Insights from the Region of Valencia

Raquel Huete, PhD.
University of Alicante, Spain
28.2 M tourists
year 2018

Contribution to GDP: 13.2%

15% Employment generation

CHALLENGES

- Adapt the tourist **products** to needs of demand
- Seek the welfare... & guarantee **accessible** tourism
- Foster **sustainability** & local development through diversification and ending **seasonality**
- **Cooperation** with social agents & public participation
- Growth of **occupancy** & increase **competitiveness**
- Training and fostering **research** and tourist innovation
HOW?

The tourist policies will respond to:

◦ land use planning
◦ mobility and transport, ecological sustainability,
◦ economic sustainability
◦ cultural and social sustainability

Keys:

✓ Training for local employees
✓ Digitalisation
SMART TOURISM DESTINATION STRATEGY

Governance, Innovation, Technology, Sustainability, Accessibility
Better measure to better manage

What is good for residents is good for visitors