

RESPONSIBLE TOURISM POLICY

Gijón is the second city in the world that has obtained the 'Biosphere Destination' certificate granted by the Instituto de Turismo Responsable, in recognition for its work for reaching that sustainability became a differential element of its tourism model.

Inspired by this vision, and according to the objectives of the Acción de Turismo Sostenible de Gijón planning, LABoral agrees to...

1 Minimize the **environmental impact** of its operations and to contribute to the preservation and promotion of the scenic surrounding that enclosed it, and to search for effectiveness and efficiency in the hydraulic and energetic consumption.

2 Adopting as **social commitments:**

Human resource policies that contribute to the personal and professional development of its employees.

Use of new **technologies** as a mean for sharing the knowledge, democratizing, in this way, the access to culture.

An **adapted and specific programming**, oriented towards the most disadvantaged and vulnerable groups such as elder people or groups with special needs, and to children, as heirs of the cultural and natural heritage that we are building and safeguarding.

3 Fight for the preservation of our **Cultural Heritage**, through actions as:

The consolidation of the **Mediateca_Archivo** and the **Archivo de Artistas Asturianos**, essential tools for mapping the Asturian culture.

Provisioning the artistic and educational community with all its resources for researching, producing of works and activities and their subsequent dissemination. The only condition, which identifies the whole project, is the democratization of knowledge generated from the experience, network sharing its outcome.

4 Guide and govern its **economic dimension** by the principles of solidarity and participation, understanding culture as an engine of development and reversing its fruits for the benefit of the community.

The sum of all these factors and the balance of all these dimensions of Social Responsibility is what LABoral speaks about, its commitment to its stakeholders and to sustainable development, about what it is, but especially what it wants to be, and the legacy it wants to leave.