimination. We must raise awareness among business owners, the administration and society itself of the need to eradicate any practice that undermines the dignity of people, both in the workplace and in the social sphere.

RECOMMENDATIONS FOR DESTINATIONS

57. In collaboration with social agents, business associations and the competent labour authority, organise awareness campaigns aimed at tourism companies focused on identifying and stopping practices that threaten equality, diversity and inclusion for any reason and against harassment in the tourism sector.
58. In collaboration with social agents, business associations and the competent labour authority, organise awareness campaigns aimed at tourism companies focused on identifying and stopping practices that threaten equality, diversity and inclusion for any reason and against harassment in the tourism sector.
59. Formulate, in collaboration with the service responsible for training and employment of the Generalitat, labour reintegration, training, guidance and counselling programs that promote the inclusion of individuals in vulnerable situations, women, youth and people with functional diversity in the tourist activity.
60. Encourage the participation of women on all levels of local tourism management.
61. Include social clauses in the public procurement carried out by the Town or City Council, to promote the employment of people in situations of vulnerability or exclusion.
62. Develop women's entrepreneurship programs in tourism, especially in rural areas, where there is a high unemployment rate among women. Programs can focus on providing training and advice on the management of rural accommodations, hospitality training, new technologies, digitalisation of SMEs in tourism, etc.
63. In collaboration with Turisme Comunitat Valenciana and the associations of vulnerable groups, organise workshops and training sessions aimed at customer service personnel to reinforce hospitality messages and non-discriminatory treatment for all tourists, as well make a commitment to non-sexist or stereotype-based advertising.

- 64. Apply the good practices of accessible tourism manual developed by Turisme Comunitat Valenciana in collaboration with Predif: adapt guides and ad-hoc material, inform and make establishments aware of accessibility standards, train tourism companies in functional diversity, etc.
- 65. Promote inclusive parties and special actions so that residents and tourists can participate in local events in equal conditions.
- 66. Promote the development and implementation of universal accessibility plans in businesses, spaces and tourism resources.
- 67. Implement the Destination and Accessible Beaches program of Turisme Comunitat Valenciana, which, for example, allows tourists accessible enjoyment of the Canyons of the Júcar River or the Ojos Negros Greenway.

TARGETS IMPACTED

Target 1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definition.

Target 5.1 End all forms of discrimination against all women and girls everywhere.

Target 5.5 Ensure the full and effective participation of women and equal opportunities for the solution to all levels of decision-making in political, economic and public life.

Target 5.b Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.

Target 5.c Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.

Target 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

Target 10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

Target 10.4 Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.

SDGs



2030 AGENDA PILLARS

Prosperity and people

COMMITMENTS VALENCIAN TOURISM CODE OF ETHICS

Local administration: Commitment

1 Tourists: Commitments 3 and 4



Theme 7

TRAINING, PROFESSIONAL COMPETENCIES AND DECENT EMPLOYMENT

For many municipalities tourism is a vital source of employment for the local economy. The hotel industry generates many jobs, but this employment is often seasonal and of low quality, which negatively results in the perception of work in the tourism sector.

Dignifying tourism work requires not only policies that ensure quality of employment and access to it in equal conditions. This is reflected in Spain's National Plan for Decent Work and the Valencian Tourism Code of Ethics. But it is also necessary that those who work in tourism do so with professionalism, vocation of service and a spirit of hospitality. Therefore, workers in the sector must possess the professional skills and competencies that their work demands and that the client expects.

A competitive sector needs skilled workers. Municipal employment policies must establish collaborative relationships with the competent regional authorities, such as Turisme Comunitat Valenciana through the Network of Tourism Centres (CT), Invat-tur, or the competent employment service.

RECOMMENDATIONS FOR DESTINATIONS

68. Conduct an analysis with industry associations of the professional profiles demanded and the training needs of the personnel of the tourism sector.
69. Maintain coordination with the TC Network for the provision of training courses aimed at professionals in line with the identified needs.
70. In tourist municipalities, maintain coordination with public vocational training centres to adapt the curriculum for educational programs related to the tourist activity (hospitality, cooking, catering, hotel management, tourist quality, etc.) to the shortcomings of the destination.
71. Promote contracts for paid internships in the companies of the destination for students of the TC Network, vocational training centres and higher education institutions.
72. Manage the application for grants and scholarships for the professional training of tourism sector workers residing in the municipality.
73. In collaboration with the Generalitat's service responsible for training and employment and educational institutions, organise courses in tourism skills and languages for the youth and unemployed.
74. In collaboration with the Generalitat's service responsible for training and employment and educational institutions, organise courses in tourism skills and languages for the youth and unemployed.
75. Promote ethical public procurement, including tenders in which the Town or City Council promotes social criteria related to inclusion and labour rights.

TARGETS IMPACTED

Target 4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

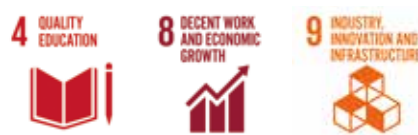
Target 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

Target 4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations

Target 8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value

Target 9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries

SDGs



2030 AGENDA PILLARS

People and prosperity

TOURISM CENTER (TC) NETWORK

The network of Tourism Centres offers specialised training resources in tourism for destinations and companies throughout the territory. The TC Network includes eight physical centres, two new centres in the works, an indoor TC and the TC e-training platform.

COMMITMENTS VALENCIAN TOURISM CODE OF ETHICS

Valencian Autonomous Government:
Commitments 1 and 2

Companies: Commitment 3



TOURISM GOVERNANCE

360° COLLABORATION
AND LOCAL
MANAGEMENT

Governance

1. Art or way of governing that aims to achieve lasting economic, social and institutional development, promoting a healthy balance between the State, civil society and the market economy.

Royal Spanish Academy



In a broad sense, tourism governance caters to the formulas of participation of the tourism system - political powers, institutions, private sector and civil society - in all of the processes concerned with tourism management.

In the Region of Valencia, the competencies are distributed, and sometimes co-managed, between the municipalities, associations of municipalities, the councils and the Generalitat Valenciana, as well as the public-private organisations that, with different legal forms, assume competencies mainly for the promotion and provision of tourist services. It is therefore necessary to identify not only the competencies of each party, but also the administrative level best able to address each issue.

Governance involves the joint responsibility of all and goes beyond the local sphere of competency. Tourism is an activity that is part of the dynamics of the city or destination and, therefore, it is affected by the legislation, planning and the set of supramunicipal policies that govern the territory.

Joint responsibility means finding frameworks with other administrations and institutions in which objectives, resources and budgets can be shared. Thus, destinations must promote institutional agreements that reflect the shared commitment to the development of sustainable tourism, meeting and balancing of needs and objectives of institutions, companies and citizens. And to go a step further, achieving partnerships with the private sector and developing a shared vision with the citizens of the tourist model of the destination.

Tourism governance is defined in three themes:

Theme 8. Destination planning

Theme 9. Partnerships and participation

Theme 10. Sustainable local tourism management and benchmarking



Theme 8

DESTINATION PLANNING

Public tourism policies address the set of plans, projects, procedures and standards that destinations must implement in order to achieve sustained, inclusive and sustainable tourism growth that is compatible with the 2030 Agenda.

Law 15/2018, of 7 June, on Tourism, Leisure, and Hospitality of the Region of Valencia, indicates that destinations must promote their own sustainable tourism model, and place the focus on planned development

tourism ethics. This vision is shared by the Valencian Tourism Code of Ethics.

The Plan for Tourist Spaces of the Region of Valencia shows how tourism supports the Region of Valencia, and the importance of devising formulas that make tourism an element that creates economic and social ties throughout the territory.

Planning is responsible for drawing a clear vision of the desired future and projecting how to achieve it. This vision is different at each destination, and depends to a large extent on the relative weight of tourism in the municipality's economy. In short, it is a matter of integrating sustainability in a broad sense in the tourism and territorial development agendas of the municipalities.

RECOMMENDATIONS FOR DESTINATIONS

76. Develop a sustainable tourism strategy for the municipality or, where appropriate, for a association of municipalities, aligned with the 2030 Agenda. Turisme Comunitat Valenciana in conjunction with associations of municipalities and councils has developed different revitalisation and tourism governance plans throughout the Region. In addition, the municipalities have tools such as the Guide for the Elaboration of Territorial Development Plans for Tourism developed in collaboration with the University of Valencia.
77. Participate, from a tourism perspective, in the elaboration of projects for Integrated Urban Development Strategies (IUDS). Sagunto developed a proposal for the enhancement of its historical-artistic, archaeological and industrial heritage to develop cultural tourism.
78. Develop diversified tourism projects that integrate elements throughout the territory and that contribute to establishing links between urban centres and natural and rural areas, providing the territory with infrastructures and joint services. The Ruta de la Seda, Territorio Borgia, Ruta del Grial and Camins de Dinosaurios product clubs are a good example of this.
79. In municipalities with protected natural areas, participation in the Board of Directors to implement proposals for sustainable tourism development.
80. Develop plans and approve ordinances to recover urban areas that define the permitted uses, manage the urban image and offer incentives to recover buildings and create a tourism offering.
81. Integrate tourism in the design of resilient and sustainable urban management plans of the municipality, incorporating aspects such as the prevention of speculation, the protection of natural environments and the coexistence between economic and social uses of space.

TARGETS IMPACTED

Target 11.a Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning.

Target 11.b By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels.

Target 13.2 Integrate climate change measures into national policies, strategies and planning

Target 16.b Promote and enforce non-discriminatory laws and policies for sustainable development

Target 17.14 Enhance policy coherence for sustainable development

SDGs



2030 AGENDA PILLARS

Prosperity, planet, peace and partnerships

TOURISM RESOURCE MANAGEMENT PLANS (TRMP)

Article 27 of the Law on Leisure, Tourism and Hospitality of the Region of Valencia states that TRMPs may be incorporated into the General Urban Development Plan (GUDP) and adapt the current urban regulations to the specific management regulations with respect to resources and areas of tourism planning.

GUIDE FOR THE ELABORATION OF TERRITORIAL DEVELOPMENT PLANS FOR TOURISM

This guide, developed by the University of Valencia, accompanies municipalities in the process of strategic planning for tourism, offering guidelines for the development of analysis, positioning, action programs and measurement of results.

REVITALIZATION AND TOURISM GOVERNANCE PLANS

Turisme Comunitat Valenciana offers tourist destinations technical support in the definition of tourism development models and the projection of growth and governance strategies.

COMMITMENTS VALENCIAN TOURISM CODE OF ETHICS

Local government: Commitments 4 and 5

Valencian Autonomous Government:
Commitments 1 and 2



Theme 9

PARTNERSHIPS AND PARTICIPATION

Tourism management can be carried out from the City and Town Halls or, in the most consolidated destinations, through public-private management entities that mainly provide tourism services and are responsible for promotion, or what is known as destination marketing or management organizations (DMMO).

The municipality is first to participate in the management of local tourism, followed by the participation of all of the local agents. This requires partnerships with the participation of the Generalitat Valenciana, through

Turisme Comunitat Valenciana, and supramunicipal entities such as associations of municipalities, consortia and local councils. The destinations exercise their own competencies and make use of the capacities of other administrations and the different private actors so that this planning may include the maximum information, consensus and guarantees of success. This collaborative approach is reflected in the Valencian Tourism Code of Ethics.

Finally, it is important to have citizens' opinion about an activity such as tourism that takes place in public spaces and affects multiple areas such as urban planning or public services.

The municipalities of the Region of Valencia should facilitate the integration of tourism into local management and promote citizen collaboration and participation in decision-making processes in the tourism sector.

RECOMMENDATIONS FOR DESTINATIONS

82. Constitute a public-private tourism management entity. If this is not viable, create a consultative and participatory body that regularly brings representatives together from all of the key public and private tourism agents in the municipality.
83. Establish working groups within the Town and City Councils between tourism and related areas such as urban planning, commerce, etc. for joint decision making in all aspects that affect tourism activity.
84. Establish tourism areas in associations of municipalities and other supramunicipal entities.
85. Make agreements with Turisme Comunitat Valenciana, and the competent local and provincial councils to launch initiatives in favour of sustainable tourism development, in accordance with the spirit and regulations of the Tourism, Leisure, and Hospitality Law.
86. Incorporate citizen consultation and participation actions into the development processes of the plans that regulate the tourist activity of the municipality such as public presentations, workshops, ideas contests, etc.
87. Develop technological tools such as Apps or use existing channels such as Facebook to facilitate citizen participation and direct communication, with suggestion mailboxes, attention to questions, claim management, etc.
88. Involve large companies in cultural and sporting events and tourism projects of the municipality through its Corporate Social Responsibility (CSR) programs for sponsorship, co-branding, etc.

TARGETS IMPACTED

Target 12.a Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production.

Target 17.3 Mobilize additional financial resources for developing countries from multiple sources.

Target 17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries.

Target 17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Target 17.18 By 2020, enhance capacity-building support to developing countries, including for least developed countries and small island developing States, to increase significantly the availability of high-quality, timely and reliable data disaggregated by income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts.

SDGs



2030 AGENDA PILLARS

Planet and partnerships

COMMITMENTS VALENCIAN TOURISM CODE OF ETHICS

Valencian Autonomous Government:
Commitments 1 and 8

Companies: Commitment 4



Theme 10

SUSTAINABLE LOCAL TOURISM MANAGEMENT AND BENCHMARKING

To implement the SDGs of the 2030 Agenda at the local level the municipal action itself must be developed according to values such as institutional efficiency and transparency, the defence of equality and, obviously, the protection of natural and cultural heritage, as proposed by the Valencian Tourism Code of Ethics. We must also benchmark. Municipalities should identify how to contribute to the SDGs, set targets, monitor and, as far as possible, quantify progress.

Tourism management must be responsible for promoting tourism and also anticipating, preventing and managing the potential negative impacts of activity, such as saturation. Tourism takes place in citizens' space, so it affects and is affected by other areas of municipal action such as basic public services (cleaning, lighting, security, etc.), land management or the provision of cultural and sporting infrastructure, for example. Therefore, to promote the contribution of tourism to the SDGs, it is necessary to go beyond a strictly tourist vision to work at the local level of action.

RECOMMENDATIONS FOR DESTINATIONS

89. Publish documents of interest to citizens on the destination's web portal such as current plans, proposed projects, budgets, SDG agendas on tourism and reports related to tourism management.
90. Incorporate data related to tourism activity to the open data portals of the city.
91. Develop a basket of indicators to quantify the contribution of tourism in the municipality to the SDGs.
92. In smart destinations, integrate the city platform or develop smart dashboards that enable the monitoring of key tourism indicators such as seasonal fluctuations in demand, arrivals, tourist spending, visits to places of interest, etc. that measure the results of tourism with the objective of improving tourism management and quantifying the pressure of tourism on municipal services.
93. Implement sustainable tourism mobility plans.
94. Develop and promote tourism itineraries in areas of lower tourist saturation with the aim of alleviating the excessive concentration of visitors at specific points of the destination.
95. In smart destinations, implement technological tools for the management of tourist flows with the objective of decongesting areas with the highest influx of visitors, through the installation of sensors, development of Apps and implementation of intelligent tourist signage. Turisme Comunitat Valenciana has prepared, in the framework of the Digital Transformation strategy, the study "Facing the challenges of overtourism in heritage and natural destinations through Open/Big Data within the framework of the European Herit-Data project", which studies how to apply Big Data technology in tourism management.
96. Monitor and control the illegal offer of tourist accommodations, especially in urban areas, to prevent possible conflicts with the residents.
97. Deploy sports infrastructures and organise events that promote well-being for residents and citizens, specializing the destination in the niche of sports tourism.

98. Conduct campaigns to promote healthy leisure, the responsible consumption of alcoholic beverages and the prevention of behaviours that endanger road safety.
99. Incorporate sustainability criteria in public procurement in the area of tourism.
100. Develop risk maps for the municipality, establish protocols for action in disaster situations and disseminate them to citizens, business owners and workers in the tourism sector.

TARGETS IMPACTED

Target 9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes with all countries taking action in accordance with their respective capabilities.

Target 12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities.

Target 12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.

Target 16.6 Develop effective, accountable and transparent institutions at all levels.

Target 16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

Target 17.19 By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in developing countries.

SDGs



2030 AGENDA PILLARS

People, planet, prosperity, peace and partnerships

INTERVENTION PLANS IN TOURIST AREAS (IPTA)

In accordance with article 27 of the Law on Leisure, Tourism and Hospitality of the Region of Valencia, municipalities may use the IPTAs to delimit saturated or mature tourist areas and “establish the maximum global population density, total number of accommodation facilities, set their size and characteristics and establish minimum or maximum surface areas, volumetry, buildable and equipment parameters.”

COMMITMENTS VALENCIAN TOURISM CODE OF ETHICS

Valencian Autonomous Government:
Commitments 1, 2, 4

Companies: Commitment 3



Visual map

This visual map shows the connection between the four work plans of municipal tourism management including the 10 themes described and the 100 recommendations; on the other hand, it lists the 17 SDGs, 54 targets and five pillars of the 2030 Agenda.

THEMES

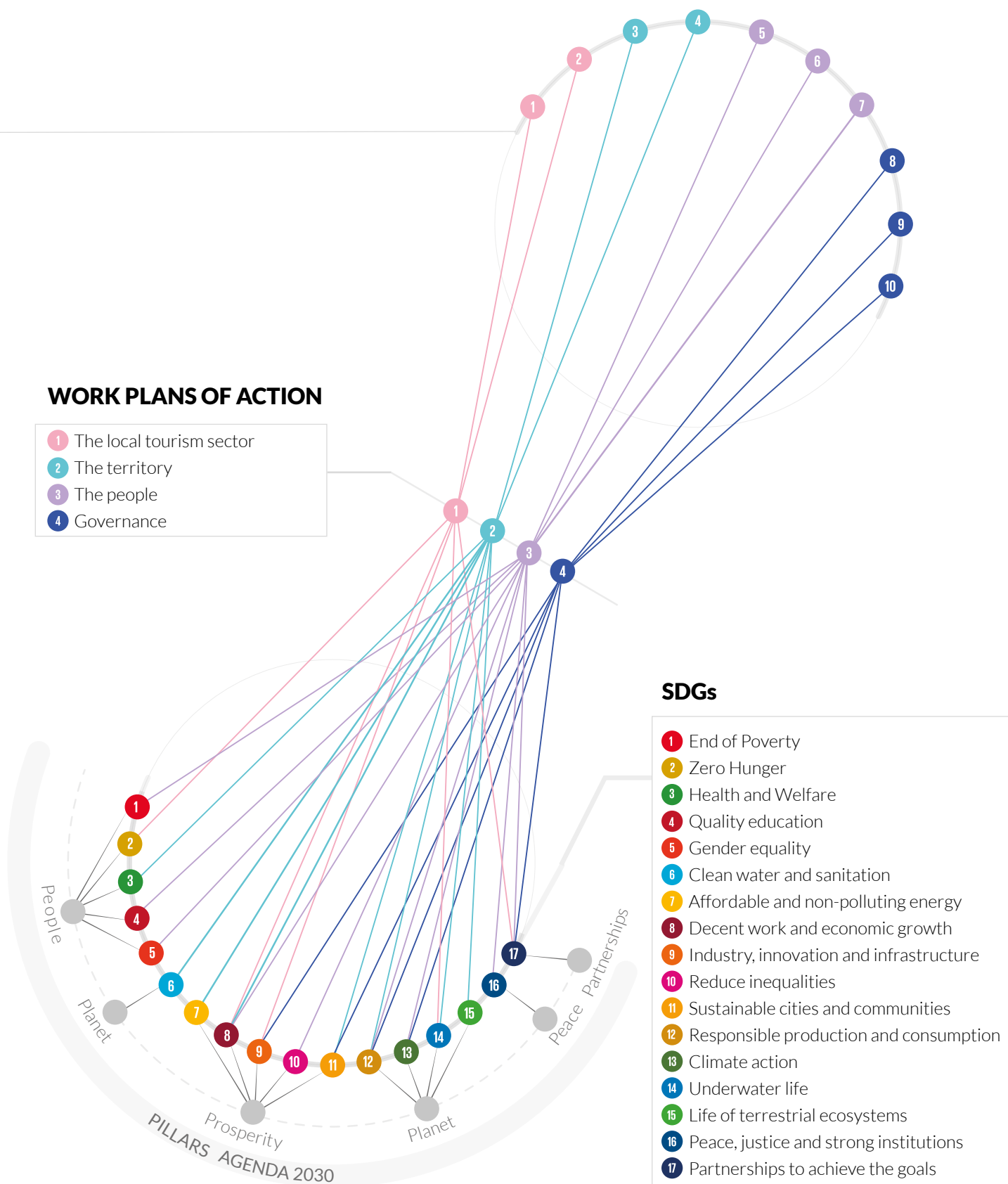
- **1. Sustainable tourism integrated into the local economy**
 - Keywords: local value chains, rural environment, economic promotion.
 - Recommendations 1-7
- **2. Innovation and technology to compete better**
 - Keywords: competitiveness, quality, travel itinerary, digitisation, STD.
 - Recommendations 8-17
- **3. Tourism and the protection of natural and cultural heritage**
 - Keywords: sustainability, conservation, heritage, natural environment.
 - Recommendations 18-29
- **4. Efficient use of resources and responsible consumption**
 - Keywords: energy efficiency, waste, certification, circular economy.
 - Recommendations 30-42
- **5. Education: creating awareness**
 - Keywords: environmental awareness, shared vision, collaboration.
 - Recommendations 43-55
- **6. Equality, inclusion and gender in tourism**
 - Keywords: exclusion, discrimination, equality, accessibility, disability, women.
 - Recommendations 56-67
- **7. Training, professional skills and decent employment**
 - Keywords: human capital, decent employment, equality, hospitality, training.
 - Recommendations 68-75
- **8. Destination planning**
 - Keywords: plan, project, coordination, development agenda, governance.
 - Recommendations 76-81
- **9. Partnerships and participation**
 - Keywords: managing body, association of municipalities, council offices, Generalitat Valenciana, local management.
 - Recommendations 82-88
- **10. Sustainable local tourism management and benchmarking**
 - Keywords: efficiency, local management, public services, indicators.
 - Recommendations 89-100

WORK PLANS OF ACTION

- 1 The local tourism sector
- 2 The territory
- 3 The people
- 4 Governance

SDGs

- 1 End of Poverty
- 2 Zero Hunger
- 3 Health and Welfare
- 4 Quality education
- 5 Gender equality
- 6 Clean water and sanitation
- 7 Affordable and non-polluting energy
- 8 Decent work and economic growth
- 9 Industry, innovation and infrastructure
- 10 Reduce inequalities
- 11 Sustainable cities and communities
- 12 Responsible production and consumption
- 13 Climate action
- 14 Underwater life
- 15 Life of terrestrial ecosystems
- 16 Peace, justice and strong institutions
- 17 Partnerships to achieve the goals





6. To learn more

Below is a list of reference documents that appear throughout the document to give readers more detailed information on the most relevant topics in their municipality.

REGION OF VALENCIA

- Law 15/2018, of 7 June, of the Generalitat, on tourism, leisure, and hospitality of the Region of Valencia.
- Valencian Tourism Code of Ethics. For responsible and sustainable tourism.
- Partnership for the Sustainable Development of Cities in the Region of Valencia. January 2016.
- Sustainable Development Goals: Informative Guide for Civil Society Organisations.
- The Region of Valencia and implementation of the SDGs at the local level: A Community committed to Cooperation and the 2030 Agenda for Sustainable Development. May 2016.
- Roadmap for cities and towns in the Region of Valencia. February 2017.
- Map for monitoring the achievement of the Sustainable Development Goals in the Region of Valencia December 2017.
- Articulation, implementation and commitment for the fulfilment of the 2030 Agenda and the Sustainable Development Goals in the Region of Valencia. April 2018.
- SDGs and the Private Sector: Action Opportunities in the Region of Valencia. January 2019
- Cartography of the SDGs in the Administration of the Generalitat Valenciana
- Turisme Comunitat Valenciana's services for municipalities

- The Parcs Naturals Brand of the Region of Valencia
- Environmental Education Centre of the Region of Valencia
- Pla nonprofit against food waste
- Indicators of the Strategy for Climate Change and Energy of the Region of Valencia
- Valencian Tourism Landscapes

SPAIN

- Action plan for the implementation of the 2030 Agenda. Towards a Spanish Sustainable Development Strategy.
- Spanish Global Compact Network.
- Spanish Network for Sustainable Development.
- The private sector in face of the SDGs: Practical guide for action. Spanish Global Compact Network.
- Municipal management of historical-cultural heritage - SFMP.
- Guide for sustainable government procurement.

UNITED NATIONS

- 2030 Agenda, Sustainable Development Goals. Resolution adopted by the General Assembly on 25 September 2015 and the deployment of objectives, targets and indicators.
- United Nations Sustainable Development Goals.
- Sustainable Development Goals. What local governments should know.
- Toolbox for Locating the Sustainable Development Goals.
- Tourism4sdgs platform: tourism as a tool for achieving the Sustainable Development Goals.

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