

42nd UNWTO Affiliate Members Plenary Session

November 6, 2020



Barcelona, a Resilient City



Ignasi de Delàs, Deputy General Manager

Barcelona, a resilient destination

#1 Project “Hotels Salut”

#2 Barcelona Safe City

#3 Biosphere Commitment to Sustainable
Tourism

#4 Safe Travels Label (WTTC)



Ajuntament
de Barcelona



#1 HOTELS SALUT PROJECT

Project launched from March 25, with the enabling of hotels to offer accommodation to two groups that suffered directly from the effects of the pandemic.

This initiative was coordinated by the City Council, with the support of the Barcelona Hotel Association and the Barcelona Health Consortium.



#2 BARCELONA, SAFE CITY

<https://www.barcelona.cat/reactivacioeconomica/en/bcn-safe-city-bcn-safe-visit>

A tailored advice service based on the characteristics of each establishment and its scope of action. With information about:

- General recommendations
- Mandatory rules under the current legislation issued by the various government bodies
- Measures and protocols specific to the area of activity
- Possibilities of obtaining stamps, accreditations and certificates

WHO IS THIS SERVICE AIMED AT?

Accommodation	Amusement and leisure park
Cultural activities	Active tourism and eco-tourism
Night-time leisure	Tourist visits
Restaurant industry	MICE tourism activities
Transport	Purchasing
Sports activities	Tourist agencies, guides and information
Sports facilities	Protected natural spaces
	Office facilities

**BARCELONA
NEVER STOPS**

**BCN SAFE CITY
BCN SAFE VISIT**

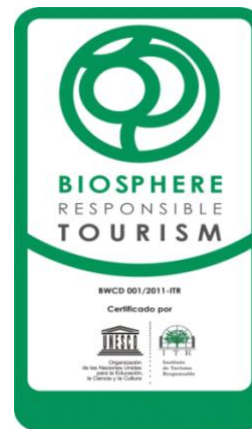
REACTIVATING THE ECONOMY

LET'S GET OUR CITY BACK

#3 Biosphere Commitment to Sustainable Tourism

Barcelona was awarded **Biosphere Certification** as a tourist destination by the Responsible Tourism Institute in 2010.

The **Barcelona Biosphere Commitment to Sustainable Tourism** falls within the framework of the certification of the destination and aims to bring the culture of sustainability to the city's tourism industry.



What is the Barcelona Biosphere Commitment to Sustainable Tourism?

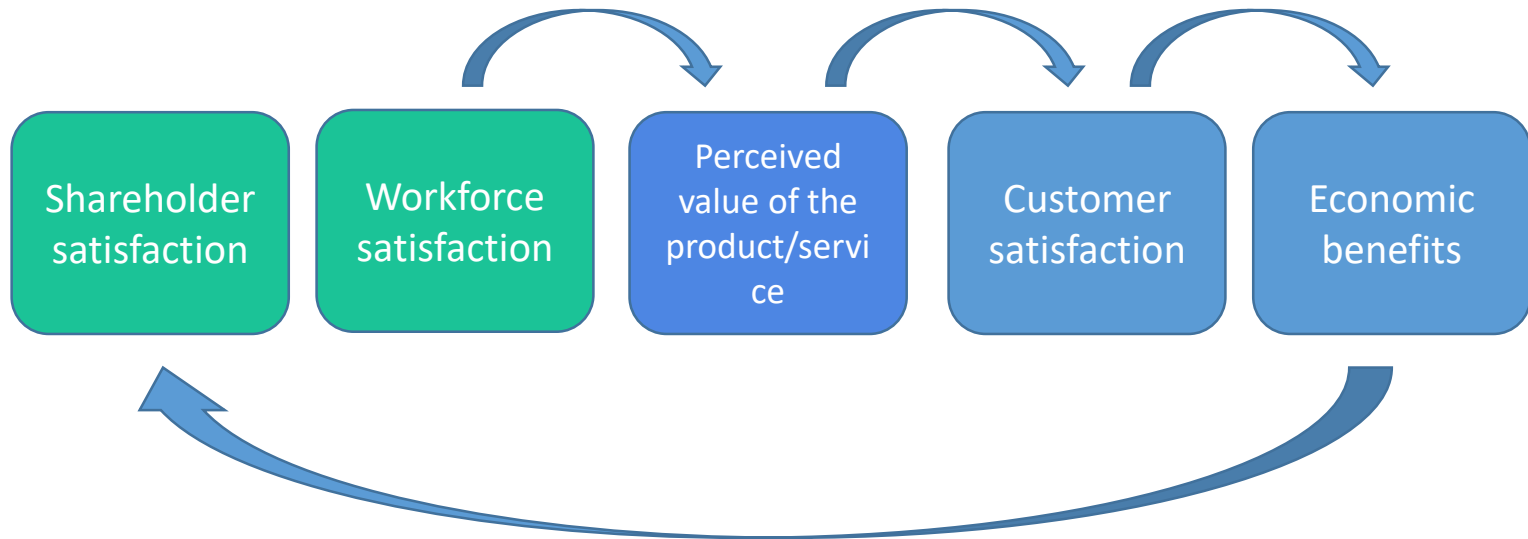
It is a **label** which recognize the tourist industry in **Barcelona** who are committed to **economic growth based on responsible management** that is environmentally friendly, and respects culture, working conditions, gender equality and community involvement, and uses them to **create product and brand value**.



Promoted by Barcelona City Council in association with Turisme de Barcelona, the Chamber of Commerce under the Biosphere label of the Responsible Tourism Institute

What advantages does it have for businesses?

The economic benefits for sustainability are real but take place in the long-term as sustainability is added to the business values, vision and strategy.



Who is it aimed at?

Sectors most likely to join the Commitment to Sustainable Tourism



- Travel agencies
- Accommodation
- Other services
- Retail
- Guides
- MICE enterprises and services
- Museums and cultural attractions
- Tourist information
- Meetings and congress venues
- Restaurants
- Tourist transport
- Tourism experiences

#4 SAFE TRAVELS LABEL

World Travel & Tourism Council

Turisme de Barcelona will recognize local tourism companies with the **World Travel & Tourism Council** label: **Safe Travels**



- This label internationally recognizes standardized protocols for prevention and safety measures against Covid-19 ruled by the World Health Organization
- The action aims to send a message of security and trust internationally for companies in the tourism sector.

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Muchas gracias

idedelas@barcelonaturisme.com