

Responsible tourism policy

Among its strategic principles, the Museu Nacional d'Art de Catalunya prioritizes its commitment to strengthen and apply environmental and sustainability criteria throughout as many of its actions and processes as possible.

The Museum consolidates its policies and management systems in economic, social and environmental fields in order to increase awareness of the preservation of the natural and cultural environment among its personnel and the community.

Accordingly, the Museum has a Social Responsibility Policy with the IQNet SR10 Certification, and it is in line the ISO 14001 Standard and the European EMAS Regulation. The organization is also governed by a code of ethics that reflects the commitments to good governance and socially responsible behaviour to which the Museum is bound by its stakeholders.

Alongside these policies, the National Museum is aware of the importance of maintaining a sustainable tourism model.

The Museum accepts the principles of the World Charter for Sustainable Tourism +20, and it has adopted this Responsible Tourism Policy by which it undertakes to fulfil the requirements established in the Biosphere Adhesion Program. These include, among other things, legal requirements regulating the effects caused by tourism activities.

This **Responsible Tourism** Policy is based upon the following actions:

- **Prevention of negative impacts** of its facilities and artistic, cultural and entertainment activities upon the environment surrounding Barcelona and Catalonia.
- Collaborating and **establishing strategic relationships with tourist agents that operate sustainably** to fulfil the needs of the city.
- **Optimizing the positive impacts** to enhance both the corporate reputation and the reputation of the destination.
- Ongoing improvement in all aspects of **sustainability: social, economic and environmental**.
- Commitment to **satisfy our visitors** to normalize their behaviour and increase loyalty and repeat visits to the destination and facilities.
- Commitment to **train the Museum personnel and provide them with knowledge** of the principles of responsible tourism, and to promote best practices.

The **Responsible Tourism** Policy will fall within the strategic activities of the Museum and it will be reviewed regularly in the context of this general framework.

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Director



Victor Magrans i Julià
Administrator

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