

MED

Balearic Islands' Regional Action Plan



MISSION AND VISION

2021-2024

MISSION: To contribute to the Balearic tourism strategy by fostering sustainable, safe and responsible tourism through innovation, smart tourism management, development of all-year-round sustainable tourism and integration and cooperation of the whole tourism chain value.

VISION: The vision of this Action Plan is for the Balearic Islands to become leader and a worldwide reference in sustainable, safe and responsible tourism, and to ensure the sustainable growth of the tourism sector all-year-round while ensuring the quality of life of its inhabitants and the preservation of its culture, resources and environment



STRATEGIC LINES

1. Tourism Product Adaptation and Development

- i. Capacity Building
- ii. Marketing and Communication

2. Environmental transition

- i. Smart Destination
- ii. Leadership and Innovation
- iii. Governance and Participation



STRATEGIC LINES

1. Tourism Product Adaptation and Development

- **O.1.** Foster the uptake of new technologies for data collection
- **O.2.** Promote and diversify tourism services and products by fostering Balearic Islands' value chain initiatives.
- **O.3.** Promote existing services and products with the island of Mallorca's intrinsic and potential values all-year-round.



ACTION PLAN

2. Environmental Transition

- **O4.** Support the development of an integrated strategy for sustainable and responsible tourism in the Balearic Islands
- **O5.** Foster Circular Economy, Energy Efficiency and Carbon Footprint management in the hospitality sector
- **O6.** Protect the destination and its resources due to its connection with mass tourism



SL1: Tourism Product Adaptation and Development

OBJECTIVES	MEASURES	INDICATORS
Obj.1. Foster the uptake of new technologies for data collection, cross-referencing, validation, analysis and interpretation, combined with new business management systems and the generation of bidirectional information sources, to help develop advanced tourism business activities and design new products that respect the habitat and the natural environment while being better adapted to the new needs of customers / tourists	M1. Support the development and promotion of sustainable and all-year-round tourism products and activities	Nb. of new business models; Nb. of products
	M2. Implementation of trainings and workshops to improve and support the digitalization of tourism companies, but also the capacity, knowledge and professionalization of workers	Nb of workshops; Nb of trainings; Nb of companies supported; Nb of trained workers
	M3. Development of new products/services based on technology applied to sustainable tourism	Nb of companies developing new products/services; Nb of new IT products/services developed
Obj.2. Promote and diversify tourism services and products by fostering Balearic Islands' value chain initiatives	M4. Experiment with the co-design of a tourism planning based on the diversification and development of sustainable tourism products distributed throughout the year	Nb. of co-design products
	M5. Offer the opportunity to design innovative and synergistic interventions and strengthen the local capacity to find resources to implement them	Nb. of implemented interventions
	M6. Development and promotion of cultural, natural and gastronomical actions that promote sustainable tourism activities throughout the year (e.g. birdwatching, mycological...)	Nb. of cultural, natural and gastronomical actions
Obj.3. Promote existing services and products of Balearic Islands' intrinsic and potential values all-year-round	M7. Create, develop and promote winter tourist routes	Nb of winter tourist routes identified
	M8. Foster tourism niche such as ecotourism, active tourism and sport tourism through the promotion of all-year-round activities	Nb of new tourism niche activities identified; Nb of companies involved
	M9. Mapping and promotion of sustainable tourism products, services and activities with all-year-round potential	Nb. of products and services



SL1: Tourism Product Adaptation and Development

	SECONDARY OBJECTIVES	MEASURES	INDICATORS
Capacity Building	Consolidate the destination's accessibility, quality and professionalisation	M10. Organization of workshops to study and redesign the training system in place in the Balearic Islands for workers of the tourism sector and implementation of training programs	Nb. of workshops; Nb. of participants; Nb. of participants completing training
		M11. Implement training cycles and care for people with disabilities	Nb. of trainings; Nb. of participants
		M12. Quality SICTED audits	Nb. of audits; Results of audits
	Define a plan to support local tourism entrepreneurs	M13. Support services to entrepreneurs (coaching, mentoring)	Nb of companies benefited
		M14. Digitalization program	Nb of companies benefited
		M15. Business modelling	Nb of companies benefited
	Strengthening the private tourism fabric so that they count with the knowledge to implement the COVID-19 protocols	M16. Analyse COVID-19 information and protocols and issue reports for tourism companies	Nb of reports; Nb of companies reached
		M17. Organise workshops and info days	Nb of workshops
M18. Mapping COVID-free spaces		Nb of companies involved; Nb of COVID free spaces	
Marketing & Communication	Develop a coordinated marketing and communication plan	M19. Define and implement communication strategies in issuing markets	Nb. of issuing markets and specific communication strategies
		M20. Strategic dissemination for the consolidation of the strategic segments of tourism: Mice, Active Tourism, Sport, Luxury, Health and Wellness, Cultural, Gastronomic, Ecotourism, as well as winter tourist product	Nb. of strategic dissemination plans
		M21. Organisation of meetings to coordinate the stakeholders	Nb of meetings; Nb of participants
	Positioning as a safe and sustainable tourist destination	M22. Coordinate national and international actions to promote the Balearic Islands	Nb. of actions
		M23. Aid for the adaptation of tourist establishments to the COVID19 health situation	Nb. of establishments supported
		M24. PR actions and brand positioning and consolidation	
	Recover the tourist flow	M25. Opening of non-traditional markets	Nb. of new markets
M26. Creation of programs to reactivate demand and sponsorship of strategic and unique events		Nb. of programs; Nb. of sponsored events	
M27. Improve and dynamize the complementary offer		Nb. of new services	



SL2: Environmental transition

Environmental Transition

OBJECTIVES	MEASURES	INDICATORS
Obj.4. Support the development of an integrated strategy for sustainable and responsible tourism in the Balearic Islands	M28. Development of a Sustainable Tourism Strategy 2030	Nb. Of actors involved in the definition of the strategy
	M29. Develop tourism sustainability plans, in collaboration with the "Secretary of State for Tourism and Local Entities"	Nb. of plans developed
	M30. Organisation of events to promote sustainable and responsible tourism	Nb of events organised
Obj.5. Foster Circular Economy, Energy Efficiency and Carbon Footprint management in the hospitality sector	M31. Contribute to the definition of a circular economy strategy in the tourism sector	Nb of actors involved; Nb of actions implemented
	M32. Organize workshops and trainings on circular economy, energy efficiency and carbon footprint management in the hospitality sector	Nb. Of actors involved; Nb. of workshops; Total number of participants
	M33. Map good practices examples of circular economy, energy efficiency and carbon footprint management in the tourism sector and promote them	Nb. of identified good practices; Nb. of actors reached
Obj.6. Protect the destination and its resources due to its connection with mass tourism	M34. Design and Create Sustainable Tourist Actions (ecotourism, culinary tourism, agri-food, Local products and Slow Food, ethnographic atlas, etc.).	Nb of companies involved; Nb of resources involved
	M35. Encourage tourist companies to promote environmentally respectful initiatives	Nb of companies involved; Nb of companies respecting SDGs
	M36. Promote energy efficiency, renewable energy and sustainable mobility to reduce the islands' carbon footprint	Number of companies involved; Nb of actions identified



SL2: Environmental transition

SECONDARY OBJECTIVES	MEASURES	INDICATORS
<p>Lead the ecological transition and strengthen the consolidation of a sustainable and responsible tourism destination by better understanding the use of resources in the destination and systematically, suitably, and regularly monitor tourism's performance and impact.</p>	<p>M37. Implementation of a Sustainable Tourism Observatory</p>	<p>Nb. Data sources managed</p>
	<p>M38. Incorporation of Big Data tools for trend detection and destination information to facilitate the strategic decision making</p>	<p>Nb. of datasets; Amount of data;</p>
	<p>M39. Create dashboards for information and management, making it possible to act in beforehand, support decision-making, and analyse results and outcomes</p>	<p>Nb. of inputs requested to the dashboard. Nb of entities using the dashboards</p>
<p>Support the establishment of a monitoring system to measure the role of tourism in sustainable development (including at economic, social, and environmental level).</p>	<p>M40. Improvement of a combined data management system to measure sustainable tourism</p>	<p>Nb of best practices identified</p>
	<p>M41. Evaluation and monitoring of sustainable tourism indicators, surveys and publication of "Tourism in data"</p>	<p>Nb. of indicators</p>
	<p>M42. Annual publication with the collection of main indicators available</p>	<p>Publication; Nb. of downloads</p>
<p>Contribute to Smart Destination Management by giving tourism managers, planners, policymakers, and other relevant stakeholders evidence, key tools, and information to strengthen institutional capacities and support policymaking and its implementation as well as sustainable tourism management plans and procedures.</p>	<p>M43. Promote the use of infrastructures, services and new technologies to stakeholders of the Balearic Islands tourism industry</p>	<p>Nb of technologies applied to tourism identified/used</p>
	<p>M44. Organise workshops and events to increase knowledge transfer</p>	<p>Nb. of workshops; Nb. of participants</p>
	<p>M45. Analysis of markets, tourism products, tourism trends, etc.</p>	<p>Nb. of reports issued</p>

Smart Destination



SL2: Environmental transition

Leadership and Innovation	Foster networking and innovation	M46. Presentation, participation, management and coordination of new European projects to those calls that interest and favour the tourism of the Balearic Islands	Nb. of proposal submitted; Nb. of EU project coordinated; Nb. of EU project participated; Amount of funds received
		M47. Activities related to the participation, preparation and review of documentation requested related to European issues affecting tourism.	Nb. of documents/minutes/pictures
		M48. Participation to networking events	Nb. of events
	Promote excellence in the management and export of technology for tourism, knowledge about innovative models for tourism services, and products under the Balearic Islands brand	M49. Implement and lead a forum to exchange experiences on sustainable and socially responsible tourism	Nb of participants
		M50. Promote strategies aimed at creating experiences in the tourist destination	Nb of experiences
		M51. Strengthen the destination's reputation and boost the Balearics brand by fostering quality and innovation	Nb campaigns/fairs
	Support sustainability, innovation and internationalisation of tourism SMEs in the Balearic Islands	M52. Implementation of SMEs support services	Nb of support services
		M53. Organization of match-making events	Nb of match-making events
		M54. Open calls for Tourism SMEs	Nb SMEs receiving funds /amount of funds
Governance and Participation	Create alliances and synergies with solid partnerships and shared governance, leading to further cooperation between different industries and the subsequent generation of trust	M55. Creation of a stakeholders committee	Nb members committee
		M56. Enhance collaboration with DIHBAI-TUR	Nb meetings
		M57. Meetings with the industry	Nb meetings
	Encourage the participation and involvement of destination agents	M58. Mapping of the destination agents	Nb agents identified
		M59. Organisation of events with destination agents	Nb events organised/participate
	Encourage Participation in Sustainability International and National Networks (Smart Tourist Destinations, Covenant of Mayors, etc.).	M60. Participatory activities implemented	Nb activities implemented
		M61. Identification of networks related to sustainability	Nb of networks
M62. Contacts with the main networks/projects related to sustainability		Nb of contacts	
		M63. Participation/organisation of events linked with sustainability networks	Nb events organised/participate



ACTIVITIES

- **Action 1: Tourism Strategy Management**
- **Implementation**
 - Step 1: Recover the tourist flow
 - Step 2: Positioning as a safe and sustainable tourist destination
 - Step 3: Improve the knowledge and data system
 - Step 4: Quality and Training
- **Players Involved**
- **Activities to be implemented in the short term**



ACTIVITIES

- **Action 2: Sustainability Strategy Management**
- **Implementation**
 - Step 1: Improving Sustainability of the Destination
 - Step 2: Foster Circular Economy in the Tourism Sector
 - Step 3: Foster Networking and Innovation
- **Players Involved**
- **Activities to be implemented in the short term**



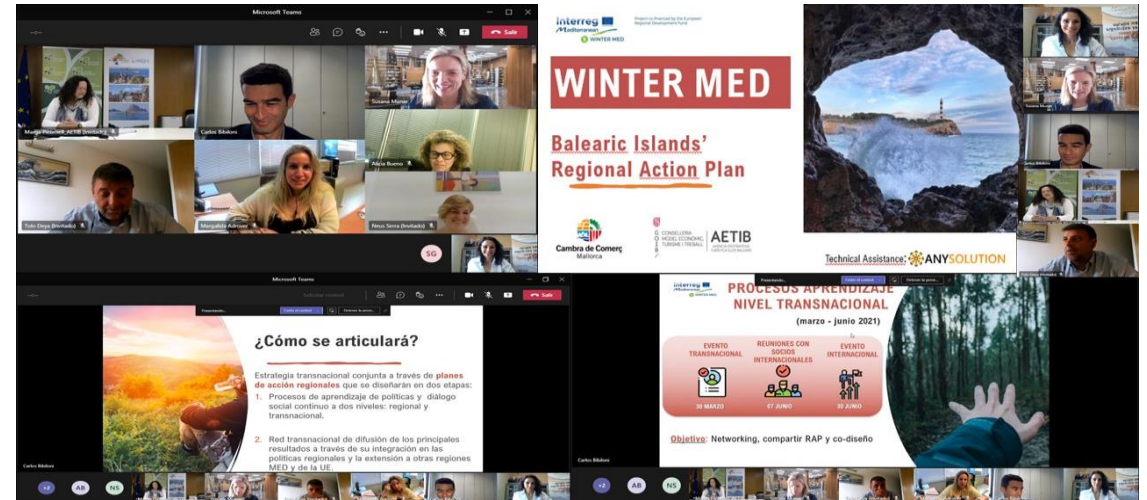
DISCUSSION WITH STAKEHOLDERS



STAKEHOLDERS' MEETINGS

01/02/2021

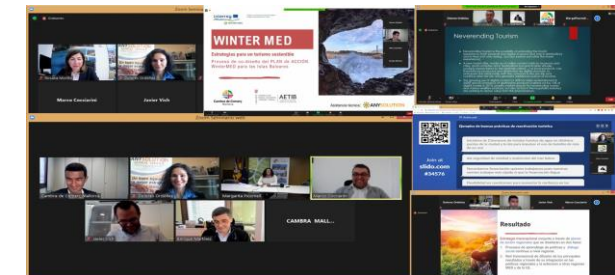
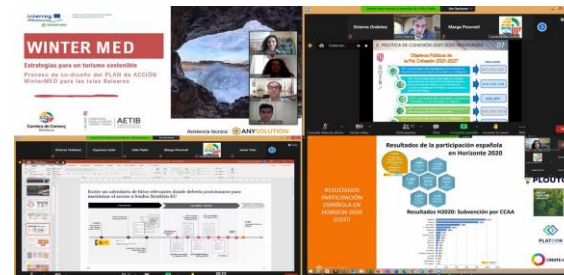
27/05/2021



15/02/2021: Sustainability and circular economy workshop

02/03/2021: European Funds

15/03/2021: Tourism reactivation





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