

EUROPEAN ECONOMIC AND SOCIAL COMMITTEE – EESC

15th December 2023 · Thematic debate on the Rural Pact #4

Session I

Rural economic activities and financing: challenges, opportunities, and enhanced funding access for civil society organisations, enterprises and social economy in rural areas

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1

COMPROMISO NACIONAL POR UN TURISMO RESPONSABLE

Towards an ethic, innovative and responsible tourism model

WELL-BEING

MuWell-being understood beyond economic prosperity. It includes **environmental, social and cultural sustainability**.

COMMUNITY

vCommunity contemplates the visitor, the tourist industry, the resident, social agents, cultural and natural assets, academic...

TRAVEL VALUES

The economy of the visitor and values of trip: peace, dialogue, exchange, respect, progress, tolerance...

The commitment starts a process of collective transformation to be able to create a new model that is environmentally responsible, socially just and regionally balanced



1

The **Catalan Commitment for Responsible Tourism** is the response of the tourism sector to a general context of change that is determined by:

The need for a new productive framework adapted to the **ENVIRONMENTAL LIMITS** of the planet

Environmentally
responsible tourism (23)

Profound **changes in the BEHAVIOUR of visitors**, the use of free time and social and cultural factors

TurSocially just tourism(19)

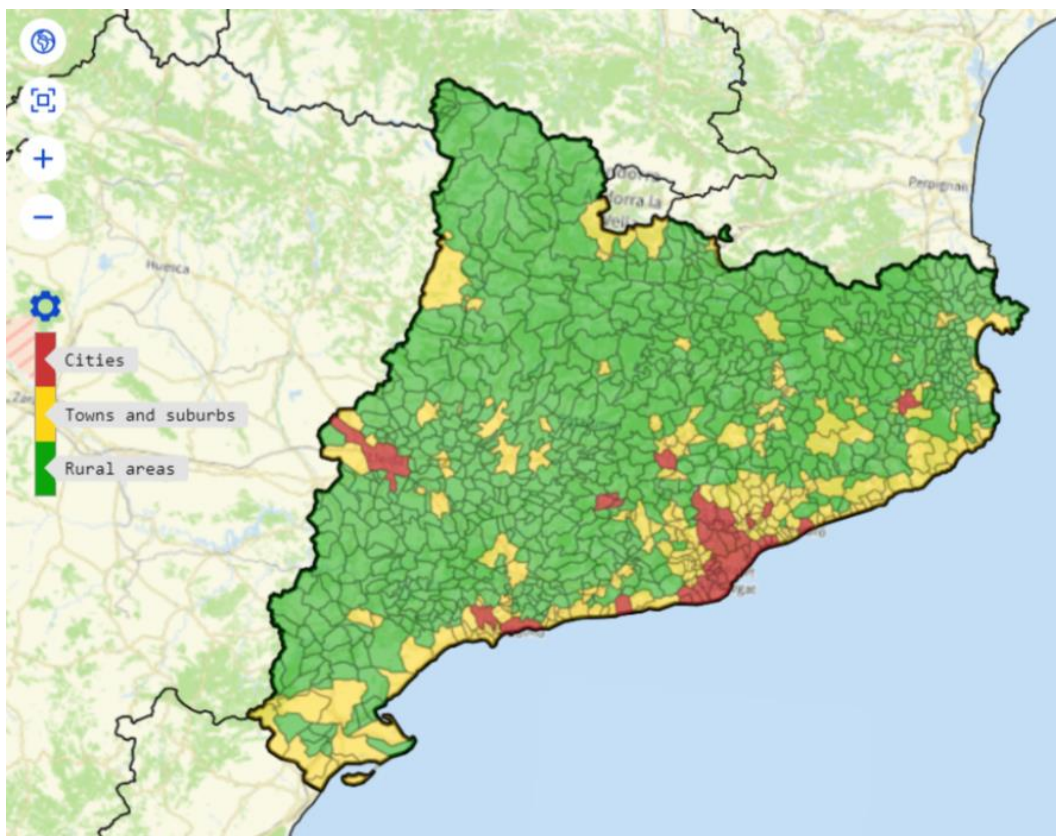
MATURITY stage of the tourism destinations within the region.

Territorially balanced
tourism(13)

The need of **INNOVATION**, basis for sustainability and digitization

Tourism based on
innovation(12)

A total of 67 initiatives/streams for action



Similarities between the CNTR and the LTVRA

- Starting point: collaborative process
- Participation of public and private agents
- Action plans divided into 4 blocks/axes based on the benefit of local communities through new, more ethical and responsible models. All of this according to innovation, the involvement of agents, support for the social economy, sustainable resilience, inclusive development or digitalization.

Rural areas cover 83% of the EU territory. In Catalonia it reaches **89%**.

Responsible tourism should act as an avenue for the empowerment and prosperity of rural communities.

STRATEGIC PLAN FOR FOOD AND WINE TOURISM IN CATALONIA

An opportunity to boost internal tourism and provide the destination with identity

- Gastronomy is **one of the most identifying elements of Catalan culture**, as well as one of the driving forces that helps to balance the territory, the landscape and the environment...
- We are committed to **food and wine tourism that adds value to the community**, connects with the countryside, contributes to the recovery of the environment, encourages the consumption of local products, improves short marketing circuits and contributes to stopping climate change...
- Tourism that **diversifies, de-seasonalizes, decongests** and generates **greater spending** in the territory.
- Catalonia, **World Gastronomy Region 2025**



FINANCING

- **Planes de Sostenibilidad Turística en Destinos (PSTD) - Next Generation**

2021 – **23,5M€** to rural projects

2022 - Prioritization of inland or rural destinations due to their capacity as a driving force and as a response to the need to deconcentrate tourism demand and promote a territorially balanced tourism model.

24,9M€ (12 plans) to contribute to territorial cohesion and to promote resilience and competitiveness.

2023 – **3.2M€** in a plan for the deconcentration and sustainable revitalisation of tourism in rural areas.

- Acción de cohesión en destino (ACD) “**Cataluña tierra de sabores**” (6.919.067 €)

30 actions spread throughout the territory to position Catalonia as a benchmark food and wine destination, as well as to promote the integration of all the actors in the value chain and the creation of new infrastructures and tourism products governed by sustainability criteria.

