

Charter for the Sustainability of Activities in the Nature

■ **The Charter for the Sustainability of Activities in the Nature** is a project that was conceived in 2018 and took shape in 2020, in the midst of the health crisis resulting from COVID-19. A project together with active tourism businesses on the island of Tenerife, whose main objective is to generate a differentiated offer with values that come from the search for excellence in the provision of services and a broad and transversal approach to sustainability. All this is based on a stable framework of public-private cooperation.

Activities in nature are understood to be any leisure, sport or adventure activity carried out on the island of Tenerife that makes use of the resources that nature itself offers in any environment, be it air, land, underground, water or urban.



Inspiring principles

1. To drive transparency, commitment, and continuous search for improvement in the industry and to educate people on what a sustainable tourism model is and should mean, with a long-term management vision.
2. To make the values of conservation, care for the environment and integration with the local community visible through quality tourism services in the natural environment, providing meaningful and transformative experiences.
3. To project a formula for interaction with the environment through positive discrimination, where quality prevails over quantity, avoiding overcrowding of places from an environmental point of view and respecting the regulations in force.
4. To promote the design of a common offer of ecotourism products and experiences, as well as collective actions related to the environmental and social responsibility of natural spaces, in line with the exceptional value of the unique environments that Tenerife possesses.
5. To work on the destination's recovery through the differentiated value of projects focused on the sustainability of tourism, which seek to generate local development strategies and minimise the impact of the conventional tourism model on the island's natural spaces.

Tenerife Tourism Strategy 2017-2020/2030

■ With the aim of strengthening a diverse and segmented tourism offer, **Tenerife's Tourism Strategy 2017-2020/2030** has been built around a series of cornerstones in which multidisciplinary actions of all kinds have been developed in relation to environmental, socioeconomic, and cultural sustainability. A wide range of stakeholders from the sector and other sectors and industries complementing the activity have been involved in its elaboration. It is an exemplary working model that promotes collectivity and joint ma-

nagement of the destination as values that enable progress to be made towards an island tourism model in which sustainability plays an important and crucial role.

The **Charter for the Sustainability of Activities in the Nature** is an important and decisive step underpinning the philosophy that has given the destination's strategy a clearly inclusive character. In this way it contributes to the promotion of Tenerife as a Sustainable Tourism Area that has a positive

impact on the local population and visitors.

It is another step towards involving businesses, professionals, administrations, and the local population on the path towards an island tourism model. A working approach in which sustainability has an important and decisive weight, guaranteeing respect for our environment and the right to its use by future generations.



Targets

1. To work from a broad sustainability perspective by introducing environmental, socio-economic and cultural indicators into the nature tourism offer.
2. Differentiate and segment a nature activity offer through excellence and environmental responsibility.
3. Enforce compliance with current regulations, especially in relation to the use and management of protected natural areas.
4. To strengthen networking and public-private and private-private cooperation between companies with shared values and philosophy.
5. From a practical dimension, to contribute to strengthening the image of a responsible and competitive destination.



Areas of action and commitments of the participating companies

■ The participating companies voluntarily commit themselves to comply with the **15 points** of this Charter, which has been drawn up in collaboration with them in order to offer the customer a meaningful and transformative tourist experience that is at the same time sustainable and respectful of the environment and natural resources.



AREA 1 | Regulation

COMMITMENT 1 - Compliance with the legal framework

Compliance with existing regulations in the areas of tourism, environment, and transport, particularly in relation to the sectoral framework provided by Decree 226/2017, of 13 November, approving the Regulation establishing the legal regime for the development of active tourism in the Canary Islands.

Key performance indicators	Evaluation
1.1 The company complies with all the legal aspects established in relation to tourism, the environment and transport <ul style="list-style-type: none"> - Registration in the active tourism register - Positive compliance information - Insurance and transport card 	Annual review
1.2 The company complies with the management instruments that regulate the benefits and activities that can be carried out in the various protected natural areas, as well as the plans and regulations of the individual areas.	Annual review
1.3 Keep the identification required by the regulations visible at all times: <ul style="list-style-type: none"> - Identification code - Plaque or badge - Advertising - Transport cards 	Annual review

COMMITMENT 2 - Up-to-date information to the public administration

The information on the company's activity shall be kept up to date and the company shall inform the competent authorities of any changes that occur, in particular in relation to the annual programmes and newly developed activities. Under no circumstances shall the activity be advertised with images showing unauthorised uses.

Key performance indicators	Evaluation
2.1 The programs marketed on the Company's website shall be in accordance with the programme of activities submitted to the competent administration.	Annual review
2.2 The company maintains promotional material for the activity on the website and social media up-to-date.	Annual review
2.3 Under no circumstances shall the activity be advertised using images that constitute unauthorised uses.	Annual review

COMMITMENT 3 - Proactivity in public-private cooperation

Cooperate with public authorities in updating, improving or promoting measures related to the activity carried out in the natural environment. In particular, regarding regulating access, rules of

use or promotions, although any other type of participatory proposal or means of collaboration is appreciated. To generate

This collaborative framework is promoted through technical working groups and other robust communication channels.

Key performance indicators	Evaluation
3.1 The company participates in technical working groups, workshops and meetings convened in relation to the activity.	Annual review
3.2 The company prepares proposals and reports for the improvement of the activity to the relevant administration.	Annual review



AREA 2 | Sustainability

COMMITMENT 4 - Recycling and Waste Management

Environmentally friendly materials are used in all activities, ideally biodegradable ones. Single-use plastic is avoided,

and waste is correctly sorted and disposed of in the correct containers. In addition other waste that is not managed by

the municipal waste companies is taken to authorised waste management companies.

Key performance indicators	Evaluation
4.1 The company uses bins for waste separation in its facilities (if any).	Annual review and mystery shopper
4.2 The company uses reusable kitchenware and other tableware made from biodegradable materials.	Annual review and mystery shopper
4.3 The company uses environmentally friendly materials in its facilities (if any) and tries to minimise waste generation.	Annual review and mystery shopper

COMMITMENT 5 - Environmental awareness and care

The company actively works to clean up the environment. A plus point is to carry out this activity as part of its activities in nature (within the limits of each

company's possibilities) or to participate in missions organised for this purpose, either by the company itself or by third parties. Likewise, whenever possible, all

identified incidents are reported to the administrations responsible in the area.

Key performance indicators	Evaluation
5.1 The company actively participates in activities organised by the authorities regarding the maintenance of the site: Cleaning of areas, reforestation, compensation of carbon footprint,	Auditoría anual
5.2 The company organises or participates in the organisation of land protection and nature conservation activities.	Auditoría anual

COMMITMENT 6 - Minimising the environmental footprint

The company generates as little environmental impact as possible and ensures a balanced interaction with the natural environment. This includes,

among other things, the appropriate use of infrastructures (hiking trails, recreation areas, rest areas, harbours, viewpoints, etc.), the avoidance of in-

creased noise, the avoidance of littering or attention to carrying capacity.

Key performance indicators	Evaluation
6.1 The company makes appropriate use of existing infrastructures for nature enjoyment, avoids increased noise, avoids littering, etc.	Mystery Shopper
6.2 The company has no breeches, fines or warnings related to the negative impacts within the scope of its activities.	Annual review

COMMITMENT 7 - Socio-economic development of the area

The tourism offer, initiatives and services developed by businesses subscribing to the Charta must have a tangible impact on the economic development of the island, either directly or indirectly. A measurable impact on the local

population must be generated so that tourist use is compatible with public-civic use. A distribution of users among the different natural areas of the island is encouraged to avoid overcrowding in those hot spots that tend to be more

frequented due to their characteristics. At the same time, direct contact with the local population is encouraged in a transversal way, without implying saturation or the possibility of rejection.

Key performance indicators	Evaluation
7.1 The company establishes and maintains relationships with local businesses and providers of products and services (contracting of products or gastronomic services, transport services, etc.) to promote the recognition of Tenerife's identity.	Annual review and mystery shopper
7.2 The company participates in at least one traditional cultural event and promotes or supports cultural ones as part of its activities.	Annual review and mystery shopper
7.3 The company promotes local handicrafts or other local and cultural products.	Mystery shopper
7.4 The company's field of activity is spread all over the island, and also promotes places other than those usually most visited because of their characteristics.	Annual review

COMMITMENT 8 - Identity and cultural heritage

The offer must seek coherence with the identity of the island, focusing on Tenerife's unique elements and their valorisation in innovative formats. Popular traditions and customs must

serve to articulate and diversify the nature tourism offer throughout the island and enhance Tenerife's culture and identity. All of this includes, as far as each business is able, the dissemina-

tion and consumption of local products and the presentation of tangible and intangible ethnographic elements that enrich the value of the service.

Key performance indicators	Evaluation
8.1 The company's offer highlights the unique elements of Tenerife: traditions, customs, local products.	Annual review
8.2 The offer enhances the culture and identity of Tenerife through direct contact with the local population, without oversaturating the daily life of the population centres.	Mystery Shopper
8.3 The offer includes, where possible, the distribution and consumption of local products or the presentation of ethnographic elements (tangible and intangible) that enrich the value of the tourist offer.	Mystery Shopper



AREA 3 | Excellence

COMMITMENT 9 - Integral vision of service delivery

Nature-based tourism activities should be an important tool for promoting awareness of natural resource conservation, integrating the vision of sustainability into service delivery, and making excellence and customer focus a priority.

Key performance indicators	Evaluation
<p>9.1 The company shall provide information on the following for each activity it undertakes:</p> <ol style="list-style-type: none"> welcome and introduction organisation of the activity (duration, route, recommendations, and practical advice). behaviour during the activity with basic safety instructions and guidelines on what to do in case of emergency. natural resources that can be observed during the route and their interpretation. aspects of environmental awareness to contribute to the conservation of nature. dissemination of the Charta for Sustainability. 	Mystery Shopper

COMMITMENT 10 - Presence and Image

Commitment to an impeccable image of service and professionalism. Companies must commit to properly maintain all infrastructures, work areas, offices (if any) and materials used for the development of their activities.

Key performance indicators	Evaluation
10.1 The company shall maintain all infrastructure, work areas, offices and materials used in the development of activities in an appropriate condition.	Mystery Shopper
10.2 The staff of the company are properly uniformed, and visibly identified	Mystery Shopper

COMMITMENT 11 - Transparency and clarity towards the customer

The information to be provided shall be **clear, direct, and truthful**. The companies will provide personalised advice in their offices or points of sale (if any) with up-to-date information about their services, as well as about the natural areas of the island and other relevant information about the destination. All information will always be available in at least two languages: Spanish and English.

Key performance indicators	Evaluation
<p>11.1 Customized advice will be provided in the company's offices and/or points of sale, with up-to-date information on the following aspects:</p> <ul style="list-style-type: none"> Tourist products (duration, price, timetables, special requirements or accessibility and services offered). Natural resources to be used during the activities (fauna and flora characteristics, geology, cultural heritage, etc.). Guidelines for the cancellation of bookings 	Annual review and mystery shopper
<p>11.2 The company provides information in at least two languages, one of which must be Spanish.</p>	Annual review and mystery shopper

COMMITMENT 12 - Digital presence and social networks

The company must have a presence on the internet and on the main social networks, with the aim of maintaining direct contact and interacting with customers before, during and after their visit to the island.

Key performance indicators	Evaluation
<p>12.1 The company is present on the main social networks (Facebook, Instagram, Twitter, or others) and maintains a continuous and direct contact with its customers.</p>	Annual review
<p>12.2 The company has an updated website where all the information mentioned in the previous point (point 11) can be found.</p>	Annual review

COMMITMENT 13 - Health and safety protocols

The company strictly adheres to the **official health protocols**, according to its field of activity. Similarly, safety must be an integral part of the service provided by the company. Therefore, at the beginning of each activity, the company will always ensure that the basic instructions are followed, both in terms of health and safety protocols and emergency behaviour guidelines.

Key performance indicators	Evaluation
<p>13.1 The company has a safety plan that includes instructions and guidelines on what to do in case of an emergency and considers different scenarios and cases.</p>	Auditoría anual
<p>13.2 The company provides its customers with the updated official health protocol and provides them with the minimum disinfection elements required to carry out the activity.</p>	Mystery Shopper

COMMITMENT 14 - Networking and Training

The company shall participate annually in the training sessions organised specifically for the members of the Tenerife

Tourism Charta. Companies must facilitate the participation of at least one employee who can pass on the knowle-

dge acquired to the rest of their team.

Key performance indicators	Evaluation
14.1 The company participates in the training or courses promoted by Turismo de Tenerife. At least one person per company who can pass on the knowledge acquired to the rest of their team.	Annual review

COMMITMENT 15 - Commitment and Improvements

The company accepts its obligation to ensure that its team is aware of the criteria defined in this Charter and guarantees knowledge of the 15 points that make up this document.

Key performance indicators	Evaluation
15.1 The company's personnel shall keep themselves informed of the criteria defined in the Charta for Sustainability and ensure knowledge of the 15 points that make up the document.	Annual review
15.2 The company implements the points of the Charta for Sustainability within 6 months of the signing of the agreement between the company and Turismo de Tenerife.	Annual review

Improvements

■ Any improvements beyond the points of the Charta will be valued at up to 5% of the total sum of the evaluations.

In the first 2 years, at least 80% of the points of the Charta must be met. Failure to meet the points will result in

expulsion from the Charta and suspension of obligations for at least the year following the evaluation. In subsequent years, membership of the Charta may be reapplied for, provided that the requirements are met

For new memberships (maximum 5 per

year), projects and actions related to sustainability must be presented that are aligned with the points of the Charter. TDT reserves the right to evaluate all submitted projects according to objective criteria.



Evaluation of the participating companies

PRINCIPLES

The operation of the evaluation system that applies to the companies joining the Charta for Sustainability, as well as to Turismo de Tenerife, is governed by the following principles:

- A. **Networking:** the strengthening of collective and mutual trust, the creation of cooperation networks that allow the strengthening of the sector of nature activities through joint action.
- B. **Responsibility:** environmental, social, and legal. Developing good practices in balance with the natural spaces and with all the resources and actors directly or indirectly involved in the company's activities that add value to them.
- C. **Transparency:** truthfulness and objectivity in reflecting inappropriate or unethical behaviour on the part of either party. Objectivity in decision-making and in assessing complex situations.
- D. **Excellence:** The pursuit of excellence and quality in the delivery of services through a differentiated offering that makes the value of the collective visible.
- E. **Professionalism:** The person making the assessment must possess the necessary skills and exercise due care commensurate with the importance of the task and the trust placed in them by the party being assessed.
- F. **Independence:** The assessor shall be independent of the activity and free from bias and conflict of interest and shall maintain an objective attitude to ensure that the audit findings and conclusions are based solely on the evidence found during the audit.
- G. **Fact-based approach:** The assessment is understandable. It is based on the information available and obtained during the review.
- H. **Ethical conduct:** Trust, integrity, confidentiality, and discretion as essential elements for the assessment.

COMPONENTS

01 Questionnaire

Each company must complete an annual questionnaire provided by Turismo de Tenerife, including the following:

- Basic administrative information: Contact details, location of facilities and staff belonging to the business.
- Evidence that the company claims to have to demonstrate compliance with each of the Charter's obligations.
- The information obtained from the questionnaire is recorded for use in the annual compilation and as a basis for reformulating the rating system.

02 Mystery Shopper

Every year, Turismo de Tenerife arranges the visit of a mystery shopper at random and without the evaluated businesses knowing who and when the visit will take place. During this visit, the following key figures are assessed on site:

- Waste sorting (4.1), Use of reusable or biodegradable tableware (4.2) and Reduction of waste generation (4.3).
- Reduction of negative impacts on the environment (6.1).
- Contracts with local suppliers and dissemination of Tenerife's identity (7.1) and valorisation of local handicrafts (7.3).
- Contact with the local population (8.2) y Dissemination and consumption/use of local products and ethnographic elements (8.3)
- Safety and behavioural guidelines, promotion of conservation awareness for the protection and dissemination of the Charter (9.1)
- Condition of company infrastructure (10.1) and image and identification of staff (10.2).
- Information in offices and/or points of sale (11.1) and languages of the staff (11.2)
- Current official health record (13.1)

03 ANNUAL AUDIT

Turismo de Tenerife will carry out an annual audit of all the companies that have signed up to the Charter, to verify compliance with all the commitments and indicators according to the following procedure:



04 Protocol of Improvements

Turismo de Tenerife will provide an open and direct channel of communication so that any person, whether a participant or not, will be able to:

- To communicate whether or not a company that has signed the Charter is fulfilling its commitment;
- To submit suggestions for improvements to the Charter that will facilitate members and partners to achieve the objectives and reach the Tenerife Tourism Strategy 2017-2020/2030.



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This is the channel to be used by the companies that comply with the Charta to communicate possible incidents and/or resolve any conflicts that may arise. This protocol establishes the following:

- Each case will be assigned a code and Turismo de Tenerife must respond within a reasonable period, depending on the characteristics of each matter.
- The person initiating the case must provide verifiable evidence that allows the situation to be dealt with objectively. If this is not the case, it is the responsibility of Turismo de Tenerife to request this before resolving the case.
- In the event of a conflict, the parties involved must first and foremost seek a solution between them through dialogue. If they do not make progress in this way, they may request, by mutual agreement, the mediation of another member of the Charta for Sustainability or, if this is not possible, of Turismo de Tenerife.
- In any case, the solutions chosen must ensure that they add value to the purpose of the Charter and its principles.
- This protocol seeks to foster engagement and collaboration between Charter members and therefore a constructive and resolute spirit is expected from the parties involved.

Roles of the participating parties, roadmap to achieve the 2017-2020/2030 strategy

ROLES

The Charter for the Sustainability of Activities in Nature is the result of a participatory process conceived between Turismo de Tenerife, different sectors of the Tenerife Island Council and the active tourism businesses that develop activities in the island's natural environment.

This document extends its scope of action to the above-mentioned parties, which are essential for its implementation and for the visibility of the good practices developed by the sector. Each of the parties undertakes to formalise it:

Turismo de Tenerife

- Monitoring the proper functioning of the Charter for Sustainability.
- Carry out the processes for the accession of companies and allies, the monitoring of commitments and, if necessary, the withdrawal of companies and allies of the Charter for Sustainability.
- Mediates in the resolution of incidents and conflicts that may arise from the application of the Charter for Sustainability.
- Promotes recognition of the Charter for Sustainability among visitors, local people and public and private institutions and their participation through the figure of allies.
- Works with the companies in the sector and other stakeholders involved to define the contents and commitments of the Charter for Sustainability and adapt them as necessary.
- Defines and manages the accreditation system for companies and allies of the Charter for Sustainability to guarantee that they have the necessary resources and skills to offer significant experiences in line with the values promoted by the Charter for Sustainability.

Natural Environment Management and Safety Area of the Cabildo of Tenerife.

It undertakes to provide all the information necessary for the correct development of activities in the natural environment.

Companies adhering to the Charter

- Compliance with the commitments made, regular accounting in an open and transparent manner.
- Participation in the development of the common objectives of the member companies and participation in the visibility of the good practices of the companies.
- Contribute constructively to the internal working processes of the Charter for Sustainability, especially in the management of incidents and conflict resolution, thus making a valuable contribution to the fulfilment of the objectives set.

Allies

The role of allies refers to all those initiatives in the tourism industry and/or in other sectors that can add value to the Charter's objectives and principles, as well as to the product and experience offering of member companies.

- To make a public statement of commitment to the Charter.
- Identify aspects in which they can contribute value to the objectives and principles of the Charter and coordinate specific actions with Turismo de Tenerife to implement them.
- Identify complementary aspects of the companies that join the Charter to bring an
- Add value to the product range and experiences offered by each of the parties.
- Actively collaborate with the cleanliness and conservation of the natural environment, as well as encourage the participation of customers and users themselves.
- Minimise the environmental impact of the activities they undertake, including the appropriate use of existing infrastructure for the enjoyment of the natural environment.
- Have a tangible impact on sustainable economic development on the island, contributing to the differentiation and enhancement of local aspects and generating measurable well-being for the local population.
- Actively disseminate the Charter for Sustainability, its values and contact points where anyone can identify and contact the businesses that participate in it.

Types of allies

- Accommodation businesses: country houses, holiday homes, hotels, etc.
- Transport companies: Boats, buses, etc.
- Catering establishments: bars, restaurants, pubs, etc.
- Tourism activities other than nature tourism.
- Primary sector: agricultural and livestock enterprises, wine cellars, eco-gastronomy, etc.
- Local product transformation enterprises: traditional confectionery, canned food, etc.
- Ecological screen printing and natural dyes.
- Ecological merchandising made of reusable or biodegradable material.
- Academic centres and
- Travel agencies and tour operators.
- Visitor centres and tourist facilities.

This document of commitments is intended to be an inspirational reference for the outdoor activities sector, to promote standards of excellence and sustainability that add value to their work and contribute to the environment and society in which they are embedded. Therefore, in addition to this commitment, the Handbook of Good Ecotourism Practices is used as a tool to promote economic diversification and contributes to the articulation of a quality tourism offer that respects the environment. In short, a shared commitment to sustainable tourism that enhances the quality of life of islanders and the experience of those who visit.



tenerife!
awakens emotions



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