

## **SAN SEBASTIAN TURISMO MANAGEMENT POLICY**

San Sebastián Tourism mission is to drive sustainable tourism development in Donostia/San Sebastián, enhance the city's identity, coordinate the destination's various stakeholders, and position it internationally through tourism planning and intelligence, destination management, development of tourism offerings, visitor service, promotion, communication, and marketing of products and services.

To this end, this Management Policy is established as a guiding framework for all its actions, based on five main strategic axes aligned with the Smart Tourism Destination methodology:

### **1. Participatory and Collaborative Governance**

The entity is committed to leading a strong, transparent, and collaborative tourism governance that integrates public, private, and social stakeholders in the local tourism ecosystem.

### **2. Culture of Tourism Innovation**

The entity is committed to continuous and systematic innovation in the provision of tourism services and the visitor experience.

### **3. Technology at the Service of Visitors and Management**

Emphasis is placed on the use of technology as a key tool to improve the tourist experience and optimize destination management, with an intelligent and ethical approach.

### **4. Universal Accessibility and Inclusive Tourism**

The entity is committed to accessible tourism for all, guaranteeing the right to enjoy the city on equal terms.

### **5. Environmental, Sociocultural, and Economic Sustainability**

The entity prioritizes sustainable and inclusive tourism management that contributes to the well-being of citizens, preserves the natural environment, and strengthens local identity.

This policy is reviewed annually and implemented through operational plans aligned with the city's strategy. The San Sebastián Tourism team is responsible for its effective implementation, ensuring ongoing staff training and the constant improvement of management processes, indicators, and tools.

In San Sebastián, 10th April, 2025



Isabel Aguirrezabala  
General Manager