

V Bioeconomic Day 'Biosphere Certification'



**Sitges, sustainable
and responsible Tourism**

June the 8th, 2016

**The path towards a
sustainable touristic destination**
#sitgesbiosphere



**BIOSPHERE
RESPONSIBLE
TOURISM**



**Ajuntament
de Sitges**





Sitges, sustainable and responsible Tourism

June the 8th, 2016

8:45 to 14:00

Avenida Sofia Hotel Boutique & Spa

Av. Sofia, 12 / Sitges, Barcelona

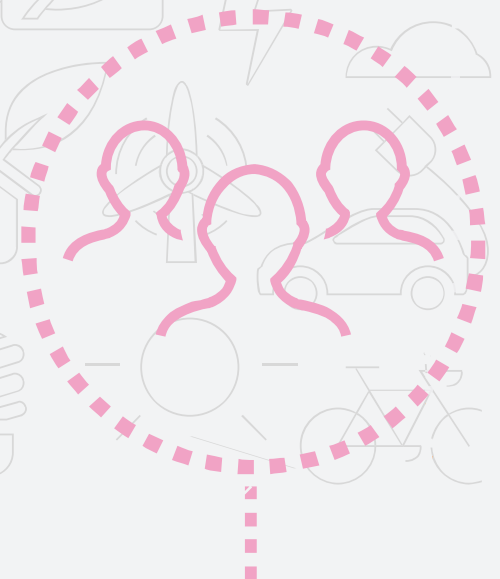
Adaptet acces

An event addressed to employers in the local tourism sector, representatives and technicians from other administrations, public institutions, architects and builders.

Conference to discuss from different perspective and addressing various issues, sustainable tourism management in a destination like Sitges and the importance of working together to achieve the goal. The conference also aims to promote local tourism certifications and point out what alternatives exist. Deepen into the Biosphere Destination Certification, objectives, methodology and scope.

Inscriptions

Free inscriptions at www.bioeconomic.cat



Programa:

08.45h – Reception and accreditation

09.00h - Welcome

- Jaume Casanovas, manager of the Avenida Sofia Hotel & Spa Day Opening
- Aurora Carbonell, Councillor for Economic Promotion, Tourism and Beaches
- Jordi Mas, Councillor for Planning, Sustainability and Housing
- Joan Anton Matas, President of the Hotel Guild Hotel in Sitges
- Miquel Forn, Sitges Mayor

09.40h – Biosphere Certification – Institute of Responsible Tourism (ITR)

- Tomas Azcárate, President of the ITR

10.00h - Other certifications of sustainability: the environmental quality distinction

- Eloi Montcada, director of Consulting Area at Lavola

10.20h - Calculation and compensation of CO₂ emissions

- Miquel Angel Rubio, Head of the climate change area at Lavola

10.40h – Coffee Break

11.10h - Mobility Plan

- Ramón Estrada. Technical Director of EPIM. Editors of the Sustainable Urban Mobility Plan for Sitges.

11.30h – Tourism with a Taste of Garraf: making Culture of our Land and Gastronomic Culture.

- Agni Zander, member of Slow Food Garraf and Penedès and Orchard producer Can Girona, Sitges.

11.50h - Circular Economy, Tourism and Territory

- Eusebio Martínez de la Casa, Founder and president of Recircula

12.10h - Sustainability for Tourism Competitiveness

- Arturo Crosby, Expert in sustainable tourism of the World Tourism Organization, director of the Forum Natura International and editor of the Journal Naturalae

12.30h - The necessary efficient rehabilitation of hotels. REIH Strategic Plan, Integrated Energy Rehabilitation for Hotels

- Julio Bermejo, Ledd AP BD+C Architect, Member - Project Manager, 4Arquitectura Ambiental
- Miquel Pujol, Member of Arqrute Marketing and communication

12.50h –Sustainability in Hotels and Tourism

- Jesús Felipe Gallego, President of Grupo ISTur and Institute of Touristic Sustainability

13.10h - Closing

- Sebastià Parera. Manager of BioEconomic
- Tomas Azcárate, President of the ITR
- Xavier Espasa, director of Catalan Tourist Board, in representation of Business and Knowledge Department
- Miquel Forn, Sitges Mayor

13.20h - Biosphere Certification Awards ceremony for the City of Sitges.

- Miquel Forn, Sitges Mayor and Tomas Azcárate, President of the ITR



**BIOSPHERE
RESPONSIBLE
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Sitges is obtaining the Biosphere Certification

Sitges has obtained the Biosphere certification, certification based on principles of sustainable Development which recognizes and certifies commitment in responsible management of tourism. Sitges has become one of eight destinations in the world certified with the Biosphere certification.

The Biosphere certification includes measures of sustainability grouped in areas such as conservation of natural, cultural and landscape heritage, economic and social development in the local community, contributing to quality occupation, environmental protection, visitors satisfaction and the quality of services.

Biosphere Destination is a private and independent certification recognised worldwide by the Global Sustainable Tourism Council (GSTC) and promoted by the Responsible Tourism Institute (ITR), an independent body linked to the UNESCO and affiliate member of the World Tourism Organization (WTO), which promotes tourism that is developed through sustainable activities under the layer of the triple profitability: environmental, economic and sociocultural.

Obtaining the certificate is part of the Action Plan of the Tourism department and collected in the Mandate Plan 2015 - 2019.

Organises:



Ajuntament
de Sitges

Collaborates:



AVENIDA SOFIA
HOTEL&SPA

Participants:



Vehicles Elèctrics
Híbrids i Alternatius



Marketing y Comunicación



the value of resources



RESPONSIBLE TOURISM INSTITUTE



Sostenible
Hotels



Agència Internacional
D'Iniciativa i Desenvolupament
Turístic



Pla Estratègic Rehabilitació
Energètica Integral d'Hotels



estudis projectes i mobilitat



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