

SUSTAINABLE  
DEVELOPMENT GOALS

100

# RECOMMENDATIONS FOR TOURIST DESTINATIONS

in the Region of Valencia



GENERALITAT  
VALENCIANA



COMUNITAT  
VALENCIANA

# THE UN 2030 AGENDA AND ITS 17 SUSTAINABLE DEVELOPMENT GOALS (SDG) WERE APPROVED IN 2015

169 TARGETS

231 INDICATORS

5 PILLARS:

PEOPLE

PLANET

PROSPERITY

PEACE

PARTNERSHIP

# SUSTAINABLE DEVELOPMENT GOALS

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITY 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE AND JUSTICE STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS TO ACHIEVE THE GOAL 	<b>SUSTAINABLE DEVELOPMENT GOALS</b> 



# THE WTO SUSTAINS THAT SUSTAINABLE TOURISM CONTRIBUTES TO THE SDG ON NUMEROUS LEVELS

ECONOMIC GROWTH - SOCIAL INCLUSION - HERITAGE  
PRESERVATION - CLIMATE ACTION - DECENT WORK -  
EQUALITY



**THE VALENCIA REGIONAL  
GOVERNMENT IS A PIONEER  
IN ADHERING TO THE 2030 AGENDA**

VALENCIAN AGREEMENT ON SUSTAINABLE DEVELOPMENT

HIGH-LEVEL ADVISORY BOARD FOR THE DEVELOPMENT OF THE 2030 DEVELOPMENT AGENDA



# TURISME COMUNITAT VALENCIANA PROMOTES A SUSTAINABLE AND RESPONSIBLE TOURISM MODEL FOR THE REGION OF VALENCIA

VALENCIA TOURISM CODE OF ETHICS

LAW ON TOURISM, LEISURE AND HOSPITALITY



SUSTAINABILITY  
HOSPITALITY  
RESPECT  
INCLUSION  
CORDIALITY  
PROFESSIONALISM  
REGIONAL STRUCTURING  
COMPETITIVENESS AND QUALITY  
TRANSPARENCY  
JOINT RESPONSIBILITY



**WE ENCOURAGE ALL OF  
DESTINATIONS TO JOIN THE  
CHALLENGE OF CONTRIBUTING TO  
THE SDG OF THE UNITED NATIONS**

DETECTION OF THE SDG

DEMAND FOR RESPONSIBLE CONSUMPTION



100

**RECOMMENDATIONS**  
**FOR TOURIST DESTINATIONS**

in the Region of Valencia



**A PRACTICAL GUIDE WITH  
IDEAS AND REFERENCES  
WHICH CAN BE ADAPTED  
TO EACH DESTINATION'S PRIORITIES**

# THAT ADDRESS THE 4 MAJOR PLANS OF ACTION OF LOCAL TOURISM MANAGEMENT

TOURISM SECTOR  
TERRITORY  
PEOPLE  
TOURISM GOVERNANCE



**GROUPED TOGETHER IN  
10 AREAS OF RELEVANCE  
FOR THE MANAGEMENT OF  
SUSTAINABLE TOURISM**

**LOCAL TOURISM SECTOR – TERRITORY – PEOPLE – TOURISM GOVERNANCE**



# LOCAL TOURISM SECTOR

SUSTAINABLE TOURISM INTEGRATED INTO THE LOCAL ECONOMY  
INNOVATION AND TECHNOLOGY TO COMPETE BETTER



# TERRITORY

TOURISM AND PROTECTION OF NATURAL AND CULTURAL HERITAGE  
EFFICIENT USE OF NATURAL RESOURCES  
AND RESPONSIBLE CONSUMPTION



# PEOPLE

SENSITIZATION: CREATING AWARENESS  
EQUALITY, INCLUSION AND GENDER IN TOURISM  
PROFESSIONAL SKILLS AND QUALITY EMPLOYMENT



# GOVERNANCE

DESTINATION PLANNING  
PARTNERSHIPS AND PARTICIPATION  
LOCAL, SUSTAINABLE TOURISM MANAGEMENT AND BENCHMARKING



**THIS IS THE FIRST SDG  
RECOMMENDATION GUIDE  
SPECIFICALLY DESIGNED  
FOR TOURIST DESTINATIONS**



**IT OFFERS IDEAS AND INSPIRATION,  
SEARCHES BY SUBJECT AND  
KEYWORDS AND LINKS TO  
DOCUMENTS AND WEBSITES  
OF INTEREST**

A group of five people (three men and two women) are walking across a suspension bridge that spans a deep, rocky canyon. The bridge has a wooden deck and metal railings. The background shows a steep, rocky cliffside with some sparse vegetation. The overall scene is outdoors and appears to be a scenic hiking or tourist spot.

**WE CAN ALL CONTRIBUTE TO  
MORE SUSTAINABLE TOURISM  
EVERY DESTINATION MATTERS**

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