

## WHAT DOES IT CONSIST OF?

The Meseta Ibérica Transfrontier Biosphere Reserve is certified by the Institute for Responsible Tourism as a “Biosphere” destination.

The certification distinguishes territories that show a strong commitment to continuous improvement in order to become more sustainable, competitive and qualified.

These territories assume themselves as leaders in the fight against climate change, with the intention of contributing to the 17 Sustainable Development Goals (SDGs) of the United Nations and to the Paris Agreement against climate change, fulfilling the guidelines indicated in the World Charter for Sustainable Tourism + 20.

## COMMITMENT

Biosphere Certification declares the Meseta Ibérica Transfrontier Biosphere Reserve as a destination with the capacity to promote sustainable tourism in its environment, through the awareness and involvement of society and companies, promoting policies that allow them to achieve their own management model for sustainability.

As a Biosphere destination, the Meseta Ibérica Transfrontier Biosphere Reserve guarantees local communities and tourists an ongoing commitment with tourism sustainability.



The integration of the Meseta Ibérica Transfrontier Biosphere Reserve in the “Biosphere” network gives it a greater international prominence and notoriety, becoming part of a restricted group of destinations with an established and differentiated position in the tourist market. This opens the door to a rapidly growing tourist profile - the responsible tourist - who understands the individual's responsibility towards the planet and who, for this reason, consumes tourist destinations, products and services whose sustainability is guaranteed in the first place.

[www.biospheretourism.com](http://www.biospheretourism.com)

**Discover, savour  
and preserve this legacy.**

[WWW.MESETAIBERICA.COM](http://WWW.MESETAIBERICA.COM)

**MESETA  
IBÉRICA**  
RESERVA DE BIOSFERA



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IBÉRICA**  
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**Meseta Ibérica  
Transfrontier  
Biosphere  
Reserve**  
A Biosphere  
Destination

## BENEFITS

Destination Biosphere is a recognition of the richness and the uniqueness of the natural and cultural heritage and integrates the Meseta Ibérica Transfrontier Biosphere Reserve in a circumscribed list of territories that aggregate this asset to the purpose of an increasingly sustainable and responsible tourist destination, assuming as absolute priority the balance between the climatic, environmental, socio-economic and cultural dimensions associated with the territory.



**BIOSPHERE**  
certified destination

**Alongside the destination itself, all entities in the region that operate in the tourism sector can also obtain their own certifications, namely tourist accommodations, museums, theme parks, tour operators, transport, among others.**

It is important that local stakeholders mobilise themselves to obtain their own certificate, in order to complete the whole tourism value chain associated with the Meseta Ibérica Transfrontier Biosphere Reserve.

# ENTER THE SUSTAINABILITY CYCLE

The cycle of sustainability defends the community-environment symbiosis and promotes development without destroying the resources. A future without sustainability is no future at all!

**A sustainable offer values heritage and local communities, attracting responsible tourists.**

**These visitors seek authenticity and want their presence to make an active contribution to preservation. Social and economic development through sustainable tourism reduces inequalities and preserves the admirable legacy of biodiversity, natural splendour and cultural singularities of the Meseta Ibérica Transfrontier Biosphere Reserve. And the cycle renews itself!**

## AS A TOURIST

Choose destinations, services and products with BIOSPHERE certification.

Live authentic experiences, respecting the environment, the community and the local economy.

Travel in a sustainable way and promote quality of life.



## AS A PROMOTER

Create and make available to tourists experiences committed to sustainability. It is, without doubt, the best way to achieve a balance between economy, culture, society and environment.

The future of tourism is about protecting ecosystems, enhancing heritage and supporting local communities.

Biosphere certification helps to position companies in the market of quality tourism.



### DESTINATION

Through commitment and engagement of public authorities and companies and services



### BUSINESS

Through companies' commitment to continuous improvement towards certification



### COMMUNICATION AND NETWORKING

Through communication and promotion of sustainable tourism



### TOURISTS

Through awareness, consumption, enjoyment and evaluation of sustainable tourism products and services



## Advantages

- Be part of the largest community of sustainable destinations in the world.
- More than 30 million tourists visit BIOSPHERE destinations and businesses.
- Create products and services in the new tourism trends. 75% of consumers want ecological and sustainable products.
- Helping to protect the planet.

**Together on the path of sustainability.**