

Destination  **QUEBEC** city

l'accent
d'Amérique



**SUSTAINABLE TOURISM
ACTION PLAN**

**2025-
2028**

SUSTAINABLE TOURISM ACTION PLAN 2025-2028

The Québec City tourism region has undeniable potential to position itself as a responsible, sustainable tourist destination. Born of the St. Lawrence, Québec City was founded on the desire to settle this small, strategic spit of land. During colonization, it was the commercial gateway to America for the French and British Empires. It's home to the Historic District of Old Québec, a UNESCO World Heritage site and the only fortified city north of Mexico. The district holds a treasure trove of 17th-century colonial heritage. This includes the oldest educational institution for women and the first hospital founded in America north of Mexico, which continues to pursue its original social mission of lasting overall health. The city is located on the traditional territory of the Huron-Wendat Nation. Almost all of the Nation's members speak French as their mother tongue, making it the only francophone community in the Iroquoian language family in Québec and Canada.

With 342 hectares of green space per 100,000 inhabitants, it offers a unique playground for residents and visitors alike. Like the rest of the province, the region is powered by hydroelectricity, giving it access to a renewable and competitive form of energy whose impact on the environment and climate is very limited compared to other traditional sources of power generation. Not only do these assets define who we are, they also dictate the path we must take to preserve this precious heritage for future generations.

Destination Québec cité (DQc) continues this commitment with its sustainable tourism action plan 2025-2028. This plan embodies our desire to integrate the three pillars of sustainable development – economy, social, and environment – into every aspect of our tourism activity. We aspire to make Quebec a reference in sustainable tourism in North America by contributing to:

- > Residents' quality of life
- > The economic benefits of the tourism sector
- > Protecting the environment
- > Preserving our heritage
- > The visitor experience

This sustainable tourism action plan aligns with the United Nations Sustainable Development Goals and the five INTERVENTION STRATEGY of [Québec City's sustainable development strategy for 2021-2026](#): social cohesion, overall health, decarbonization, resilience, and transition. In addition, Destination Québec cité supports [Québec City's vision for events](#). To ensure consistency between all events, the vision is the city's reference, regardless of the size of the event. It is intended for all promoters and organizations wishing to hold an event in Quebec City.

AXE 1

SUPPORT TOURISM BUSINESSES IN THE QUEBEC REGION IN ADOPTING RESPONSIBLE MANAGEMENT PRACTICES



1.1

INTERVENTION STRATEGY

Responsible sourcing

OBJECTIVE

Increase the adoption of responsible sourcing practices, including local purchasing

1.1.1

Encourage local tourism businesses and events to adopt a responsible purchasing policy

ACTION CODE

1.1.2

Contribute to the review of responsible and local supply chains for tourism businesses

1.1.3

Raise awareness of responsible and local sourcing practices among tourism businesses and events

SDGS

SDG 2, 8 & 12

1.2

INTERVENTION STRATEGY**Waste management and circular economy****OBJECTIVE**

Reduce the production of waste and promote circular practices

ACTION CODE**1.2.1**

Raise awareness among tourism businesses and events about the proper management of residual materials, including food waste

1.2.2

Help tourism businesses and events find solutions to reduce or eliminate the use of single-use items, particularly plastics

1.2.3

Support businesses in the reuse and transformation of residual materials, and in the implementation of circular economy measures, including mutualization

SDGS

SDG 6 & 12

1.3

INTERVENTION STRATEGY**Responsible use of natural resources****OBJECTIVE**

Reducing the ecological footprint of tourism businesses

1.3.1

Provide advice and training on controlling and reducing water and energy use by businesses.

ACTION CODE**1.3.2**

Encourage tourism businesses to promote responsible water and energy practices to visitors

SDGS

SDG 6, SDG 7, SDG 12 & SDG 15

1.4

INTERVENTION STRATEGY

GHG reduction

OBJECTIVE

- > Encourage tourism companies and events to measure and reduce their carbon footprint
- > Encourage sustainable and active mobility for visitors

1.4.1

Provide training and tools to tourism companies and events to help them measure and reduce their carbon footprint

ACTION CODE

1.4.2

Assist tourism companies and events in implementing actions to promote sustainable and active mobility for visitors

SDGS

SDG 3, SDG 7 & SDG 13



AXE 2

CONTRIBUTE TO THE PRESERVATION OF OUR NATURAL, MATERIAL AND IMMATERIAL HERITAGE



2.1

INTERVENTION STRATEGY

Protecting our natural heritage and biodiversity

OBJECTIVE

Promoting ecosystem conservation and environmental awareness

2.1.1

Raise awareness of biodiversity and natural heritage conservation among tourism industry stakeholders

ACTION CODE

2.1.2

Encourage and help tourism businesses to integrate environmental awareness actions into their services, in order to educate visitors about the preservation of natural sites

SDGS

SDG 15 & 14

2.2

**INTERVENTION
STRATEGY****Promoting material and immaterial heritage****OBJECTIVE**

Protect and promote traditional knowledge, cultural practices and material heritage

2.2.1

Support initiatives that integrate material heritage, cultural practices and traditional knowledge into the tourism offering

ACTION CODE**2.2.2**

Work with local communities, particularly the Wendat Nation, to promote their traditional knowledge and practices

SDGS

SDG 4 & 11



AXE 3

PROMOTING TOURISM THAT IS INCLUSIVE, POSITIVE FOR PEOPLE AND RESPECTFUL OF COMMUNITIES



3.1

INTERVENTION STRATEGY

Fair and inclusive access

OBJECTIVE

Ensuring equal access to tourist sites and experiences

ACTION CODE

3.1.1

Raise awareness of accessibility standards among tourism businesses

SDGS

SDG 3, 5 & 10

3.2

INTERVENTION STRATEGY

Quality and sustainability of the tourism workforce

OBJECTIVE

Improving the attractiveness and retention of workers in the tourism sector

ACTION CODE

3.2.1

Encourage training and skills development in the tourism industry

SDGS

SDG 4, 5 & 8

3.3

INTERVENTION STRATEGY**Respect for local communities****OBJECTIVE**

Ensuring a balance between tourism development and residents' quality of life

3.3.1

Facilitate consultation with local communities on tourism development projects

ACTION CODE**3.3.2**

Proactively monitor tourist flows by assessing the area's social and environmental capacities

SDGS

SDG 3, 11 & 16

3.4

INTERVENTION STRATEGY**Regenerative tourism****OBJECTIVE**

Strengthen the positive impact of tourism by encouraging events to actively support projects that have a positive impact on the destination

ACTION CODE**3.4.1**

Encourage events to create a social and/or environmental legacy

SDGS

SDG 1, 15, 12 & 17

A WORD ON CLIMATE CHANGE

Although climate change issues are closely linked to sustainable development, they are not included in this action plan. This decision is voluntary and deliberate.

Climate change, as a systemic consequence of our current way of life, deserves a dedicated approach. That's why we've developed a separate [Destination Climate Plan](#), which flows from and complements this Sustainable Tourism Action Plan. This specific plan enables us to address mitigation, adaptation and resilience issues in depth, with targeted measures tailored to the context of our destination.

This climate plan is also a continuation of the Mountain Plan, from which it takes on certain achievements and ideas, and extends them to the entire tourism sector. It represents both an extension and a deepening of our commitment to a more sustainable and responsible future.

By separating these two components, we are affirming our determination to act rigorously and consistently, while recognizing the complexity of the challenges we face.



QUÉBEC cité
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PHOTOS
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Québec

Canada