

# WELCOME TO GUARDAMAR

The magic and beauty of the Mediterranean merge in this town of great scenic beauty, with 11 km of fine golden sand beaches, some are town beaches, the others quiet and natural, dotted with vegetation, dunes and coastal pine forest.

## NATURE AND SURROUNDINGS

On both sides of the mouth of the Segura river lies the Guardamar Pinewood, a unique dune forest by the sea. The River Segura's mouth —where the marina and fishing port are located— and the neighbouring inland salt lakes are true sanctuaries for migratory birds.

## HISTORICAL AND CULTURAL HERITAGE

In Guardamar you will find a wide collection of treasures: Iberian, Phoenician and Roman archaeological sites, vestiges of the Islamic period, the medieval castle, the parish church and unique engineering waterworks. They can be visited following the 'Memoria de Arena' [Memory of Sand] routes.

## CUISINE

With an important legacy of market gardens and fishing cultures, the cuisine of Guardamar represents both tradition and innovation. Its greatest exponent is the 'Setmana Gastronòmica de la Nyora i el Llagostí' [Nyora Sweet Dried Red Pepper and King Prawn Cuisine Week] in the first fortnight of June.

## EXPERIENCES

In Guardamar you can enjoy the warmest sea waters and sports such as water sports, hiking trails, horse riding, biking, golf, or visit historic and prehistoric sites of great interest.

## RIGHTS OF TOURIST SERVICES USERS

Tourists will have the right to:

a) Receive complete, truthful and understandable information, from tourist trade enterprises including their services, final price, including taxes. The objective is to have you protected against misleading information or advertising, in accordance with current regulations.

b) Obtain the documents that prove the terms of their contract.

c) Receive tourist services in the conditions offered or agreed upon in any case, in the sense that the nature and quality of their services is in direct proportion to the category of the tourist company or establishment.

d) Enjoy accessible tourist spaces, infrastructures and services.

e) Free access to tourist establishments and services, under the terms established by law.

f) That tourist establishments comply with the regulations on security and fire protection of their facilities, as well as those specific to tourism activity.

g) Be informed, clearly, about the facilities or services that may mean a risk and the security measures taken in this regard.

h) Receive an invoice or proof of payment for the tourist service provided, with the all the data required by current legislation.

i) Formulate complaints and claims, and obtain accessible and truthful information, on the procedure of presentation of the same and their treatment, being able to resort to a system of extrajudicial solution of conflicts, through mediation and arbitration. Likewise, they have the right to the competent public administration to seek maximum efficiency in the attention and processing of their complaints or claims made.

j) To resort to arbitration formulas for the extrajudicial resolution of their conflicts with economic consequences.

k) Demand that, in a place of easy visibility, the badges accrediting the establishment's classification, capacity, prices of the services offered and any other activity variable, as well as the corresponding quality symbols, be publicly displayed.

## OBLIGATIONS OF USERS OF TOURIST SERVICES

Users of tourist services will have the following obligations:

a) Respect the traditions and social and cultural practices of tourist destinations, as well as their wealth and value.

b) Respect the environment, historical and cultural heritage and tourist resources.

c) Pay for the contracted services, either at the time of presentation of the invoice or at the time, place and manner agreed, without the fact of presenting a claim or complaint implying, in any case, exemption from payment.

d) In case of tourist accommodation services, respect the agreed date and time of departure from the establishment, leaving the occupied accommodation unit free.

e) Observe the rules of respect, education, social coexistence, clothing and hygiene for the proper use of tourist establishments and services.

f) Respect the facilities and equipment of tourist establishments and companies.

g) Respect the rules of the internal regime of tourist establishments, schedules and rules of conduct of the places of visit and carrying out tourist activities.

*Articles 16 and 17 of Law 15/2018, of 7 June, of the Generalitat, on Tourism, Leisure and Hospitality of the Comunitat Valenciana [Regional Valencian Government].*

**Guardamar has adhered to the VALENCIAN TOURISM ETHICAL CODE since 2017. Thus, it is committed to the development and working towards responsible tourism based on the hospitality of the destination, through ethical values such as cordiality, respect, inclusion, sustainability and professionalism.**

We wish your experience in Guardamar to be unforgettable. To do this, we want to know your opinion about the town. Don't forget to mention not only what you have liked but also what improvements could be carried out.

If you need to make a complaint or suggestion you can do so in our complaints and suggestions mailbox on the tourist website [www.guardamarturismo.com](http://www.guardamarturismo.com).

**HELP US TO IMPROVE!**



AJUNTAMENT DE  
GUARDAMAR DEL SEGURA



Compromiso | Commitment  
«Calidad Turística» | «Tourism Quality»

[www.guardamarturismo.com](http://www.guardamarturismo.com)

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# RIGHTS AND OBLIGATIONS OF THE TOURIST



*Enjoy your  
stay in  
Guardamar  
del Segura*