SUSTAINABILITY STRATEGY FOR TURISME COMUNITAT VALENCIANA

2024-2028











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TURISME COMUNITAT VALENCIANA

The Region of Valencia is a touristic destination committed to the Sustainable Development targets (SDGs). The efforts of Turisme Comunitat Valenciana and, above all, of our companies and destinations in this regard are unquestionable, as evidenced by our hospitable nature, our commitment to the United Nations Code of Ethics, the fight for deseasonalisation, exquisite care for the environment and the efficient use of water. But now, in addition, Turisme Comunitat Valenciana's Sustainability Strategy 2024-2028 will allow us to turn this effort into a benchmark model.

Tourism is not only our main economic driver, with an impact on GDP of over 16%, it is also a social and environmental driver, an instrument for protecting our way of life and our territory. Our idiosyncrasy, our people and our landscapes are what make up the Mediterranean Attitude, our unique value in the

The tourism industry is an absolutely strategic activity for our territory and we are convinced that it is a pillar of the social, economic and environmental future of the Region.

This Strategy is an example of the Generalitat's real and tangible commitment to this future. It is an ambitious and perfectly planned roadmap, which is specified in programmes and actions to be developed over 4 years, from 2024 to 2028.

We are thus embarking on the path of integral tourism sustainability, in its three aspects: economic, social and environmental. None of them would survive without the others. And we do so on the basis of the responsibility to build a tourism that maximises its positive benefits for future generations and to do so together, promoting public-private collaboration.

Together, administration, sector, destinations and tourists, we have defined our path in this Strategy and together we will follow it. I am convinced that, with everyone's efforts, the Valencian Region will become an internationally recognised sustainable tourist destination. We want sustainability and a commitment to balance to be our differentiating value. It is not only necessary, it is possible and we are already doing it. The Mediterranean Attitude is a Sustainable Attitude.



NURIA MONTES DE DIEGO

Regional Minister for Innovation, Industry, Trade and Tourism







TURISME COMUNITAT VALENCIANA SUSTAINABILITY POLICY

Aware of the importance of designing, developing and maintaining a sustainable tourism industry based on the three pillars of sustainability - social, economic and environmental - Turisme Comunitat Valenciana, as a body of the Generalitat with competences in this area, is committed to leading and implementing a strategy aimed at fulfilling the 2030 Agenda for Sustainable Development based on:

- Sustainable management of our policy with increased effectiveness, continuous improvement and performance as a sustainable entity.
- Compliance with applicable legal requirements and other requirements deemed necessary associated with sustainable development.

All of this with the aim of providing a reference framework to establish and review the objectives as a company committed to the Sustainable Development targets (SDGs) through the promotion of programmes and actions for reduction, elimination and compensation that encourage a sustainable attitude among all agents and maximise the positive effect of tourism activity in our territory.

As a sign of this commitment, our Strategy is based on the following principles:

• **RESPONSIBILITY:** as the public administration that we are, our duty and commitment focuses on exercising a tourism policy aimed at ensuring the positive benefit of the sector, promoting the economic development of the tourism industry, with a vision of tourism in the Valencian Community that meets current needs and with a long-term vision that guarantees a positive impact for future generations.

- **CO-GOVERNANCE:** In tourism, the main economic engine of our territory, there is a large contingent of different types of actors who must participate in this challenge as an intrinsic part of the system. Our commitment is to promote collaboration at all public and private levels, so that together we can design a model of international reference.
- **INTEGRATION:** We understand that sustainability is a transversal concept and therefore we identify the need to integrate it into the programmes and actions that we promote and undertake, from an economic, environmental and social dimension.
- ADAPTABILITY: The strategy is based on anticipating and managing change, assuming responsibilities and taking the initiative to adapt to new situations with a focus on continuous improvement. It will focus on driving projects in areas such as deseasonalisation, water resource management, energy systems, intrusiveness, professional training, in order to ensure that the tourism sector endorses and takes them on board.
- **COMMUNICATION:** Information, communication and promotion are some of the most potent tools we have today to achieve a paradigm shift in tourism management and in the world's perception of the Region of Valencia as a sustainable tourist destination.
- **INNOVATION:** the sustainability strategy will have a transversal vision of applied innovation; beyond the use of new technologies, processes or tools for the management of the sustainability strategy, innovation will be part of the conceptualisation of the Strategy and will permeate all the agents involved.





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1

BACKGROUND AND CHALLENGES: THE REGION'S COMMITMENT



BACKGROUND AND CHALLENGES:THE REGION'S COMMITMENT

Turisme Comunitat Valenciana is faced with the challenge of leading the commitment to a more sustainable tourism development as the basis of its tourism strategy and as a premise for guaranteeing the subsistence of the economic activity itself. The public commitment shown on numerous occasions is reflected in the drafting of the Sustainability Strategy for the period 2024-2028.

The tourism sector, with an impact on GDP of around 16% in the Valencia Region, is one of the leading industries and, after overcoming the Coronavirus crisis, is now at a time of reflection and organisation in the face of new realities. It is in this context, based on tradition and good work in terms of sustainability in the sector, that this tourism sustainability strategy has been designed.

One of its targets is to address existing new challenges (social, economic, cultural, technological and environmental), challenges that need to be considered in order to establish proposals that move towards inclusive and sustainable tourism development models such as those set out in the 2030 Agenda.



The 2023 financial year closed with more than 28 million travellers, with an expenditure of more than 17,000 million euros, representing 16% of GDP and 6.24% of employment with more than 200,000 direct jobs. All of this without neglecting the satisfaction of those who visit us; according to the opinions generated in networks, the Valencian Region was rated with a 9.2 by its tourists.

The deseasonalisation of demand and its greater geographical distribution, climate change and its effects on the consumption dates of our main markets, the fight against illegal tourism and illegal supply, the increase in improvements to optimise energy and water resources, guaranteeing the social coexistence of the activity or the retention of human resources, are some of the challenges that the sector and the tourist destinations of the Valencian Community will face in the short and medium term, and which this sustainability strategy must be able to respond to.



For this reason, the Sustainability Strategy for the Valencia Region needs to face the current challenges at a global and local level, under the premises, regulations and recommendations proposed by world, European, national and regional organisations; but it also recognises and takes as a reference the work carried out for decades through individual actions reflected in regulations and/or strategies and plans in which an **awareness** in this sense was already evident on the part of Turisme Comunitat Valenciana, always with the vision of guaranteeing the continuity of the economic activity itself in the medium and long term.

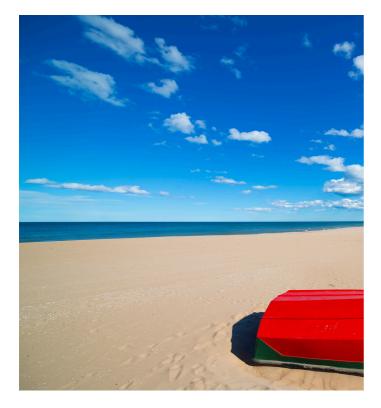
In this sense, the 1990s saw the publication of the *Libro Blanco del Turismo de la Comunidad Valenciana*, a reference document which diagnosed the situation of tourism in the Region, identifying its strengths and weaknesses as well as those considered as threats and opportunities to be faced in the medium and long term future and taking into account the different types of tourism (sun and beach, senior citizens, congresses, traditional cultural, experiential cultural, sports, etc.).

In 2017, the Libro Blanco para una Nueva Estrategia Turística de la Comunitat takes up the approach of the previous publication, analysing the diagnosis of tourism activity and identifying concerns about climate change in tourist areas and the circular economy as one of the main challenges facing Valencian tourism.

Subsequently, the Ley 15/2018, de 7 de junio, de Turismo, Ocio y Hospitalidad de la Comunitat Valenciana presents a proposal for tourism policy based on 12 commitments, the first of which is sustainability, the alignment of strategies with the Sustainable Development targets and the dissemination of socially responsible behaviour, and makes special reference to tourism sustainability as the economic, social and environmental actions that work towards a tourism planning system without compromising the future.



United Nations Sustainable Development targets





Meanwhile, the Strategic Plan for Tourism 2020-2025, gives a renewed focus within the framework of sustainability, based on fundamental precedents, including the Valencian Tourism Code of Ethics and the alignment of strategic objectives with the Sustainable Development targets (SDGs) of the United Nations.

In this way, it is clear that sustainability is a priority in the previous work that has shaped tourism development in the Valencia Region,



serving as a pillar for the planning, development and implementation of initiatives in the sector.

Sustainability as a broad meaning of the word, which seeks to build a resilient tourism model with a solid tourism activity structure that is more responsive to change and a sustainable development environment.

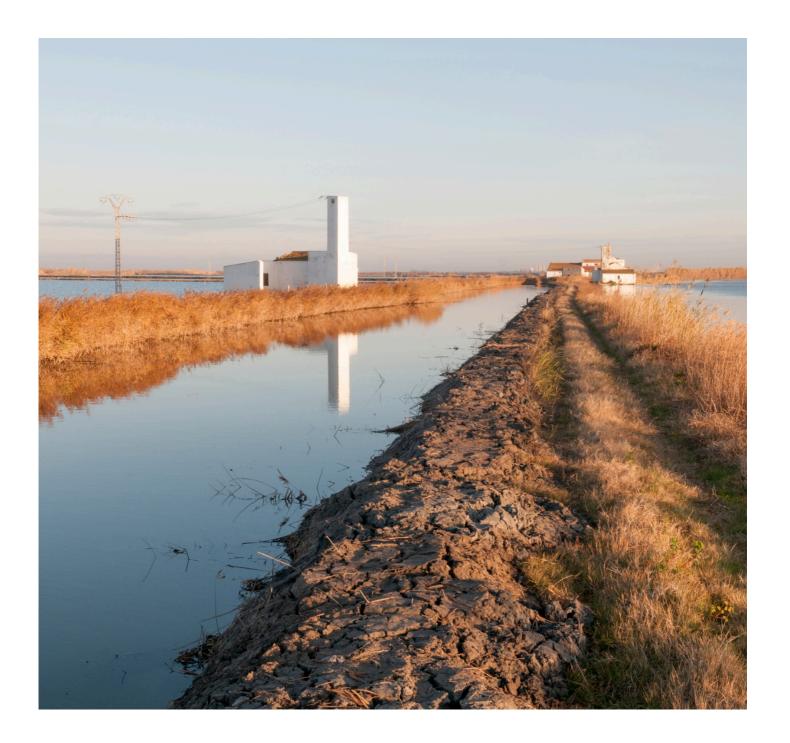
Turisme Comunitat Valenciana has been working along these lines for some time, but it is this strategy that will serve as an initiative amalgamate and merge all these and, together programmes with new initiatives. promote the Comunitat to Valenciana as an authentic, safe, resilient tourist destination, with character, a Mediterranean lifestyle and responsible ethical values, which seeks transformation in order to endure over time as an inclusive, innovative, competitive and especially sustainable tourist destination.

2

SUSTAINABILITY AS A BASIS FOR TOURISM POLICIES

SUSTAINABILITY AS A BASIS FOR TOURISM POLICIES

The Sustainability Strategy for Turisme Comunitat Valenciana represents a solid commitment towards the preservation of the region's natural, cultural and social resources, while boosting tourism development in a responsible and equitable manner. In this context, guidelines and concrete actions will be established to integrate sustainability into all facets of tourism activity, promoting a holistic approach from planning to destination management.



In the global reference framework, the UN has developed the **Global Code of Ethics for Tourism**, a set of general principles addressed to governments, tourists and the public and private tourism sector, which aims to guide the different actors towards a common goal, that of tourism development, maximising benefits with the least possible negative impact on the environment, cultural heritage and society in general. These general points, which are set out in the 10 principles of the Code, cover economic, social, cultural and environmental factors of tourism, which are monitored by the World Committee on Tourism Ethics (WCTE).

In addition, in September 2015, the UN created the world's largest Action Plan for sustainable development under the name Agenda 2030, signed by 193 member countries. The Agenda aims to provide a common roadmap to address major global challenges, including climate change, lack of sustainable development and environmental degradation.

To address global sustainable development in a more practical way, the 2030 Agenda sets out the 17 SDGs, which encompass social, economic and environmental targets. These targets are made up of 169 targets to be achieved by 2030 and require the participation of all parts of society, including governments, public and private companies and the general public.

In the 21st Conference of the Parties (COP) to the United Nations Framework Convention on Climate Change (UNFCCC), which took place in 2015, the Paris Agreement was signed, an international treaty on climate change, which aimed to limit global warming with long-term strategies. For the first time, this multilateral climate change process brings all countries together for the same goal: to take ambitious action to tackle climate change and adapt to its effects over time.

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2.2. European reference framework

In November 2019, the European Commission realigned the EU's tourism priorities under the European Green Pact, with a special focus on promoting sustainable and responsible tourism. In addition, the emphasis on digitisation, promoting smart tourism and boosting innovation was expanded.

In Europe, tourism sustainability policies are aligned with the previously mentioned **European Green Deal**, finally approved in 2020, which aims to put the EU on a green transition towards climate neutrality by 2050, as well as to meet the commitments of the Paris Agreement.

This plan includes detailed actions to mitigate climate change, protect biodiversity and reduce pollution, aiming to overcome the challenges of climate change and environmental degradation through a set of proposals for adapting EU policies on climate, energy, transport and taxation.

One of the elements of the EU's European Green Pact for Sustainable Growth is the Circular Economy Action Plan 2020, containing initiatives across the entire product life cycle to drive the homogeneity of circular economy processes. The aim of this action is to encourage responsible consumption, the use of sustainable products and to keep them in the

EU economy for as long as possible.

On the other hand, in the aftermath of the COVID-19 pandemic, the European Council agreed on a recovery instrument called **Next Generation EU**, a Recovery Fund for Member States, including the following instruments:



- The Recovery and Resilience Mechanism (RRM), considered the core of the European Next Generation funds, aims to support investment and reforms in Member States to achieve a sustainable and resilient recovery. Spain will receive a total of €140 billion.
- The REACT-EU Fund aims to promote the green, digital and resilient recovery of the economy, Spain received €12 billion over the period 2021-2022.

Another key EU sustainable tourism strategy is the integration of the 2030 Agenda and the Sustainable Development targets (SDGs) into the tourism sector. Many tourism businesses are adopting sustainable practices that contribute to the SDGs, especially in areas such as gender equality, climate action, and health and wellbeing (Global Compact). In addition, new European regulations, such as the due diligence directive, oblige companies manage environmental and human rights risks by implementing prevention and mitigation measures.

The fact is that progress is being made in the regulation of corporate sustainability; in 2024 the text of the Corporate Sustainability Due Diligence Directive (CSDDD) was approved by the Permanent Representatives Committee (Coreper) of the Council of the European Union.



to enable companies to operate by implementing a responsible approach to human and environmental rights through various requirements and obligations.

Similarly, it is also important to mention the Sustainable Energy and Climate Action Plan (SECAP) 2021-2030, a key document that sets out strategies and measures to mitigate and adapt to climate change, as well as tackling energy poverty, ensuring access to clean and affordable energy for all.

The SECAP helps municipalities to develop strategies to reduce emissions and adapt to climate impacts.

Specific objectives of the commitment include:

- Reduce CO2 emissions by 40% by 2030.
- Increase energy efficiency by 27%.
- Increase the use of renewable energies by 27%.
- Develop a Baseline Emission Inventory (BEI).
- Assess climate risks and vulnerabilities.
- Submit the SECAP within two years of signing the Covenant.
- Provide biannual monitoring reports.

The Covenant of Mayors for Climate and Sustainable Energy commits European municipalities to meet EU energy targets, including a 40% reduction in greenhouse gas emissions by 2030. This pact promotes joint actions to mitigate and adapt to climate change.

Initiatives and certifications. Many regions and countries within Europe are already adopting green certifications for tourist accommodation and destinations. These programmes aim to ensure that tourism practices are sustainable and that businesses and destinations meet environmental and social standards.

On the other hand, research and development (R&D&I) is key to finding new sustainable solutions in tourism. This includes the use of advanced technologies to improve energy efficiency and reduce the environmental impact of tourism operations.

All these policies and initiatives aim not only to reduce environmental impacts, but also to improve the competitiveness of European tourism by attracting more environmentally and socially aware tourists.



2.3. National reference framework

In the national context, Spain is a world tourism benchmark and one of the main tourism powers with significant economic activity and employment, as the tourism sector contributes 12.8% of GDP and generates 17% of employment (2023), so it is necessary to generate actions and strategies with a vision of global sustainable development. For this reason, the Spanish Government, through the Secretary of State for Tourism, has created a national tourism agenda called the Spanish Sustainable Tourism Strategy 2030, with the aim of achieving the three fundamental pillars of sustainability in the medium and long term: socio-economic, environmental and territorial.

The aim is to transform the Spanish tourism model towards a more sustainable one and to achieve global leadership, with a participatory process involving all stakeholders in the tourism sector and the autonomous communities, all in line with the SDGs of the UN's Agenda 2030.

The Government Agenda works under the following strategic axes:

- 1. Collaborative governance
- 2. Sustainable growth
- 3. Competitive transformation
- 4. Tourism space, companies and people
- 5. Product, marketing and tourism intelligence.

In addition, and thanks to the financial support of the EU through the European Next Generation EU funds, the Plan de Recuperación, Transformación y Resiliencia (PRTR) español (2021), was drawn up, inspired by the 2030 Agenda and the SDGs of the United Nations.

It is a project that designs a roadmap towards modernisation and the fulfilment of the challenges for the next decade, with a large number of investments and reforms with targets, objectives and indicators, which revolve around the following cross-cutting axes:

- 1. Green transition
- 2. Digital transformation
- 3. Territorial and social cohesion
- 4. Gender equality

This Recovery Plan is structured around ten policies comprising a total of 30 projects or lines of action that aim to achieve the plan's main objectives. Of the ten policies, the fifth, "Modernisation and digitisation of the industrial fabric and SMEs, recovery of tourism and promotion of an Entrepreneurial Spain", is worth highlighting. This policy reflects the tourism sector with Component Plan for the Modernisation Competitiveness of the Tourism Sector, which revolves around 4 main axes:

- a) Transformation of the tourism model towards sustainability.
- b) Digitalisation and intelligence programme for destinations and the tourism sector.

- c) Tourism resilience strategies for non-mainland territories.
- d) Special actions in the field of competitiveness.

Of the 4 axes mentioned, the first of these is worth highlighting, as it includes the "Strategy for Sustainable Tourism in Destinations", a strategy that is committed to sustainability as a driving force for transforming the tourism model towards a more sustainable and competitive one, known as green and digital transformation, in accordance with the work of the public administration.

2.4. Regional reference framework

The Ley 6/2022, de 5 de diciembre, de la Generalitat, del Cambio Climático y la Transición Ecológica de la Comunitat Valenciana, aims to reduce greenhouse gas emissions and promote a transition to a carbonneutral, competitive, innovative and resourceefficient economy. Its targets include reducing polluting emissions by 40% by 2030 and achieving 100% of energy from clean sources by 2050. To achieve these objectives, the law encourages the reduction of fossil fuel consumption and its replacement by decentralised energy system based on renewable energies.

Regarding **Decreto 200/2022**, it provides all organisations and companies, regardless of their size, with a procedure and an online tool to align

with sustainability regulations and respond to social and market demands in this area. This tool is simple and effective, and supports organisations in adapting to increasing sustainability requirements.

Lastly, it is worth mentioning the 2030 Agenda of the Generalitat. The Valencian Region has aligned its sustainability strategy with the 2030 Agenda, with an annual plan that is aligned with the **Sustainable**Development targets (SDGs). This plan reflects the Generalitat's commitment to sustainability and the integration of the SDGs in its policies and actions.

In the European, national and regional context of the Valencian Community, the urgency of addressing environmental challenges has become undeniable. Growing awareness of climate change, biodiversity loss and pressure on natural resources demand bold and coordinated responses.





3

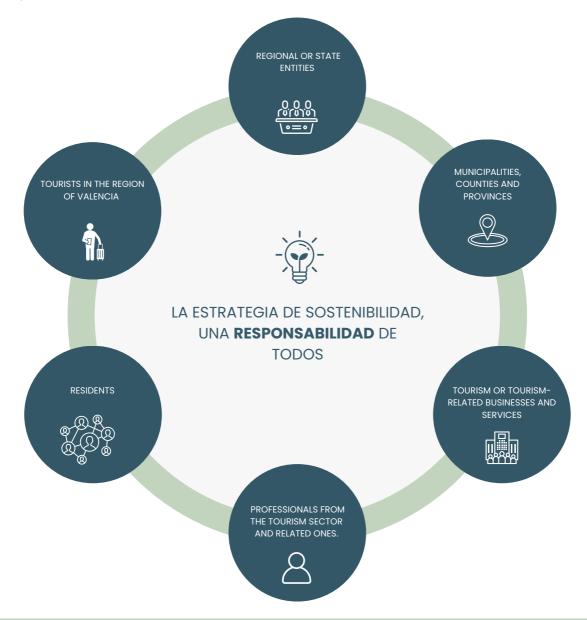
A SHARED RESPONSIBILITY

A SHARED RESPONSIBILITY

The commitment to align the Strategy with sustainable development, and thus achieve a more responsible tourism, is undoubtedly a commitment that can only be achieved with the agreement and co-responsibility of the different actors directly and indirectly involved with tourism consumption in this region.

Each of these actors has specific responsibilities in the process of enhancing the value and consumption of tourism in the Valencian Community, be it in the enhancement, communication and marketing or in the provision of the service.

Taking into account the transversal component of tourism, it is important to make them all jointly responsible to ensure that tourism is not only a source of income, but also engine of sustainable an development that benefits all stakeholders in the territory, respecting and enhancing its valuable natural, cultural and social resources.





Autonomous or state entities with competences or links to the territory in its different areas. Communication routes, natural territory, urban spaces, labor, economic and/or protection policies, competences on cultural and natural values, etc. Fundamental in the legislative process and in its work strategies that, guaranteeing the sustainability of the territory and of the people who live in it, does not condition or limit the sustainability of the tourist activity. The strategy, its programs and actions need to be coordinated with the different autonomous and national administrations involved in or associated with tourism activity.



The municipalities, counties and provinces, as territories that receive visitors, are responsible for having an adequate tourist scenario, for preserving and maintaining it, while facilitating the consumption of this space by tourists who come to the Valencian Community. Responsible for safeguarding their territory and establishing instruments that facilitate the coexistence of tourist activity with their spaces and residents while at the same time guaranteeing economic development. Cities, towns and natural areas where residents and tourists coexist, minimizing the impact caused and maximizing the economic, social and cultural benefits of tourism. The Strategy sets out the working tools to respond to the needs of destinations in order to deseasonalize, manage intelligently and incorporate solutions and tools to guarantee a more sustainable local tourism development.





Tourism or tourism-related companies and services, as the main promoters of economic activity and as the primary responsible for maintaining a more sustainable and responsible tourism development with their territory and the people who live there with the tourists. Companies committed to their professionals, guaranteeing better working environments and policies. A sector involved with the improvement of tourist experiences for its clients and at the same time, with the coexistence with its citizens and natural or heritage environments. Beneficiaries and those involved through the programs and actions established by the Strategy in order to facilitate the work process in favor of a more sustainable tourism. Lines of work that facilitate the deseasonalization, the territorial distribution of businesses, programs that support initiatives to improve the value of their businesses in line with the reduction of their energy consumption or water footprint, incorporate technological solutions that encourage the digitization of their businesses and services or that facilitate a legislative framework that minimizes the risks of illegal supply of any type of business.



The professionals of the tourism sector and related ones, as coresponsible for this process; actors in constant contact with the demand to provide the best services and, at the same time, to involve in the consumption process. Qualified professionals, sensitized and motivated with the development of their activity in particular, and with that of the tourism sector of the Valencian Community in general, included from the strategy through programs in which through specific actions increase their levels of professionalization and qualification, access to technological solutions.





Residents, as hosts of the tourist demand with which they coexist in the different areas of the territory and with which it is a priority to ensure that this process takes place with the least possible impact and the greatest possible social and economic benefits. Guarantors that this evolutionary process is carried out responding to sustainable premises both environmentally and socially. The reflective voice and at the same time the best hosts for those who visit us in a respectful manner. The Strategy and the programs will have specific actions that will allow us to transmit this vision of tourism for the Valencian Community in which the resident is placed at the epicenter as a fundamental part of the development of economic activity. Communication and awareness-raising actions, greater control of illegal supply, regulations that are more sensitive to residents and at the same time facilitate economic activity.



Tourists and visitors to the Valencia Region, as objectives of the tourist experience but as co-responsible in this process to achieve a more conscious tourism with their environment. Even though their main objective is to live a unique experience, to enjoy the offer and the destination of the Valencia Region, they are fundamental to ensure that this consumption is carried out in an ethical and sustainable way with their natural and heritage environments and with the residents of the destinations they visit. Tourists and visitors respectful of the territory, customs and the natural and cultural heritage of the Valencian Community. The Strategy must reach the tourist demand, involving it in the process of evolution of its development; tourists and visitors more respectful of the natural and cultural environments they visit, more sensitive to the respect for the neighbors, cultural values, language and/or traditions of the Valencian Community.



Through these close and coordinated collaborations, each program of the Sustainability Strategy for Turisme Comunitat Valenciana seeks to align with the common objectives, needs and expectations and contribute to the development of responsible and beneficial tourism for the Comunitat Valenciana.

To this end, as an indisputable part of the execution of this Strategy, the opinion of the different areas and services that make up Turisme Comunitat Valenciana and that are aligned with the following matters has also been taken into account. These areas have a direct impact on this strategy and its implementation. The areas are shown below.





SUBDIRECTION

It develops a firm normative and regulatory framework and places the necessary inspection instruments at the service of the sector in order to have a regulated tourism offer in accordance with the expectations of the market and citizens.



EUROPEAN FUNDS MRR

It manages and coordinates the obtaining and application of funds from the European Union, which are essential for financing sustainability and tourism development projects.



TOURISM COMPETITIVENESS

Improves the capacity of destinations and the tourism offer, managing incentives, preparing studies and reference guides for the sector, promoting models, methodologies and seals that promote excellence, environmental sustainability and accessibility. Maintaining and making tourism equipment and infrastructures available to the sector, and especially to demand.



TRAINING AND INNOVATION

Through the *Red de Centro de Turismo* - Network of Tourism Centers- located throughout the Region, it trains the best resource available to the sector, its human capital, those who will be great professionals in the tourism sector; on the other hand, it supports research, development and innovation, crucial to implement technological solutions that promote sustainability.



MARKETING

Our front office in front of tourists, visitors and travelers, develops and executes promotion and advertising strategies and is the visible face of sustainability as a differentiating value of the Region of Valencia.



FINANCIAL AND ADMINISTRATIVE

Organizational and advisory resources, economic and material resources such as, among others, the computer system and equipment, and above all it provides the human resources necessary to undertake the strategy. Infrastructure that supports and makes available to all departments so that Turisme Comunitat Valenciana can develop tourism policy in the territory.



INSTITUTIONAL COMMUNICATION

Direct channel to communicate the Sustainability Strategy to all the agents involved and especially to the public, as well as to report on the progress achieved through the annual reports.



4

MISSION AND VISION OF THE SUSTAINABILITY ESTRATEGY



MISSION AND VISION OF THE SUSTAINABILITY ESTRATEGY



Internationally, the 2030 Agenda and the SDGs, and at the European level, the commitments made in the European Green Pact, outline a path towards a more sustainable and resilient economy and outline a clear framework for action, urging countries to adopt comprehensive policies that address the economic, social and environmental aspects of development.

In this sense, the Turisme Comunitat Valenciana Strategy is presented as a proactive and forward-looking response to these challenges. It not only seeks to preserve natural resources and protect the environmental heritage, but also aims to promote innovation, foster social equity and promote sustainable economic growth over time. In this sense, this strategy is not only necessary, but also imperative to ensure a prosperous future for generations to come.

The Sustainability Strategy for Turisme Comunitat Valenciana 2024-2028 marks a path of no return, which will be materialized in annual Sustainability Operations plans and whose execution will be evidenced through the corresponding sustainability reports.

The Sustainability Strategy for Turisme Comunitat Valenciana 2024-2028 is based on the **Sustainability Policy**, guaranteed evidence of the commitment of the highest authority with competence in tourism of the Generalitat, and which bases the Strategy on five main principles.







PRINCIPLES OF THE SUSTAINABILITY STRATEGY 2024-2028

RESPONSIBILITY: With the commitment to exercise a tourism policy that, beyond ensuring the positive benefit of the sector, addresses current needs and with a long-term vision that guarantees a positive impact for future generations.

CO-GOVERNANCE: To encourage the collaboration of the large contingent of actors that interact in tourism activity, at all public and private levels, so that together we can design a model of international reference.

INTEGRATION: Cross-cutting sustainability, which permeates the programs and actions we promote and undertake, from an economic, environmental and social dimension.

ADAPTABILITY: Anticipation and management of change, assuming responsibilities and taking initiative to adapt to new situations under a continuous improvement approach.

COMMUNICATION: Information, communication, promotion to achieve a paradigm shift in tourism management and in the world's perception of the Valencian Community as a sustainable tourist destination.

INNOVATION: Transversal vision of applied innovation beyond the use of technologies, processes or management tools.



A strategy based in turn on the three dimensions that integrate the concept of Sustainability:

- Economic dimension: To promote the generation of productive systems and chains, taking advantage of local resources and competitive advantages, in order to guarantee economic results and generate employment and income opportunities.
- **Social dimension:** With the objective of laying the foundations to establish processes that promote social equity and create the conditions to guarantee the well-being of the residents of the tourist destinations of the Region of Valencia.
- Environmental dimension: To disseminate and promote the principle of sustainability, coined by the World Commission on Environment and Development, whereby human beings can achieve socioeconomic objectives while sustaining the capacity of environmental resources and preserving them.



OBJECTIVES OF THE TOURISM SUSTAINABILITY STRATEGY OF THE VALENCIAN REGION

The ultimate aim of Turime Comunitat Valenciana's Sustainability Strategy 2024-2028 is:

To serve as a roadmap that allows the Region of Valencia to maintain tourism development over time, guaranteeing maximum **respect** for the people who live in its territory, the **conservation** of its natural and heritage environments and the **continuity** of the economic activity of its companies.





Aware of the triple component of sustainability: economic, social and environmental, the Sustainability Strategy for Turisme Comunitat Valenciana 2024-2028 sets specific objectives for each of them.

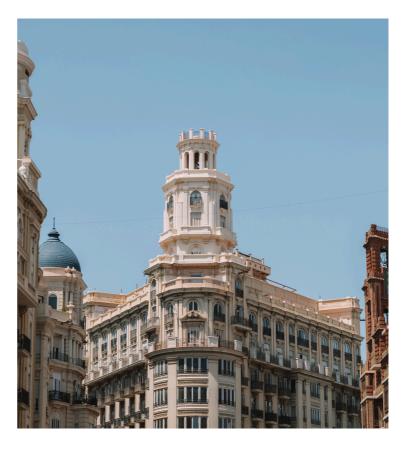




ECONOMIC OBJECTIVES

- Establish a legislative framework that generates business security and guarantees the demand for legally constituted companies and services, which are committed to providing quality services.
- E.2 Create collaborative channels and financing instruments with destinations to improve the sustainable management of their natural and heritage resources.
- **E.3** Facilitate the incorporation of technological solutions that increase the professionalization and digitalization of companies to promote more sustainable tourism development.
- E.4 To work towards an industry that allows maintaining profitable businesses in the tourism sector and in the circles that are generated around it.
- E.5 Encourage the deseasonalization of activity through product diversification strategies and support for demand that encourage consumption outside periods of high demand.









SOCIAL OBJECTIVES

- S.1 Increase the levels of professionalization of human resources in the tourism sector and promote the capillarization of the sector at work so that the benefits of the industry in the Valencian Community are externalized, generating wealth in the ecosystem of the tourist destination.
- **5.2** Encourage collaboration among agents, enabling participation, co-governance and recognition of the sector.
- **S.3** To ensure inclusive and accessible tourism in the Valencian Community as a way to guarantee the sustainability of the activity itself and greater social respect.
- S.4 To recognize our tangible and intangible heritage, our well-cared resources, the excellence in service provision; to recognize and value what is and what we do well in the Region of Valencia.





- E.1 To provide the sector with different studies and research that facilitate decision making capable of promoting improvements in the management of energy, water and waste resources of tourism companies and destinations in order to minimize their impact and production costs.
- E.2 To design new methodologies and environmental projects to be implemented in the territory that will position us as leaders in the field, strengthening the commitment of the destinations and tourist offer with the Sustainability Strategy of the Valencian Community.
- E.3 Sensibilizar al turista, al visitante, viajero, residente; sensibilizar a todos para invitarles a tener un consumo respetuoso.
- E.4 Contribute to the SDGs by example, with Turisme Comunitat Valenciana being the first to work towards sustainability in the sector.

5

OUR CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT TARGETS



OUR CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT targets

In order to prepare the Sustainability Strategy for Turisme Comunitat Valenciana 2024-208, a **study of the context** in which Turisme Comunitat Valenciana's tourism policy is developed was carried out, identifying the stages and areas that could have the greatest impact on the value chain map, understood as the tourist consumption itinerary.

On the other hand, Turisme's stakeholders have been identified and a **stakeholder consultation** has been carried out - a consultation launched to more than 4,000 people and with a response rate of more than 33% - which allows for a fundamental participatory approach to ensure the alignment of the Sustainability Strategy for Turisme Comunitat Valenciana with the expectations and needs of all stakeholders linked to the tourism sector.

The participation of all agents, both internal and external, provides transparency and trust, consolidating the reputation of the Region as a committed leading destination.

Through meetings, newsletters and surveys, an open and constructive dialogue has been built with all of them - tourist destinations, other organizations such as councils and deputations, business associations, professionals, tour operators, tourists and residents and workers - which has allowed us to know the prioritization of these agents on potential institutional programs to be carried out by Turisme Comunitat Valenciana.

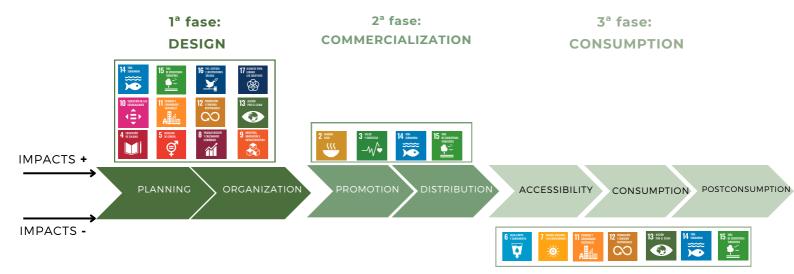
With all this, the SDGs to which Turisme Comunitat Valenciana wants to contribute with this Sustainability Strategy have been prioritized.



5.1 CONTEXT

The value chain provides a holistic view of tourism and of each of the links through which tourism agents generate value for tourists, based on a logical time sequence of the product design, marketing and consumption process.

Graphical representation of the contribution to the SDGs of Turisme Comunitat Valenciana in the value chain.



The design phase is where Turisme Comunitat Valenciana can contribute the most with its actions and where it is most in contact with the tourist offer. In this phase, and specifically in the planning stage, there would be room for actions related to planning, training, incentives, regulations, etc.; in the organization stage, the initiatives are more directed towards segmentation and the development of tourism products.

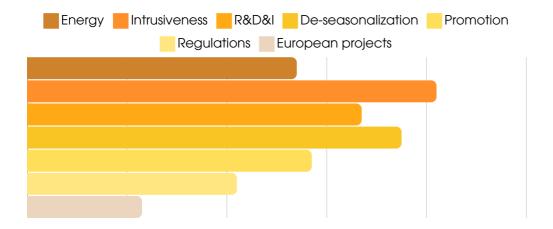
The marketing phase is the promotion and communication of the image, as well as the distribution of the product among tour operators and markets. There is also room for maneuver to contribute to the SDGs, but to a lesser extent.

The last phase is the consumption phase in which the agent that interacts the most is the tourist, visitor and where it is difficult that, as an agent that can contribute positively to the SDGs. In this sense, Turisme Comunitat Valenciana can contribute by neutralizing the potential footprint, especially by raising awareness.

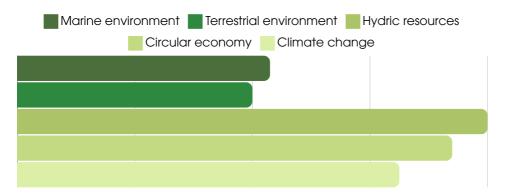
5.2 MATERIALITY ANALYSIS

Below are the results of the average between the joint prioritization by subject obtained from the consultation with the parties and the prioritization made by the Senior Management of Turisme Comunitat Valenciana. It should be noted that, of the three strategic axes to work on, the economic axis has been prioritized first, followed by the environmental one and finally the welfare one.

With respect to economic development: interest is focused on the fight against intrusiveness (82%), deseasonalization (75%) and the promotion of R&D&I (67%).



Regarding environmental protection, interest is focused on caring for the scarcity of water resources (80%), promoting the circular economy (74%) and mitigating and adapting to climate change (65%).



With regard to the well-being of people, the highest priority was given to the qualification of professionals in the sector (80%).



Based on the above, Turisme Comunitat Valenciana identifies the SDGs to which, as a minimum, it will contribute throughout the four years of the Sustainability Strategy; these are the result of the average prioritizations per axis, with a rating of over 65%, obtained from the Materiality Analysis carried out.

In the economic strategic axis and aligned with the Prosperity dimension of the 2030 Agenda:







In the environmental axis and aligned with the Earth dimension of the 2030 Agenda:







In the social axis and aligned with the People dimension of the 2030 Agenda:



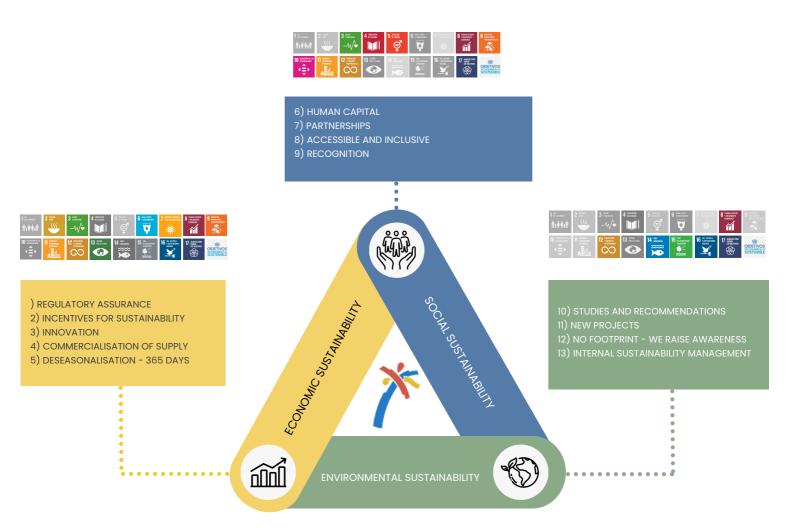
Turisme Comunitat Valenciana, through the programs and actions of the Sustainability Strategy, will address the achievement of these SDGs in proportion to the capacity it has, i.e., with high intensity with respect to SDGs 18 and 12 and to a lesser extent with respect to 6 or 13 since it does not have direct powers to directly address these challenges.

It should be noted that the Sustainability Strategy has a diversified approach to the achievement of SDGs and, on the one hand, integrates targets 16 and 17 in many of its actions, despite not having been explicitly consulted on them, and on the other hand, contemplates other SDGs with more residual actions, such as SDGs 2, 3, 5, 7, 10, 14 and 15.

5.3 CONTRIBUTION TO THE SDG'S

The Sustainability Strategy for Turisme Comunitat Valenciana 2024-2028 is structured around three strategic axes that bring together a total of 13 operational lines, five in economic sustainability, four in social sustainability and four in environmental sustainability.

Strategic axes and operational lines of the Sustainability Strategy for Turisme Comunitat Valenciana 2024-2028



The 13 operational lines have been aligned with the five fundamental dimensions on which the 2030 Agenda is based, as shown below.

THE PEOPLE

To put an end to situations of discrimination, to work towards the end of hunger and poverty and to lay the foundations for a tourism development in which the well-being of people is one of the axes. The good coexistence of tourism with the people who form part of the territory is fundamental.



- OL 4 MARKETING THE OFFER
- OL 5 DE-SEASONALISE 365 DAYS
- OL 6 HUMAN CAPITAL
- OL 7 PARTNERSHIPS
- OL 8 ACCESSIBLE AND INCLUSIVE

PLANET

Protecting the Earth as a generator of the resources needed to sustain our habitat and development; it is vitally important to protect it and reverse the current situation.



- OL 2 INCENTIVES FOR SUSTAINABILITY
- OL 3 INNOVATION
- OL 4 COMMERCIALISATION OF THE OFFER
- OL 5 WE DESEASONALISE 365 DAYS
- OL7 PARTNERSHIPS
- OL9-RECOGNITION
- OL 11 NEW PROJECTS
- OL 12 NO FOOTPRINT WE RAISE AWARENESS

PROSPERITY

To ensure that human beings can develop in a way that allows them to enjoy a full life with access to cultural, heritage, technological, economic, etc. values,



PEACE

To make progress in achieving a more harmonious society, living under principles and values that are fair to all, and a public administration that guarantees this.



- OL1-REGULATORY GUARANTEE
- OL 13 INTERNAL SUSTAINABILITY MANAGEMENT

PARTNERSHIPS

Work in a participatory manner through inter-administrative and public-private collaborations, research, educational, productive entities, etc. Generate alliances for consensus that facilitate the execution of any strategy and progress.



- OL 2 INCENTIVES FOR SUSTAINABILITY
- OL 3 INNOVATION
- OL 4 COMMERCIALISATION OF SUPPLY
- OL 6 HUMAN CAPITAL
- OL 7 PARTNERSHIPS
- OL 8 ACCESSIBLE AND INCLUSIVE
- OL 9 RECOGNITION
- OL 11 NEW PROJECTS
- OL 12 NO FOOTPRINT WE RAISE AWARENESS





6

AXES, PROGRAMS AND ACTIONS
FOR A MORE SUSTAINABLE TOURISM





ECONOMIC SUSTAINABILITY



This axis is mainly focused on guaranteeing the viability and long-term economic growth of tourism companies and services in the Regions of Valencia; an axis that at the same time must guarantee that this economic development is carried out by increasing the competitiveness and the level of innovation of the sector, as well as facilitating a fair distribution of the income generated by tourism demand.

Competitive, legally constituted, socially and environmentally responsible tourism companies and services, in perfect coexistence with local society, are the premises on which to base its business policy.

The axis includes operational lines aimed at providing financial support so that tourist destinations and companies in the Valencian Community Region can implement measures to improve their strategies of deseasonalization, innovation and improvement of their management.

A more diverse destination in terms of products, more attractive in its geographical scope, will allow attracting demand in a less seasonal way and less concentrated in a few areas of the territory.

Within this axis, 5 operational lines have been developed:

- 01) Regulatory assurance
- 02) Incentives for sustainability
- 03) Innovation
- 04) Comercialisation of supply
- 05) Deseasonalisation 365 days

Axis 1, Economic Sustainability, is expected to contribute to all SDGs except the first one, and especially to SDG 17 Partnerships to Achieve the targets, SDG 12 Responsible Production and Consumption, and SDG 8 Decent Work and Economic Growth.

SDGS and targets PECONOMIC SOCIAL ENVIRONMENTAL SOCIAL SO

Objetive

Ensuring a safe, professional and guaranteed tourist offer in the Region ef Valencia for the demand and residents, under a legislative framework adapted to the reality of the sector.

Description

Line focused on implementing tourism policies to minimize illegal and illegal supply. Its objective is to establish a firm legal framework that facilitates professionalized supply, guarantees the safety of visitors, promotes economic development and improves coexistence with residents;

To this end, a legal framework will be developed and strengthened to promote the operation of tourism businesses in accordance with quality and safety standards. Actions will be implemented to control and sanction companies that operate outside the legal framework, thus reducing unfair competition and avoiding a negative image of the destination.

Programs

- 1.1) <u>Modification of regulations:</u> Project to modify the Law and its implementing decrees with the aim of improving legal certainty, organizing the activity of the sector and increasing measures and actions against intrusion and tourist over-saturation, among others.
- 1.2) <u>Ventanilla única digital</u>: Adaptation and management, in collaboration with the Secretary of State for Tourism, of the digital one-stop shop for tourist accommodation platforms to transfer their data, in accordance with the Reglamento (EU) 2024/1028 del Parlamento Europeo y del Consejo de 11 de abril de 2024, sobre la recogida y el intercambio de datos relativos a los servicios de alquiler de alojamientos de corta duración y por el que se modifica el Reglamento (UE) 2018/1724.

Operational Line 1 - REGULATORY ASSURANCE

- 1.3) <u>Tourism Registry of the Region</u>: Continuous adaptation of this administrative management tool in which all natural persons, legal entities or communities that carry out any of the tourism activities are registered; instrument of knowledge and information of the tourism sector for the exercise of the administrative powers held by the tourism administration, so as to facilitate the activities of management, inspection, control, verification, programming and planning.
- 1.4) <u>Annual inspection plans</u>: verification and contrast actions in the major booking portals to investigate the advertising of tourism supply, as well as all those aimed at ensuring the quality of the services provided and the rights of tourism users; search and development of solutions based on artificial intelligence to develop the work of online inspection of tourism supply.
- 1.5) <u>Complaint management:</u> administrative procedure aimed at responding to user complaints and raising and guaranteeing the quality of the existing offer, ensuring the correction of possible deficiencies or irregularities that may arise, as well as guaranteeing adequate compliance with obligations to users.

Operational Line 2 - INCENTIVES FOR SUSTAINABILITY				
Axis	▼ ECONOMIC	SOCIAL	ENVIRONMENTAL	
SDGS and targets	 Target 12.B: Achieve susta Target 13.2: Mainstream c plans. 	ainable tourism. cultural and natural heritage	policies, strategies and	

Promote lines of financing to favor a more competitive tourism capable of improving the environmental and social relationship with its territory.

Description

The second operational line of the economic axis is based mainly on aid and incentives to companies and tourist destinations provided directly or indirectly by Turisme Comunitat Valenciana as a mechanism to stimulate the achievement of the aims of the tourism policy of the territory.

It includes five programs of which only the first one is financed entirely by Turisme Comunitat Valenciana and is annual in nature. The main objectives are to promote a more competitive tourist offer capable of increasing income, increasing employment and diversifying demand, to deseasonalize tourist demand, and to encourage the green transition, with actions to mitigate climate change, especially with energy initiatives.

It also seeks to incorporate innovative solutions that improve the management of tourism resources and strengthen the sector's relationship with its social and environmental surroundings.

Operational Line 2 - INCENTIVES FOR SUSTAINABILITY

Programs

- 2.1) <u>Subsidies in competitive concurrence</u>: Aids directed to the tourist offer to support projects that improve the competitiveness of the private sector and position the Valencian Community in the markets. It supports projects of promotion, sustainability, improvement of the excellence, diffusion of the image of the destinations, ... In its bases it is established to take into account the ethical code of tourism, social, environmental and labor and social dignity criteria to promote the quality of the management of the tourism industry management and by extension that of the workers. For the purposes of weighting and scoring of applications, positive discrimination criteria are established as criteria for companies' commitments to offer continuous training, retraining plans and/or improve occupational health and safety conditions.
- 2.2) Ordinary Sustainability Plans: A cooperative instrument between the Secretaría de Estado de Turismo, the Autonomous Communities and local entities, in which the three administrations contribute funds, with the local entity being responsible for the execution of the plan. Their objectives are: to increase the competitiveness of tourist destinations, allowing them to generate a tractor effect on demand and the private tourism sector; to effectively incorporate digitalization in the management of resources, infrastructure and tourist products of the destinations; to diversify the tourist offer to contribute to generate employment opportunities; to redistribute tourist income and favor territorial cohesion and the deconcentration of demand; and to favor the green and sustainable transition, reduce emissions and mitigate the effects of climate change.
- 2.3) Extraordinary Sustainability Plans: Promotion of the execution of the *Planes Territoriales de Sostenibilidad Turística en destinos de la Comunitat Valenciana (PTSTD)* financed with European funds included in the EU Recovery. Resilience and Transformation Plan (PRTR) and corresponding to the extraordinary calls of 2021, 2022 and 2023. Each of the Territorial Plans, of multi-year execution, incorporates different Tourism Sustainability Plans in Destinations to be executed by local entities and aim to implement transformative actions in the tourism sector in the areas of green transition, digital transition and improvement of tourism competitiveness.
- 2.4) Energy efficiency and circular economy projects in tourism companies: Grants financed with European funds under the EU's Recovery, Resilience and Transformation Plan (PRTR) and aimed at tourism accommodation companies, which aim to achieve the environmental and energy objectives established in the European Union's regulations, by carrying out renovation actions in existing buildings that favor the reduction of final energy consumption and carbon dioxide emissions.

Operational Line 2 - **INCENTIVES FOR SUSTAINABILITY**

2.5) <u>Programa de mejora de la competitividad y de dinamización del Patrimonio Histórico con uso turístico</u>: Financiación con fondos europeos contemplados en el Plan de Recuperación, Resilencia y Transformación (PRTR) de la UE, de proyectos a entidades locales que tiene como objetivo mejorar la competitividad y promover el turismo cultural de los destinos turísticos a través de la protección, mantenimiento y rehabilitación de bienes inmuebles declarados patrimonio histórico, ya sea como bienes de interés cultural o bajo alguna categoría de protección equivalente establecida por las administraciones competentes con uso turístico.



Operational Line 3 - INNOVATION				
Axis	✓ ECONOMIC	SOCIAL	ENVIRONMENTAL	
SDGS and targets	 Target 9.4: Modernization Target 9.5: Increase scient Target 12.B: Achieve susta 	4 EDUCACIÓN 13 POR EL CUMA 14 SUBMARINA 15 PER ESPERIO 15 PER ESPERIO 16 ACUA LIMPIA 17 VIDA 18 POR EL CUMA 19 POR EL CUMA 10 of infrastructure, clean tech tific research, technological ninable tourism. Global Partnership for Susta	nnology. capacity.	

Bring innovative and technological solutions to companies, destinations and professionals in the tourism sector, allowing for a more sustainable development.

Description

The Region of Valencia is committed to consolidate a technological ecosystem that allows bringing solutions to companies, destinations and professionals in the tourism sector, facilitating a more sustainable development: continuous innovation incorporating new technologies and tools that help to manage resources efficiently and respectfully.

This operational line includes lines of work, incentives to facilitate the development of technological solutions and tools that improve energy and water efficiency and waste management, as well as training and awareness actions aimed at implementing these technical solutions so that they are more efficient and more aware of their surroundings. The ultimate goal is to generate dynamics that make companies, services and destinations more efficient and technologically adapted to the needs of the market.

In addition to the associative business ecosystem of the Valencian Community destination, we will work together with technological tourism clusters to promote intelligent governance and more sustainable management of tourism activity.

Operational Line 3 - INNOVATION

Programs

- 3.1) <u>DTI-CV:</u> Maintain and reinforce the commitment to the Network of Intelligent Tourist Destinations of the Valencian Community (DTI-CV), reinforcing its role in greater sustainable management of its destinations; the DTI-CV model represents a clear commitment to the planning and management of the Valencian tourist territory in terms of integral sustainability. Its evolution will allow accompanying destinations and companies in their transition towards an intelligent and sustainable management model from a social, economic and environmental point of view.
- 3.2) <u>Intelligence through data:</u> the use of information to reduce uncertainty in decision-making and improve the planning and management of Valencian tourism will be an essential element that will allow destination managers and companies to develop strategic and operational planning more in line with their reality and reduce the impact of tourism activity on the territory.
- 3.3) <u>Technological innovation</u>: Innovation for a more efficient sector, promoting the technological ecosystem in tourism, alliances with agents of the Valencian and national innovation system, as well as accompanying the sector in the adoption of new models, methodologies and technological solutions, are aspects that will guarantee the competitive improvement of the Valencian tourism sector.
- 33) <u>Intelligent tourism resources:</u> Implementation and monitoring of the smart model of beaches, natural areas, festivals, etc. in the Region.

Operational Line 4 - COMMERCIALIZATION OF SUPPLY				
Axis	✓ ECONOMIC	SOCIAL	ENVIRONMENTAL	
SDGS and targets	Target 8.9: Promote sustaTarget 12.B: Achieve susta	ainable tourism. Global Partnership for Susta		

To stimulate a greater diversification and vertebration of the tourist offer of the Region of Valencia allowing its commercialization and packaging.

Description

Differentiating the Valencian tourist offer and developing tourist products for their commercialization and packaging, allowing a greater economic and geographic distribution of demand.

It seeks to promote territorial structuring and the equitable distribution of tourism benefits throughout the region and to develop actions aimed at attracting visitors with different consumer motivations. Marketing, forums and promotional activities are part of the strategy for the commercialization and marketing of the tourist offer of the Valencian Community.

Programs

4.1) <u>CreaTurisme</u>: Program to develop highly specialized, segmented and experiential products with the participation of tourism companies and entities of the Valencian Community with the aim of diversifying the tourism offer. The experiences are grouped into three lines of work: Mediterranean Cultural, Mediterranean natural and rural and Mediterranean Active / Sports.

Operational Line 4 - COMMERCIALIZATION OF SUPPLY

- 4.2) <u>Touristic products:</u> A program aimed at segmenting companies, services and tourist destinations by product arguments such as MICE, Premium, cinematographic, Golf, MUSIC, L'Exquisit, with more sustainable proposals that facilitate their commercialization with the least possible impact on their consumption. During 2024 we are committed to the consolidation of the L'Exquisit Mediterrani brand, as a gastronomic tourism product that promotes healthy eating based on the Mediterranean diet, highlights the value of the agri-food resources of the Valencian Community and promotes km0 distribution.
- 4.3) Online marketing: Development of the specific online marketing strategy, including the generation and administration of global content, video marketing actions, promotion in the main social networks of interest to tourists, collaboration with influencers, email marketing campaigns, as well as the design and execution of paid digital advertising campaigns for the Comunitat Valenciana destination in national and international markets, including mature markets such as the United Kingdom, Germany and France, others in growth such as Poland or Nordic countries, or other distant markets such as the United States and Asia, among others.
- 4.4.) <u>Promotional forums and meetings:</u> Promote sustainable tourism in the Valencian Community Region through participation in fairs, contests, workshops, reverse conferences, presentations, press trips and familiarization. The action will focus on highlighting the sustainable attributes of the region's tourist destinations and products, strengthening their recognition and attractiveness in the global market.

Operational Line 5 - DESEASONALIATION . 365 DAYS				
Axis	✓ ECONOMIC	SOCIAL	ENVIRONMENTAL	
SDGS and targets	Target 8.1: Maintain econ	ent use of water resources.	7 DERIGIA ASCOURSE YND CONTAINSMITE 8 TRABUD DECENTE PORCHARCH PO	

To reduce seasonality and redistribute demand in a way that favors the economic stability of the tourism supply, contributes to a better management of resources and the well-being of residents throughout the year.

Description:

Operational line aimed to promote consumption outside of the most recurrent periods, placing various products, services and facilities on the market and encouraging consumption outside of the traditional peaks of demand. Initiatives such as the Bonoviaje or others that could materialize that promote and stimulate domestic tourism in less crowded periods, guaranteeing a balanced distribution of tourist activity.

With this line, in addition to generating greater economic stability of the tourist offer, they promote more stable and continuous employment policies over time, reducing the carrying capacity of the natural and cultural environments, and having a positive impact on the well-being of the residents.

Programs

- 5.1) <u>Incentives to the demand:</u> incentives to the tourist demand, as a whole or by specific groups, during the seasonal period, which include aid aimed at increasing the competitiveness of the Valencian tourist offer by means of travel in the Valencian Community Region and the consumption of tourist services.
- 5.2) <u>Beach equipment:</u> Provision and maintenance of equipment (ecological footbaths, selective collection garbage cans, children's games and bio-healthy bathing areas) and infrastructure at beaches and destinations in the Valencian Community, to enhance these resources, increasing the quality and safety of beaches and destinations to favor the conditions of tourist use to achieve the enjoyment of users during most of the year.

SOCIAL SUSTAINABILITY



The Sustainability Strategy for Turisme Comunitat Valenciana clearly responds to its social component. To this end, 5 operational lines have been established that include a battery of actions with which to work with all tourism and social actors of the destination Comunitat Valenciana, to ensure a responsible tourism development with its society, its cultural and ethnographic values.

A touristic activity in the Valencian Community focused on dignifying the professionals of the sector, offering an attractive professional scenario, capable of recognizing their efforts and knowledge. Better and more qualified professionals will facilitate the process of improvement and implementation of measures aimed at achieving a more sustainable tourism for the Valencian Community.

A destination committed to creating collaborative networks to improve the sustainability of the activity, in which a clear commitment is made to a more accessible and egalitarian tourism for all, professionals, residents and tourists.

Within this axis, the following operational lines are established:

- 6) Human Capital
- 7) Partnerships
- 8) Accesible and inclusive
- 9) Recognition

Axis 2, Social Sustainability, is expected to contribute over the four years especially to SDG 8 Decent Work and Economic Growth, SDG 17 Partnerships for Achieving the targets, SDG 12 Responsible Consumption and Production, and SDG 4 Quality Education. And to little or no extent in SDG 1 End poverty, SDG 2 Zero hunger, SDG 6 Clean water and sanitation, SDG 7 Affordable and clean energy, SDG 13 Climate action, SDG 14 Undersea life, SDG 15 Life of terrestrial ecosystems and SDG 16 Peace, justice and strong institutions.

	Operational Line 6 - HUMAN CAPITAL				
Axis	ECONOMIC	SOCIAL	ENVIRONMENTAL		
SDGS and targets	 Target 4.4: Enhance emp Target 4.7: Promote globs Target 5.1: End discrimina Target 5.5: Ensure womes Target 8.5: Achieve full er Target 8.8: Protection of I Target 8.9: Promote susta Target 17.6: Improve tech 	al education for sustainable ation. n's full participation and equapployment and decent worklabor rights and safe work. ainable tourism.	ial opportunities. k.		

To improve the professionalization of the main public and private actors in the tourism sector of the Valencian Community through training as a way to increase their knowledge and qualifications.

Description

This line is based on the premise that continuous training is essential to raise quality standards and competitiveness in the tourism sector. It offers a wide range of training plans aimed at improving the knowledge and skills of managers, middle management or border personnel, but also aimed at unemployed people with the objective of their labor integration, ensuring that they can adequately respond to the demands of an increasingly demanding and professionalized market.

Programs

6.1) <u>Continuous training:</u> Through short courses, with an eminently practical approach and compatible with the professional schedule, with the objective of improving the professional qualification of active workers by recycling and updating the knowledge inherent to each job position (cooking and baking, service, accommodation, management, management, complementary training, languages and computers). All courses include a specific dossier on good environmental practices.

Operational Line 6 - HUMAN CAPITAL

- 6.2) <u>Issuance of Certificates of Professionalism:</u> Through long-term courses in the areas of cooking, service and complementary training, aimed at unemployed groups and whose ultimate goal is employability and labor market insertion through obtaining official training qualifications awarded by LABORA. These courses will include a specific module on environmental management, circular economy, etc.
- 6.3) Specific training: Nominative lines with universities of the Valencian Community to promote gastronomic excellence through support and gastronomic training and innovation, as well as to transfer specific knowledge in environmental and social matters. It also includes agreements with the Polytechnic University of Valencia and the University of Alicante for the advanced training of apartment staff, to dignify their work and improve their qualifications, through courses aimed at working professionals who wish to improve their knowledge in apartment management and intend to promote internally within their companies, or unemployed people with previous experience, expanding their job opportunities, as well as university and vocational training graduates who wish to specialize in this field. In certain courses of a very technical nature in security matters such as occupational risk prevention, food handler, security for hoteliers in collaboration with the national and regional police force, lifeguarding, etc.
- 6.4) <u>Tourist guide qualification</u>: Simplification of the specific regulations governing the tourist guide profession and periodic calls for the official tourist guide examination.
- 6.5) <u>Granting of scholarships:</u> on Turisme's premises to actively contribute to technical specialization in sustainable tourism and, at the same time, facilitate access to the labor market for young graduates, enriching their training with new knowledge, not only theoretical but above all practical.

Operational Line 7 - PARTNERSHIPS					
Axis	ECONOMIC	✓ SOCIAL	ENVIRONMENTAL		
SDGS and targets	 Target 8.9: Promote susta Target 12.B: Achieve susta Target 17.6: Improve tech 	ninable tourism. nology transfer. Global Partnership for Susta			

Promote cooperation and coordination among the different local public and business stakeholders, establishing governance structures that ensure the participation and commitment of all those involved.

Description

This operational line focuses on close collaboration, fostering cooperation and coordination among the different actors and establishing governance structures that ensure the participation and commitment of all those involved.

We will work on two levels, on the one hand from a national level; from national projects and methodologies to very specific actions in collaboration with local agents through collaboration agreements that allow, from the cession of spaces to communication actions developed by the destinations or tourist brands that increase the visibility and attractiveness of the tourist destinations, improving the integral valorization of the territory.

On the other hand, participating or promoting projects in the European Union, with expertise and community methodologies.

Operational Line 7 - PARTNERSHIPS

Programs

- 7.1) From SICTED to SSTI: The Integral System of Tourism Quality in Destinations (SICTED), a methodology of the Secretariat of State for Tourism, is expected to evolve into the Integral Sustainable Tourism System (SSTI). This program is aimed at continuing and strengthening efforts in awareness-raising, training and technical assistance aimed at tourism companies and destinations to standardize and increase their quality standards in order to maximize the satisfaction and expectations of tourists in their tourism itinerary. It represents a strategic commitment to destinations and an innovative and responsible tourism offer, which not only enriches the visitor's experience, but also promotes a balanced and sustainable tourism development in the territory.
- 7.2) Pact for Sustainability: A program that seeks to provoke the commitment of tourism companies and destinations to sustainability in the Valencian Community. Through the signing of a pact for tourism sustainability and based on the Code of Ethics of Valencian tourism, this program encourages the adoption of a series of ongoing commitments that seek to increase the levels of responsibility and participation in the sector. An active commitment proposal, which carries with it a responsibility of participation maintained over time.
- 7.3) <u>Collaborative marketing:</u> Agreements and resolutions for the direct granting of subsidies to sectoral associations and local entities that promote actions included in the philosophy of the Sustainability Strategy for Turisme Comunitat Valenciana. Specific funding for tourist destinations and brands so that, based on the principle of shared governance and collaboration, they can improve the value of the Valencian Region as a whole through a strategy that is responsible with its natural, cultural and social resources.
- 7.4.) <u>European Relations:</u> Creation of synergies from the international sphere, with the possibility of participating, directly or indirectly, in projects or initiatives that are of interest to the tourism sector of the Valencian Community, as well as collaborating with relevant entities in the world of tourism, such as the WTO or Necstour (Network of European regions for sustainable tourism).
- 7.5) <u>Transfer of spaces</u>: Agreements with public and business entities for the transfer of spaces in the Network of Tourism Centers (CdTs) as meeting places for the generation of work and knowledge networks with which to help the development of tourism in the Valencian Community through collaboration.

Operational Line 8 - ACCESSIBLE AND INCLUSIVE				
Axis	ECONOMIC	SOCIAL	ENVIRONMENTAL	
SDGS and targets	Target 5.1: End discrimina Target 9.C: Increase access	al education for sustainable ation. ss to ICTs and the Internet. al, economic and political in opportunities.		

Promote measures aimed at identifying the Valencian Community Region as a more accessible and inclusive tourist destination, both in terms of the supply of resources and destinations, as well as tourism companies and services.

Description

The "Accessible and Inclusive Destination" program seeks to promote accessibility in tourism companies and destinations in the Valencian Community. Facilitate the improvement of accessibility by promoting the development of accessible products and resources, and the generation of supports available to all.

In addition, it seeks to work on the structuring and promotion of inclusive tourism products that can be enjoyed by anyone. It includes the implementation of technologies and tools that improve the experience of people with disabilities in tourist destinations.

It also promotes gender equality and guarantees the safety of women tourists and residents; and continues to be committed to diversity, implementing measures that ensure an inclusive and safe environment for the LGTBIQ+ community. With initiatives that promote harmonious coexistence and a tourism offer adapted to the interests of all, the Valencian Community aims to position itself as a benchmark tourist destination in terms of equality, diversity and safety for all.

Operational Line 8 - ACCESSIBLE AND INCLUSIVE

Programs

- 8.1) <u>Inclusive labor insertion:</u> Agreements with entities specialized in people with Down syndrome and other intellectual disabilities, with the aim of offering basic training in cooking and catering to enable their preparation and labor insertion in various centers of the CDTs network.
- 8.2) <u>Promotion of accessibility certification:</u> Dissemination and delivery of training programs to inform the sector about the 21902 standard turismo y servicios relacionados. Turismo accesible para todos. Requisitos y recomendaciones para su futura implantación, to be recognized within the models disseminated by Qualitur.
- 8.3) <u>Digital accessibility:</u> Encouraging the use of technology to promote digital accessibility in tourism destinations and companies.
- 8.4) Accessible tourism resources and services: Enable equipment and/or facilities in tourism resources and services for the use and enjoyment of all, especially in the Tourist Info Network offices and enabling accessible bathing areas for resting on the beaches of the Valencian Community.
- 8.5) <u>Promotion of inclusive tourism:</u> Initiatives to ensure equality and safe coexistence adapted to all groups, including the promotion of measures for the LGTBIQ group in the area of promotion, fairs and promotions.

Operational Line 9 - RECOGNITION				
Axis	ECONOMIC	✓ SOCIAL	ENVIRONMENTAL	
SDGS and targets	Target 8.3: Promotion of some Target 11.4: Protection of some Target 12.B: Achieve sustain Target 17.17: Promote publications of the target 17.17: Promote publications of target 17.17: Promote publicati	small and medium-sized sustainable tourism. nclusive and sustainable cultural and natural heritainable tourism. nology transfer.	THE PART THE	

It aims to highlight, on the one hand the resources and tourist festivals as tangible and intangible heritage of the Valencian Community, and on the other hand the good work and effort of both the tourism supply and tourist destinations of the Valencian Community to encourage further maintain this commitment to sustainable tourism.

Description

The program seeks to support the recognition of companies, entities, destinations and professionals that are collaborating in tourism development based on the principles of sustainability as part of the tourism sustainability strategy.

Recognition of our tangible and intangible heritage, recognition of our tourist municipalities. But also, recognition through Qualitur to the commitment to the incorporation of technological solutions, measures that improve tourist accessibility, or associated with the enhancement of unique products or the incorporation of measures to improve the environmental management of companies and destinations. Through tourism awards in various categories, we want to recognize the efforts of companies, destinations and professionals who work hard to make the Valencian Community a territory rich in product. Actions that not only celebrate innovation and excellence in the tourism sector, but also promote a more sustainable development capable of boosting the local economy and strengthen the social fabric.

Operational Line 9 - RECOGNITION

Programs

- 9.1) Official declarations: Aims to preserve and recognize the values of tourist interest of festivals, itineraries, publications and audiovisual works. It also consists of the recognition and processing of the condition of tourist municipality of the Valencian Community, according to the three categories that are recognized by regulation (Tourist Municipality of Excellence, Tourist Municipality of Relevance or Tourist Municipality of Singularity).
- 9.2) <u>Qualitur</u>: Program aimed at promoting quality, environmental and accessibility seals, reinforcing the image of the offer and the destinations of the Valencian Community that are committed to excellence and continuous improvement guaranteed by third-party certifications.
- 9.3) <u>Premis de Turisme</u>: Publication of the decree regulating the bases and calls and call for the Premis Turisme Comunitat Valenciana in order to recognize those persons, companies or actions that have a positive impact on tourism in the Comunitat Valenciana and may assess aspects such as tourism trajectory, such as the best contributions in the field of training, research or innovative projects, promotional or communication actions or initiatives that have led to a clear improvement in the competitiveness of a product or tourist destination through the application of criteria of excellence and sustainability, or relating to corporate social responsibility or collaborative, including those relating to inclusive tourism, etc..

ENVIRONMENTAL SUSTAINABILITY



This strategic axis incorporates operational lines aimed at preserving the environment, promoting environmentally friendly practices and attitudes, or carrying out studies and recommendation guides aimed at measuring the impact of climate change and orienting how to mitigate its effects, if not adapt to it. Actions aimed at raising awareness among tourists and visitors so that they contribute to minimizing their water and/or carbon footprint. A commitment that includes the internal management of Turisme as an organization committed to the Sustainability Strategy and working to be recognized through third-party certification.

This axis includes the following lines of action:

- 10) Studies and recommendations
- 11) New projects
- 12) No footprint we raise awareness
- 13) Internal sustainability management

Axis 3, Environmental Sustainability, is estimated to contribute over the four years to SDG 6 Clean Water and Sanitation, SDG 8 Decent Work and Economic Growth, SDG 12 Responsible Production and Consumption, SDG 13 Climate Action, SDG 14 Undersea Life, SDG 15 Terrestrial Ecosystem Life, SDG 16 Peace, Justice and Strong Institutions, and SDG 17 Partnerships for Achieving the targets.

Operational line 10 - STUDIES AND RECOMMENDATIONS				
Axis	ECONOMIC	SOCIAL	✓ ENVIRONMENTAL	
SDGS and targets	plans.	ainable tourism.	,	

Promote the advance and transfer of knowledge to the tourism sector of the Valencian Community, providing tools, solutions and reports that allow awareness, sensitization and decision making adapted to the objective pursued with this Strategy.

Description

The "Studies and Recommendations" program focuses on the generation of studies and technical reports that provide valuable knowledge to business professionals and tourism destinations. These studies address crucial issues such as climate change, energy efficiency, carbon footprint and water footprint.

Among other actions, the program promotes collaboration agreements with universities, research centers or tourism technology clusters, ensuring a solid scientific basis for the studies.

The work of transferring these results and proposals will be fundamental for the tourism sector to be able to effectively implement the recommendations or improvements identified.

Programs

10.1) <u>Publication of "El turismo en la Comunitat Valenciana"</u>: Yearbook composed of 9 booklets that provides specific information on the main tourism indicators of the Valencian Community and its tourist areas. It integrates data supplied by different sources that provide an overview of the evolution of the sector, on tourist accommodation, and the state of tourism excellence in the Valencian Community.

Operational line 10 - STUDIES AND RECOMMENDATIONS

10.2) <u>Studies on climate change</u>: preparation and publication of biannual studies on the impact and evolution of climate change and guides on mitigation and adaptation solutions to be applied in tourism destinations and companies to enable them to establish a road map.

10.3) <u>Recommendation guides:</u> Elaboration and publication of manuals that provide the tourism sector, companies, professionals and tourist destinations in the Valencian Community with solutions that help to develop a more environmentally friendly activity.



Operational line 11 - NEW PROJECTS				
Axis	ECONOMIC	SOCIAL	✓ ENVIRONMENTAL	
SDGS and targets		and respectful production a echnology, research and inr marine and coastal ecosyste ble tourism.	novation.	

To have a line where any innovative project in the field of environmental sustainability has a place.

Description

Two programs are identified that are planned to be undertaken, one in the area of blue economy and another, called networks, whose methodology is yet to be developed. In addition, an additional program is included so that projects not initially contemplated in the Sustainability Strategy for Turisme Comunitat Valenciana 2024-2028 can be included.

Programs

10.1) <u>Blue tourism:</u> Promote the expansion of activities carried out in the maritime or coastal environment, in an ecological context, in a way that integrates coastal populations while respecting their traditional livelihoods. It has repercussions on the sustainability and environment of coastal areas, therefore, through the "Blue Tourism" program, we will work to enhance the value of all the experiences that allow their enjoyment while conserving and using the oceans, seas and marine resources in a sustainable manner.

Operational line 11 - NEW PROJECTS

10.2) Networks: a project whose value is focused on the implementation of initiatives of various kinds in the area of environmental sustainability applicable to destinations and tourism services that share indicators, so that progress towards a green economy can be measured at the community level. The methodology will be modular so that each destination, depending on its size, characteristics and objectives, will select the module(s) to be implemented (reduction of the carbon footprint or water footprint, promotion of the circular economy, enhancement of resources, redirection of tourist flows, etc.). The destinations should also transfer this initiative to the tourism offer of their territory, involving them in the achievement of the same objective.

10.3) <u>Other Projects</u>: a program that includes the commitment to undertake other possible actions in the area of environmental sustainability not contemplated to date.

Operational Line 12 - NO FOOTPRINT - WE RAISE AWARENESS				
Axis	ECONOMIC	SOCIAL	✓ ENVIRONMENTAL	
SDGS and targets	 Target 8.9: Promote susta Target 12.B: Achieve susta Target 13.3: Improve envir Target 15.1: Ensure Consent 		vareness. of ecosystems.	

Involve the tourism demand of the Valencian Community by raising awareness of the potential footprint that can be generated and expand the scope of action of the Sustainability Strategy for Turisme Comunitat Valenciana.

Description

This operational line is aimed entirely at the consumers of the tourism product, tourists and visitors. Its ultimate objective is to raise awareness of the need to consume in a sustainable manner, respecting heritage and natural resources, as well as the residents of our territory, their customs, traditions and language.

Programs

12.1) Red Tourist Info: It aims to promote the involvement of demand in a more sustainable tourism consumption from the work of information and awareness that develop the tourist information offices of the Valencian Community of the Tourist Info Network. A program that includes actions aimed at raising awareness among tourist informers and facilitating that the spaces of the Network are managed in a more sustainable way.

Operational Line 12 - NO FOOTPRINT - WE RAISE AWARENESS

12.2) <u>Sustainable Attitude:</u> Development of tourism communication campaigns under the umbrella of sustainability. Creation and development of a "Sustainable Attitude" slogan, evidencing the commitment of the Generalitat Valenciana and the tourism sector to sustainability, both in terms of energy efficiency and water saving, preservation and recovery of natural and cultural environments and inclusive and social tourism.

12.3) Responsible tourist: On the one hand, it contemplates having a calculator located at www.comunitatvalenciana.com that with indicators provided by the tourists who consult the web (number of overnight stays, mode of transport, etc.) they can know the tourist footprint, both carbon and water, that they can generate. This measure will be combined with the development and publication of recommendations and/or design of technological solutions to promote respectful attitudes of tourists staying in the Valencian Community.

12.4) <u>Committed:</u> participation in certain social and/or environmental projects in collaboration with certain organizations, allowing resident tourists to select their priorities.

	Operational Line 13 - INTERNAL SUSTAINABILITY MANAGEMENT				
Axis	ECONOMIC	SOCIAL	✓ ENVIRONMENTAL		
SDGS and targets	Target 8.9: Promote sustaina Target 13.1: Strengthen resilie Target 16.6: Building effective Target 16.7: Promote citizen	of sustainable consumption and adaptation. e and transparent institution	·		

To guarantee the execution of Turisme's sustainability strategy through third-party certification, a symbol of the Generalitat's commitment to sustainability in the tourism sector, and to implement environmental actions within Turisme Comunitat Valenciana's operations.

Description

Operational line 13 reflects the firm commitment of the Comunitat Valenciana destination to sustainability through the gradual implementation of the Sustainability Strategy 2024-2028 through its corresponding annual operational plans and certification as a guarantee of this after evaluation by a third party.

It includes actions aimed at ensuring compliance with the objectives and the collection of key indicators, such as the development of internal procedures or improvement of facilities owned by Turisme.

Operational Line 13 - INTERNAL SUSTAINABILITY MANAGEMENT

Programs

- 13.1) <u>Sustainability strategy:</u> Preparation of an annual sustainability operating plan that includes the actions to be carried out in accordance with the provisions of the Sustainability Strategy 24-28. Its execution will be measured through previously established indicators and will be reported through an annual sustainability report. The sustainability management system will be reviewed annually by the Management, which will include the evaluation of opportunities for improvement and the need to make changes to the strategy, if necessary, and the result of which will give rise to the external sustainability report. To ensure the veracity and transparency of the process, it will be audited under an ODS referential by the entity AENOR.
- 13.2) <u>Sustainable management:</u> a program aimed at generating internal guidelines for the organization that affect the different areas with implications for environmental and social sustainability, which are documented.
- 13.3) <u>Infrastructure:</u> Execution of works and actions to improve environmental and social sustainability in the facilities and buildings owned by Turisme Comunitat Valenciana in which knowledge is transferred, including, if possible, PCVE electric vehicle recharging points.



MONITORING THE SUSTAINABILITY STRATEGY



MONITORING THE SUSTAINABILITY STRATEGY

The measurement of the implementation of the Sustainability Strategy and its contribution to the SDGs will be carried out progressively through the corresponding Sustainability Operating Plans and the evidence of compliance described in the corresponding annual Sustainability Reports.

The monitoring indicators are associated with the programs described in the Operational Plans; as far as possible, at least one indicator will be assigned per program and, if this is not feasible, the degree of execution will be analyzed and reported with respect to what was planned.

In the process of preparing each of the annual plans and, taking into account the programs to be developed, a reflection exercise will be carried out to be able to maintain the indicators assigned in previous years (starting from the 2024 annuality), so that historical data will be available.





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