

# ETIS implementation and Responsible Tourism in the Pallars Jussà county

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**SOC**

Servei d'Ocupació  
de Catalunya



Generalitat de Catalunya  
Departament d'Empresa i Ocupació



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*Aquesta acció ha estat subvencionada pel Servei d'Ocupació de Catalunya, en el marc del Projecte "Treball a les 7 comarques" i co-finançada pel Fons Social Europeu*

# What are going to talk about today?

1. Introduction
2. What's ETIS?
3. The Pallars Jussà county
4. A responsible tourism initiative in the Pallars Jussà: the Fifth Lake

# 1. Introduction

## Profile of a Tourism Development Officer

- Tourism graduate (TEAT)
- Further education on:
  - Responsible Tourism Management
  - Destination Management
  - Local Economic Development

# Who pays it?

European Social Fund (ESF)



Servei d'Ocupació de Catalunya



Project *Treball a les 7 Comarques* (focused on  
Local Economic Development)



Pallars Jussà County Council

# Tourism Development Officer

## Yearly Action Plan

- Four main projects with many activities on each:
  1. Reinforcement of the private-public Tourism Partnership
  2. Development of specific projects (e.g. ETIS)
  3. Information and welcome to visitors
  4. Promotion and related activities

## 2. What's ETIS?

- **European Tourism Indicators System (ETIS):  
for Sustainable Management at Destination  
Level**

The system is designed to be used by tourism destinations to monitor, manage, measure and enhance their sustainability performances, without the need of any specific training.

# ETIS usefulness

Measuring these performances and monitoring its own results will make it possible to local authorities to:

- ✓ Get improved data for informed policy **decision making**
- ✓ Establish an intelligent approach to tourism **planning**
- ✓ **Identify** areas that need improvement
- ✓ **Prioritize** action projects
- ✓ **Manage** risks effectively
- ✓ **Create** benchmarks of performance

# The importance of indicators

**“We can’t manage what we can’t measure”**

Cristina Nuñez from NECSTouR: Network of European regions committed to the issue of sustainable and competitive tourism

[www.necstour.eu](http://www.necstour.eu)



# ETIS pilot phases

## **Pilot phase 1: during 2013**

104 destinations participated, only 26 finished

## **Pilot phase 2: April – December 2014**

110 destinations participating (5 are Catalan)

Only 42 have sent the mid-term report

# How to implement ETIS?



## **European Tourism Indicator System TOOLKIT For Sustainable Destinations**

[http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm)

# 7 step process

1. Raise Awareness
2. Create a Destination Profile
3. Form a Stakeholder Working Group (SWG)
4. Establish Roles and Responsibilities
5. Collect and Record Data
6. Analyse Results
7. Enable On-going Development and Continuous Improvement

# 7 step process

## **1. Raise awareness**

It is important to communicate the decision to as many people as possible, particularly local stakeholders.

- Meetings with stakeholders
- Writing news

### EL PALLARS JUSSÀ PARTICIPA EN LA PROVA PILOT DEL SISTEMA EUROPEU D'INDICADORS TURÍSTICS

divendres, 1 agost, 2014 - 00:00

És l'única destinació de la demarcació de Lleida i una de les cinc de tot Catalunya

El Sistema Europeu d'Indicadors Turístics (ETIS) és un procés per gestionar, monitoritzar i augmentar la sostenibilitat de les destinacions turístiques europees, impulsat per la Direcció General d'Indústria i Empresa de la Comissió Europea.

D'abril a desembre de 2014 s'està duent a terme la segona fase de proves pilot per a la implementació dels ETIS, en la qual s'han seleccionat 110 destinacions, 5 de les quals són catalanes: la comarca del Pallars Jussà, els municipis de Torroella de Montgrí-L'Estartit i de Llançà, la ciutat de Barcelona i la Diputació de Barcelona.

El procés d'implementació ETIS té una durada de 9 mesos i és bastant complex, doncs en la primera fase de les proves pilot només 26 de les 104 destinacions van portar a terme tot el procés.

El Sistema consta de 27 indicadors bàsics i 40 d'opcionals estructurats en quatre grans grups: gestió de la destinació, impacte econòmic, impacte social i cultural, i impacte mediambiental.

Per tal de recollir tots els indicadors cal la col·laboració de tots els agents turístics de la destinació, essent fonamental el treball conjunt dels sectors públic i privat.

La sostenibilitat és una prioritat de les directius de turisme de la Comissió Europea, doncs està lligada a la competitivitat i a la millora de les experiències que viuen a les destinacions tant els turistes com els residents.

Podeu descarregar el manual des d'[aquest enllaç](#)



MEDI AMBIENT DEJECCIONS RAMADERES

# Ramaders de Lleida impulsen grans basses mòbils de purins

Per traslladar-los a camps encara no utilitzats a la comarca de les Garrigues

R. RAMÍREZ

LLEIDA | Ramaders de Lleida impulsen basses mòbils de purins, construïdes amb dos grans contenidors per al transport de mercaderies (com els de trens o vaixells) i muntades sobre un camió, per traslladar-los a zones apartades de les explotacions encara no utilitzades per acollir aquest tipus de dejeccions com a adob. És un projecte que planteja l'associació que reuneix els més de 160 ramaders de les Garrigues afectats pel tancament de les dos plantes de tractament de Juneda a causa de les retallades del ministeri d'Indústria. Amb això, preveuen ampliar el radi d'acció en el qual resulta viable aplicar les dejeccions com a adob en cultius, i sumar 5.000 noves hectàrees a les 24.000 actuals.

Aquesta proposta s'haurà de presentar dimecres en assemblea als ramaders associats a l'entitat, juntament amb altres línies d'actuació com reduir els nitrats en la dieta dels porcs. L'ús d'aquestes basses mòbils facilitaria l'ús de cisternes de petita mida per aplicar purins en camps d'oliveres en zones de difícil accés o en aquelles on els



Imatge recent de l'aplicació de purins com a fertilitzant en cultius de les Garrigues.

recta gestió a la major part de les 200.000 tones anuals de purins excedentaris que, fins el passat mes de febrer, tractaven les dos plantes de la comarca.

Els ramaders afectats pel tancament d'aquestes instal·lacions

## Deu milions de Madrid per a solucions alternatives

El Consell de Ministres va anunciar ahir una partida de 10 milions de euros per a solucions alternatives agràries pot originar un greu risc de contaminació ambiental.



## L'avió d'Arkia arriba amb més de 90 passatgers

ALGUAIRE | L'avió de la companyia israeliana Arkia va aterrar ahir a Alguaire amb més de 90 passatgers (gairebé ple) amb absoluta normalitat, tret d'un retard d'uns vint minuts, molt inferior al de dos hores de la setmana passada. D'aquesta forma, el conflicte entre Israel i Gaza no ha afectat les operacions de l'aerolínia, que seguirà amb els vols a Lleida durant el mes d'agost.

## Almenara Alta inaugura la reforma de la plaça

AGRAMUNT | El nucli d'Almenara Alta, a Agramunt, inaugurarà avui la reforma de la plaça Major després de les obres per substituir el paviment deteriorat. La junta administrativa de la localitat assumeix el cost de l'actuació. L'acte inaugural anirà precedit d'una missa a l'església d'Almenara Alta.

## Projecte europeu de turisme al Jussà

TREMP | El Pallars Jussà participa en la prova pilot d'un sistema europeu d'indicadors turístics juntament amb quatre demarcacions catalanes més. El projecte té com a finalitat augmentar la sostenibilitat de les destinacions turístiques d'Europa.

# Meeting with stakeholders



# 7 step process

## 2. Create a destination profile

With the *destination profile form*.

### OVERVIEW:

- Main types of tourism and most popular activities
- Five most popular tourism attractions

GEOGRAPHY: size of destination; Habitats: urban, rural...; Level of biodiversity

TRANSPORT: airports

POPULATION: nr. residents, density, summer/winter ratio...

### TOURISTS:

- Annual visitor numbers, as a total and broken down by principal market
- Annual arrivals by type of transport
- Average tourist expenditure (per person/per day)
- Average length of stay



# 7 step process

## **3. Forming a stakeholder working group (SWG)**

The SWG is a collection of organisations and individuals in the destination with an involvement and interest in the tourism industry.

- Private sector
- community groups, utility providers, local authority departments responsible for employment, economic growth, planning, protected areas and the environment.

# 7 step process

## **4. Establish Roles and Responsibilities**

To define which stakeholder is collecting data for each indicator, how and by when.

# 7 step process

## List of Possible Stakeholders for Indicator Data Collection

STAKEHOLDER	RELEVANT INDICATOR
Private sector representative/s, e.g. head of local Hotel Association	A.2.1, B.2.1, B.2.2, B.5.1, C.3.1, D.2.1
Destination management organisation	A.1.1, A.2.1, A.3.1, A.4.1, B.1.1, B.1.2, B.2.1, B.2.2, B.3.1, C.1.1, C.2.1, C.4.1, D.1.1, D.1.2, D.8.1
Tourism authority	A.1.1, A.2.1, A.3.1, A.4.1, B.1.1, B.1.2, B.2.1, B.2.2, B.3.1, C.1.1, C.2.1, C.4.1, D.1.1, D.1.2, D.8.1
Destination marketing/PR agency	A.4.1,
Local authority staff concerned with employment/economy	B.1.2, B.2.1, B.3.1, C.2.1, D.2.1
Education institutions	C.2.1
Local community organisation	C.1.1, D.8.1
Local authority planning department	D.1.1, D.1.2, D.2.1, D.7.1, D.8.1
Organisation concerned with preservation of local culture/heritage	C.4.1
Local authority transport department	D.1.1, D.1.2, D.2.1
Local authority climate change officer	D.2.1

# 7 step process

## 5. Collect and record data

This information can be sourced by conducting **surveys, questionnaires** and other types of activities.

# Destination Management Survey

Please take a few minutes to complete this survey to help get a better picture of your destination.

## **CORE INDICATOR**

### **C.1.1 Number of tourists/visitors per 100 residents**

Please indicate the total resident population size of your destination:

---

How many tourist/visitors do you receive a year?

---

## **OPTIONAL INDICATOR**

### **C.1.1.3 Number of second/rental homes per 100 homes**

How many permanent residences are in your destination?

---

How many second/rental homes are in your destination?

---

## **OPTIONAL INDICATOR**

### **A.1.1.2 Percentage of the destination represented by a destination management organisation**

How many towns, villages, cities does your destination comprise?

# Enterprise Survey

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## **C.3.1 Percentage of commercial accommodation with rooms accessible to people with disabilities and/or participating in recognised accessibility schemes**

If you are an accommodation business, do you have rooms adapted to the special needs of visitors with disabilities or with limited mobility?

- Yes       No       Not applicable

## **CORE INDICATOR**

### **B.4.1 Percentage of tourism enterprises that have been inspected for fire safety in the last year**

Has your enterprise been inspected for fire safety in the past year?

- Yes       No

Inspection date: \_\_\_\_\_

## **OPTIONAL INDICATOR**

### **B.2.1.2 Percentage of ten largest tourism enterprises involved in destination management/ cooperative marketing**

Does your enterprise participate in any cooperative marketing activities for the destination (e.g. involvement in associations of tourism enterprises or promotional / advertising programmes)?

- Yes       No

## **OPTIONAL INDICATOR**

### **A.4.1.1 The percentage of businesses that communicate their sustainability efforts to visitors in their products, marketing, or branding**

Is your enterprise's sustainability positioning communicated publicly (visitor information brochures,

# Resident Survey

## OPTIONAL INDICATOR

### C.1.1.1 Percentage of residents who are satisfied with tourism in the destination (per month / season)

Overall, I am very satisfied with tourism in my destination.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
In Autumn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In Winter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In Spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In Summer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## OPTIONAL RELEVANT QUESTION

There are benefits for the community from tourism and tourists visiting my destination.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## OPTIONAL RELEVANT QUESTION

There are benefits for myself from tourism and tourists visiting my destination.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## OPTIONAL INDICATOR

### A.1.1.1 Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism

Overall, I am very satisfied with residents' involvement and influence in the planning and development of tourism.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Visitor Survey

## OPTIONAL INDICATOR

**D.1.1.1 Percentage of visitors using local/soft mobility/public transport services to get around the destination**

What method of transport did you use / are you planning to use during your stay here?

- Bicycle
- Local public transport (bus, train...)
- Others (private cars, tour buses, taxi...)

## CORE INDICATOR

**B.1.1 Number of tourist nights per month**

Did you stay here overnight?

- Yes

## OPTIONAL INDICATOR

**B.1.1.2 Number of 'same day' visitors in high season and low season**

- No

## CORE INDICATOR

**B.2.1 Average length of stay of tourists (nights)**

If Yes, please indicate how many nights you stayed in this destination:

\_\_\_\_\_

## OPTIONAL INDICATOR

**B.2.1.1 Average length of stay of same day visitors (hours)**

If No, please indicate how many hours you spent in this destination:

\_\_\_\_\_

## OPTIONAL INDICATOR

**A.3.1.1 Percentage of repeat/return visitors (within 5 years)**

Was this your first visit to this destination?

- Yes
- No

If No, how many times have you visited this destination in the last five years?

\_\_\_\_\_

## CORE INDICATOR

**B.1.2 Daily spending per tourist (accommodation, food and drinks, other services)**

## OPTIONAL INDICATOR



# INDICATORS: Destination Management

Section A: Destination Management		
Criteria	Indicator Reference #	CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.
A.1 Sustainable Tourism Public Policy	A.1.1	Percentage of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement
	A.1.1.1	Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism
	A.1.1.2	Percentage of the destination represented by a destination management organisation
A.2 Sustainable Tourism Management in Tourism Enterprises	A.2.1	Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures
	A.2.1.1	Number of tourism enterprises/establishments with sustainability reports in accordance with the Global Reporting Initiative (GRI)
A.3 Customer Satisfaction	A.3.1	Percentage of visitors that are satisfied with their overall experience in the destination
	A.3.1.1	Percentage of repeat/return visitors (within 5 years)
A.4 Information and Communication	A.4.1	The percentage of visitors who note that they are aware of destination sustainability efforts
	A.4.1.1	The percentage of businesses that communicate their sustainability efforts to visitors in their products, marketing, or branding

# INDICATORS: Economic Value

Section B: Economic Value		
Criteria	Indicator Reference #	CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.
B.1 Tourism Flow (volume & value) at Destination	B.1.1	Number of tourist nights per month
	B.1.1.1	Relative contribution of tourism to the destination's economy (% GDP)
	B.1.1.2	Number of 'same day' visitors in high season and low season
	B.1.1.3	Daily spending per same day visitor
	B.1.2	Daily spending per tourist (accommodation, food and drinks, other services)
B.2 Tourism Enterprise(s) Performance	B.2.1	Average length of stay of tourists (nights)
	B.2.1.1	Average length of stay of same day visitors (hours)
	B.2.1.2	Percentage of ten largest tourism enterprises involved in destination management/cooperative marketing
	B.2.2	Occupancy rate in commercial accommodation per month and average for the year
	B.2.2.1	Average price per room in the destination

# INDICATORS: Economic Value

B.3 Quantity and Quality of Employment	B.3.1	Direct tourism employment as percentage of total employment
	B.3.1.1	Percentage of jobs in tourism that are seasonal
	B.3.1.2	Percentage of tourism enterprises providing student internships
B.4 Safety and Health	B.4.1	Percentage of tourism enterprises inspected for fire safety in the last year
	B.4.1.1	Percentage of tourists who register a complaint with the police
B.5 Tourism Supply Chain	B.5.1	Percentage of tourism enterprises actively taking steps to source local, sustainable, and fair trade goods and services
	B.5.1.1	Percentage of the destination covered by a policy promoting local, sustainable and/or fair trade products and services
	B.5.1.2	Percentage of tourism enterprises sourcing a minimum of 25% of food and drink from local/regional producers

# INDICATORS: Social and Cultural Impact

## Section C: Social and Cultural Impact

Criteria	Indicator Reference #	<span style="background-color: #92d050;">CORE indicators are in GREEN</span> and <span style="background-color: #4169E1; color: white;">OPTIONAL indicators are in BLUE.</span>
C.1 Community/Social Impact	C.1.1	Number of tourists/visitors per 100 residents
	C.1.1.1	Percentage of residents who are satisfied with tourism in the destination (per month/season)
	C.1.1.2	Number of beds available in commercial visitor accommodation per 100 residents
	C.1.1.3	Number of second/rental homes per 100 homes
C.2 Gender Equality	C.2.1	Percentage of men and women employed in the tourism sector
	C.2.1.1	Percentage of tourism enterprises where the general manager position is held by a woman
	C.2.1.2	Average wage in tourism for women compared to average wage for men (sorted by tourism job type)

# INDICATORS: Social and Cultural Impact

Section C: Social and Cultural Impact		
Criteria	Indicator Reference #	CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.
C.1 Community/Social Impact	C.1.1	Number of tourists/visitors per 100 residents
	C.1.1.1	Percentage of residents who are satisfied with tourism in the destination (per month/season)
	C.1.1.2	Number of beds available in commercial visitor accommodation per 100 residents
	C.1.1.3	Number of second/rental homes per 100 homes
C.2 Gender Equality	C.2.1	Percentage of men and women employed in the tourism sector
	C.2.1.1	Percentage of tourism enterprises where the general manager position is held by a woman
	C.2.1.2	Average wage in tourism for women compared to average wage for men (sorted by tourism job type)

# INDICATORS: Social and Cultural Impact

C.3 Equality/Accessibility	C.3.1	Percentage of commercial accommodation with rooms accessible to people with disabilities and/or participating in recognised accessibility schemes
	C.3.1.1	Percentage of destination served by public transport that is accessible to people with disabilities and people with specific access requirements
	C.3.2	Percentage of visitor attractions that are accessible to people with disabilities and/or participating in recognised accessibility schemes
	C.3.2.1	Percentage of visitors satisfied with the accessibility of the destination for those with disabilities or specific access requirements
C.4 Protecting and Enhancing Cultural Heritage, Local Identity and Assets	C.4.1	Percentage of the destination covered by a policy or plan that protects cultural heritage
	C.4.1.1	Percentage of residents who have positive or negative views on the impact of tourism on destination identity
	C.4.1.2	Percentage of the destination's biggest events that are focused on traditional/local culture and assets

# INDICATORS: Environmental Impact

Section D: Environmental Impact		
Criteria	Indicator Reference #	CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.
D.1 Reducing Transport Impact	D.1.1	Percentage of tourists and same day visitors using different modes of transport to arrive at the destination (public/private and type)
	D.1.1.1	Percentage of visitors using local/soft mobility/public transport services to get around the destination
	D.1.2	Average travel (km) by tourists to and from home or average travel (km) from the previous destination to the current destination
	D.1.2.1	Average travel (km) by same day visitors from and to destination
D.2 Climate Change	D.2.1	Percentage of tourism enterprises involved in climate change mitigation schemes—such as: CO <sub>2</sub> offset, low energy systems, etc.—and “adaptation” responses and actions
	D.2.1.1	Percentage of the destination included in climate change adaptation strategy or planning
	D.2.1.2	Percentage of tourism accommodation and attraction infrastructure located in “vulnerable zones”
D.3 Solid Waste Management	D.3.1	Waste volume produced by destination (tonnes per resident per year or per month)
	D.3.1.1	Percentage of tourism enterprises separating different types of waste
	D.3.2	Volume of waste recycled (percent or per resident per year)

# INDICATORS: Environmental Impact

D.4 Sewage Treatment	D.4.1	Percentage of sewage from the destination treated to at least secondary level prior to discharge
	D.4.1.1	Percentage of commercial accommodation connected to central sewage system and/or employing tertiary sewage treatment
D.5 Water Management	D.5.1	Fresh water consumption per tourist night compared to general population water consumption per person night
	D.5.1.1	Percentage of tourism enterprises with low-flow shower heads and taps and/or dual flush toilets/waterless urinals
	D.5.1.2	Percentage of tourism enterprises using recycled water
	D.5.1.3	Percentage of water use derived from recycled water in the destination
D.6 Energy Usage	D.6.1	Energy consumption per tourist night compared to general population energy consumption per person night
	D.6.1.1	Percentage of tourism enterprises that have switched to low-energy lighting
	D.6.1.2	Annual amount of energy consumed from renewable sources (Mwh) as a percentage of overall energy consumption



# INDICATORS: Environmental Impact

D.7 Landscape and Biodiversity Protection	D.7.1	Percentage of destination (area in km <sup>2</sup> ) that is designated for protection
	D.7.1.1	Percentage of local enterprises in the tourism sector actively supporting protection, conservation, and management of local biodiversity and landscapes
	D.7.1.2	Percentage of destination covered by a biodiversity management and monitoring plan.
D.8 Light and Noise Management	D.8.1	The destination has policies in place that require tourism enterprises to minimise light and noise pollution
	D.8.1.1	Percentage of the destination and percentage of population covered by local strategy and/or plans to reduce noise and light pollution
D.9 Bathing Water Quality	D.9.1	Level of contamination per 100 ml (faecal coliforms, campylobacter)
	D.9.1.1	Number of days beach/shore closed due to contamination

# 7 step process

## 6. Analyse Results

The group can then review and analyse the results, decide on some realistic benchmarks or targets, and agree a plan on how to achieve these. For example, if the results show that the destination has:

- A low level of protection for biodiversity
- A low level of women employed in the tourism sector
- A low percentage of tourism accommodations engaged in water saving activity

# 7 step process

## **7. Enable On-going Development and Continuous Improvement**

It is important that the indicators and the data being collected are regularly reviewed and that new indicators from the Toolkit are included when possible without overloading the SWG.

As the destination's use of the System matures and the indicator data collected becomes more extensive, it is worth starting to compare the destination's progress against international benchmarks.

# ETIS implementation

**Further implementation**

**Benchmarking ourselves against other destinations**

**Opportunity for getting European funding through projects**

**Generating news and placing the PJ in the map**

# 3. The Pallars Jussà county

- Have you been there?
- What do you know about the area

<http://www.youtube.com/watch?v=V3eoNtF0n04>

# The Pallars Jussà county

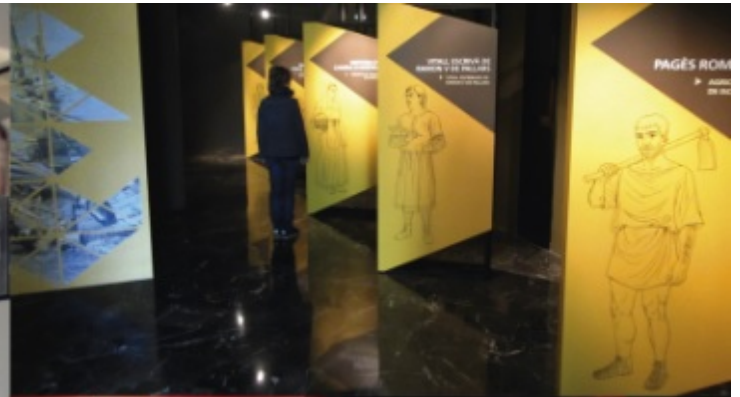
ACN news on 27.02.2013

## **Un 40% dels catalans diu que no ha visitat mai el Pallars**

Un 40% dels catalans diu que no ha visitat mai el Pallars Sobirà i el Pallars Jussà. Per contra el 90% dels catalans diu haver anat en el darrer any per motius no professionals a la ciutat de Barcelona.

<http://www.acn.cat/acn/704313/Noticia/text/Noticia.html>





Epicentre. Pallars Jussà Visitors Centre



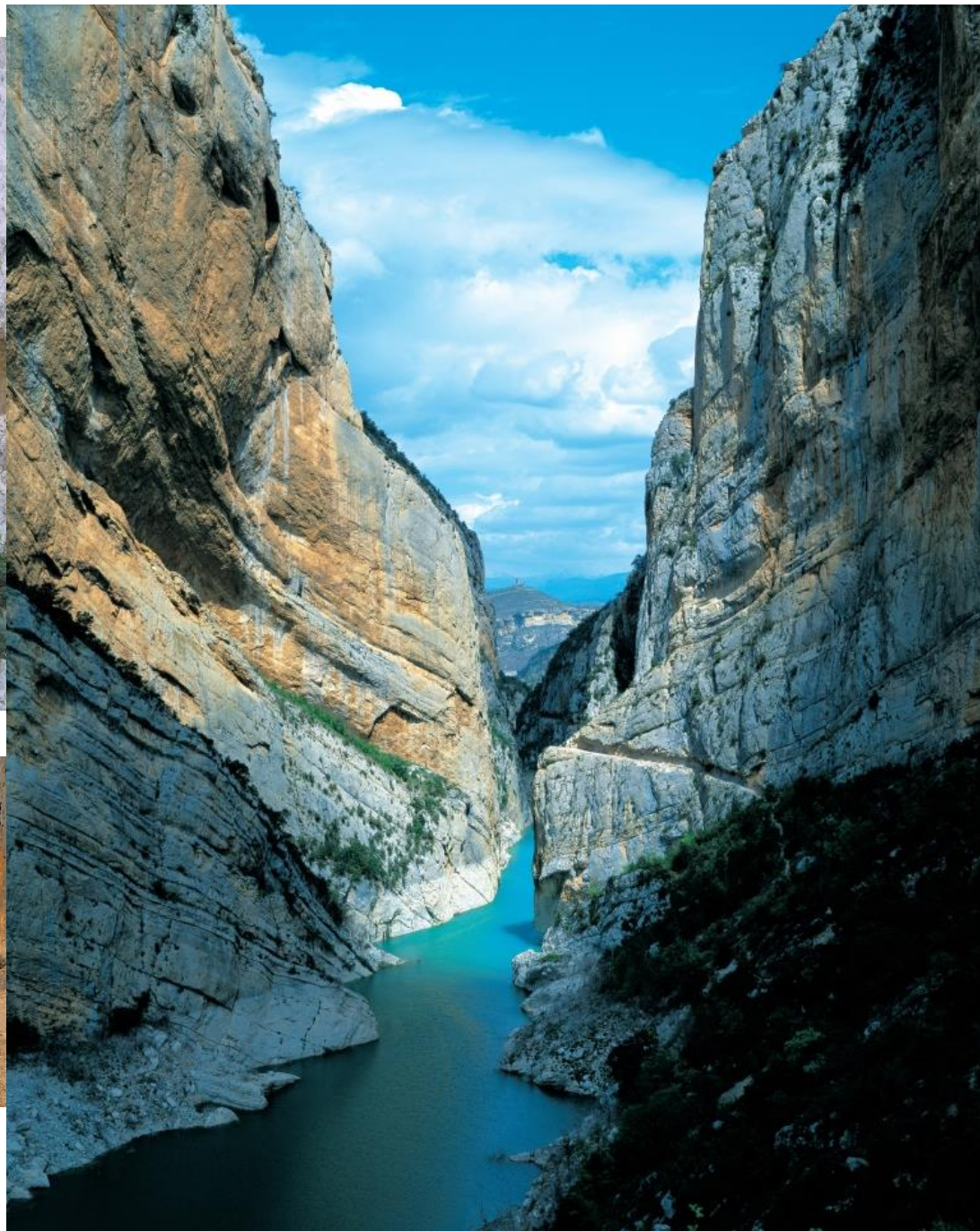


Mur Castle



Cable car in Vall Fosca





Mont-rebei gorge

# 4. Responsible Tourism in Pallars Jussà

## Responsible tourism or Sustainable Tourism?

### Best practices in EU:

- At destination level: Walkers Are Welcome (UK), Alpine Pearls, Wanderdorfer (D)
- At TTOO level: Associations: AITO (UK), AGIT (FR), Forum Anders Reizen (D). TTOO: InnTravel, Ramblers, La Balaguère, Exodus, Explore...
- Quality brands: Walkers and Cyclists Welcome (UK), Families Welcome (UK), Famille Plus (F)...

### Communicating RT: best practices in “Keep It Real”

- For companies: England, Wales, Ireland, South Africa...
- For destinations: England

<http://issuu.com/respondecorespondeco>

# Responsible Tourism in Pallars Jussà

## **THE FIFTH LAKE**

<http://www.youtube.com/watch?v=NN9P-sLcAek>

# Responsible and Sustainable Tourism

Why The Fifth Lake? Towards responsible and sustainable tourism. Tourism that creates better places for people to live in and better places to visit.

Criteria of responsibility for The Fifth Lake:

Environmental criteria:

- Arrival by **public transport, via the Lakes Train**, is encouraged. The Fifth Lake's name is derived from our endorsement of the train as a means of getting to the starting point. Once visitors pass the four lakes by train (Sant Llorenç de Montgai, Camarasa, Cellers and Sant Antoni), they arrive in La Pobla de Segur, where they begin the trek towards the Fifth Lake
- **Accommodation** is available that is increasingly more involved in **environmental resource management**
- **Minimum waste** is generated (lunch box and bundle)
- Hikers are encouraged not to leave any trace of their presence on the landscape:
  1. Nothing should be removed from the place
  2. Wildlife must be respected
  3. Consideration towards their hosts and towards other visitors must be shown
  4. Respect must be shown to farmers and the tools of their trade, for instance fences
- A contribution is made towards preserving the paths and landscapes



### Economic criteria:

- **Local products, both foodstuffs and crafts, are promoted**
- **The visitor is involved** in the region, in such a way that part of their payment is reinvested in the maintenance and improvement of the network of paths they use
- The **local economy is boosted** and diversified, involving as many businesses in the region as possible.
- Additional **environmentally-friendly activities** are proposed
- An investment is made in the future, offering economic alternatives that did not exist previously.
- It is a product of high calibre that reflects, complements and enhances the region

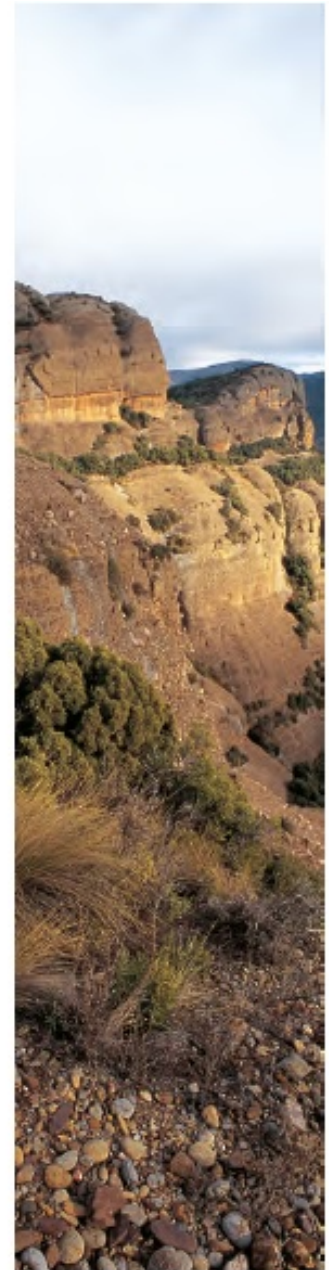
### Social criteria:

- It is the product of owners' awareness, responsibility and participation in the preservation of their environment, both their natural and cultural heritage
- Public support is enjoyed. It has come into being thanks to the collaboration of individuals, organisations, businesses, town councils, etc., thereby fostering local cohesion

-Villagers and townspeople (elderly men and women, livestock farmers, hunters, to name but a few) are the true architects of The Fifth Lake trail. It is them who have explained, shown and escorted us to see how people got around in bygone times. They have also allowed us to retrieve place names, legends and stories that were falling into oblivion

-Writers, biologists, botanists, historians, shepherds, etc., both locally and from the surrounding areas, have contributed their wisdom to creating The Fifth Lake trail. They have afforded the guide its content

- It encourages "authenticity in tourism": the preservation of paths, villages, traditions, etc., fostering cultural exchange between visitors and the region
- It provides an insight into the wealth of the region's natural and cultural heritage, thereby unlocking its value





# The Fifth Lake

## **FEATURES OF RESPONSIBLE TOURISM?**

- Bottom-up approach
- Increase sales during off-peak season
- Open to international markets
- A % of all sales go to the maintenance and conservation of the traditional paths

# The Fifth Lake

## **BENEFITS**

- Increase of sales off-peak season
- Press trips with ACT
- International Volunteers
- Award winning in the “Premis de turisme responsable de Catalunya 2014”
- Local collaboration on maintenance of trails
- Agreements with “Centres excursionistes”
- Locals recommend it to relatives and friends
- Participating in workshops as example of Best Practices

# THANKS A LOT!!

## Hope to see you in the Pallars soon

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