



Euskadiko Lehendakaria
El Lehendakari de Euskadi

EUSKADI RESPONSIBLE TOURISM POLICY

The Basque Government, as the competent institution for the development of EUSKADI as a tourist destination, and as the party responsible for adopting management measures to guarantee sustainable tourism development, undertakes to set up a model of tourism development which considers economic, social and environmental impacts now and in the future, and which meets the needs of those visiting us, the local environment, the host communities and the business and industrial sector.

In this context and in line with the principles of the World Charter for Sustainable Tourism, a strategy for responsible tourism has been developed. The aim of this strategy is to develop a model of **Sustainable Tourism Development** in the Basque Country, based on respect for the ecosystems, the local community and cultural heritage. The objectives established in this policy are as follows:

- Boost tourism, increasing its positive impact, developing mechanisms for the prevention and management of any negative impacts that may arise.
- Increase the satisfaction of our visitors and of the locals, taking into account their contributions in any decisions made regarding tourism.
- Improve the quality of life of the local population by encouraging dialogue and interaction between the visitor and the resident, fostering the integration of the visitor.
- Ensure the health and safety of residents and tourists, using tools for prevention and integrated support, but always in search of social welfare.

In this way, we are committed to converting tourism in the Basque Country into a tool for economic, social and environmental stimulation, which will allow progress towards the adoption of models of sustainable development, in favour of environmental and cultural diversity and social responsibility.

In Vitoria-Gasteiz, April 22nd 2016.

Iñigo Urkullu Renteria
President of the Basque Government