

city presented to visitors and potential tourists. The identity of the people and their culture are the subject of an anthropological study on the city, its hidden corners, its customs and above all, its inhabitants.



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Find out more at: www.gijonomia.es

4.4.4.3 Integrating all into Cultural Heritage: San Sebastián

Euskadi Tourism Code of Ethics; San Sebastián: Basquetour, the Basque Tourism Agency, launched in 2020 a pilot experience for the implementation of the Euskadi Tourism Code of Ethics in tourism companies. It contains different information for responsible tourism, following eight main axes, that are: the contribution to understanding and respect for tourists; equality, inclusion, and tolerance of diversity; sustainability; promotion of local tradition and culture; preservation of local cultural heritage; excellence and professionalism; respect for the rights of all people; and appropriate treatment of workers and companies in the sector.



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Find out more at: <https://basquetour.eus/codigo-etico-turismo-euskadi.htm>