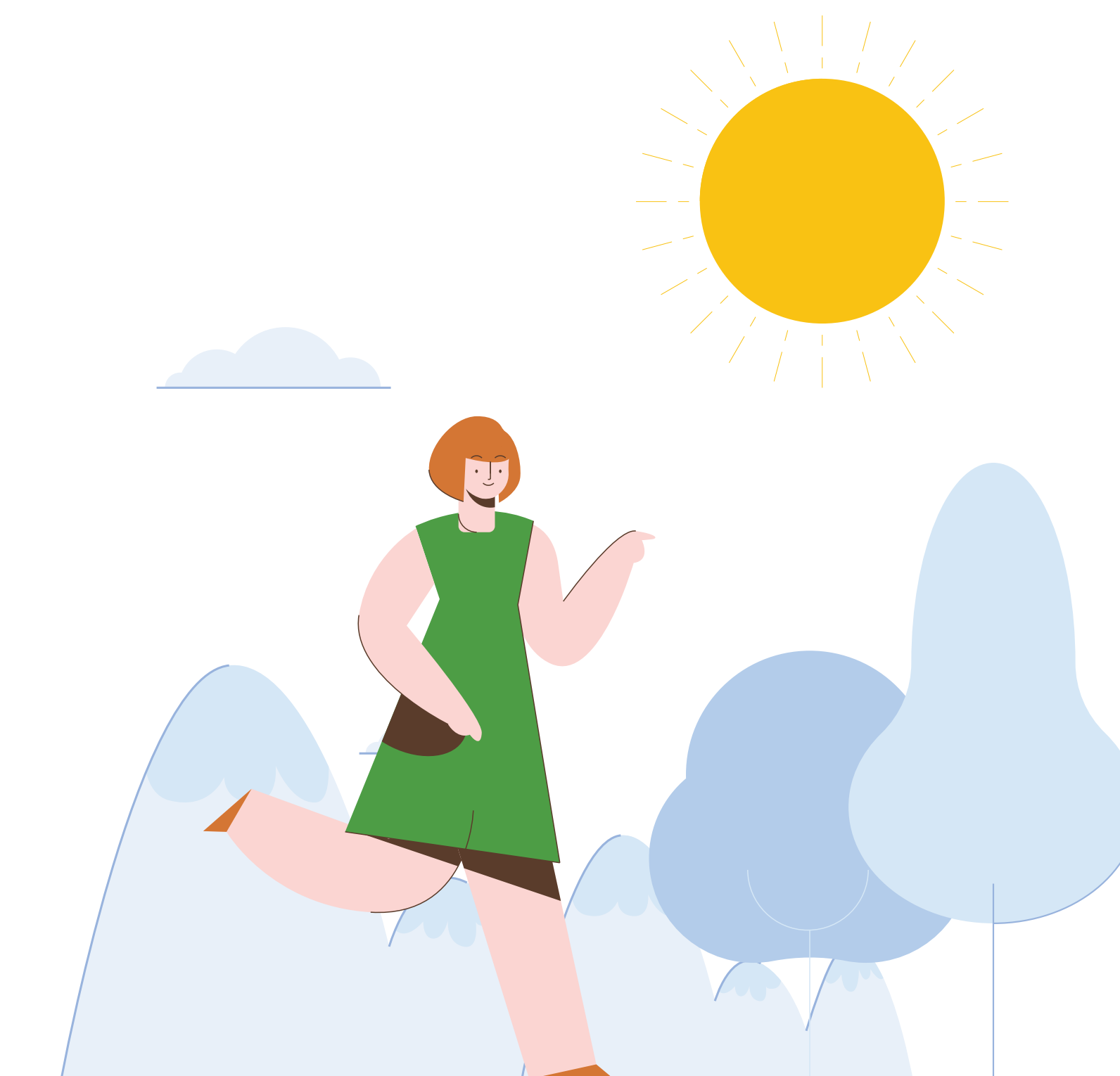




TURISMO 
REGIÓN DE MURCIA

GUIDEBOOK ON 
RESPONSIVE **TOURISM**
IN THE **REGION OF MURCIA**

A guidebook to help you enjoy your stay in a sustainable manner, respecting the environment and the local community.



turismoregiondemurcia.es

WHEN WE TRAVEL, WE CAUSE AN IMPACT ON THE PLACE WE VISIT AT A SOCIOCULTURAL, ECONOMIC AND ENVIRONMENTAL LEVEL.

The aim of responsible tourism is that these impacts do not lead to adverse effects for the ecosystem and the population, or, at least, that they are minimized.

According to the World Tourism Organization, sustainable tourism: **“takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities”**.

When we travel, every one of us can take small actions and introduce small changes that may reduce the impact or even have a positive impact on the place we are visiting and thus become responsible tourists.

This “Guidebook on responsible tourism in the Region of Murcia” offers a series of recommendations on actions you can take to make your trip more sustainable.



Make **good use** of the environmental **resources** while preserving the environment and local biodiversity.



Respect and value the sociocultural authenticity of the communities you visit.



Ensure long-term feasible **economic activities** that provide all agents with well-distributed **socioeconomic benefits**.

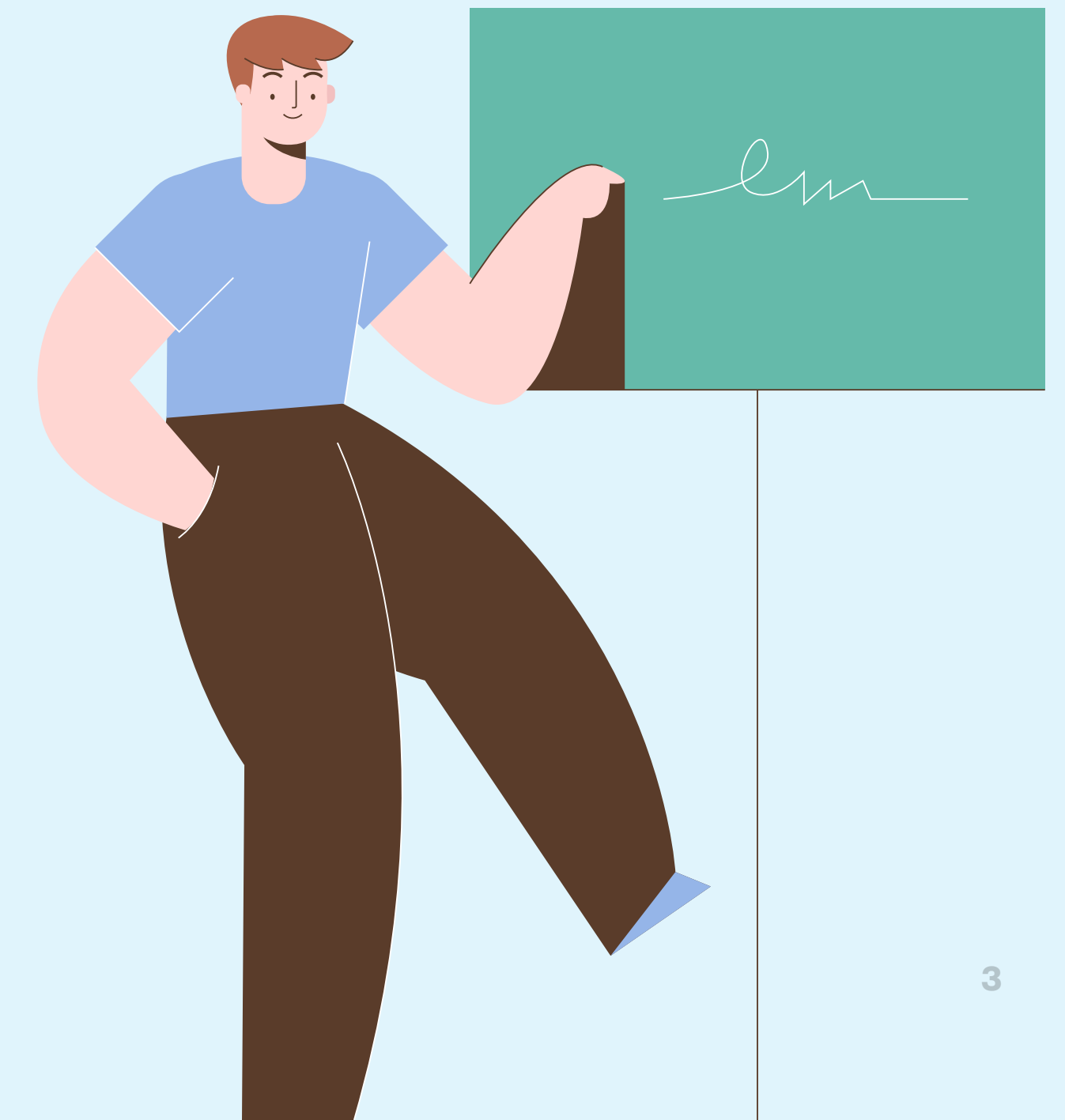
LEARN ABOUT YOUR DESTINATION AND YOUR RIGHTS

Learn about your rights as a consumer, both in the accommodation you booked and your contracted services, pursuant to the current legislation. If a service is not appropriate because it does not meet the characteristics offered when it was contracted, you can **lodge a complaint**.

Follow the rules and guidelines of the places you visit or the services you hire.

Search for information on the place you are visiting, learn about its **culture, economy, demography**, and other essential characteristics of your destination.

Value and respect the environment you are visiting, from a social, cultural and environmental point of view.



TREAT EVERY PERSON WITH RESPECT

Show **respect** for the **people** who are **working** and with whom you have contact during your stay. These people make it possible that we can travel and enjoy our stay.

Show **solidarity** with people with reduced mobility, communication problems or any other kind of difficulties, foster equal opportunities and respect the spaces reserved for these people.

Ask for permission before taking a **picture** of products or people. These photographs may not be appropriate sometimes.

Promote a **fair relationship** with local **retailers and producers**.



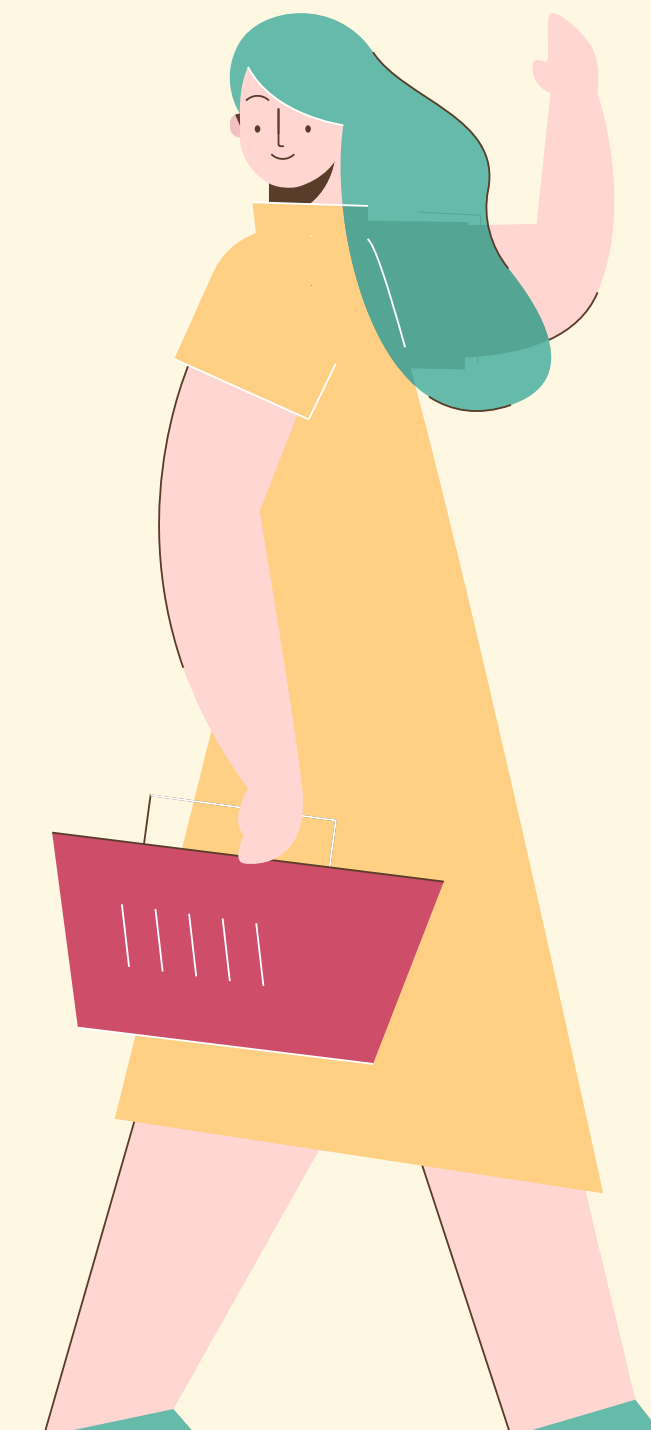
BUY LOCAL AND SUPPORT LOCAL ECONOMY

Buy local products and services. You will then support small businesses, contribute to **enhancing local economy** and contribute to creating local jobs and promoting entrepreneurship.

Try **Murcia's cuisine** in local restaurants, where ingredients from the Region are used. By doing so, you will help keep our culinary traditions alive and you will enjoy an authentic culinary experience.

Discover the local markets and shops with **artisanal products** from the Region of Murcia. Buy local products, such as wine, oil, cheese and handicrafts, thus supporting small producers and helping local culture.

You can find further information on restaurants and specialized shops on our website.



PRESERVE THE ENVIRONMENT AND BIODIVERSITY

Reduce waste by bringing with you your own reusable bottle and tote bags and avoiding single-use products. You will help to keep the natural spaces, beaches and municipalities in the Region clean.

Use water responsibly. Avoid wasting water by turning off the taps when not in use. We must protect this valuable but scarce resource.

Save energy by switching off the lights, setting an adequate temperature in air-conditioning units or using natural light whenever possible.

Enjoy the seven **Regional Parks** in the Region of Murcia. Please, respect these areas, follow the signs, do not drop litter and do not damage the local flora and fauna.

Separate waste into paper, plastic, glass and other recyclable materials.

Explore the natural wealth of the Region and appreciate its **unique biodiversity**.
“Each conservation action contributes to preserve this natural heritage for future generations.”



CONTRIBUTE TO PRESERVING THE NATURAL AND CULTURAL HERITAGE

Collaborate in natural parks and museums: your ticket helps to maintain them and to foster and preserve local culture.

Do not damage or take objects, plants or animals out of **protected areas**. Do not do graffiti or damage historical buildings. Leave everything as you found it, do not litter or make things dirty, and do not take seashells or plants as souvenirs.

Follow the instructions of your tourist guide and the competent authorities.

Help to preserve the touristic resources by **following the rules** and using the entrances designed for access.

Experience nature step by step: use paths designed for walking and hiking. These destinations usually include paths in their itineraries that display maps and information on the geology and fauna in the area, and they can be enjoyed all year round.



USE SUSTAINABLE MEANS OF TRANSPORT

Explore the local destinations **by bicycle or on foot**. This will help to reduce noise, air pollution and traffic, which will create a friendlier and healthier environment.

Use **public means of transport** to move around the Region of Murcia, such as buses and commuter trains.

If you do not know which are the best sustainable transport options, **ask the reception staff** in your accommodation.

Enjoy **cycling routes and natural paths** to admire the scenery. The Region of Murcia offers natural routes and paths that promote sustainable mobility..

If you need a vehicle, rent an **electric or hybrid vehicle** to reduce emissions.



RESPECT

SOCIAL DIVERSITY

Help to **eliminate barriers** based on gender, origin, religion, sexual orientation, economic situation or other circumstances by favouring everyone's integration into society.

Respect the **sociocultural diversity** of the communities you visit and do not prejudge different cultures. This will personally enrich you and allow you to appreciate other points of view.

Use a **language** that is **inclusive** for everyone, small details can make a difference



BE A PART OF THE CULTURE OF THE REGION

Acquaint yourself with the customs and traditions, respect the **cultural norms** and value the cultural diversity of the Region of Murcia.

Interact with local people in a respectful manner and show interest in their history, folklore and way of life. Participate in cultural activities and local events to immerse yourself in the authenticity of the region.

Value and preserve what turns a place into a unique and special destination, such as its history, its heritage and its **cultural and natural values**.

Get to know the music, painting, architecture or gastronomy of the area and immerse yourself in them.

The Region of Murcia has numerous **Festivals of National and International Tourist Interest**, as well as patron saint festivals throughout its territory. They are excellent opportunities to get to know the regional culture.

Find all the information about our regional festivals at **turismoregiondemurcia.es**



CHOOSE RESPONSIBLE SERVICES AND OPTIONS

Choose tourist **establishments** committed to **sustainable practices** in the Region of Murcia. Look for accommodation that promotes the responsible use of resources, such as renewable energies and recycling.

Select **products, services and experiences** which integrate new technologies and innovative methods that **contribute to the sustainability** of the destination.

Choose facilities with **environmental and quality certifications** that are respectful of the natural and cultural environment.

Enjoy products, services and experiences that ensure the **sustainable use of the destination's natural** resources and respect the habitat of flora and fauna.

Participate in **group outings that save resources**, money and fuel in order to reduce your carbon footprint.

Hire **local guides** to support local entrepreneurs and businesses.



EDUCATION AND AWARENESS

Learn about the **environmental and social challenges of your destination** and share your knowledge with other travellers, friends and family.

Find out about **educational activities** and **volunteer** programs to actively contribute to protecting the region.

Be an **ambassador for sustainable tourism** and raise awareness of the importance of travelling responsibly to protect natural and cultural resources.

Learn about the history, culture and nature of the **Region of Murcia**.



WE HOPE THAT THESE TIPS AND **GOOD PRACTICES** ARE USEFUL AND HELP YOU TO ENJOY A PLEASANT AND RESPONSIBLE STAY IN THE **REGION OF MURCIA.**

SHARE YOUR EXPERIENCES USING THE HASHTAG ON SOCIAL MEDIA **#TURISMOREGIONDEMURCIA**



If you need further information, visit any of the Tourist Offices in the Region of Murcia.

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WE ARE PLEASED TO HAVE YOU HERE! HELP TO PROMOTE RESPONSIBLE AND SUSTAINABLE TOURISM.

