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- Make optimal use of environmental resources that constitute a key element in tourism development;
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance;
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, and contributing to poverty alleviation; and
- Maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices.

In order to implement the equally important three dimensions of sustainability reflected in this definition (environmental, socio-cultural and economic), and to