

Braga, a city with a unique historical, cultural and spiritual identity, stands today as a destination that blends tradition and innovation in service of the community, with a particular focus on sustainability. With a firm commitment to promoting responsible, inclusive and high-quality tourism, the Municipality of Braga seeks to balance heritage preservation with the well-being of both its local community and its visitors.

This guide brings together guiding principles for tourism operators, customer service professionals and entities that are directly or indirectly linked to the sector, with the aim of ensuring authentic, value-adding experiences that, at the same time, generate lasting benefits for the local economy, social cohesion and environmental integrity.

1. Safety, health and well-being of visitors

Ensure that all activities and services place visitors' safety, comfort and satisfaction at the centre of decision-making. Maintain robust risk-management practices, clear communication systems and transparent information on conditions, risks and safety measures.

2. Respect for diversity and inclusion

Ensure an inclusive and welcoming environment that values different cultures, beliefs, and needs. Integrate diversity, equity, and inclusion policies into operations, raising awareness among staff and partners to prevent any form of discrimination.

3. Environmental preservation and social responsibility

Make an unequivocal commitment to preserving ecosystems, natural resources and biodiversity, promoting sustainable practices at every stage of operations and supporting initiatives that benefit the local community.

4. Confidentiality and Privacy

Implement robust data-privacy systems and fully comply with existing legislation, ensuring that clients' personal data is used only for the purposes agreed.

5. Quality, courtesy and ethics in customer service

Maintain a professional, empathetic and rigorous approach, guided by high standards of ethics and integrity. Establish quality-control systems and customer service protocols that guarantee service consistency.

6. Continuous training and development

Promote the ongoing staff development through specialised training in the fields of History, Heritage, Culture, Hospitality, and Sustainability, enabling them to meet the demands of responsible, innovative and ever-changing tourism.

7. Legal compliance and quality standards

Adopt an attitude of compliance with applicable legislation and any further specific regulations, ensuring that services fully meet the required hygiene, safety, quality and legal standards.

8. Efficient resource management

Adopt models that prioritise prevention, reduction, reuse and recycling. Optimise energy and water consumption, reduce disposable packaging and consumables, and prioritise logistics partnerships that adopt sustainable practices.

9. Reduction of plastics and waste

Define a structured strategy for eliminating single-use plastics, identifying opportunities for substitution and promoting a culture of shared responsibility among staff, clients, suppliers and partners.

10. Sustainable food and the fight against food waste

Plan your gastronomic offer based on local and seasonal products, adjusting quantities to actual needs and coordinating solutions for the reuse of surplus food. Prioritise commercial relationships with local and regional producers, as well as social organisations, ensuring the responsible use of unused food.

11. Carbon neutrality and energy efficiency

Develop carbon-emissions inventories, implement energy-efficiency measures, and promote the use of renewable energy. Define clear reduction targets and, where appropriate, use credible offsetting mechanisms.

12. Sustainable mobility and logistics

Encourage walking, cycling and the use of public transport. Plan itineraries to reduce unnecessary travel and adopt low-emission logistical and transport solutions.

13. Responsible purchasing and support for the local economy

Prioritise local suppliers, products and services, giving preference to durable, low-impact goods based on the principles of fair trade. Promote handicrafts, local production, and supply chains based on ethical practices.

14. Communication and Awareness-Raising

Ensure clear, assertive and accessible communication, engaging clients and staff, and integrating sustainability goals. Develop feedback mechanisms, fostering a culture of transparency, as well as continuous improvement.

These guidelines serve as a reference framework for tourism operators and professionals. Its adoption contributes to more sustainable and efficient management, ensuring transparency and rigour throughout the entire value chain, and reinforcing the alignment of the destination with national and international standards of responsibility.