

# Sustainable Tourism: the only way to tourism development in islands

Roadmap towards sustainable tourism

We are all agents of change, starting with you...

## WHAT CAN WE DO AS CONSUMERS?

### Choose and act sustainable, make a difference

- Choose companies that prioritize **respect for the environment**
- Know in depth the **commitment and achievements** of the companies you hire
- Escape from false sustainability (**Greenwashing**) by learning about the good practices of the company
- Support **local economy and responsible consumption**
- Avoid **overcrowded** activities and attractions
- Look for “more familiar” companies that give you a **personalize and closer service**
- Make sure the activities involving animal sighting are guided by **experts**
- Reject activities that involve **animal exploitation or damage the natural environment**
- Limit yourself to **only being an observer** when you are in a natural environment
- Reduce your **carbon footprint**
- Avoid **generating waste**

### Enjoy the experience

- Enjoy nature from the **respect**
- Collaborate in the **conservation** of natural territories and species
- **Take care of the environment** and leave it better than you found it

### Share your trip

- Spread **respect** for the environment
- Pass on your experience and encourage **constructive criticism**
- Inspire other travelers and help improve the practices of the companies hired. Your choice will help creating a **shared value**

“ **The future we need starts with our actions today** ”

Consumer guarantee

If we demand sustainable values ...

## WHAT CAN WE DO AS COMPANIES?

### Show your good practices

- **Comply** with established regulations
- Introduce **CO<sub>2</sub> emissions reduction** in your services
- Follow principles of **circular economy**
- **Reduce, reuse and recycle** your waste
- Ensure **energy efficiency** at your installations
- Offers a more **sustainable transport**
- Introduce **km 0 products** in your business
- **Become the example** of other companies
- **Be transparent** with the client about your practices

### Use scientific knowledge as the base for decision making

- Guarantee **specialized training/formation** of your workers
- Collaborate in **scientific projects**
- Promote **citizen science**

### Sensitize those around you

- **Respect** nature and help it to be respected
- Create **responsible marketing**
- **Value the resources** of your community
- **Educate** through your activities

To support and promote the transition towards a sustainable business model ...

## WHAT ABOUT THE ADMINISTRATION?

### Ensure sustainable tourism and prioritize the conservation of natural spaces

- Monitor **compliance with the laws** that regulate sustainable tourism
- **Implement** specific regulations
- Carry out **scientific diagnoses** prior to the use of ecosystems (e.g., studies of **capacity building**)
- **Authorize** tourism activities according to scientific diagnosis
- Provide **resources and tools to promote the transformation** of companies towards sustainable business model
- **Recognize the effort and commitment** of companies that prioritize sustainability
- **Monitor** the results of tourist activity to optimize it

**This manifest was presented in the last Conference about sustainable tourism, held in Fuerteventura in December 2021. The guidelines are written by a group of woman ocean scientists that work in different parts in the world, and come together to claim climate justice and healthy oceans**



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