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INTRODUCTION

Barcelona Sustainable Tourism brings together the initiatives of Turisme de Barcelona related to Corporate Social Responsibility and Sustainability with the aim of assessing and reducing the environmental impact of business and the city, and to put itself forward as a more sustainable enterprise.

In 2011, Turisme de Barcelona focused on the following areas in particular:

- It promoted, together with Barcelona City Council, the Biosphere World Class Destination certification awarded to Barcelona:
  » Barcelona is the first city in the world to be awarded Biosphere certification.
  » The certification is awarded by the Institute of Responsible Tourism (ITR), an organisation supported by Unesco and the World Tourism Organisation (WTO), and member of the Global Sustainable Tourism Council (GSTC).
  » The award recognises the city as a sustainable tourism destination committed to developing responsible tourism and including sustainable economic, socio-cultural and environmental criteria.
- It became a member of the Global Sustainable Tourism Council (GSTC):
  » The GSTC is the only body that is officially authorised to award sustainable tourism certifications worldwide.
- The GSTC is supported by the United Nations Foundation.
- It joined Barcelona Agenda 21:
  » Agenda 21 is a work plan that aims to direct government policy and management towards sustainable development.

SUSTAINABLE MANAGEMENT

The Turisme de Barcelona consortium is responsible for promoting the Catalan capital as a tourist destination. It was set up in 1993 with the participation of local government and the business sector in an equal management model.

- Work in association with the city’s business network. Turisme de Barcelona has over 700 associate members. They are businesses from the tourism sector and most of them have expressed a desire to move forward by making improvements to sustainability issues.
- Turisme de Barcelona was commissioned by Barcelona City Council to draw up the 2015 City Tourism Strategic Plan.

CULTURAL ASPECTS

Turisme de Barcelona promotes the city as a cultural, gastronomic and shopping destination based on the attractions that make it unique. Turisme de Barcelona’s programmes are:

- Barcelona Gastronomy includes Barceloneta Cuina, a group that brings together restaurants and members of the fishing community from the seafront district of Barceloneta and promotes the use of fresh and locally sourced produce.
- The Barcelona Shopping Line includes the Top 10 window displays in Barcelona.
- Barcelona Culture promotes traditions, festivals, museums, etc. in its cultural agenda In Bcn.

Barometer about the perception of tourism by Barcelona residents and tourists

- Satisfaction surveys are carried out to monitor the local population’s perception of tourist activity in the city, as well as the experience of tourists in Barcelona.

ACCESSIBILITY

- The Turisme de Barcelona website, www.barcelonaturisme.cat has been awarded the AAA Website Accessibility Certification which assesses the accessibility of websites.
- Turisme de Barcelona has launched the website www.barcelona-access.cat, for disabled people.
- Turisme de Barcelona has published the brochure Easy Barcelona which is aimed at people with disabilities. It is available in English and in Braille.

SOCIO-ECONOMIC ASPECT

Barcelona Opportunity Week (BCNOW)

Turisme de Barcelona will be organising the second BCNOW from 27th January to 5th February 2012. The initiative offers major discounts at the city’s hotels, restaurants and cultural attractions. BCNOW achieves several objectives:

- The main beneficiaries are the local community, although the event is also aimed at tourists. It reconciles tourism and the local community.
- Decentralisation: the initiative promotes the city’s establishments at a time when visitor numbers are small. It also triggers a financial upturn in the city’s social fabric.
- Donation of proceeds to charitable projects: Intermón, Obra Social de Sant Joan de Déu and the Banc d’Aliments (2011).

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SUSTAINABLE MANAGEMENT

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CULTURAL ASPECTS

- Barceloneta and promotes the use of fresh and locally sourced produce.
- agenda In Bcn .
- ge by refurbishing and improving access to the Columbus Monument:
  - the ground to generate heat as well as to cool down the monument.
  - problems.

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Turisme de Barcelona is Member of:

November 2011