

# OPERATIONAL PLAN FOR TOURISM SUSTAINABILITY

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2024



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# OPERATIONAL PLAN FOR TOURISM SUSTAINABILITY

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2024



In this way, regulated and modulated tourism becomes a fundamental economic activity which, like the water in the irrigation ditches, is channelled in a controlled way in its intensity and distribution, avoids floods and excesses, nourishes and enriches the territory, encourages coexistence and prosperity, preserves and promotes the essence of our culture and heritage.

Today, the institutions responsible for tourism must act through policies and strategies, including the one we are presenting today to, like the modern irrigation channels of tourist destinations, distribute the wealth that visitors bring, managing their visit with professionalism, friendliness and experience, adding value to the tourist, the territory and the sector. Through planning, management and promotion strategies, we must promote regulated and beneficial tourism and at the same time fight against intrusiveness and illegal tourism, promoting harmonious coexistence between those who live in our community and those who visit us, without forgetting that the first of the sector's sustainability must be the continuity of its own economic activity.

We Valencians pride ourselves on being generous with our resources and sharing them fairly with our visitors, without depleting or wasting them. Always seeking a healthy and happy lifestyle. This sustainable mindset has permeated our culture over time and is part of what makes our community a special and welcoming place and we have sought to reflect it in this Tourism Sustainability Operating Plan. With it, we continue to honour our heritage, working together to ensure that the Valencian Community continues to be the best place to Visit and to Live, and the tourism industry the best sector to work in.



**JOSE MANUEL CAMARERO BENITEZ**

**REGIONAL SECRETARY OF TOURISM**



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# 01

**BACKGROUND:  
SUSTAINABILITY STRATEGY  
2024-2028**



## BACKGROUND: SUSTAINABILITY STRATEGY 2024-2028

Turisme Comunitat Valenciana's Operational Plan 2024 is based on the Turisme Comunitat Valenciana Sustainability Strategy 2024-2028, with the aim of implementing the specific programmes and actions to be carried out in 2024.

The Strategy is evidence of the Generalitat's commitment to continue working to promote more sustainable tourism development, in line with global demands for environmental and social responsibility, ensuring, as it has done for decades, the viability and continuity of tourism activity in the territory.

The Sustainability Strategy outlines a framework of reference for the sector and sets out a four-year roadmap that allows us to advance along this path in a harmonious and planned manner.

Its preparation was based on a collaborative process based on a detailed analysis of the needs and opportunities of the tourism sector in the Valencian Community; the assessment of stakeholders, relevant actors in the tourism sector, was essential to prioritise the axes and programmes and to be able to define the actions.

Through different media (meetings, newsletters, surveys, ...) an open dialogue was built with tourist destinations, councils,

provincial councils, professionals, associations, tour operators, tourists, residents and workers. These consultations made it possible to gather a wide range of perspectives and ensure that the proposed programmes respond to the real needs of the sector.

Each proposed action has been internally assessed in terms of its environmental, social and economic impact, as well as its technical and financial feasibility to ensure that only the most effective and feasible initiatives are included in the 2024 implementation plan.

In order to provide a sufficiently broad approach from planning to management, reference has been made to international, European, national and regional policies. The Global Code of Ethics developed by the UN, the 2030 Agenda, the treaty on climate change signed in the Paris Agreement, or the path taken by the European Union towards the ecological transition through the European Green Pact and the Action Plan on the Economy Circuit lar 2020.

The Sustainable Energy and Climate Action Plan (SECAP) 2021-2030, a key document to mitigate and adapt to climate change, addressing energy poverty and ensuring access to clean and





aaffordable energy for all; or the Covenant of Mayors for Sustainable Energy and Climate which commits European municipalities to meet EU energy targets.

Not forgetting the core of the European Next Generation funds, the Recovery and Resilience Mechanism (RRM), which injects 140 billion euros into Spain and allows investment in sustainable infrastructures, or the REACT-EU Fund which, with a contribution to Spain of 12 billion euros over the period 2021-2022, promotes the ecological, digital and resilient recovery of the economy.

In this context, research and development (R&D&I) are key to finding new solutions through the use of advanced technologies to improve energy efficiency and reduce the environmental impact of tourism operations, and progress is gradually being made in the regulation of sustainability, with new European regulations coming onto the scene, such as the Directive on Corporate Sustainability Due Diligence (CSDDD), as well as new initiatives and ecological certifications, programmes that aim to ensure that tourism practices are sustainable and that companies comply with environmental and social standards.

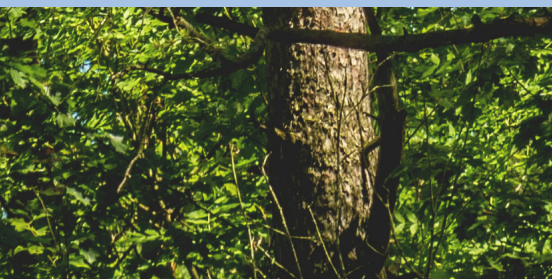
The Sustainability Strategy for Turisme Comunitat Valenciana has been drawn up with all these premises in mind. To carry it out, Turisme Comunitat Valenciana draws up an annual Sustainability Plan which, while maintaining the strategic objectives of the Strategy, focuses its work on operational lines, programmes and specific actions so that, after four years, all of them are implemented.



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# 02

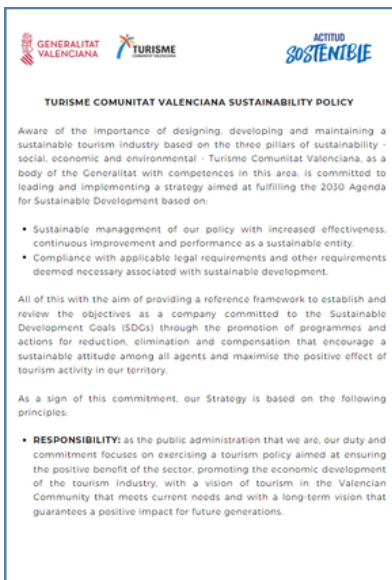
## OBJECTIVES OF THE 2024 OPERATIONAL PLAN



# OBJECTIVES OF THE 2024 OPERATIONAL PLAN

The strategic objectives of the 2024-2024 Sustainability Strategy are shared with the 2024 Sustainability Operational Plan and are based on the sustainability policy of Turisme Comunitat Valenciana.

## TURISME COMUNITAT VALENCIANA SUSTAINABILITY POLICY



Aware of the importance of designing, developing and maintaining a sustainable tourism industry based on the three pillars of sustainability - social, economic and environmental - Turisme Comunitat Valenciana, as a body of the Generalitat with powers in this area, is committed to leading and implementing a strategy aimed at fulfilling the 2030 Agenda for Sustainable Development based on:

- Sustainable management of our policy with increased effectiveness, continuous improvement and performance as a sustainable entity.
- Compliance with applicable legal requirements and other requirements deemed necessary associated with sustainable development.

All of this with the aim of providing a reference framework to establish and review the objectives as a company committed to the Sustainable Development Goals (SDGs) through the promotion of programmes and actions for reduction, elimination and compensation that encourage a sustainable attitude among all agents and maximise the positive effect of tourism activity in our territory.

As proof of this commitment, our Strategy is based on the following principles:

**RESPONSIBILITY:** With the commitment to exercise a tourism policy that, beyond ensuring the positive benefit of the sector, addresses current needs and with a long-term vision that guarantees a positive impact for future generations.

**CO-GOVERNANCE:** To promote the collaboration of the large contingent of actors that interact in tourism activity, at all public and private levels, to jointly design an international reference model.

**INTEGRATION:** Cross-cutting sustainability, which permeates the programmes and actions that are promoted and undertaken from an economic, environmental and social dimension.

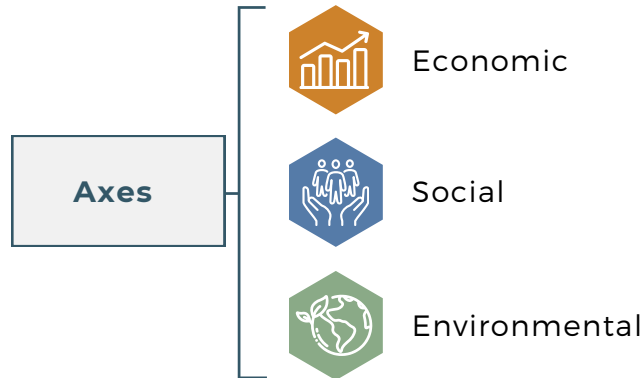
**ADAPTABILITY:** Anticipation and management of change, assuming responsibilities and taking the initiative to adapt to new situations with a focus on continuous improvement.

**COMMUNICATION:** Information, communication and promotion to achieve a paradigm shift in tourism management and in the world's perception of the Valencian Region as a sustainable tourist destination.

**INNOVATION:** Transversal vision of applied innovation beyond the use of technologies, processes or management tools.



The strategic objectives are aligned with the three axes of the Sustainability Strategy 2024-2028:



## ECONOMIC OBJECTIVES

- E.1** Establish a legislative framework that generates business security and guarantees the demand for legally constituted companies and services, which are committed to the provision of quality services.
- E.2** Create channels of collaboration and financing instruments with destinations to improve the sustainable management of their natural and heritage resources.
- E.3** Facilitate the incorporation of technological solutions that increase the professionalisation and digitalisation of companies in order to promote more sustainable tourism development.
- E.4** Work towards an industry that allows profitable businesses to be maintained in the tourism sector and in the circles generated around it.
- E.5** Favour the deseasonalisation of activity through product diversification strategies and support for demand that encourage consumption outside periods of high demand.



## SOCIAL OBJECTIVES

- S.1** Increase the levels of professionalisation of human resources in the tourism sector and promote the capillarisation of the sector at work so that the benefits of the Valencian Region's industry are externalised, generating wealth in the ecosystem of the tourist destination.
- S.2** Encourage collaboration between agents, enabling participation, co-governance and recognition of the sector.
- S.3** To ensure inclusive and accessible tourism in the Region of Valencia as a way of guaranteeing the sustainability of the activity itself and greater social respect.
- S.4** To recognise our tangible and intangible heritage, our well-cared-for resources, excellence in service provision; to recognise and value what is and what we do well in the Region of Valencia.



## ENVIRONMENTAL OBJECTIVES

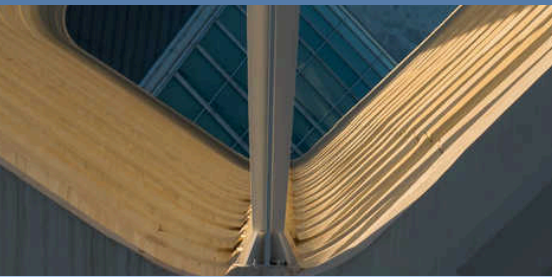
- A.1** To provide the sector with different studies and research that facilitate decision making capable of promoting improvements in the management of energy, water and waste resources in tourism companies and destinations in order to minimise their impact and production costs.
  
- A.2** To design new environmental methodologies and projects to be implemented in the territory that will position us as leaders in this area, strengthening the commitment of tourist destinations and supply to the Sustainability Strategy of the Valencian Community.
  
- A.3** Raise awareness among tourists, visitors, travellers and residents; raise awareness among all to invite them to consume in a respectful way.
  
- A.4** Contribute to the SDGs by example, with Turisme Comunitat Valenciana being the first to work towards sustainability in the sector.



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# 03

CONTRIBUTION TO THE SDG  
IN 2024

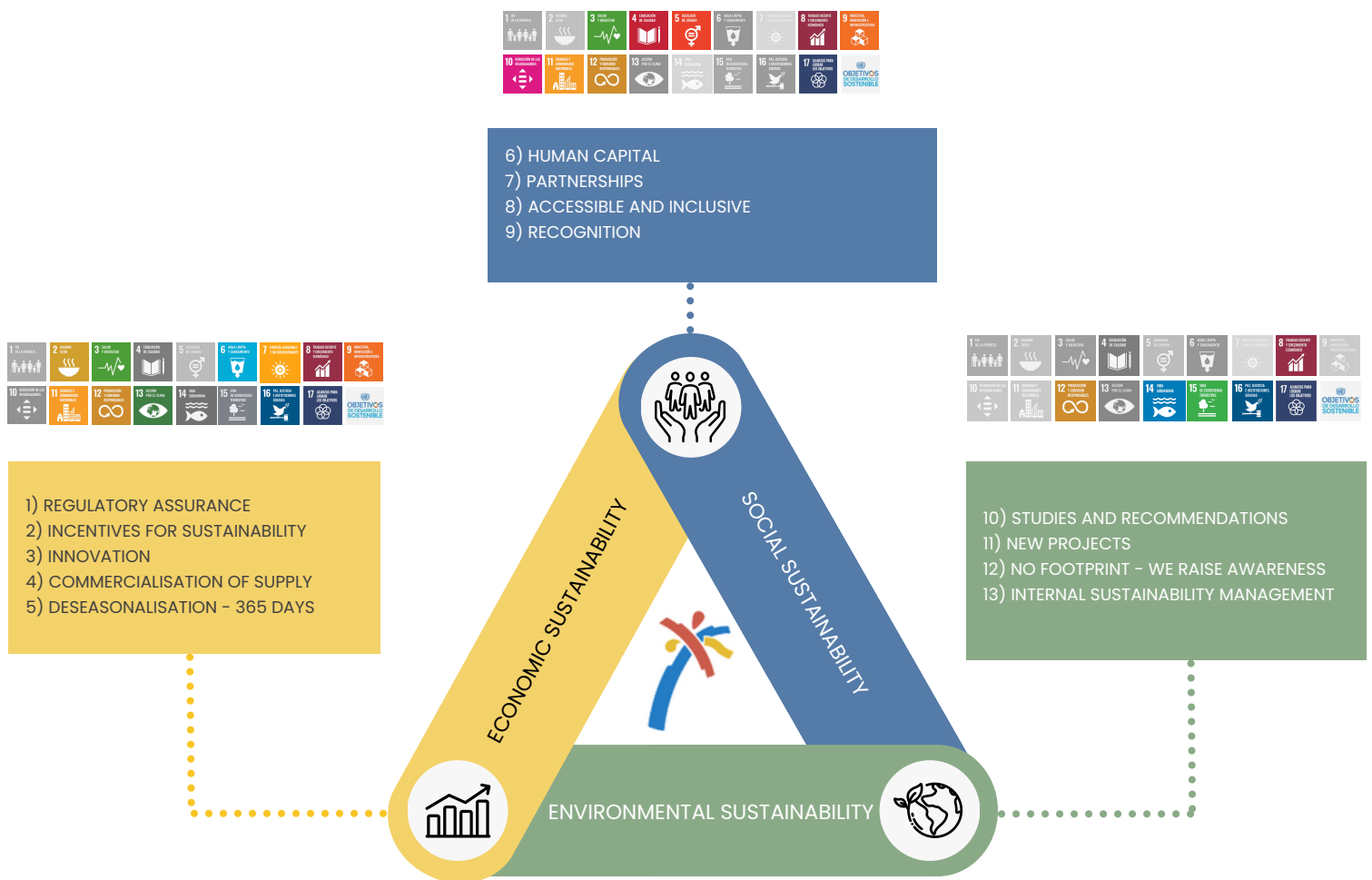




# CONTRIBUTION TO THE SDG IN 2024

Turisme Comunitat Valenciana's Operational Plan for Tourism Sustainability 2024 stems from Turisme's Sustainability Strategy 2024-2028. Both documents are structured around three fundamental strategic axes: the economic sustainability axis, the social sustainability axis and the environmental sustainability axis. Each axis, in turn, is made up of several operational lines from which various programmes are developed; in this sense, the Sustainability Strategy is made up of 13 operational lines and 51 programmes, of which 41 will be implemented over the course of 2024.

## Operational lines of the Tourism Sustainability Plan 2024 by strategic lines of action



The 13 operational lines have been aligned with the five key dimensions underpinning the 2030 Agenda, as set out below.

## PEOPLE

To put an end to situations of discrimination, to work towards the end of hunger and poverty and to lay the foundations for tourism development in which the well-being of people is one of the axes. It is essential that tourism coexists well with the people who are part of the territory.



- OL 4 - MARKETING THE OFFER
- OL 5 - DE-SEASONALISE - 365 DAYS
- OL 6 - HUMAN CAPITAL
- OL 7 - PARTNERSHIPS
- OL 8 - ACCESSIBLE AND INCLUSIVE

## PLANET

Protecting the Earth as a generator of the resources needed to sustain our habitat and development; it is vitally important to protect it and reverse the current situation.



- OL 2 - INCENTIVES FOR SUSTAINABILITY
- OL 3 - INNOVATION
- OL 4 - COMMERCIALISATION OF THE OFFER
- OL 5 - WE DESEASONALISE - 365 DAYS
- OL 7 - PARTNERSHIPS
- OL 9 - RECOGNITION
- OL 11 - NEW PROJECTS
- OL 12 - NO FOOTPRINT - WE RAISE AWARENESS

## PROSPERITY

To ensure that human beings can develop in a way that allows them to enjoy a full life with access to cultural, heritage, technological, economic, etc. values,



- OL 2 - INCENTIVES FOR SUSTAINABILITY
- OL 3 - INNOVATION
- OL 4 - COMMERCIALISATION OF THE OFFER
- OL 5 - WE DESEASONALISE - 365 DAYS
- OL 6 - HUMAN CAPITAL
- OL 7 - PARTNERSHIPS
- OL 8 - ACCESSIBLE AND INCLUSIVE
- OL 9 - RECOGNITION
- OL 10 - STUDIES AND RECOMMENDATIONS
- OL 11 - NEW PROJECTS
- OL 12 - NO FOOTPRINT - WE RAISE AWARENESS
- OL 13 - INTERNAL SUSTAINABILITY MANAGEMENT

## PEACE

To make progress in achieving a more harmonious society, living under principles and values that are fair to all, and a public administration that guarantees this.



- OL 1 - REGULATORY GUARANTEE
- OL 13 - INTERNAL SUSTAINABILITY MANAGEMENT

## PARTNERSHIPS

Work in a participatory manner through inter-administrative and public-private collaborations, research, educational, productive entities, etc. Generate alliances for consensus that facilitate the execution of any strategy and progress.



- OL 2 - INCENTIVES FOR SUSTAINABILITY
- OL 3 - INNOVATION
- OL 4 - COMMERCIALISATION OF SUPPLY
- OL 6 - HUMAN CAPITAL
- OL 7 - PARTNERSHIPS
- OL 8 - ACCESSIBLE AND INCLUSIVE
- OL 9 - RECOGNITION
- OL 11 - NEW PROJECTS
- OL 12 - NO FOOTPRINT - WE RAISE AWARENESS

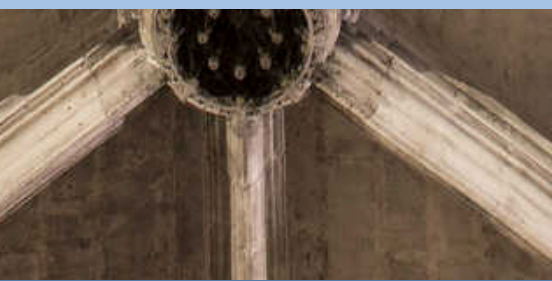




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# 04

2024 PROGRAMMES



## 2024 ACTIONS

The following is a description of the actions to be carried out during the 2024 financial year. For each strategic axis, the operational lines that comprise it are described and, in turn, the programmes that develop each of the operational lines are included by means of technical sheets.

Each technical sheet includes the following fields: the instrumental objective, a brief description, the Area and Service that develops it, possible collaboration, target, execution period, budget and measurement indicator.





# ECONOMIC SUSTAINABILITY

Economic sustainability is the first axis of the Turisme Comunitat Valenciana Sustainability Strategy 2024-2028. It is focused on guaranteeing the viability and economic growth of the Valencian Region with the ultimate aim of generating profitability and employment in the short, medium and, above all, long term, in a socially and environmentally responsible manner. The five operational lines that comprise it are:

1) Regulatory guarantee: developed on the basis of five programmes, they include actions directly linked to regulatory development and compliance.

2) Incentives for sustainability: five programmes that describe the five lines of financing aimed at the tourism sector of the Valencian Community (companies, services and tourist destinations), both in terms of their own financing and financing from European funds.

3) Technological innovation: four tourism intelligence and technology programmes developed entirely by the Valencian Institute of Technology (Invattur).

4) Commercialisation of the tourist offer: the four programmes that make up the programme are aimed at diversifying the tourist offer in order to be able to position it through the segmentation of products and markets. Marketing actions play a basic role in this line of work.

5) De-seasonalisation - 365 days: based on the carrying capacity of the Valencia Region as a destination, it offers solutions with the ultimate aim of giving tourists and visitors the opportunity to enjoy the Valencia Region all year round,

The contribution to the SDGs of the operational lines and programmes that make up the economic sustainability axis is very diverse, contributing to all SDGs except SDG 1 *End poverty*. Thirty-six per cent of the programmes contribute to SDG 17 *Partnerships for achieving the goals*, 30 per cent to SDG 12 *Responsible production and consumption* and 29 per cent to SDG 8 *Decent work and economic growth*.

# ECONOMIC SUSTAINABILITY

## Operational lines and programmes

### 1) Regulatory guarantee:

- 1.1. Regulatory change
- 1.2. *Ventanilla única digital*
- 1.3. Valencian Community Tourism Register
- 1.4. Annual inspection plan
- 1.5. Complaint management

### 2) Incentives for sustainability:

- 2.1. Subsidies in competitive concurrence
- 2.2. Ordinary sustainability plans
- 2.3. Extraordinary sustainability plans
- 2.4. Energy efficiency and circular economy projects in tourism enterprises
- 2.5. Programme for the improvement of competitiveness and the revitalisation of Historical Heritage for tourist use

### 3) Innovation:

- 3.1. DTI-CV
- 3.2. Intelligence through data
- 3.3. Technological innovation
- 3.4. Intelligent tourism resources

### 4) Marketing the tourism offer:

- 4.1. CreaTurisme
- 4.2. Tourism products
- 4.3. Online marketing
- 4.4. Forums and promotional actions

### 5) De-seasonalising - 365 days:

- 5.1. Demand incentives
- 5.2. Beach facilities





## REGULATORY GUARANTEE

Its aim is to consolidate a regulatory framework to consolidate a professional, safe and secure tourist offer for demand and residents, under a legislative framework adapted to the reality of the sector.

It is based on programmes and plans aimed at minimising and, as far as possible, eradicating the illegal and illegal supply, establishing a firm legal framework that allows and facilitates the economic development of tourism companies and services, while guaranteeing the safety of visitors and improving coexistence with residents.

The Programmes that make up this line and which will be developed in 2024 are:

- 1.1. Modification of regulations
- 1.2. *Ventanilla única digital*
- 1.3. Valencian Region Tourism Register
- 1.4. Annual inspection plans
- 1.5. Complaint management

These will contribute to the following SDGs and Agenda 2030 Goals:



- Target 16.6: Building effective and transparent institutions.
- Target 16.7: Promoting citizen participation.
- Target 16.10: Access to information and fundamental freedoms.
- Target 16.B: Promotion and implementation of laws and policies.

**Objective and description**

Its objective is to amend the Law on Tourism, Leisure and Hospitality and/or the decrees that develop it with the aim of adjusting and improving legal certainty, organising the sector's activity and increasing measures and actions against intrusiveness and tourist over-saturation, among others.

**2024 Actions**

Drafting of a simplification decree aligned with the Generalitat with proposals to amend the Law and its respective decrees for processing.

Study of a specific regulation on dwellings for tourist use.

**SDGS**



**Targets**

- Target 16.7: Encourage citizen participation.
- Target 16.B: Promotion and implementation of laws and policies.

<b>Area Service</b>	Subdirectorate for Tourism Tourist Management and Processing Service Tourist Assistance and Inspection Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism companies
<b>Period</b>	All year round
<b>Budget</b>	No associated cost
<b>Indicator</b>	Implemented / Not implemented

**Objective and description**

Its objectives are to adapt and manage, in collaboration with the Secretariat of State for Tourism, the digital one-stop shop so that tourist accommodation platforms can transfer their data, in accordance with Regulation (EU) 2024/1028 of the European Parliament and of the Council of 11 April 2024 on the collection and exchange of data on short-term accommodation rental services and amending Regulation (EU) 2018/1724.

**2024 Actions**

Revision of the IT application to allow proper consolidation of data.

**SDGS**



**Targets**

Target 16.6: Building effective and transparent institutions.

Target 16.10: Access to information and fundamental freedoms.

<b>Area Service</b>	Subdirectorate for Tourism Tourist Management and Processing Service Tourist Assistance and Inspection Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism companies
<b>Period</b>	All year round
<b>Budget</b>	No associated cost
<b>Indicator</b>	Implemented / Not implemented

**Objective and description**

Its objective is to adapt the administrative management tool for registration in the Tourism Register to the single platform. The Tourism Register is the administrative management tool in which all natural persons, legal entities or communities that carry out any of the tourism activities are registered; it is an instrument of knowledge of the tourism sector and information for the exercise of the administrative powers held by the tourism administration, so that it facilitates the activities of management, inspection, control, verification, programming and planning.

**2024 Actions**

Adaptation to the single platform through the revision of the computer application that allows for the appropriate consolidation of data.

Receipt, review and processing with legal certainty of registrations resulting in a registration, modification or deregistration to ensure that the register is up to date.

Technical meetings for the design of the re-engineering of processes in the Register: review of regulations, updating of computer applications, information flows and filtering of data by type of tourism, etc.

**SDGS**



**Targets**

- Target 16.6: Building effective and transparent institutions.
- Target 16.10: Access to information and fundamental freedoms.

<b>Area Service</b>	Tourism Sub-Directorate Tourist Assistance and Inspection Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism companies
<b>Period</b>	All year round
<b>Budget</b>	No associated cost
<b>Indicator</b>	Number of registrations in the Tourism Register

**Objective and description**

The objective is to define and execute the Annual Inspection Plan, a programme within the framework of control policies through tourism inspection aimed at improving quality and tourism services. They include verification actions in the large booking portals to investigate the advertising of the tourist offer, as well as all those aimed at guaranteeing the quality of the services provided and the rights of tourist users.

**2024 Actions**

Implementation of the actions envisaged in the 2024 Inspection Plan.

**SDGS****Targets**

- Target 16.6: Building effective and transparent institutions.
- Target 16.B: Promote and implement laws and policies.

<b>Area Service</b>	Tourism Sub-Directorate Tourist Assistance and Inspection Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism companies
<b>Period</b>	All year round
<b>Budget</b>	No associated cost.
<b>Indicator</b>	% of inspections carried out / inspections planned per year

**Objective and description**

The objective is to streamline the management of complaints in the tourism sector. This programme is aimed at improving the quality of the service and of the facilities and equipment of the existing tourist offer in the Valencia Region, ensuring the correction of any possible deficiencies or irregularities that may arise, as well as guaranteeing the proper fulfilment of obligations towards users.

**2024 Actions**

Receipt of complaints through the channels set up for this purpose (via email, computer applications, etc.), study, inspection visits, and issuing of reports, injunction reports or initiation of the corresponding sanctioning procedure.

**SDGS**



**Targets**

- Target 16.6: Building effective and transparent institutions.
- Target 16.7: Promote citizen participation.

<b>Area Service</b>	Tourism Sub-Directorate Tourist Assistance and Inspection Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Users
<b>Period</b>	All year round
<b>Budget</b>	No associated cost
<b>Indicator</b>	No. of complaints handled per year

### SUSTAINABILITY INCENTIVES

Its aim is to develop lines of financing and support for tourism companies and destinations in order to promote more competitive tourism, capable of deseasonalising tourism demand, as well as improving the environmental and social relationship with its territory.

It is mainly based on aid and incentives for tourism companies and destinations provided directly or indirectly by Turisme Comunitat Valenciana as a stimulus mechanism to achieve the aims of the territory's tourism policy.

The Programmes that make up this line and which will be developed in 2024 are:

2.1. Subsidies in competitive concurrence.

2.2 Ordinary sustainability plans

2.3 Extraordinary sustainability plans

2.4 Energy efficiency and circular economy projects in tourism companies.

2.5 Programme for the improvement of competitiveness and the revitalisation of Historical Heritage for tourist use.

These will contribute to the following SDGs and goals of the 2030 Agenda:



- Target 7.2: Increase renewable energies.
- Target 8.9: Promotion of sustainable tourism.
- Target 11.4: Protection of cultural and natural heritage.
- Target 13.2: Mainstream climate change into national policies, strategies and plans.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

**Objective and description**

The aim of the programme is to publish and process aid in competitive competition for tourism companies, aid aimed at tourism supply to support projects that improve the competitiveness of the private sector and position the Valencian Community in the markets. It encourages projects for promotion, sustainability, improvement of excellence, dissemination of the image of the destinations, ... In its rules, it is established to take into account the ethical code of tourism, social, environmental and social and labour dignity criteria to promote the quality of the management of the tourism industry and, by extension, that of the workers. For the purposes of weighting and scoring applications, positive discrimination criteria are established as criteria for companies' commitments to offer continuous training, retraining plans and/or improve occupational health and safety conditions.

**2024 Actions**

Publication of the call for applications for the 2024 incentives.  
 Management and processing of applications submitted

**SDGS**



**Targets**

- 8.9: Promote sustainable tourism

<b>Area Service</b>	Tourism Competitiveness Area Aid Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism companies
<b>Period</b>	All year round
<b>Budget</b>	6.040.000 €
<b>Indicator</b>	% of applications granted/applications submitted for competitive grants per programme



**Objective and description**

The objective is to monitor and supervise the execution of the actions contemplated in the Tourism Sustainability Plans in destinations in the ordinary call for applications; a cooperative instrument between the General State Administration, the autonomous communities and the local entities, in which the three administrations contribute funds, with the local entity being responsible for the execution. The plans aim to: increase the competitiveness of tourist destinations, enabling them to generate a tractor effect, effectively incorporate digitalisation, diversify the tourist offer, redistribute tourist income, favour territorial cohesion and the deconcentration of demand and favour the green and sustainable transition, reduce emissions and mitigate the effects of climate change.

**2024 Actions**

Monitoring and control of plans in execution (6 PSTD)

Review of the justification of finalised plans

**SDGS**



**Targets**

- Target 7.2: Scaling up renewable energy.
- Target 11.4: Protect cultural and natural heritage.
- Target 13.2: Mainstream climate change into national policies, strategies and plans.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

<b>Area Service</b>	Tourism Competitiveness Area Planning and Strategy Service
<b>Contributor</b>	State Secretariat for Tourism Local Entities
<b>Addressee</b>	Tourist destinations
<b>Period</b>	All year round
<b>Budget</b>	No associated cost. Advance payment in financial years 2021, 2022 and 2023
<b>Indicator</b>	% of budget execution of each regular sustainability plan

### Objective and description

The objective is to monitor and supervise the execution of the actions contemplated in the Tourism Sustainability Plans in Destinations of the Valencian Community, with financing from European Funds of the Recovery, Resilience and Transformation Plan (PRTR) and corresponding to the extraordinary calls of 2021, 2022 and 2023. Each of the Territorial Plans (PTSTD) incorporates different Tourism Sustainability Plans in Destinations to be implemented by local entities and aim to implement transformative actions in the tourism sector in the areas of green transition, digital transition and improving tourism competitiveness. These are multi-annual plans (3 years).

### 2024 Actions

1. Holding of joint commissions with local entities executing the Plans to monitor the implementation of the tourism sustainability plans underway (12 of the 2021 call, 21 of the 2022 call and 22 of the 2023 call).
2. Holding of bilateral commissions between Turisme Comunitat Valenciana and the Secretary of State for Tourism.
3. Execution of the Turisme Comunitat Valenciana Training Plan for local implementing bodies.

### SDGS



### Targets

- Target 7.2: Increase of renewable energies.
- Target 11.4: Protection of cultural and natural heritage.
- Target 13.2: Mainstream climate change into national policies, strategies and plans.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

<b>Area Service</b>	European Funds Department
<b>Contributor</b>	State Secretariat for Tourism Local Entities
<b>Addressee</b>	Tourist destinations

PLANES DE SOSTENIBILIDAD EXTRAORDINARIOS		PROGRAMME 2.3.
<b>Period</b>	All year round	
<b>Budget</b>	13.627.775,85 € <ul style="list-style-type: none"> <li>• Corresponding to the Cohesion Actions between destinations, of the Territorial Plan of the 2021 call executed by Turisme Comunitat Valenciana. The total of the 3 Plans (including the ACD) amounts to 151,156,101.42 € to be executed in the 3 annual instalments. The rest of the allocated budget of calls 21, 22 and 23 were transferred in years 22 and 23. The total execution of the 3 plans should be completed in June 26.</li> </ul>	
<b>Indicator</b>	% budget execution for each extraordinary sustainability plan	



**Objective and description of the action**

The objective is the publication and processing of the Energy Efficiency and Circular Economy Grants with financing from European Funds of the Recovery, Resilience and Transformation Plan (PRTR) for tourism companies, aimed at tourist accommodation companies, which aim to achieve the environmental and energy objectives established in the European Union regulations, through the implementation of renovation actions of existing buildings that favour the reduction of final energy consumption and carbon dioxide emissions.

**2024 Actions**

Follow-up of justification of successful bidders

**SDGS****Targets**

- Target 7.2: Increase in renewable energies.
- Target 13.2: Mainstream climate change into national policies, strategies and plans
- Target 17.16: Enhance the Global Partnership for Sustainable Development.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

<b>Area Service</b>	European Funds Department
<b>Contributor</b>	State Secretariat for Tourism
<b>Addressee</b>	Tourism companies
<b>Period</b>	All year round
<b>Budget</b>	13.860.970 euros (plurianual)
<b>Indicator</b>	% budget execution for each energy efficiency and circular economy project

**Objective and description**

The objective is the monitoring and surveillance of the implementation of the actions included in the programme for the improvement and revitalisation of historical heritage with tourist use, with funding from European Funds of the PRTR Plan for Recovery, Resilience and Transformation (PRTR) of projects to local authorities that aims to improve the competitiveness of tourist destinations and promote cultural tourism through the protection, maintenance and rehabilitation of properties declared historical heritage, either as assets of cultural interest or under any equivalent category of protection established by the competent authorities with tourist use.

**2024 Actions**

1. Joint commissions with the executing entity
2. Bilateral commissions with the Secretary of State for Tourism.
3. Training Plan of Turisme Comunitat Valenciana for local entities executing subprojects of the PRTR.

**SDGS**



**Targets**

- Target 11.4: Protection of cultural and natural heritage.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

<b>Area Service</b>	European Funds Department
<b>Contributor</b>	State Secretariat for Tourism
<b>Addressee</b>	Tourist destinations
<b>Period</b>	All year round
<b>Budget</b>	No associated cost <ul style="list-style-type: none"> <li>• The allocated budget (2.700.000 €) transferred in 2023. The project has to be implemented before June 26.st.</li> </ul>
<b>Indicator</b>	% implementation of each estate plan

## Operational line 3

### INNOVATION

Line aimed at developing more sustainable tourism models based on innovative and technological solutions applicable to tourism companies and destinations; consolidating a technological ecosystem that helps to increase their competitiveness and the digital transformation of tourist attractions.

The following programmes will be developed throughout 2024:

3.1.DTI-CV

3.2.Intelligence through data

3.3. Technological innovation

3.4.Intelligent tourist resources

These will contribute to the following SDGs and goals of the 2030 Agenda:



- Target 9.2: Promote inclusive and sustainable industry.
- Target 9.4: Modernisation of infrastructure, clean technology.
- Target 9.5: Enhance scientific research, technological capacity.
- Target 12.B: Achieve sustainable tourism.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

## Objective and description

The objective is to increase the number of distinguished destinations in the Smart Tourist Destinations Network. To achieve this, it is necessary to maintain and strengthen the commitment to the Network of Smart Tourist Destinations of the Valencian Community (DTI-CV) by reinforcing its role in greater sustainable management of its destinations; the DTI-CV model represents a clear commitment to the planning and management of the Valencian tourist territory in terms of comprehensive sustainability. Its evolution will allow destinations and companies to be accompanied in their transition towards an intelligent and sustainable management model from a social, economic and environmental point of view.

## 2024 Actions

1. Design of the Action Plan of the DTI-CV Network 2024-2028
2. Attention and support to destinations, companies and interested organisations through the DTI-CV Technical Assistance Office.
3. Course on smart destination management in the Valencia Region.
4. Organisation of webinars and conferences for the transfer of knowledge and DTI-CV experiences.

## SDGS



## Targets

- Target 9.2: Promote inclusive and sustainable industry.
- Target 12.B: Achieve sustainable tourism.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

<b>Area Service</b>	Training and innovation area Valencian Institute of Tourism Technologies (Invat-tur)
<b>Contributor</b>	Members of the DTI-CV Network Provincial Councils
<b>Addressee</b>	Tourist destinations
<b>Period</b>	All year round
<b>Budget</b>	15.000€
<b>Indicator</b>	% of DTI destinations by level / total DTI destinations No. of seminars/webinars organised per year in Invattur

**Objective and description**

The objective is to design a tourism intelligence system and to train the sector in technological solutions and in the use of data in tourism strategy. The use of information to reduce uncertainty in decision-making and improve the planning and management of Valencian tourism will be an essential element that will allow destination managers and companies to develop strategic and operational planning more in line with their reality and reduce the impact of tourist activity on the territory.

**2024 Actions**

1. Implementation of the tourism intelligence system of the Valencian Region.
2. Design of a tourism sustainability observatory model.
3. Training in artificial intelligence for the tourism sector through 4 editions of a 9-hour course.
4. Training of the tourism sector in the use of data in tourism strategy.

**SDGS**



**Targets**

- Target 9.2: Promote inclusive and sustainable industry.
- Target 9.4: Modernisation of infrastructure, clean technology.

<b>Area Service</b>	Training and innovation area Valencian Institute of Tourism Technologies (Invat-tur)
<b>Contributor</b>	Provincial councils Chambers of Commerce Segittur Necstour
<b>Addressee</b>	Tourism destinations Tourism companies
<b>Period</b>	All year round
<b>Budget</b>	15.000€
<b>Indicator</b>	Implemented / Not implemented



**Objective and description**

The objective is to create technological pilot projects for the tourism sector and to transfer the benefits of these projects. Innovation for a more efficient sector, promoting the technological ecosystem in tourism, alliances with agents of the Valencian and national innovation system, as well as accompanying the sector in the adoption of new models, methodologies and technological solutions, are aspects that will guarantee the competitive improvement of the Valencian tourism sector.

**2024 Actions**

Implementation of a technological room (TechYRoom) in a hotel establishment with the aim of bringing technology closer and facilitating driving vehicles for hotel modernisation through the creation of a real showroom in which to experience technology in hotels and destinations.

Cycle of webinars of pilot projects of technological solutions

**SDGS**



**Targets**

- Target 9.5: Increase scientific research, technological capacity.

<b>Area Service</b>	Training and innovation area Valencian Institute of Tourism Technologies (Invat-tur)
<b>Contributor</b>	Hotel Technological Institute Councils
<b>Addressee</b>	Tourism companies
<b>Period</b>	All year round
<b>Budget</b>	50.000 €
<b>Indicator</b>	Implemented / Not implemented

**Objective and description**

The objective is to design and implement intelligent management models in heritage resources and protected natural areas.

**2024 Actions:**

- 1.Design of the intelligent heritage model of the Valencian Community.
- 2.Implementation of the intelligent natural spaces model of the Valencian Community.

**SDGS**



**Targets**

- Target 9.2: Promote inclusive and sustainable industry.
- Target 9.4: Modernisation of infrastructure, clean technology.

<b>Area Service</b>	Training and Innovation Area Valencian Institute of Tourism Technologies (Invat-tur)
<b>Contributor</b>	Other Departments
<b>Addressee</b>	Tourist destinations
<b>Period</b>	All year round
<b>Budget</b>	12.000€
<b>Indicator</b>	No. of smart resource pilot projects developed

## MARKETING OF THE TOURISM OFFER

The aim of this line is to promote the differentiation of the Valencian tourist offer and develop tourist products for their commercialisation and packaging, allowing a greater economic and geographical distribution of demand.

It seeks to promote territorial structuring and the equitable distribution of tourism benefits throughout the region and to develop actions aimed at attracting visitors with different consumer motivations.

Operational line 4, Commercialisation of the tourist offer, is made up of 4 programmes:

4.1. CreaTurisme

4.2. Tourism products

4.3 Online marketing

4.4 Forums and promotional actions

These will contribute to the following SDGs and goals of the 2030 Agenda:



- Target 2.3: Increase small-scale agricultural productivity and income.
- Target 8.9: Promote sustainable tourism.
- Target 12.B: Achieve sustainable tourism.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.
- Target 17.17: Promote public-private partnerships.

**Objective and description**

The objective is to increase the number of sustainable experiences adhered to Creaturisme. CreaTurisme is a programme to develop highly specialised, segmented and experiential products with the participation of tourism companies and organisations in the Valencia Region with the aim of diversifying the tourism offer. The experiences are grouped into three lines of work: Mediterranean Cultural, Mediterranean natural and rural and Mediterranean Active / Sports.

**2024 Actions**

1. Incorporation of criteria and arguments with environmental and social values in the tourist experiences with special emphasis on water saving in the three lines of work. Promotion of health and wellbeing, especially in the natural and rural Mediterranean line.
2. Working days with the adhered offer to create synergies that allow to increase the economic opportunities to generate joint projects.
3. Development of promotional actions with niche operators that are committed to the commercialisation of experiences with sustainable values, through various actions: local action plan, famtirps, presstrips, attendance at general fairs, publication of promotional material, ...
4. Call for CreaTurisme Awards in recognition of the efforts made by companies that introduce sustainability criteria in tourism experiences.

**SDGS**



**Targets**

- Target 8.9: Promote sustainable tourism.
- Target 12.B: Achieve sustainable tourism.
- Target 17.17: Encourage public-private partnerships.

<b>Area Service</b>	Marketing and Tourism Product Area Product and Territory Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism companies

<b>CREATURISME</b>		PROGRAMME 4.1.
<b>Period</b>	All year round	
<b>Budget</b>	400.000 €	
<b>Indicator</b>	No. of sustainable experiences adhered to CreaTurisme	



**Objective and description**

The objective is to promote the visibility of tourism product arguments and gastronomic tourism. It is aimed at segmenting companies, services and tourist destinations by product arguments such as MICE, Premium, cinematographic, Golf, MUSIC, L'Exquisit, with more sustainable proposals that facilitate their commercialization with the least possible impact on their consumption. During 2024, the L'Exquisit Mediterrani brand will also be promoted, as a gastronomic tourism product that promotes healthy eating based on the Mediterranean diet, highlights the value of the agri-food resources of the Valencian Community and promotes km0 distribution.

**2024 Actions**

- Attendance at trade fairs and/or events of different kinds to promote the visibility of both product arguments such as MICE, Premium, cinematographic, Golf, MUSIX, as well as gastronomic tourism of the Valencian Community linked to the brand L'Exquisit Mediterrani,

**SDGS**



**Targets**

- Target 2.3: Increase small-scale agricultural productivity and income.
- Target 12.B: Achieve sustainable tourism.
- Target 17.17: Promote public-private partnerships.

<b>Area Service</b>	Marketing and Tourism Product Area Product and Territory Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism Companies
<b>Period</b>	All year round
<b>Budget</b>	3.006.400 €
<b>Indicator</b>	Number of trade fairs and/or events by tourism product attended

**Objective and description**

The objective is the design of the Online Marketing strategy that includes the generation and administration of content marketing in a global way, video marketing actions, promotion in the main social networks of tourist interest, collaboration with influencers, email marketing campaigns, as well as the design and execution of paid digital advertising campaigns for the Comunitat Valenciana destination in national and international markets.

**2024 Actions**

- 1.Tendering of the strategy and contracting
- 2.Meetings to monitor the implementation of the strategy.
- 3.Incorporation of content based on sustainable arguments in the Email Marketing strategy or sending newsletters to subscribers.

**SDGS**



**Targets**

- Target 8.9: Promote sustainable tourism.

<b>Area Service</b>	Marketing and Tourism Product Area Online Marketing and Advertising Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tour operators Influencers Users
<b>Period</b>	All year round
<b>Budget</b>	116.000 €
<b>Indicator</b>	Implemented/ Not Implemented

**Objective and description**

The objective is to promote the Valencian Region, highlighting its attributes as a sustainable destination, through participation in fairs, competitions, workshops, reverse conferences, presentations, press trips and familiarisation trips, strengthening its recognition and attractiveness in the global market.

**2024 Actions**

1. Participate in national and international events and fairs, highlighting the sustainable attributes of the Region of Valencia's offer.
2. Organise and participate in workshops and reverse workshops to promote sustainable tourism and establish contacts with tour operators interested in sustainable practices.
3. To make presentations and coordinate press trips to publicise the region's sustainable initiatives and offers, attracting the attention of specialised media and journalists.

**SDGS**



**Targets**

- Target 8.9: Promote sustainable tourism.
- Target 12.B: Achieve sustainable tourism.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

<b>Area Service</b>	Marketing and Tourism Product Area Online Marketing and Advertising Service Promotion Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tour operators
<b>Period</b>	All year round
<b>Budget</b>	3.250.000 €
<b>Indicator</b>	Implemented/ Not Implemented



## Operational line 5

### DESEASONALISATION - 365 DAYS

Operational line that aims to reduce seasonality and redistribute demand in a way that favours the economic stability of the tourist offer, contributes to a better management of resources and to the well-being of residents throughout the year. This programme is specifically aimed at implementing communication actions that encourage consumption outside of the most recurrent periods, at placing diverse products on the market and also at developing incentives that promote consumption outside of the traditional peaks of demand with initiatives such as the Travel Voucher.

Operational line 5 is made up of 3 programmes:

5.1. Demand incentives.

5.2. Beach facilities

These will contribute to the following SDGs and Agenda 2030 targets:



- Target 3.4: Promote health and well-being.
- Target 6.4: Increase efficient use of water resources.
- Target 8.1: Sustain economic growth.
- Target 12.5: Prevent, reduce, recycle and reuse waste.

**Objective and description**

The objective is to encourage tourist demand, either as a whole or by specific groups, during seasonal periods. Through the Bono Viatge programme, aid is given for trips around the Valencian Community and the consumption of tourist services with the aim of increasing the profitability of the Valencian tourist offer in periods of low occupancy.

**2024 Actions**

1. Preparation and publication of the resolution
2. Management of the programme
3. Monitoring of the programme

**SDGS**



**Targets**

- Target 8.1: Sustain economic growth.

<b>Area Service</b>	Tourism Competitiveness Area Aid Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Users
<b>Period</b>	All year round
<b>Budget</b>	12.500.000 €
<b>Indicator</b>	% applications granted / applications presented in the Bono Viatge Programme

**Objective and description**

The objective is the provision and maintenance of equipment (using environmentally friendly, recyclable materials that contribute to saving energy and water) and infrastructure on the beaches (children's playgrounds and bio-healthy areas) and destinations of the Valencian Community, in order to enhance these resources, increasing the quality and safety of the beaches and destinations with which the conditions for tourist use are favoured to achieve the enjoyment of users during most of the year.

**2024 Actions**

1. Inventory of existing equipment and identification of needs
2. Purchase and maintenance of existing equipment
3. Supply and installation of new equipment

**SDGS**



**Targets**

- Target 3.4: Promote health and well-being.
- Target 6.4: Increase the efficient use of water resources.
- Target 12.5: Prevent, reduce, recycle and reuse waste.

<b>Area Service</b>	Tourism Competitiveness Area Tourism Infrastructure Service
<b>Contributor</b>	Tourist destinations
<b>Addressee</b>	Tourist destinations Tourists Residents
<b>Period</b>	All year round
<b>Budget</b>	1.370.000 €
<b>Indicator</b>	No. of footbaths installed No. of litter bins installed No. of selective waste collection groups installed



## SOCIAL SUSTAINABILITY

Strategic axis that clearly responds to its social component, understood as the promotion of people and communities in order to achieve an adequate and equitable quality of life. The four operational lines of this axis include a total of 16 programmes.

Recognition of a job well done, promotion of co-governance through collaboration with the different agents, promotion of accessible tourism resources and equipment, promotion of inclusive tourism, etc.

The operational lines that include the strategic axis of social sustainability are:

6) Human capital: five training, qualification and/or qualification programmes in some cases aimed at professionals in the sector.

7) Collaborations: this line includes five programmes (four to be implemented in 2024) where coordination and collaboration is the common factor, all in favour of promoting co-governance.

8) Accessible and inclusive destination: five programmes (four to be implemented in 2024) aimed at promoting actions for a more accessible and inclusive destination.

9) Recognition: three programmes that have the common objective of highlighting resources, companies and services and/or destinations, either through official declarations or through the Qualitur programme or tourism awards.

The operational lines and programmes that make up the social sustainability axis contribute 54% to SDG 8 *Decent work and economic growth*, 53% to SDG 17 *Partnerships for achieving the goals* and 38% to SDG 4 *Quality education*.

# SOCIAL SUSTAINABILITY

## Operational lines and programmes

### 6) Human capital

- 6.1. Lifelong learning
- 6.2. Certificates of professionalism
- 6.3. Specific training
- 6.4. Qualification of tourist guides
- 6.5. Granting of scholarships

### 7) Partnerships

- 7.1. From SICTED to SSTI
- 7.2. Pact for sustainability (not to be developed in 2024)
- 7.3. Collaborative marketing
- 7.4. European relations
- 7.5. Transfer of spaces

### 8) Accessible and inclusive destination

- 8.1. Inclusive job placement
- 8.2. Promotion of accessibility certification (not developed in 2024)
- 8.3. eAccessibility
- 8.4. Accessible tourism resources and services
- 8.5. Promotion of inclusive tourism

### 9) Recognition

- 9.1. Official declarations
- 9.2. Qualitur - Certified Guarantee
- 9.3. Tourism Awards



## HUMAN CAPITAL

Its aim is to improve the qualifications of professionals in the tourism sector in the Valencia Region through training as a means of increasing their knowledge and qualifications.

Continuous training through a range of training plans aimed at improving the knowledge and skills of managers and middle management and specific training aimed at providing professionals with the necessary skills to integrate into the labour market.

The following programmes will be carried out during 2024:

- 6.1. Continuous training
- 6.2. Certificates of professionalism
- 6.3. Specific training
- 6.4. Qualification of tourist guides
- 6.5. Granting of scholarships

These will contribute to the following SDGs and Goals of the 2030 Agenda:



- Target 4.3: Ensure equal access to higher education.
- Target 4.4: Increasing employability skills.
- Target 4.7: Promote global education for sustainable development.
- Target 5.1: End discrimination.
- Target 5.5: Ensure women's full participation and equal opportunities.
- Target 8.5: Achieve full employment and decent work.
- Target 8.8: Protect labour rights and secure work.
- Target 8.9: Promote sustainable tourism.
- Target 17.6: Improve technology transfer.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

### Objective and description

The objective is the elaboration and execution of the continuous training plan aimed at active workers, through short courses, with an eminently practical approach and compatible with the professional timetable, with the aim of improving the professional qualification of the workers through the recycling and updating of the knowledge inherent to each job position (cooking and confectionery, service, accommodation, management, management, complementary training, languages and IT). All courses include a specific dossier on good environmental practices.

### 2024 Actions

1. Convening of the Advisory Council of each CdT to plan the actions to be implemented, based on the training needs detected by the associations and entities that make up the Councils.
2. Approval of the training programme by the Vice-Presidency of Turisme Comunitat Valenciana for its implementation during the period.
3. Request for teaching proposals from companies and professionals specialising in the corresponding subjects in order to design the corresponding training actions.
4. Delivery of approved courses and management of the corresponding training dossiers.

### SDGS



### Targets

- Target 4.4: Increased employability skills.

<b>Area Service</b>	Training and Innovation Area Tourism Centres
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism professionals
<b>Period</b>	All year round
<b>Budget</b>	298.000 €
<b>Indicator</b>	No. of participants in continuous training

**Objective and description**

The objective is the development and implementation of the training plan for unemployed people to obtain official qualifications awarded by LABORA, through long-term courses in the areas of cooking, service and complementary training with the aim of employability and employability. These courses will include a specific module on environmental management, circular economy...

**2024 Actions**

1. Convening of the Advisory Council of each CdT to plan the actions to be implemented, based on the training needs detected by the associations and entities that make up the Councils.
2. Approval of the training programme by the Vice-Presidency for its implementation during the period.
3. Request for authorisation from Labora to provide the corresponding certificates of professionalism.
4. Request to the company awarded the certificate training tender for the authorised courses.
5. Delivery of courses approved and authorised by Labora, and management of the corresponding training files.

**SDGS**



**Targets**

- Target 4.3: Ensure equal access to higher education.
- Target 4.4: Increase employability skills.
- Target 8.5: Achieve full employment and decent work.

<b>Area Service</b>	Training and Innovation Area Tourism Centres
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism professionals
<b>Period</b>	All year round
<b>Budget</b>	940.000 €
<b>Indicator</b>	No. of successful candidates / no. of admissions per programme



**Objective and description**

The objective is the elaboration and execution of a specific training plan aimed at active groups whose contents are very specific to the trade they carry out, allowing them to improve their qualification, improve their knowledge and promote internally within their companies. Unemployed people with previous experience can also register.

**2024 Actions**

- 1.Promotion of gastronomic excellence, through the nominative line with universities in the Valencia Region for gastronomic training and innovation.
- 2.Specific training course to improve the skills of floor staff in tourist accommodation, to be held at the Gandia Campus of the Polytechnic University of Valencia.
- 3.Advanced course in Housekeeping - Floor management and cleaning in accommodation, to be given in collaboration with the University Institute of Tourism Research (IUIT) of the University of Alicante.
- 4.Course in rescue, first aid and water rescue.
- 5.Course in food hygiene, food handling and allergen management in accordance with current regulations.
- 6.Course in occupational risk prevention.

**SDGS**



**Targets**

- Target 4.4: Increasing employability skills.
- Target 4.7: Promote global education for sustainable development.
- Target 5.1: End discrimination.
- Target 5.5: Ensure women's full participation and equal opportunities.
- Target 8.5: Achieve full employment and decent work.
- Target 8.8: Protect labour rights and secure work.
- Target 8.9: Promote sustainable tourism.

**SPECIFIC TRAINING**

PROGRAMME 6.3.

- Meta 17.6: Mejora del traspaso de tecnología.
- Meta 17.17: Fomento de alianzas público-privadas.

<b>Contributor</b>	Contributor
<b>Addressee</b>	Tourism professionals
<b>Period</b>	All year round
<b>Budget</b>	90.000 €
<b>Indicator</b>	No. of successful candidates / No. admitted to specific training by type of course

**Objective and description**

The objective is to simplify the specific regulations governing the regulation of the profession of tourist guide and to convene the official examination for tourist guides.

**2024 Actions**

- 1.Updating of the specific regulations for guides
- 2.Annual convocation of the tourist guide qualification tests: convocation, examination applications, appointment of the examining board, allegations, results..

**SDGS**



**Targets**

- Target 4.4: Increased employability skills.

<b>Area Service</b>	Subdirectorate for Tourism Tourist management and processing service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism professionals
<b>Period</b>	1. Beginning of the year 2. First quarter
<b>Budget</b>	No associated cost
<b>Indicator</b>	Number of authorised guides



**Objective and description**

The objective is to call for and award tourism scholarships in the different offices of Turisme Comunitat Valenciana with the ultimate aim of improving the training and professionalism of the Valencian tourism sector, contributing to technical specialisation and facilitating access to the world of work for young graduates, enriching their training with new knowledge, not only theoretical but above all practical. This is why it contemplates carrying out professional internships in its offices to guarantee the achievement of these objectives.

**2024 Actions**

1. Training tutoring of the awarded scholarship holders.
2. Administrative management for the resolution of incidents (resignations, etc.).
3. Preparation of new calls for applications

**SDGS**



**Targets**

- Target 4.4: Increased employability skills.

<b>Area Service</b>	Tourism Competitiveness Area Area of Marketing and tourist product Tourism Training and Innovation Area
<b>Contributor</b>	Not applicable
<b>Addressee</b>	University graduates
<b>Period</b>	All year round
<b>Budget</b>	240.000 €
<b>Indicator</b>	No. of grants awarded in Turisme

### PARTNERSHIPS

It aims to foster cooperation and coordination between the different local public and business actors, establishing governance structures that ensure the participation and commitment of all those involved.

Participation in national projects, relations or actions with expertise and methodologies in the European Union, collaboration with local agents through collaboration agreements with the aim of increasing the visibility and attractiveness of tourist destinations.

The operational line Partnerships is made up of five programmes, although only four will be developed over the course of 2024:

7.1. From SICTED to SSTI 7.2.

7.2. Pact for sustainability (not developed in 2024).

7.3. Collaborative marketing

7.4. European relations

7.5. Transfer of spaces

These will contribute to the following SDGs and Agenda 2030 targets:



- Target 4.7: Promote global education for sustainable development.
- Target 8.9: Promote sustainable tourism.
- Target 12.B: Achieve sustainable tourism.
- Target 17.6: Improve technology transfer.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.
- Target 17.17: Promote public-private partnerships.

**Objective and description**

The objective is to promote the implementation of SICTED and to participate in management structures (forums, quality committees, working groups, committees,...) within the framework of this methodology, which aims to increase the levels of excellence, competitiveness, efficiency and environmental management in the services that directly interact in the itinerary of the tourist and/or visitor in a tourist destination in the Valencian Community.

**2024 Actions**

- 1.Participation in management structures: National Interdestination Committee and leadership and management of the regional Interdestination Committee.
- 2.Collaboration agreement and monitoring of the training, assistance and evaluation necessary for the implementation of the methodology.
- 3.SICTEDCV Forum as a meeting point for all destinations belonging to the network to share experiences and knowledge within the framework of the tourism policy of the Valencian Community. Attendance of senior officials at the award ceremonies to reinforce the media positioning of the project, the destination and the tourism services awarded.

**SDGS**



**Targets**

- Target 4.7: Promote Global Education for Sustainable Development.
- Target 8.9: Promote sustainable tourism.
- Target 12.B: Achieve sustainable tourism.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.
- Target 17.17: Promote public-private partnerships.

<b>Area Service</b>	Tourism Competitiveness Area Tourism Planning and Strategy Department
<b>Contributor</b>	Secretary of State for Tourism Tourist destinations
<b>Addressee</b>	Tourism sector

FROM SICTED TO SSTI		PROGRAMME 7.1.
<b>Period</b>	All year round	
<b>Budget</b>	2. 290.000€ 3. 18.000€	
<b>Indicator</b>	No. of tourist services distinguished in SICTED	



**Objective and description**

The objective is to promote agreements and resolutions for the direct awarding of subsidies to sectoral associations and local entities that promote actions included in the philosophy of the Turisme Comunitat Valenciana Sustainability Strategy. Specific funding for tourist destinations and brands so that, based on the principle of shared governance and collaboration, they can improve the value of the Valencian Community as a whole through a strategy that is responsible with its natural, cultural and social resources.

**2024 Actions**

Proposal of agreements and resolutions of concession and, if appropriate, signature.

Monitoring of the execution of the projects

**SDGS**



**Targets**

- Target 8.9: Promote sustainable tourism.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

<b>Area Service</b>	Marketing and Tourism Products Area Tourism Product Service
<b>Contributor</b>	Tourism associations Local authorities
<b>Addressee</b>	Tourist destinations Tourism associations
<b>Period</b>	All year round
<b>Budget</b>	9.000.000€
<b>Indicator</b>	No. of agreements and direct marketing aid granted



**Objective and description**

The objective is to participate in meetings, conferences or events at European level that allow the transfer of knowledge in the tourism sector of the Valencian Community and create synergies from the international level, with the possibility of participating, directly or indirectly in projects or initiatives that are of interest and collaborate with relevant entities in the world of tourism, such as the WTO or Necstour (Network of European regions for sustainable tourism).

**2024 Actions**

1. To maintain the status of partner in Nectour.
2. Participate in the specific day sessions on sustainability.
3. Participation in the SI Project - Support to Spain's tourism ecosystem: towards a more sustainable, resilient, and digital tourism. Indicators to measure and monitor the sustainability of tourism at the regional level in Spain".

**SDGS**



**Targets**

- Target 8.9: Promote sustainable tourism.
- Target 17.6: Improve technology transfer.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

<b>Area Service</b>	Area of Training and Innovation / Area of Tourism Competitiveness Valencian Institute of Tourism Technologies (Invat-tur) Tourism Planning and Strategy Department
<b>Contributor</b>	Other European regions and territories
<b>Addressee</b>	Tourist destinations
<b>Period</b>	All year round
<b>Budget</b>	8.000 €
<b>Indicator</b>	Implemented / Not implemented

**Objective and description**

The objective is to promote agreements with public and business entities for the cession of spaces in the Network of Tourism Centres (CdTs) as meeting places for the generation of work and knowledge networks with which to help the development of tourism in the Valencia Region through collaboration.

**2024 Actions**

1. Transfer of spaces in the CdT Network for acts and events organised by bodies and entities dependent on the Generalitat, town councils, professional associations representing the tourism sector, etc.,
2. Use of shared workspaces (coworking) by professional associations representing the tourism sector, their federated members with at least provincial representation, and incorporated companies and business projects that participate in the programmes promoted by Turisme Comunitat Valenciana, and for as long as they are included in the same.

**SDGS**



**Targets**

- Target 17.16: Enhance the Global Partnership for Sustainable Development.

<b>Area Service</b>	Training and Innovation Area Training
<b>Contributor</b>	Tourist destinations Tourism associations
<b>Addressee</b>	Tourist destinations Tourism associations Tourism companies
<b>Period</b>	All year round
<b>Budget</b>	No associated cost
<b>Indicator</b>	No. of events of interest held in the facilities of the CdTs

## ACCESSIBLE AND INCLUSIVE DESTINATION

The aim of this line is to promote measures aimed at identifying the Valencian Community as a more accessible and inclusive tourist destination, both in terms of the resources and destinations on offer and in terms of tourism companies and services. Promoting accessibility in equipment and facilities, but also in communication and promotion, working on the structuring and promotion of inclusive tourism products that promote gender equality.

The line includes five programmes, although not all of them will be developed in 2024:

- 8.1. Inclusive labour insertion
- 8.2. Promotion of accessibility certification (not to be developed in 2024).
- 8.3. Digital accessibility
- 8.4. Accessible tourism resources and services
- 8.5. Promotion of inclusive tourism

These will contribute to the following SDGs and Goals of the 2030 Agenda:



- Target 3.4: Promote health and well-being.
- Target 4.7: Promote global education for sustainable development.
- Target 5.1: End discrimination.
- Target 9.C: Increase access to ICTs and the Internet.
- Target 10.2: Promote social, economic and political inclusion.
- Target 10.3: Ensure equal opportunities.
- Target 17.17: Promote public-private partnerships.

**Objective and description**

The aim is to sign agreements with entities specialising in people with Down syndrome and other intellectual disabilities, in order to offer basic training in cooking and dining room to enable their preparation and employability in various centres of the network of CDTs.

**2024 Actions**

1. Training actions and pre-employment internships in the catering sector, aimed at people with Down's syndrome and intellectual disabilities.
2. Collaboration in courses and other actions that contribute to the inclusion and social insertion of unique groups.

**SDGS**



**Targets**

- Target 4.7: Promote global education for sustainable development.
- Target 10.2: Promote social, economic and political inclusion.
- Target 10.3: Ensure equality of opportunity.
- Target 17.17: Promote public-private partnerships.

<b>Area Service</b>	Training and Innovation Area Training
<b>Contributor</b>	Partnerships
<b>Addressee</b>	Students
<b>Period</b>	All year round
<b>Budget</b>	120.000 €
<b>Indicator</b>	No. of students with intellectual disabilities trained

**Objective and description**

The objective is to promote the use of technology to boost digital accessibility in tourism destinations and businesses.

**2024 Actions**

1. Development of pilot projects on web accessibility within the framework of the Network of Intelligent Tourist Destinations of the Valencian Community.
2. Development of pilot projects on adapting the accessibility of resources within the framework of the Network of Intelligent Tourist Destinations of the Valencian Community.
3. Webinars or workshops on digital solutions that improve the accessibility of tourism resources.



**Targets**

- Target 9.C: Increase access to ICT and the Internet.
- Target 10.3: Ensure equal opportunities.

<b>Area Service</b>	Promotion and Innovation Area
<b>Contributor</b>	Tourist destinations Technology companies Other
<b>Addressee</b>	Tourist destinations
<b>Period</b>	All year round
<b>Budget</b>	No associated cost
<b>Indicator</b>	No. of pilots on resource adaptation

**Objective and description**

The objective of the programme is the installation, renovation and/or fitting out of equipment to provide more accessible tourism services and/or resources for the use and enjoyment of all.

**2024 Actions**

1. Installation and / or renovation of magnetic loops installed for hearing disabilities in the Tourist Info Offices.
2. Fitting out accessible bathing areas for resting on the beaches of the Valencian Community.

**SDGS**



**Targets**

- Target 3.4: Promote health and well-being.
- Target 10.2: Promote social, economic and political inclusion.
- Target 10.3: Ensure equal opportunities.

<b>Area Service</b>	Area of Marketing and Tourist Product / Area of Tourist Competitiveness Online Marketing and Advertising Department / Infrastructure Department
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Users
<b>Period</b>	All year round
<b>Budget</b>	1.15.000 € (30.000 bienal) 2.174.000 €
<b>Indicator</b>	No. of accessible areas on beaches No. of loops installed in Network offices



**Objective and description**

The objective is to carry out campaigns to promote the Valencian Community as an inclusive destination; initiatives to ensure equality and safe coexistence adapted to all groups, including the promotion of measures for the LGTBIQ group in the field of promotion, at fairs and promotions.

**2024 Actions**

1. Development of inclusive tourism products and offers.
2. Promotion of awareness-raising campaigns on equality.
3. Promotional actions of the CV on inclusive tourism (Parades, information points at fairs, etc.) of diversity in tourist destinations.
4. Collaboration with entities representing different groups.

**SDGS**



**Targets**

- Target 5.1: End discrimination.
- Target 10.3: Ensure equal opportunities.

<b>Area Service</b>	Marketing and Tourism Product Area Promotion Services Online Marketing and Advertising Service Product and Territory Service
<b>Contributor</b>	Entities representing the LGTBIQ community Entities representing accessible tourism Local entities
<b>Addressee</b>	Tourism companies Tourist destinations
<b>Period</b>	All year round
<b>Budget</b>	100.000€
<b>Indicator</b>	No. of awareness-raising campaigns and/or promotional actions carried out

## ACKNOWLEDGEMENT

The aim is to highlight, on the one hand, the tourism resources and festivals as a tangible and intangible heritage of the Valencian Community, and on the other hand, the good work and efforts of both the tourism offer and the tourist destinations of the Valencian Community to stimulate the continuation of this commitment to sustainable tourism.

The following programmes will be developed throughout 2024:

9.1. Official declarations

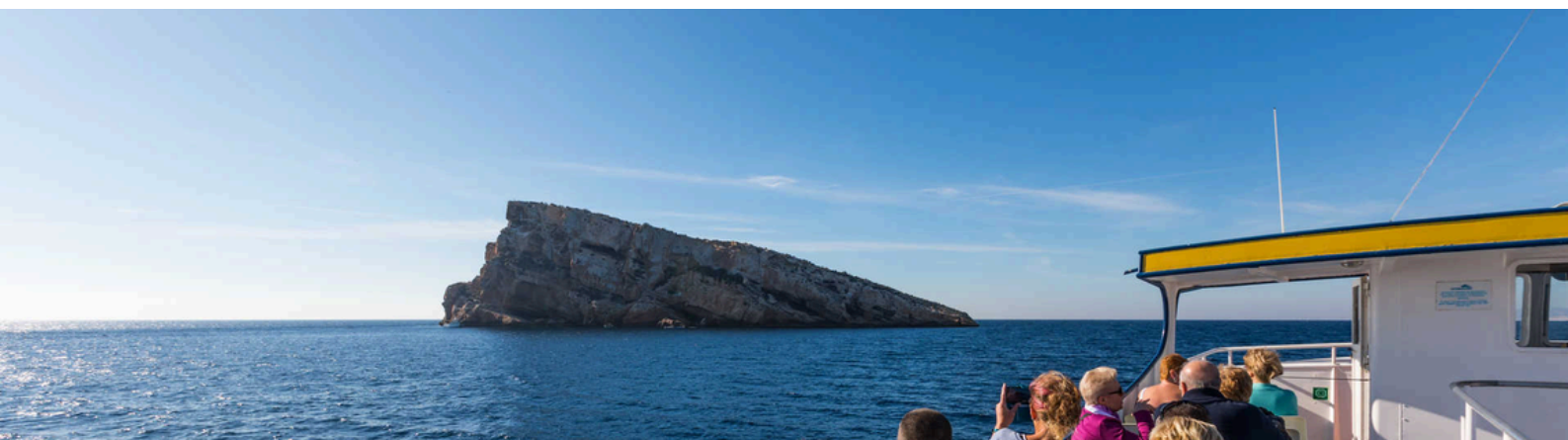
9.2. Qualitur - Certified Guarantee

9.3. Tourism Awards

These will contribute to the following SDGs and Agenda 2030 goals:



- Target 8.3: Promotion of small and medium-sized enterprises.
- Target 8.9: Promotion of sustainable tourism.
- Target 9.2: Promotion of inclusive and sustainable industry.
- Target 11.4: Protection of cultural and natural heritage.
- Target 12.B: Achieve sustainable tourism.
- Target 17.6: Improve technology transfer.
- Target 17.17: Promote public-private partnerships.





**Objective and description**

Its aim is to preserve and recognise the values of tourist interest of festivals, itineraries, publications and audiovisual works. It also consists of the recognition and processing of the condition of tourist municipality of the Valencian Community, according to the three categories that are recognised by regulation (Tourist Municipality of Excellence, Tourist Municipality of Relevance or Tourist Municipality of Singularity).

**2024 Actions**

Those relating to the administrative procedure starting from the application.

**SDGS**



**Targets**

- Target 8.9: Promote sustainable tourism.
- Target 11.4: Protect cultural and natural heritage.

<b>Area Service</b>	Tourism sub-directorate Tourist Assistance and Inspection Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourist destinations
<b>Period</b>	All year round
<b>Budget</b>	No associated cost
<b>Indicator</b>	No. of declarations of interest processed by typology

**Objective and description**

The objective is to increase the number of certificates under a model recognised by Qualitur. Qualitur is the programme aimed at promoting quality, environmental and accessibility seals, reinforcing the image of the offer and destinations in the Region of Valencia that are committed to excellence and continuous improvement guaranteed by third-party certifications.

**2024 Actions**

1. Maintenance of the Qualitur Club public register. Registration, de-registration and updating of certificates.
2. Promotion of new seals and/or specific plans through agreements with certification bodies that allow incentives for auditing costs or, for example, the piloting of the new Smart Tourism Company standard.
3. Encourage and promote the obtaining of certificates with periodical publications on [www.qualitur.es](http://www.qualitur.es), and specific recognition events such as the Qualitur Flags, etc.

**SDGS**



**Targets**

- Target 8.9: Promote sustainable tourism.
- Target 12.B: Achieve sustainable tourism.
- Target 17.6: Improve technology transfer.

<b>Area Service</b>	Tourism Competitiveness Area Tourism Planning and Strategy Department
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism sector
<b>Period</b>	All year round
<b>Budget</b>	2- 150.000 € 3- 6.000 €
<b>Indicator</b>	Number of certificates in the Valencian Community recognised by Qualitur Number of Qualitur Club members

**Objective and description**

Its objective is to announce and award the Premis de Turisme, for this purpose it is necessary to process the decree that regulates the bases and announcements and announcement of the Premis Turisme Comunitat Valenciana with the aim of recognising those people, companies or actions that have a positive impact on tourism in the Comunitat Valenciana, being able to value aspects such as the tourism trajectory, the best contributions in the field of training, research or innovative projects, promotional or communication actions or initiatives that have led to a clear improvement in the competitiveness of a tourist product or destination through the application of criteria of excellence, such as the best contributions in the field of training, research or innovative projects, promotional or communication actions or initiatives that have led to a clear improvement in the competitiveness of a tourist product or destination through the application of criteria of excellence and sustainability, or relating to corporate or collaborative social responsibility, including those relating to inclusive tourism.

**2024 Actions**

- 1.Publication of a new decree of the Consell regulating the Turisme Comunitat Valenciana awards.
- 2.Processing of the 2024 call for entries
- 3.Graphic design and production of the awards

**SDGS**



**Targets**

- Target 8.3: Promotion of small and medium-sized enterprises.
- Target 9.2: Promote inclusive and sustainable industry.
- Target 12.B: Achieve sustainable tourism.
- Target 17.17: Promote public-private partnerships.

<b>Area Service</b>	Subdirectorate of Tourism / Tourism Competitiveness Area S° of Management and Assistance / S° of Tourism Planning and Strategy
<b>Contributor</b>	Members of the Jury
<b>Addressee</b>	Tourism companies
<b>Period</b>	2nd semester
<b>Budget</b>	8.000 €
<b>Indicator</b>	No. of awards / no. of nominations in Premis de Turisme



## ENVIRONMENTAL SUSTAINABILITY

This strategic axis incorporates operational lines aimed at preserving the environment, promoting environmentally friendly practices and attitudes, or carrying out studies and recommendation guides aimed at measuring the impact of climate change and orienting how, if not adapting, to mitigate its effects. Actions aimed at raising awareness among tourists and visitors so that they contribute to minimising their water and/or carbon footprint. A commitment that includes the internal management of Turisme as an organisation committed to the Sustainability Strategy and which is working to have it recognised through third-party certification.

The four operational lines on which the axis of environmental sustainability is based are:

10) Studies and recommendations: three programmes are framed (two are not executed in 2024) that aim to provide the sector with studies and recommendation guides, so that they contribute to its continuous improvement, especially in the environmental field.

11) New projects: New projects to be developed in four years' time within the framework of the Sustainability Strategy are enabled under this nomenclature; one of the three programmes is implemented in 2024.

12) No footprint - We raise awareness: includes four programmes (two will not be implemented in 2024) all aimed at raising awareness and inviting tourists, visitors, travellers and even residents to be respectful in their consumption.

13) Internal sustainability management: lastly, this line includes the programmes that affect Turisme Comunitat Valenciana in its daily operations with the aim of becoming directly involved in this journey towards sustainability. One of the three programmes will be implemented in 2024.

The operational lines and programmes that make up the environmental sustainability axis to be implemented in 2024 contribute 100% to *SDG 8 Decent work and economic growth*, 38% to *SDG 17 Partnerships* for achieving the goals and 25% to *SDG 16 Peace, Justice and Strong Institutions*.

# ENVIRONMENTAL SUSTAINABILITY

## Operational lines and programmes

### 10) Studies and recommendations

- 10.1. Publication "Tourism in the Comunitat Valenciana"
- 10.2. Studies on climate change (not to be developed in 2024)
- 10.3. Recommendation Guides (not to be developed in 2024)

### 11) New projects

- 11.1. Blue tourism
- 11.2. Networks (not to be developed in 2024)
- 11.3. Other projects (not to be developed in 2024)

### 12) No footprint - raising awareness

- 12.1. Tourist Info Network
- 12.2. Sustainable Attitude
- 12.3. Responsible Tourism (not to be developed in 2024)
- 12.4. Committed (not developed in 2024)

### 13) Internal sustainability management

- 13.1. Sustainability Strategy
- 13.2. Sustainable management (not developed by 2024)
- 13.3. Infrastructure (not to be developed by 2024)



## STUDIES AND RECOMMENDATIONS

This line of work aims to promote the advancement and transfer of knowledge to the tourism sector of the Valencian Community, providing tools, solutions and reports that allow awareness, awareness and decision making adapted to the objective pursued with this Strategy.

It focuses on the preparation of studies and technical reports that address crucial issues such as climate change, energy efficiency, carbon footprint and water footprint.

Operational line 10 consists of three programmes, one of which will be implemented in 2024:

10.1. Tourism in the Comunitat Valenciana 10.2.

10.2. Studies on climate change (not developed in 2024).

10.3. Recommendation guides (not to be developed in 2024).

These programmes will contribute to the following SDGs and targets:



- Target 8.9: Promote sustainable tourism.

**Objective and description**

Its objective is to publish the yearbook "Tourism in the Valencian Community", which is made up of 9 booklets that provide specific information on the main tourism indicators of the Valencian Community and its tourist areas. It integrates data supplied by different sources that provide an overview of the evolution of the sector, tourist accommodation, and the state of tourism excellence in the Valencian Community.

**2024 Actions**

1. Request and compilation of information
2. Elaboration, translation and publication of the document

**SGDS**



**Targets**

- Target 8.9: Promote sustainable tourism.

<b>Area Service</b>	Tourism Competitiveness Area Tourism Planning and Strategy Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourist destinations Tourism companies Tourism professionals
<b>Period</b>	First semester
<b>Budget</b>	No associated cost
<b>Indicator</b>	Implemented / Not implemented

### NEW PROJECTS

The operational line, which provides a space for the development of new sustainability initiatives, especially in environmental matters that are not included in the other programmes described above. In this sense, an additional programme is included so that projects not initially contemplated in the Turisme Comunitat Valenciana Sustainability Strategy 2024-2028 can be included.

Thus, this line is made up of three programmes, of which only one will start in 2024:

11.1. Blue tourism

11.2. Networks

11.3. Other projects

These will contribute to the following SDGs and Goals of the 2030 Agenda:



- Target 8.4: Improve efficient and respectful production and consumption.
- Target 14.2: Management of marine and coastal ecosystems.
- Target 17.6: Improve technology transfer.





**Objective and description**

The objective is to participate and/or attend sustainability workshops associated with the blue economy as input for the design of a potential programme. The aim of the programme will be to promote the expansion of activities carried out in the maritime or coastal environment, in an ecological context, in a way that integrates coastal populations while respecting their traditional livelihoods.

**2024 Actions**

1. Meetings: participation and attendance at conferences on tourism sustainability associated with the sea, bringing together multidisciplinary experts to analyse and propose sustainable impacts and practices, exchanging knowledge and scientific studies and/or participation in forums associated with the subject.

**SDGS**



**Targets**

- Target 8.4: Improve efficient and respectful production and consumption.
- Target 14.2: Manage marine and coastal ecosystems.
- Target 17.6: Improve technology transfer.

<b>Area Service</b>	Area de Competitividad turística Service de Planificación y estrategia turística
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Turisme Comunitat Valenciana Staff
<b>Period</b>	All year round
<b>Budget</b>	No associated cost
<b>Indicator</b>	Implemented / Not implemented

## Operational line 12

### NO FOOTPRINT - WE RAISE AWARENESS

This operational line is aimed entirely at the consumers of the tourism product, tourists and visitors. Its ultimate aim is to raise awareness of the need to consume in a sustainable manner, respecting heritage and natural resources, as well as the residents of our territory, their customs, traditions and language.

The No Footprint line is made up of four programmes, two of which will be developed in 2024.

12.1. Touristinfo Network

12.2. Sustainable Attitude

12.3. Responsible Tourist (not to be developed in 2024)

12.4. Engaged (not to be developed in 2024)

These will contribute to the following SDGs and Goals of the 2030 Agenda:



- Target 8.9: Promote sustainable tourism.
- Target 12.B: Achieve sustainable tourism.
- Target 15.1: Ensure conservation and sustainable use of ecosystems.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.



**Objective and description**

Its instrumental objective is to promote the distinction and/or certification of the Touristinfo Network offices under models recognised by Qualitur and to carry out awareness-raising actions in PICS to promote more responsible tourism, with the aim of encouraging the involvement of demand in more sustainable tourism consumption. This programme includes actions aimed at raising awareness among tourist information staff and facilitating more sustainable management of the network's sites.

**2024 Actions**

- 1.Promotion of the distinction and/or certification of Touristinfo Network offices within the framework of the models recognised by the Qualitur Programme.
- 2.Actions to disseminate the work of the information points collaborating with the Natural Parks of the Valencian Community.

**SDGS**



**Targets**

- Target 8.9: Promote sustainable tourism.
- Target 12.B: Achieve sustainable tourism.
- Target 15.1: Ensure the conservation and sustainable use of ecosystems.
- Target 17.16: Enhance the Global Partnership for Sustainable Development.

<b>Area Service</b>	Marketing and Tourism Product Area Online Marketing and Advertising Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourist users
<b>Period</b>	All year round
<b>Budget</b>	20.000 €
<b>Indicator</b>	No. of Touristinfo Network offices belonging to Qualitur Club

**Objective and description**

The objective is to develop tourism communication campaigns under the umbrella of sustainability. Creation and development of a "Sustainable Attitude" slogan, evidencing the commitment of the Generalitat Valenciana and the tourism sector to sustainability, both in terms of energy efficiency and water saving, preservation and recovery of natural and cultural environments and inclusive and social tourism.

**2024 Actions**

1. Specific promotion campaign on sustainability and efficient water use under the new Mediterranean Attitude claim.
2. Implementation of communication campaigns based on sustainability, innovation, hospitality and quality.

**SDGS**



**Targets**

- Target 8.9: Promote sustainable tourism

<b>Area Service</b>	Marketing and Tourism Product Area Online Marketing and Advertising Service
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tour operators Influencers Users
<b>Period</b>	All year round
<b>Budget</b>	618.095 €
<b>Indicator</b>	No. of impacts of Sustainable Attitude (Reach of the campaigns) No. of followers of Sustainable Attitude (RRSS strategy reach)

### INTERNAL SUSTAINABILITY MANAGEMENT

Operational line 13 reflects the firm commitment of the Valencia Region destination to sustainability through the gradual implementation of the 2024-2028 Sustainability Strategy through its corresponding annual operational plans and certification as a guarantee of this after evaluation by a third party.

It includes actions aimed at guaranteeing compliance with the objectives and the compilation of key indicators, as well as the development of internal procedures and the improvement of facilities owned by Turisme.

This operational line is made up of three programmes, of which only one will be worked on in 2024:

13.1. Sustainability strategy

13.2. Sustainable management (not to be developed in 2024)

13.3 Infrastructures (not developed in 2024)

These programmes will contribute to the following SDGs and targets of the 2030 Agenda:



- Target 8.9: Promote sustainable tourism.
- Target 16.7: Promote citizen participation.

**Objective and description**

The aim of this programme is to define a four-year strategy that will serve as a reference framework for the consecutive annual operational plans that will materialise the work to be carried out by Turisme Comunitat Valenciana and which will be audited by a third party.

**2024 Actions**

1. Elaboration and approval of the sustainability strategy of Turisme Comunitat Valenciana 24-28.
2. Drafting and approval of the Sustainability Operational Plan 24.
3. Design and implementation of the internal sustainability system.
4. Certification of the strategy under the AENOR SDG standard.

**SDGS**



**Targets**

- Target 8.9: Promote sustainable tourism.
- Target 16.7: Promote citizen participation.

<b>Area Service</b>	Directorate / Tourism Competitiveness Area
<b>Contributor</b>	Not applicable
<b>Addressee</b>	Tourism sector
<b>Period</b>	first semester
<b>Budget</b>	18.000 €
<b>Indicator</b>	Implemented / Not implemented



# 05

## MEASUREMENT, MONITORING AND CONCLUSIONS



# MEASUREMENT, MONITORING AND CONCLUSIONS

## MEASUREMENT AND MONITORING

The Tourism Sustainability Operational Plan is the first of four annual plans that will materialise the Turisme Comunitat Valenciana Sustainability Strategy 2024-2028.

Each one of them will have a set of indicators that will make it possible to measure its implementation and monitor compliance with the Sustainability Strategy and how Turisme Comunitat Valenciana contributes to the SDGs. To this end, an annual report will be drawn up every year, which will be published for the interest of the parties and which will report on what has been executed.

The execution of the 2024 Sustainability Operational Plan, which covers the development of 41 of the 51 programmes included in the 2024-2028 Strategy, will be measured through 17 numerical indicators (Annex). It should be noted that although not all programmes are assigned an indicator, they will all be evaluated to verify their execution in the terms described in the Plan.





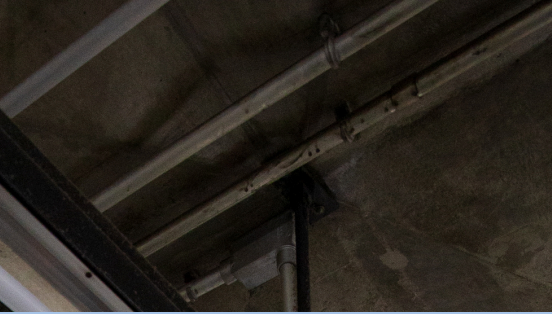
## CONCLUSIONS

- The Sustainability Operational Plan 2024 is the first of four annual plans that will materialise the implementation of the Turisme Comunitat Valenciana Sustainability Strategy 2024-2028.
- It shares the structure of the Sustainability Strategy, i.e. it is governed by three strategic axes (economic, social and environmental) which branch out into 13 operational lines and which, in order to be implemented, are divided into 41 programmes, addressing 80% of the Strategy's programmes.
- Most of the programmes described in the Plan will be developed over the four years, so it could be said that the plan does not have a finalist objective in itself, but rather a continuity objective.
- 
- According to the results obtained from the stakeholder consultation carried out and which were taken into account in drawing up the Sustainability Strategy, the plan addresses all the SDGs that the agents considered important: in the economic axis, SDGs 8, 9 and 16, in the social axis, SDG 4, and in the environmental axis, SDGs 6, 12 and 13.
- The implementation of the Plan will contribute to a greater or lesser extent to 16 of the 17 SDGs, the only one that is not addressed is SDG 1 - end poverty. SDG 8 Decent work and economic growth, SDG 17 Partnerships for achieving goals, SDG 12 Responsible production and consumption and SDG 4 Quality education contribute the most with an average of 61%, 42%, 22% and 13% respectively.

# MEASUREMENT, MONITORING AND CONCLUSIONS

Summary table of the Tourism Sustainability Plan 2024

AXES	OPERATIONAL LINES	PROGRAMMES	SDGS	TARGETS	INDICATORS
ECONOMIC	5	20	11	19	18
SOCIAL	4	16	9	16	17
ENVIRONMENTAL	4	5	6	9	3
TOTAL	13	41	16	27	38



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# ANNEX



## OL 1. Regulatory guarantee

Nº	ACTION	Nº	INDICATOR
1.1	Regulatory change		Implemented / Not implemented
1.2	Ventanilla única digital		Implemented / Not implemented
1.3	Valencian Community Tourism Register	1	No. of registrations in the Tourism Register
1.4	Annual inspection plan	2	% of inspections carried out / inspections planned per year
1.5	Complaint management	3	No. of complaints handled per year

## OL 2. Incentives for sustainability

2.1	Subsidies in competitive concurrence	4	% of applications granted/applications submitted for competitive grants
2.2	Ordinary sustainability plans	5	% implementation of each regular sustainability plan
2.3	Extraordinary sustainability plans	6	% implementation of each extraordinary sustainability plan
2.4	Energy efficiency and circular economy projects in tourism enterprises	7	% implementation of each energy efficiency and circular economy project
2.5	Programme for the improvement of competitiveness and the revitalisation of Historical Heritage for tourist use	8	% implementation of each heritage plan

### OL 3. Innovation

N°	ACTION	N°	INDICATOR
3.1	DTI-CV	9	No. of distinguished destinations / No. of destinations belonging to the DTI Network
		10	No. of conferences / webinars organised per year in Invattur
3.2	Intelligence through data		Implemented / Not implemented
3.3	Technological innovation		Implemented / Not implemented
3.4	Intelligent tourism resources	11	No. of smart resource pilot projects developed

### OL 4. Marketing the tourism offer

4.1	CreaTurisme	12	No. of member companies per sustainable tourism product
4.2	Tourism products	13	No. of members of the L'Exquisit Programme
		14	No. of workshops or similar events held for tourism products
4.3	Online marketing		Implemented / Not implemented
4.4	Forums and promotional actions		Implemented / Not implemented

## OL 5. De-seasonalising-365 days

5.1	Demand incentives	15	% applications granted / applications submitted to the Bonoviaje Programme
5.2	Beach facilities	16	No. of footbaths installed
		17	No. of litter bins installed
		18	No. of separate waste collection sets installed

## OL 6. Human capital

N°	ACTION	N°	INDICATOR
6.1	Lifelong learning	19	No. of participants in continuous training
6.2	Certificates of professionalism	20	No. of successful candidates / no. of admissions per programme
6.3	Specific training	21	No. of successful candidates / no. of those admitted to specific training by type of course.
6.4	Qualification of tourist guides	22	Number of authorised guides
6.5	Granting of scholarships	23	No. of grants awarded in Turisme

## OL 7. Partnerships

7.1	From SICTED to SSTI	24	No. of tourist services distinguished in SICTED
7.2	Pact for sustainability (not to be developed in 2024)		
7.3	Collaborative marketing	25	No. of agreements and direct marketing aid granted
7.4	European relations		Implemented / Not implemented
7.5	Transfer of spaces	26	No. of events of interest held in the facilities of the CdTs

Not implemented this year

## OL 8. Accessible and inclusive destination

Nº	ACTION	Nº	INDICATOR
8.1	Inclusive job placement	27	No. of students with intellectual disabilities trained
8.2	Promotion of accessibility certification (not developed in 2024)		
8.3	eAccessibility	28	No. of pilots on resource adaptation
8.4	Accessibility	29	No. of accessible areas on beaches
		30	No. of loops installed in Network offices
8.5	Promotion of inclusive tourism	31	No. of awareness-raising campaigns and/or promotional actions carried out

## OL 9. Recognition

9.1	Official declarations	32	No. of declarations of interest processed by typology
9.2	Qualitur-Certified Guarantee	33	Number of certificates in the Comunitat Valenciana recognised by Qualitur
		34	Number of Qualitur Club members
9.3	Tourism Awards	35	No. of awards / no. of nominations in Premis de Turisme



## OL 10. Studies and recommendations

N°	ACTION	N°	INDICATOR
10.1	Publication "Tourism in the Comunitat Valenciana"		Implemented / Not implemented
10.2	Studies on climate change		
10.3	Recommendation Guides		

## OL 11. New projects

N°	ACTION	N°	INDICATOR
11.1	Blue tourism		Implemented / Not implemented
11.2	Networks		
11.3	Other projects		

## OL 12. No footprint-Raising awareness

12.1	Tourist Info-Network	36	No. of Touristinfo Network offices belonging to Qualitur Club
12.2	Sustainable Attitude	37	No. of impacts of Sustainable Attitude (Campaign outreach)
		38	No. of followers of Actitud sostenible (RRSS strategy outreach)
12.3	Responsible Tourism		
12.4	Committed		

## OL 13. Internal Strategy

13.1	Sustainability Strategy		Implemented / Not implemented
13.2	Sustainable management		
13.3	Infraestructure		



ACTITUD  
SOSTENIBLE

