



CHARTER OF COMMITMENT TO SUSTAINABLE TOURISM

DESTINATION

Gran Canaria



A **Sustainable Tourism Destination** is considered to be one that has adopted an integrated planning and management perspective of the tourism system as a whole, so that present and future economic, socio-cultural, environmental and institutional needs are met, thus achieving comprehensive human development that ensures the role of tourism as a factor for its achievement in the future, and providing tourists with a high degree of satisfaction with their experience, making them more aware of sustainability issues and encouraging them to adopt sustainable tourism practices.

Hence, the Responsible Tourism System is a **comprehensive work process** that requires the cross-cutting collaboration of both the Destination's public authorities and companies, entities and services present therein, through which tourism promotion of the Certified Destination is encouraged.

The Cabildo is committed to revitalising an island that is attractive for travelling to and living in, at a new time in which people are at the centre of our policies, where development is based on sustainable pillars and where the democratic values of equality and solidarity inspire our work.





We share a leading role with local councils, social and business organisations, NGOs and the tertiary sector. The promotion of the SDGs (Sustainable Development Goals) is the reference framework for all actions carried out on the island.

We are moving ever closer to the great objective of turning Gran Canaria into a smart eco-island that ensures our social, ecological, economic and cultural rights. We live on an island, with all the opportunities and fragilities that this entails. Our geographical situation, the climate, the beauty and richness of our territory, the skills of our people, the development of our infrastructures and the potential for tourism are our great strengths.

The island also needs to be enterprising and dynamic in its economic development in order to generate the wealth that will provide us with a balanced distribution to attend to people's rights. We need to take our public values a stage further and recognise and feel proud of our condition as Gran Canarian and Canary Islanders with a culture that defines us and enriches the world.

An island that caters for everyone's well-being requires a productive economy that makes full use of all our potential and at the same time is sustainable and increases our wealth. This task has four major challenges: to make the most of the enormous potential of our tourist activity, to dynamically diversify the different economic sectors on our island, to take advantage of the talent we generate and to recover the talent that resides abroad, and to internationalise business initiatives, exports and promotion.

We will continue to support the work of Small and Medium-sized Enterprises as an essential tool for the creation of employment and as an essential business fabric that represents 85% of the economic activity on our island.





The development of the eco-island is a source for driving new productive sectors. Therefore, since tourism sustainability is a goal that must be pursued by all destinations, the process starts with the acquisition of the commitment to continuous improvement and the achievement of clear and measurable goals, through the World Charter for Sustainable Tourism.

Taking into account the general principles contained in the following international conventions and declarations:

- UNESCO Universal Declaration on Cultural Diversity (2001).
- UNESCO Conventions for the Safeguarding of Cultural, Natural and Tangible Heritage (1972) and Intangible Heritage (2003).
- UNWTO Global Code of Ethics for Tourism (1999).
- The World Charter for Sustainable Tourism (1995)
- Rio Declaration (1992) and Johannesburg Plan of Implementation (2002).
- The Millennium Development Goals.
- The Universal Declaration of Cultural Diversity in Tourism.
- The Universal Declaration of Tourism, Sustainable Development and Peace.
- World Summit on Sustainable Development (2015)
- The World Charter for Sustainable Tourism +20 (2015).
- The Paris Agreement (2015)



In addition, as manifested in the **World Charter for Sustainable Tourism +20**;

Recognising...

... that the Sustainable Development Goals (SDGs), adopted by the United Nations in 2015, represent a great opportunity to steer tourism decisively towards inclusive and sustainable means;

Concerned...

... about certain negative effects of tourism development, including manifestations related to corruption and bribery in all its forms, to the destruction of natural and cultural resources, to social imbalances and inequalities, and also due to the effects of conflicts and terrorist attacks at many destinations;

Taking into account...

... that tourism must be a global driver that contributes effectively to reducing inequality within and between countries, promoting peaceful and inclusive societies, achieving gender equality and creating lifelong learning opportunities for everyone;

Highlighting...

... that tourism can significantly reduce its ecological footprint and that it should become a driver of innovation, the development of green, inclusive and low-carbon economies; as well as a contributor to safeguarding cultural creativity, diversity and human and ecosystem well-being;





Pointing to...

...the fact that indigenous cultures, traditions and local knowledge, in all their forms, should be respected and valued in the development of sustainable tourism policies, and underlining the importance of promoting the full participation of local communities and indigenous peoples in decisions affecting them in tourism development projects;

Considering...

...the set of international declarations, agreements and conventions that have inspired the global movement for sustainable tourism over the last twenty years, and which are mentioned in Annex 1 of this Charter;

Convinced...

... of the need to strengthen and support new partnerships for the future of a more sustainable tourism and taking into account the positive trends that have been gaining ground in recent years;

Firmly believing...

... that tourism based on internationally recognised sustainable development principles is the only way forward for its development in harmony with the environment and human well-being.

We understand, therefore, that tourism policy must be the result of a process of open, participatory and interactive dialogue between all those involved in tourism development and in which the local community must play an essential role.





For all the above reasons, it is considered that the **Gran Canaria Destination** as a "tourist destination", if sustainable, can be an excellent tool as a platform for dialogue to promote new models of tourism production and consumption that foster cultural diversity, peace and sustainable development, thus contributing to the creation of a world based on understanding and respect for the common socio-cultural and natural heritage of humanity.

We therefore acknowledge this document and express our **firm commitment to moving towards a new model of tourism development based on the principles of sustainability, cultural diversity and social responsibility**, sharing a common future and defining a series of strategic actions based on:

- ✔ **Promoting international debate** on issues relating to cultural diversity sustainability and their relationship with tourism development on social, professional or scientific forums.
- ✔ **Developing means of awareness and cooperation between all the players** involved with the Destination, in order to safeguard and highlight the value of cultural diversity and to facilitate a greater knowledge of the tangible and intangible heritage.
- ✔ **Promoting and facilitating the exchange of knowledge and good tourism practices** in order to encourage a tourism that is responsible with cultural diversity and sustainable development.
- ✔ **Promoting demonstration projects** that serve as a reference for sustainable tourism development and raise cultural diversity at the Destination.
- ✔ **Introducing research, training and education programmes** specialising in tourism, cultural diversity as an essential tourist resource.



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- ✔ **Promoting the application of new information and communication technologies** as an instrument to enhance a destination's cultural diversity and to facilitate a better understanding of this resource by tourists.
- ✔ **Introducing preservation policies and strategies and enhancing cultural and natural heritage** in the tourism planning process, paying special attention to immaterial heritage, given the fragility of this resource.
- ✔ **Contributing to the creation, development and implementation of new tourism products and activities** that facilitate a respectful use of cultural, natural and immaterial heritage.

And in witness whereof, this commitment is signed in triplicate in the place and on the date of **15 December 2021**.

GRAN CANARIA
TOURISM
DESTINATION

RESPONSIBLE
TOURISM INSTITUTE

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