

# MANIFESTO MENORCA ACTIVA PLUS NATURA

If we want to be a model tourist destination and have a positive impact on both the local community and the environment in which we undertake our activity, we must encourage responsible tourism that respects our ecosystem, and which enables a good relationship between tourists and the local population, encouraging sustainable business practices in economic, social and environmental terms.

Through our experience, we are convinced that to gauge tourist prosperity we must take into account not only an improvement in the experience of the people who visit us each year, but also a greater satisfaction of the local population, the economic return generated locally and the preservation of our environment.

With this in mind, the preservation and conservation of the natural world, the reduction of the ecological footprint in developing the services our companies provide is paramount. Moreover, the contact and work with the local population to distribute the wealth produced, and the search for balance in the undertaking of our activity and conservation of the territory must be fundamental in order to build our future.

This is why, from the Menorca Activa association, we want to promote this manifesto, which takes as its starting point the United Nations Sustainable Development Goals, which respond to the global challenges we face, such as poverty, inequality, the climate, the degradation of the environment, prosperity, peace and justice, but from a local perspective, adopting gradual commitments.

## 1. GLOBAL VISION

Recognising that the vast majority of tourism, due to its very nature, is related to the destination as a whole, not only the tourism companies, but also to its ecosystems, natural resources, cultural assets, traditions, towns and infrastructures.

## 2. PROMOTING AN ADAPTED QUALITY DESTINATION

Managing the tourism development according to the quality of the visits we offer, to improve the experience of the travellers, at the same time preserving the idiosyncrasy of the destination and benefitting the local community.

## 3. ENSURING TOURISM DEVELOPMENT OF LOW ENVIRONMENTAL IMPACT

Measuring and reducing significantly the CO<sub>2</sub> emissions in all our activities, with the commitment to seeking alternatives that are always more respectful, as well as undertaking actions that help in compensating.

#### **4. COLLABORATING IN THE MANAGEMENT OF THE DESTINATION**

Being involved in the definition of what our destination should be, along with the public authorities, the private sector and the organisations of civil society that represent the diversity of our immediate setting.

#### **5. PROMOTING INCLUSION AND ACCESSIBILITY**

We are committed to offering accessible services so that everyone can fully appreciate the knowledge and active tourism activities in the natural setting, undertaking adaptations whenever possible.

#### **6. START UP THE PATH OF HOSPITALITY**

As ambassadors of Menorca, we must broaden the concept of simple receivers of tourism towards that of hospitality, including without prejudice to residents, visitors and tourists alike.

#### **7. PROMOTING THE LOCAL ECONOMY AND CIRCULARITY**

Promoting the generation of local economy by means of channelling investment or expenditure flows, preferably towards local consumption of home-based products in food, services, restaurants and accommodation.

#### **8. AWARENESS AND COMMITMENT OF THE VISITOR**

Making visitors aware so that they adopt good practices in environmental questions, preserving the environment through the minimisation of waste and the rational use of water, among other actions.

#### **9. THERE IS NO SUSTAINABILITY WITHOUT RESPONSIBILITY**

We are committed to participating in the training and lifelong recycling of our personnel. This helps in the continuous improvement in adopting environmental measures and learning good practices in sustainable and responsible tourism.

#### **10. BEING MODEL ORGANISATIONS**

Making our companies and organisations model entities regarding the consideration of social and environmental questions.

