



PRESENTATION OF THE  
PROJECT "PALMA, RESPONSIBLE  
TOURISM"

## PROJECT "PALMA, RESPONSIBLE TOURISM"

Introduction

Definition of Responsible Tourism

Regulatory, historical and social framework

Justification of the project and objectives

Actions

## Introduction

The project “Palma, Responsible Tourism” has been developed within the scope of a strategy that aims to attain an established and a sustainable promotion of the city (responsible tourism with the conservation of the environment).

## Definition

Responsible Tourism is defined as a trip that takes into consideration the several natural, socio-cultural, economic and political characteristics of a tourist destination, thereby increasing its advantages and reducing, to a minimum, its negative effects. The “responsible tourist” aims to enjoy the culture, the customs, the gastronomical offer and the tradition of the local population in a respectful way and always trying to contribute to the development of responsible and sustainable tourism. Thus, the term Responsible Tourism focusses more on fostering the sense of responsibility of the traveller towards the visited place rather than on the capacity of the public administration to control the offer.

Responsible Tourism is based upon four basic parameters:

Social Equity

Respect for Culture

Respect for the Environment

Economic Feasibility

The novelty about the concept of tourist responsibility lies in the fact that it has scarcely been subject to analysis and poorly defined until now, whereas traditional tourism counts with sufficient and comprehensive literature as well as with a legal framework (different accommodation categories, restaurants, means of transport, etc.).

The key elements of responsible tourism are:

- ✓ Avoid waste and over-consumption
- ✓ Use local resources in a sustainable way
- ✓ Maintain and promote the natural, economic, social and cultural diversity

- ✓ Raise the awareness about the importance of local culture
- ✓ Involve the local community in the planning and in the decision-making process
- ✓ Evaluate the environmental, social and economic impact prior to conceiving several touristic development plans
- ✓ Ensure that the different communities are involved in the project and that they benefit from tourism
- ✓ Promote the tourist destination in a responsible way, always paying respect to the local, natural and cultural environments

### Regulatory, historical and social framework

- Some of the official literary reference that has embodied, for decades now, the restlessness to defend the values that have progressively contributed to lay the foundations of the concept of “responsible tourism” are detailed below:

Title: Cultural Tourism Charter

Topic: Cultural Tourism

Year: 1976

Title: Tourism Charter and the Tourist Code

Topic: Code of Ethics

Year: 1985

Title: The Evora Appeal

Topic: Tourism and Cities

Year: 1997

Title: Global Code of Ethics for Tourism

Topic: Code of Ethics

Year: 1999

## Justification of the project and objectives

Title: Davos Declaration

Topic: Climate Change and Tourism

Year: 2007

The international community is currently undertaking steps against climate change within a common scope of action, following the directions of the United Nations.

In order to support this initiative, the World Tourism Organisation (WTO), in collaboration with the Programme developed by the United Nations for the Environment (PNUMA) and the World Meteorological Organisation (WMO), with the support of the World Economic Forum and the Swiss Government, summoned a Second International Conference on Climate Change and Tourism in Davos (Switzerland), held between the 1st and 3rd October 2007. The Town Council of Palma was present at this event.

Due to the above mentioned, the Government Committee of the Town Council of Palma ratified its commitment to develop, within the scope of its competence, policies related to tourism that adapt to the content, to the criteria and the objectives set forth in the Davos Declaration 2007.

The Davos Declaration is the document of reference and the source of general and specific objectives that need to be targetted in order for Palma to become a more responsible tourist destination and to encourage more sustainable tourism.

The general objectives of the project **PALMA, RESPONSIBLE TOURISM**, focus on three main points:

1. Assume the leadership of Palma as a tourist destination by implementing specific measures (as incentives) in order to reduce, to a minimum, the effects of climate change throughout the tourism value-added chain.
2. Initiate a debate and assess Palma as a tourist destination in order to determine the degree to which the city accomplishes the basic parameters required to be classified as a responsible city.
3. Encourage and provide tourists, prior to making their decision about their travelling destination, with the required tools to make them aware of the climate, economic, social and environmental effects of their different travelling options. This will allow them, once in the chosen tourist destination, to opt for activities that are respectful towards the environment and that contribute to the conservation of the natural environment and the cultural heritage.

The specific objectives of the project PALMA, RESPONSIBLE TOURISM are detailed below:

1. Improve the competitiveness of Palma by positioning the city as a responsible tourist destination.
2. Foster the concept of shared responsibility among tourists and the public administration.
3. Raise the awareness of tourists about the effects of climate change and encourage them to participate in the initiated measures to fight these effects.
4. Encourage responsible trips that support sustainable tourism, always taking into account the climatic, environmental, social and economic aspects.
5. Promote demand and supply during all seasons. Diversify the products according to the climatic factors to reposition the different tourist destinations and the support structure.
6. Encourage and undertake investments in touristic programmes that save energy and foster the use of renewable sources of energy.
7. Include lessons related to the environment and climate in case studies taught at tourism vocational training schools or even extend the teaching of these lessons to the general educational system.
8. Encourage multidisciplinary research targetting specific objectives related to the effects of climate change with the purpose of encouraging the spread of information and foster the current knowledge about responsible tourism.
9. Divulge the economic importance of tourism as a tool for development and present information pertaining to the origin of climate change and its effects in a fair and balanced way that is easy to understand.
10. Focus on decreasing carbon levels in the environment, thus reducing pollution from conception through to the performance of activities.
11. Maintain the biodiversity, the different natural ecosystems as well as

the landscape in such a way that its resistance towards climate change is strengthened and to guarantee a long-term sustainable use of environmental resources of tourism.

## Actions

In response to the different general and specific objectives mentioned above, the IMTUR recommends the implementation of a series of specific actions to begin immediately with the definition and implementation of a roadmap on a long-term basis. The close relation between the objectives (set forth in the document of reference - i.e. in the Davos Declaration) and the planned actions confers coherence to the project.

### 1. Initiative "Palma shared responsibility".

It responds to the concept of shared responsibility for sustainable tourism between the following parties:

->The tourist destination is subject to an audit performed by tourists.

←- The tourist destination provides tourists with the required tools to enjoy even more their responsible holidays and gives them the chance to learn more about the concept of responsible tourism.

How?

By the design and production of informative leaflets / participation cards (printed on recycled paper) containing:

A set of rules for responsible tourism

Palma's recommendations for responsible tourism

Make specific areas available to the tourists where they may:

- tell us about their experience in Palma
- suggest ideas to make Palma a more responsible tourism destination.

Where?

At the tourist offices

Hotels

Digitally: Through the website forum 2.0. available on the municipal tourist website [www.palmavirtual.es](http://www.palmavirtual.es)

By email: [palmainfo@a-palma.es](mailto:palmainfo@a-palma.es)

Compensation?

For every tourist participating in the project, the IMTUR tourism institute of the Town Council of Palma will contribute with 1 €, up to a maximum of 9,800 €

(0.7% of the IMTUR annual budget - 1,400,000 € -, a percentage of reference applied in most contributions made towards causes related to social responsibility)

The collected sum will be allocated as the main prize of the first award “Palma, Responsible Tourism” (total prize awarded - 9,800 €)

At this stage it is yet impossible to figure out the number of participants that will be finally taking part in the initiative. However, it is possible to base our calculations on the number of visitors frequenting our tourist offices throughout 2006 = 54,266 people

Thus, we forecast the following levels of participation:

2500 people	2,500 €
5000 people	5,000 €
7500 people	7,500 €
Up to a max. of	9,800 €

Some of the projects to be developed until 2011:

2. Development and broadcasting of 12 proposals encouraging responsible tourism within the city.
3. Internet Forum 2.0.
4. First award “Palma, Responsible Tourism” awarded to innovative projects related to sustainable tourism.
5. Press trip “culture and responsible tourism”.
6. Press contest “Palma, Responsible Tourism”
7. Supporting Palma to become a slow city.
8. Spanish Network of Healthy Cities
9. Creation of a reference guide for good environmental practice for the tourist sector.
10. Celebration of an informative conference on responsible tourism in Palma (eg: Città Slow Conference / Conference of the Healthy Cities' Network)
11. Celebration of a recreational conference “Palma, Responsible Tourism” in Palma (eg: Conference on Jewish Culture) that would include the gastronomical conference “Palma, Responsible Tourism”
12. Celebrate in Palma an International Conference on Sustainable Tourism in the Mediterranean.

13. Collaboration with the UIB University in areas related to responsible tourism.

14. Specific actions to spread information and raise awareness:

- "Flight to Palma, responsible tourism" (in collaboration with an airline)
- Contest published in a "board magazine" (like a *competition*)
- Cycling event "Responsible Tourism"