

Sustainability policy of intoAsturias



intoAsturias

Purpose

intoAsturias is committed to sustainable travel. The purpose of this policy is to communicate our actions and plans for a sustainable travel in Northern Spain and Asturias specifically.

Scope

This policy applies to intoAsturias, inscribed in the Register of Touristic Enterprises of the Principality of Asturias with license numbers AV.358.AS (*Agencia de Viaje*) and CR.68.AS (*Central de Reservas*).

Debora de Block (owner) is responsible for implementing the company's sustainability policy.

Sustainability management & legal compliance

Sustainability commitment

intoAsturias' leadership is wholly committed to the company's sustainability performance and endorses the company's sustainability mission statement and policy.

We will use the Travelife platform to report on our sustainability progress and to monitor and evaluate progress. We are committed to (publicly) communicating our sustainability performance (by means of the Travelife report) every two years.

Sustainability management & legal compliance

intoAsturias commits to continuous improvement of sustainability practices, including the ongoing monitoring and evaluation of our sustainability policy, with dedicated personnel and resources to achieve our sustainability goals.

intoAsturias follows all local, regional, national, and international regulations as they relate to human resources, human rights, children's rights, land rights, environmental management, wildlife, and land use. We follow a strict Code of Ethics, including a zero-tolerance policy for corruption, bribery, forced labor, and discrimination.

Internal management: social policy & human rights

- intoAsturias supports both career-related and job-related professional development activities.
- intoAsturias is committed to the principle of fair and equal pay for like work and for work of equal value for all its employees, and contractors, regardless of gender/sex, race, national origin, marital status, age, religion.
- intoAsturias is committed to fostering a safe, healthy, and inclusive work place/work culture where all employees are able to perform their duties/to recognise their potential.
- intoAsturias is committed to a zero-tolerance policy for acts of bribery, corruption, discrimination, and violation of human rights, including forced labour, human trafficking, and all rights of children.
- intoAsturias further expects this commitment from all partners and suppliers.

Internal management: environment

Environmental management of office operations

intoAsturias is committed to managing environmental impact as an integral part of our operations. It is our policy to assure the environmental integrity of our processes and products at all times by:

- Continuously seeking opportunities to improve our environmental performance by establishing objectives and targets, measuring progress, and reporting our results, including but not limited to energy, water, paper, and carbon.
- Practising a waste hierarchical approach to always reduce, reuse, and recycle commodities and products instead of waste, particularly waste to landfill.
- Promoting participation and communicating our commitment to responsible environmental management by promoting environmental responsibility amongst our employees and stakeholders and soliciting input from them to better achieve our environmental goals.
- Minimising pollution including light, noise, and any soil, water, or air contaminants, and avoiding use of any toxic or hazardous substances.

Carbon management of office operations

- intoAsturias is committed to reducing our carbon footprint and endeavours to reduce the amount we travel as much as possible by:
 - Reduce the amount we travel as much as possible
 - Encouraging remote work whenever possible
 - Installing energy efficient equipment and appliances [where appropriate/possible]

Land use

- intoAsturias' offices are located in a suburban area and abides by all local land use laws, respects local cultural and natural resources in our business operations, and favours sustainable architecture and design.

General suppliers policy

- intoAsturias is committed to sourcing its products and services responsibly, avoiding harmful impacts on society, culture and nature as much as possible. We expect the same level of engagement and commitment from our suppliers.
- intoAsturias prefers to work with partners that share the company's commitment towards sustainability. This means that we prefer partners that have a written sustainability statement as an integral part of their business policy and/or a clear sustainability policy in place.
- intoAsturias prefers to work with suppliers in the destinations that are locally owned or managed, use local (km 0) and seasonal products and services and benefit the local community by hiring locally and equitably and by providing fair working conditions.

- Whenever possible, intoAsturias prefers to select partner companies that comply with tourism-specific, internationally recognized (GSTC-accredited) certifications, or other sustainability certifications like B Corp or ISO.
- intoAsturias expects its suppliers to adhere to a Code of Conduct, that includes the following responsible business practices:
 - Complying with all local, regional, national and international regulations
 - Respecting all human rights including labour rights, children's rights, and women's rights
 - Committing to fair employment conditions
 - Following anti-corruption, anti-bribery, anti-extortion, and anti-discrimination policies
 - Protecting children from (sexual) exploitation through tourism
 - Protecting the environment and natural resources
 - Acting in the best interest of local communities
- Following a zero-tolerance policy, intoAsturias will immediately terminate any relationships with suppliers that violate our policies, specifically through acts of bribery, corruption, discrimination, and violation of human rights.
- intoAsturias raises awareness amongst its suppliers to adopt sound social and environmental practices, and to minimise their carbon footprint.
- intoAsturias actively collaborates with suppliers to improve their sustainability performance. We encourage our suppliers to continuously learn about sustainability and provide/support this learning whenever possible.
- intoAsturias maintains open lines of communication with our suppliers and partners and encourage feedback from our stakeholders at any time and on any topic, particularly sustainability.

Inbound partner agencies

- In the entire process of developing and operating our travel packages, intoAsturias expects partner agencies to act in the best interests of the surrounding communities and environment as well as our guests.

Transport

When selecting transport for guests and business related travel, intoAsturias commits to choosing the most environmentally friendly options available for travelling to, from, and within the destination – taking into consideration distance, price, route, and comfort.

Accommodations

- intoAsturias prefers to work with accommodations that have a written sustainability statement as an integral part of their business policy and with a clear sustainability policy in place.
- In the accommodation selection process, intoAsturias considers the sustainability practices of an accommodation by taking into account their sustainability management and social and environmental footprint.
- intoAsturias favours the selection of accommodations that respect and protect land use, as well as respectfully highlight elements of local architecture, customs and traditions.
- intoAsturias favors accommodations that incorporate elements of local art, architecture or cultural heritage, while respecting the intellectual property rights of local communities (taken into account price, comfort and other selection criteria).
- intoAsturias doesn't work with accommodation facilities that employ children under 14 and practice forced labour
- In case of clear evidence that contracted accommodations jeopardize the provision or integrity of basic services such as food, water, energy, healthcare or soil to the neighboring communities, it can be reason to terminate the co-operation with the accommodation.

Activities & Excursions

- All excursions and activities run by or on behalf of intoAsturias respect local customs, traditions, cultural integrity, and natural resources.
- intoAsturias commits to not offering any excursions that harm humans, wildlife, environment, or natural resources such as water and energy.
- intoAsturias gives preference to excursions and activities that benefit local communities, respect animal welfare and support environmental protection.
- intoAsturias has clear guidelines/Codes of Conduct in place for environmentally and culturally sensitive excursions offered by or on behalf of the company. These guidelines are actively communicated to guests as well as distributed and implemented by excursion providers and guides.
- intoAsturias provides excursion and attraction providers opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

Tour leaders, local representatives, and guides

- intoAsturias commits to hiring qualified local guides, porters, drivers or other local staff, paying them living wages and providing safe and fair working conditions. We expect the same from our suppliers that are hiring local staff on behalf of intoAsturias.
- intoAsturias understands that guides are the intermediaries between the guests and the socio-cultural and environmental context of the destination, conveying the appropriate behaviour to them. Therefore, we make

sure that all guides hired by or leading tours on behalf of intoAsturias are trained regularly and knowledgeable in the sustainability topics of the destination.

- Our guides are specifically trained on the critical issue of sexual exploitation of children in tourism.
- intoAsturias provides guides with learning opportunities on sustainability topics including providing free access to the Travelife online learning platform.

Destinations

Sustainable destinations

- intoAsturias prefers to work in destinations in Northern Spain, and specifically in Asturias, that have committed to sustainability as an integral part of community and destination development.
- intoAsturias collects information on each destination which is used to determine whether the products should be adapted, or whether or not intoAsturias will create or maintain products in that destination.
- intoAsturias aims to send visitors to secondary or lesser-known tourist areas to avoid overtourism.

Contribution to local communities / local economic network

- intoAsturias commits to positive contribution to the destinations in which we operate, by:
 - Sourcing locally and responsibly, and supporting local and traditional products and culture
 - Encouraging guests to shop responsibly and educating them about illegal/prohibited/forbidden souvenirs
 - Collaborating with other local tourism stakeholders [including local government, other tourism businesses, academia, community groups] to further the sustainable tourism development of the destination
 - Respecting and advocating for all human rights (i.e. children's rights, women's rights, labour rights, etc.) as well as land rights

Environmental stewardship in destinations

- intoAsturias commits to environmental stewardship in the destinations in which we operate by:
 - Ensuring natural resources remain intact
 - Educating guests about the principles of responsible travel and responsible visitor behaviour
 - Not allowing the purchase of souvenirs containing threatened flora and fauna species, any illegally obtained historic/archaeological artefacts, drugs or illegal substances, and abiding by local and international laws in place to prevent this.

Customer communication and protection

Privacy

- Our customer protection is our priority. Therefore, we maintain a clear [privacy policy](#) to ensure
 - Legal compliance in all regards
 - Customers and their data are protected
 - Customers know how their information is being used

Marketing and communication

- intoAsturias strives to be truthful in all situations and at all times. We offer products and services that do what we claim in our communications.
- We honour our explicit and implicit commitments and promises.
- We are anti-greenwashing and stand behind our sustainability claims 100%.
- We endeavour to be inclusive and representative in our marketing, and to always take into account cultural, religious, and ethnic sensitivities.

Sustainability communication

- Customers are informed about the social and environmental impact of their journey, and are educated about the sustainable choices they can make, including transparent communication on:
 - Certified accommodations
 - Activities and excursions that benefit the local communities and environmental protection
 - Responsible shopping and illegal souvenirs
 - Sustainable use of (natural) resources (water and plastic use)

Customer experience

- intoAsturias aims for all customer experiences to be positive, and follows strict health and safety, marketing, and excursion policies to ensure customer satisfaction. These policies cover specific topics of (but not limited to):
 - Health and safety
 - Emergency procedures
 - Privacy

- Group numbers
 - Excursion period (to avoid going to overcrowded places)

 - Sexual exploitation
 - Children in tourism
 - Satisfaction and complaints
- intoAsturias maintains open lines of communication with our customers and encourages feedback at any time and on any topic, particularly sustainability.

Contact person

All staff/ interns are responsible for the ownership and undertaking of this policy.

The implementation of this policy will be lead by the Sustainability Coordinator, Debora de Block, who can be reached at info@intoAsturias.com.

Effective date

This policy is effective from July 1, 2023.

Revision history

This policy was revised on June 30, 2023.

This policy will be revised by July 1, 2025.