



SUSTAINABILITY MANAGEMENT & STRATEGIC PLANNING

Mission

La Casa de Jerónimo, Posada is a Bed & Breakfast located in Salento, Quindío that offers excellent accommodations to its guests. It provides tranquility, rest and a peaceful ambiance, always in maintaining a harmonious relationship with the environment. The Posada relies on the human talent of its staff members to provide the best customer service in a professional manner.

Vision

Our goal is to have *La Casa de Jerónimo* situated among the top hospitality establishments of the region, always placing the customer first, and delivering unparalleled customer service. We like to make use of innovative technologies to be more efficient and productive, always with the environment in mind. We take pride in keeping up with all aspects of quality and sustainability.

Sustainability Policies

In *La Casa de Jerónimo* we offer accommodation services that cater to the needs of our guests. To accomplish this we have a comfortable and adequate infrastructure. Our staff is efficient and friendly, and we make a point to encourage and train them to become proficient in the principles of sustainability. The environment plays a central role in our goal of continuous improvement. This is why we assume the impact we generate with responsibility for the preservation of the precious and diverse resources. We are consciously operating in ways to minimize carbon footprint. We also want to improve the quality of life of the inhabitants of the region, beginning with our staff. We implement processes of social sensibility and education that trickle down to the general population. We promote the conservation of our gastronomic, historic, artistic and cultural heritage. We are committed to the preservation of our children's physical and emotional integrity, this is why we have a zero tolerance policy to any form of exploitation. Our mission also includes the reporting of any suspicious activities. In our Posada, we make sure to respect the rights and enforce the responsibilities of our staff, guests and vendors.



Guide For Coexistence

La Casa de Jerónimo constantly strives to improve our customer satisfaction by improving our services, offering up to date and accurate information, tending to all the guests needs, and promoting a sustainable environment both in our installations and surroundings.

For these reasons we need your help in keeping and conserving everything in good conditions for all our guests.

Guest Services

- Front Desk hours: 8:00am-9:30pm
- Breakfast: 7:00am-10:00am
- Check-in 2:30pm
- Check out: 12:00 noon



Internal Rules & Guidelines

- Our house is a place of peace and tranquility, where we appreciate silence and respect toward all guests
- We reserve the right of admission
- Please be advised that we are not responsible for any items, jewelry or currency that is left in the guest rooms. Please turn in any items you would like to keep safe to the reception and we will be glad to store them for you
- We kindly request that guests maintain all common areas in order, respect other guests and observe quiet time from 10:00pm to 6:00am.
- *La Casa de Jerónimo* offers a complimentary continental breakfast
- Please take care of the garden and green zones, respect all plants and do not collect any flowers
- Please limit use of radios or any music devices to your guestroom. Any party of reunion must be approved by the Administration
- We request that you make efficient use of water and try to conserve energy. As decreed by Law 697 of 2001
- Please do not dispose of feminine products or paper towels or any other articles in the toilet, use the waste basket.
- We ask that you make use and enjoy the guest rooms and the garden; also, please take care of the furniture, accessories and all property on Hotel grounds
- We do not allow alcoholic beverages on the premises and we strongly recommend not to drive while intoxicated
- Smoking is forbidden in guest rooms. Please request an ash tray at reception and only smoke in designated areas
- No pets are allowed on the Hotel grounds
- *La Casa de Jerónimo* prides itself in its commitment to continuous improvement, please fill out our customer satisfaction surveys and help us in our advancement
- We take a strong stance against sexual tourism and sexual acts with minors, in accordance with Resolution 3840 of 2009
- Commercialization of animal or plant species is strictly forbidden without proper licensing and permits from the Environmental authorities in accordance with Law 17 of 1981
- We are committed to the protection of our cultural patrimony as established by Law 397 of 1997.
- The guests will be responsible for any loss of inventory or damage and will be charged for the repair.



Rights & Responsibilities of The Guest

Responsibilities of the Guest

- The guest is expected to pay 50% of the charges upon reservation and the balance upon arrival to the hotel
- Please help us conserve our precious resources, turn off faucets and lights when not in use.
- Please inform reception of any water leaks
- Please refrain from smoking or drinking alcoholic beverages in guest rooms.
- Please use designated smoking areas.
- Please respect all hotel guests and protect all household good and appliances on the premises
- The guest is responsible for their personal belongings and also for the furniture, linens and accessories in the guest room
- Please remember to return your room key to reception before you leave. Should you forget any personal items please contact management, we will hold any items for 30 days.
- Conserve flora and fauna inside and outside the facilities of the hostel.

Rights of the Guest

- The guest has the right to know the guest room rates before accepting services.
- The guest has the right to have breakfast at the designated times.
- The guest has the right to turn in any valuables with management to be stored in a secure area.
- The guest has the right to make any claim or suggestion and obtain a response or resolution in the minimal time possible.
- The guest can expect to be respected by other hotel guests and also by the hotel staff.
- The guest has a right to clean and orderly room and bathrooms.
- The guest has the right to be informed regarding the tourist attractions in the area.
- The guest has the right to smoking in designated areas.
- The guest has a right to request board games depending on their availability.
- The guest has the right to have the linens changed daily, as requested by leaving the green card on the bed.



Rights & Responsibilities of The Hotel Staff

Rights of the Hotel Staff

- Staff has the right to know about sustainability programs and associated programs
- Staff has the right to be paid in a timely manner for their services
- Staff has the right to social security benefits
- Staff has the right to training and continuing education
- Staff has the right to not be discriminated against for reasons of sex, marital status, age, race or ethnicity, social condition, religion or conviction, political ideation, sexual orientation or disability.
- To their physical integrity and adequate health and safety policy.

Responsibilities of the Hotel Staff

- The staff has a responsibility to respect the culture, traditions and beliefs of the region habitants.
- The staff should make appropriate use of the hotel installations and resources.
- The staff is required to comply with all legal provisions to prevent sexual exploitation of minors.
- The staff should all obligations related to their position/employment, and should comply with all instructions given by superiors.
- The staff must respect the tranquility of the guests.
- The staff should comply with the rules for sustainability.
- Must comply with the guide for co-existence manual of the Hotel.
- Must comply with the legal requirements for its proper functioning.
- Must comply with the rule guide of the co-existence manual of the Hotel.



Rights & Responsibilities of The Vendors

Rights of the Vendors

- The vendors have the right to know about the policies regarding sustainability and their associated programs.
- The vendors must be aware of the policies regarding purchases and services provided by the hotel.
- The vendors are entitled to know the hotel's purchasing policy.
- The vendors are entitled to receive just and prompt payment for their services and/or products.
- Local vendors will have priority and preference for products and services over outside area vendors.
- The vendors have the right to present any claims related to their commercial relationship to the Hotel.
- The vendors have the right to participate in the education related to sustainability put up by the Hotel.

Responsibilities of the Vendors

- The vendor should respect the culture, beliefs & traditional of the region's inhabitants.
- The vendor must make proper use of the Hotel installations and resources.
- The vendor is expected to Comply with the legal requirements for the prevention of sexual exploitation of minors.
- The vendor must comply with the contractual conditions for the services or purchase of their products.
- The vendor should respect the tranquility of the Hotel's guests.
- The vendor should segregate the waste products generated from their activities at the Hotel, with disposal in the appropriate receptacles.
- Vendors should comply with the sustainability programs and purchases.
- The vendors must comply with the legal requirements for their functioning as a company.
- Vendors should attend the educational programs put together by the Hotel regarding policies of sustainability.



IN CASE OF EMERGENCY

In Case Of Earthquake

- The zone is considered high risk for seismic activity.
- Tremors are usually very short, and usually don't last more than several seconds.
- Follow the evacuation routes to the designated meeting point.
- Hotel personnel will be available with instructions and any help needed.
- Please be aware that your guest room is equipped with flashlights and whistles to be used **ONLY IN CASE OF EMERGENCY**.

In Case Of Accident Or Illness

- Should you or someone in your party experience any type of accident or illness please contact reception personnel.
- Please try to remain calm. The hotel staff will come to your aid, we have kits and a staff trained in first aid.
- If necessary, the hotel staff will contact a doctor or ambulance for assistance.

For Your Safety

- It is forbidden to smoke in the guest rooms. Smoking is only allowed in the designated areas.
- The use of candles is not allowed
- Please do not open the guest room door without verifying the identity of the caller
- Please make sure to leave guest room key with the reception staff.
- *La Casa de Jerónimo* is not responsible for any objects or valuables left in the guest room. Remember that your personal items are your responsibility.

THE HOTEL IS NOT RESPONSIBLE FOR EQUIPMENT, MONEY AND/OR VALUABLES LEFT IN THE ROOMS OR COMMON AREAS



EMERGENCY TELEPHONE NUMBERS

ST. JOHN OF GOD HOSPITAL	(096) 7493500	HOTEL	7593610 – 3117715188
HOSPITAL SALENTO	(096) 7593000-7593001	FIREFIGHTERS	119
POLICE	7593050	DISASTER WARNING HOTLINES	111
CUADRANTE POLICE	3113449100	RED CROSS	132- (096) 7494010
NATIONAL EMERGENCY HOTLINE	123	TRANSIT	126 – 127
SIJIN	157	CIVIL DEFENSE	144
AMBULANCE	125	EMERGENCIAS	137
ANTITERRORISM & Y ANTIEXTORSION	147 – 165	TAXI	3137062358 – 3154066984- (096) 7584354
AIRPORT EL EDÉN-ARMENIA	(096) 7479400	AIRPORT MATECAÑA-PEREIRA	(096) 3148151
AIRES AIRLINES	7458822	LAN AIRLINES	(57 6) 314 26 69
TERMINAL OF TRANSPORTATION ARMENIA	(096) 7473355	AVIANCA AIRLINES	(57 6) 314 27 02
TERMINAL OF TRANSPORTACION PEREIRA	(096) 3152321 (096) 3152322 (096) 3152323	COPA AIRLINES	(57 6) 314 26 79
BUS OCCIDENTAL	(096) 7475686 018000916150	VIVA COLOMBIA	312 238 4478
BUS EXPRESO BOLIVARIANO	(096) 747 46 58 01-800-0423889	ADA	(57 6) 314 27 04

This, your hostel, committed to the preservation of the environment, wants you to be part of our team of saving resources such as water in the toilets, showers and sinks; toilet paper, soaps, and other elements; as with recycling, so that our future generations can enjoy the beautiful landscapes, flora and fauna and ecological environment of which you are part of some form.

THE ADMINISTRATION



CODE OF CONDUCT

All Executives and Tourism Officials, as well as all their employees and staff should abide by the following code to ensure quality service to all guests.

Resolution No. 3840 De 2009

By which the Code of Conduct is established and contemplated In Article 1 of Law 1336 of July 21, 2009, with other dispositions.

The Vice Minister of Tourism, in charge of the Functions of the Office of the Commerce, Industry and Tourism Ministry, exercising their legal attributions, specially the ones conferred by the Article 1 of Law 1336 of July 21, 2009 and the Decree 4965 of December 23, 2009.

Considering:

That Article 1 of Law 1336 of July 21, 2009, “by which Law 679 of 2001 is added, in the fight against exploitation, pornography, and sexual tourism involving boys, girls and adolescents”, establishes the obligation of any agency that offers Tourism services, to adopt a model and a Code of Conduct, that promotes the prevention of sexual exploitation of children in said agency”.

The Article mentioned above, has assigned the Ministry of Industry, Tourism and Commerce to collaborate with the Agencies that offer Tourism Services to elaborate the model for the said Code of Conduct.

The Ministry of Industry, Tourism and Commerce, through the Vice Minister of Tourism, convened the Tourism guilds to redact a model for the Code of Conduct mentioned above, gathering that took place October 21, 2009 in the Offices of the Ministry, where it was agreed to the minimal control measures established in Article 1 for the present ruling. That the aforementioned Code of Conduct was published in eight calendar days on the web page of the Industry, Tourism and Commerce Ministry beginning on November 11, 2009, with no additional comments.

That subsection 3 of Article 1 of Law 1336 of 2009, indicated that the Industry, Tourism and Commerce Ministry has the responsibility to adopt administrative measures to verify the completion and fulfillment, as well as the updates to the Code of Conduct adopted by the Agencies that offer Tourism Services, and for sanctions for omission according to Article 20 of Law 679 of 2001.



That Article No. 5 of the same Law establishes that the Industry, Tourism and Commerce Ministry will require the Tourism Agencies to adhere to the Code of Conduct in order to be included in the National Tourism Registry. This also applies to any updates and renewals. It is necessary to have protocols that ensure the compliance of the Agency's that offer Tourism Services.

In merit to the above stated,

Resolves:

Article 1 Code of Conduct. In order to counteract the sexual exploitation of children & adolescents during tourism activities, the Agencies that offer said activities will adopt a Code of Conduct that must be observed by their directors, administrators and legal representatives, employees and purveyors, to make effective the obligations contemplated in Articles 16 & 17 of Law 679 of 2001, as well as to prevent any acts mentioned in Article 19 of Law 679 of 2001, and it must incorporate the following minimal control measures:

- Abstain from offering promotional packages or plans that involve expressly or covertly the sexual exploitation of children & adolescents.
- Abstain from giving information or directions to the Tourist, either directly or through an intermediary, to places where the commercial exploitation of children is coordinated or practiced.
- Abstain from informing the Tourist either directly or through a third party, about establishments where the sexual exploitation of children is practiced, also to abstain from bringing minors to places where the Tourist is staying, including ships at sea.
- Abstain from facilitating vehicles on Tour routes for the exploitation or sexual abuse of minors.
- Prevent the entrance of minors to Hotels, bars, or similar establishments that offer tourism services, with the purpose of sexual or commercial exploitation of minors.
- Adopt measures to prevent the offering of Tourism Services that allow sexual activity with minors.
- Report to the Authorities and the Industry, Tourism and Commerce Ministry knowledge of any act, or of the existence of any establishment related to the exploitation of minors.
- Design and promote within the company and with staff and purveyors measures that prevent all forms of exploitation of minors.
- Educate all personnel associated with the company in the subject of sexual exploitation of minors.



- Inform the public of the legal consequences in Colombia for exploitation of minors.
- Post in a visible area the Code of Conduct for all employees of the establishment

Paragraph. The compliance with Article 5 of Law 1336 of 2009, the adoption and follow through with the Code of Conduct established in this article by the agency's that provide tourism services, will be mandatory and required for participation & renewal in the National Tourism Registry.

Article 2. Control Measures. In compliance with the measures dictated in Article 1 of Law 1336 of 2009, the Industry, Tourism and Commerce Ministry, through the Group for the Protection of the Tourist of the Direction of Sectorial Analysis, will verify the constant compliance of the dispositions contemplated in Article 1 of the present resolution. The non-compliance with the Code of Conduct will result in sanctions established in the Article 20 of Law 6779 of 2001.

Article 3. Validity. The present resolution is active & valid from the date of its publication and dispenses with Resolution 119 of February 12, 2002.

Publish and carry out. Bogota D.C., December 24, 2009.

The Vice Minister of Tourism, in charge of the functions of the Office of the Industry, Tourism and Commerce.

Good Practices In Tourism

10

Sustainability Commandments

 <div style="border: 1px solid green; padding: 5px; width: 100%;"> <p>Conserve water</p> </div>	 <div style="border: 1px solid green; padding: 5px; width: 100%;"> <p>Conserve energy</p> </div>	 <div style="border: 1px solid green; padding: 5px; width: 100%;"> <p>Produce less waste</p> </div>	 <div style="border: 1px solid green; padding: 5px; width: 100%;"> <p>Use recyclable containers</p> </div>
 <div style="border: 1px solid green; padding: 5px; width: 100%;"> <p>Avoid the use of chemical products</p> </div>	 <div style="border: 1px solid green; padding: 5px; width: 100%;"> <p>Avoid the use of plastic bags</p> </div>	 <div style="border: 1px solid green; padding: 5px; width: 100%;"> <p>Use recycled paper</p> </div>	 <div style="border: 1px solid green; padding: 5px; width: 100%;"> <p>Travel by biking and walking</p> </div>
 <div style="border: 1px solid green; padding: 5px; width: 100%;"> <p>Take care of flora and fauna</p> </div>		 <div style="border: 1px solid green; padding: 5px; width: 100%;"> <p>Think globally sustainable and apply it locally</p> </div>	





NO TE LAVES LAS MANOS

DENUNCIA LA EXPLOTACIÓN SEXUAL COMERCIAL DE NIÑOS, NIÑAS Y ADOLESCENTES EN EL TURISMO.

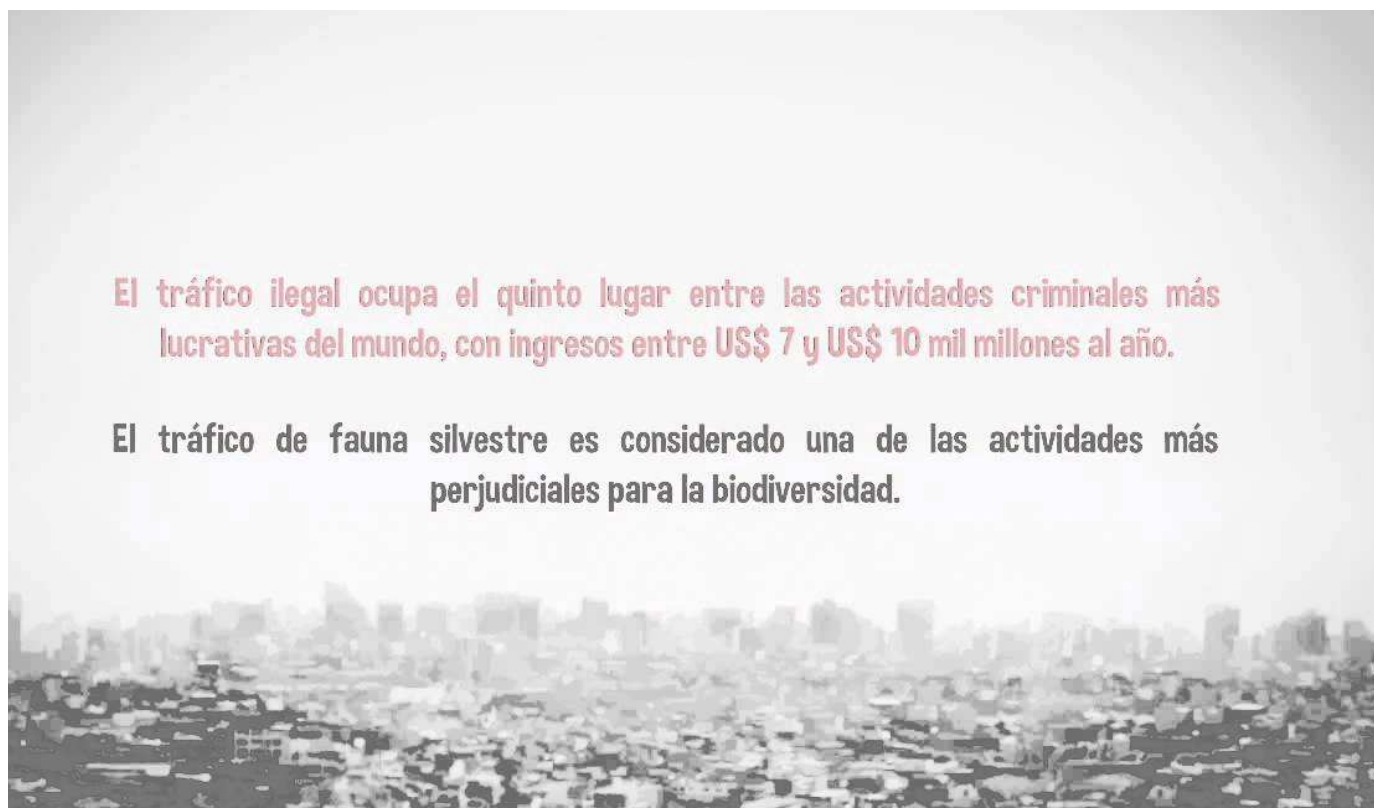
**HASTA 33 AÑOS DE CÁRCEL.
DENUNCIA EN LA LÍNEA 01 8000 112 440**

NO SOY UN DESTINO TURÍSTICO



El tráfico ilegal ocupa el quinto lugar entre las actividades criminales más lucrativas del mundo, con ingresos entre US\$ 7 y US\$ 10 mil millones al año.

El tráfico de fauna silvestre es considerado una de las actividades más perjudiciales para la biodiversidad.





save
WATER
save
ENERGY

Le desaparición de especies amenaza la sostenibilidad del planeta.

La Fauna Silvestre

¡Déjela en libertad!

La protección de especies conlleva a la conservación de la biodiversidad y a la preservación de los recursos naturales.

Según los conservacionistas, la depredación de la fauna ha crecido vertiginosamente y se estima que actualmente una especie desaparece cada 5 minutos en el mundo.

La caza, tenencia y tráfico ilegal convierten a nuestra fauna silvestre en especies amenazadas, por la reducción acelerada de su población y por el incremento en las probabilidades de su extinción. La desaparición de especies amenaza la sostenibilidad del planeta... por ello es importante tener en cuenta que... NO se debe cazar, comprar para mascotas y participar del tráfico ilegal de especies amenazadas.

¿Que es una especie amenazada?
Una especie amenazada es aquella que corre el riesgo de desaparecer para siempre; esto se mide por la reducción acelerada de su población y el incremento en las probabilidades de su extinción.

¿Por qué evitar la caza, la tenencia y el tráfico ilegal de especies amenazadas?
Colombia es uno de los países con mayor diversidad biológica y por ende con un gran potencial de servicios ambientales que se derivan de ella.

**NO compre
NO venda
NO capture
Fauna silvestre**

CORPORACION CDA

¡Ambiente visible para la sostenibilidad de una sociedad posible...!
Corporación para el Desarrollo del Norte y el Oriente Amazónico
CALLE 20 N. 11-117 Barrio 7 de octubre, Tel: 058 555231-232, Sucumbios, Guaviare Tel: 058 554 10 43, Bogotá Tel: 058 442 21 79
WebSite: www.cda.gov.co e-mail: cda@cda.gov.co

Que hacer en: / What to do in:
INCENDIO / **FIRE**

- 1**



CONSERVE LA CALMA
STAY CALM
- 2**



IDENTIFIQUE QUE ORIGINA EL INCENDIO
IDENTIFY WHAT IS ORIGINATING THE FIRE
- 3**



EMITA LA ALARMA
TURN ON THE FIRE ALARM
- 4**



USE EL EXTINTOR
USE THE FIRE EXTINGUISHER
- 5**



OBEDEZCA INDICACIONES DEL PERSONAL CAPACITADO
FOLLOW OUR PERSONNEL INSTRUCTIONS
- 6**



SI PUEDE AYUDE, SINO RETIRESE
HELP OR LEAVE THE BUILDING
- 7**



NO USE ELEVADORES
DO NOT USE ELEVATORS
- 8**



HUMEDEZCA UN TRAPO Y CUBRA NARIZ Y BOCA
TAKE A WET TOWEL AND COVER YOUR MOUTH AND NOSE
- 9**



SI EL HUMO ES DENSO ARRASTRESE POR EL SUELO
IF THE FIRE SMOKE IS HEAVY LAY DOWN ON THE FLOOR AND LOOK FOR AN EXIT

Que hacer en:
SISMOS

What to do in:
EARTHQUAKE

1



**CONSERVE
LA CALMA**

STAY CALM

2



**ELIMINE
FUENTES DE
INCENDIO**

*GET AWAY FROM
THINGS THAT CAN
ORIGINATE FIRE*

3



**RETIRESE DE
VENTANAS Y
OBJETOS QUE
PUEDAN CAER**

*GET AWAY FROM
WINDOWS AND
OBJECTS THAT
COULD FALL*

4



**NO USE
ELEVADORES**

*DO NOT USE
ELEVATORS*

5



**UBÍQUESE EN
ZONAS
SEGURAS**

*STAY IN
SECURITY
ZONES*

6



**LOCALOCE LA
RUTA DE
EVACUACIÓN**

*FOLLOW SIGNS TO
FOUND
EMERGENCY EXITS*