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Balears és turisme

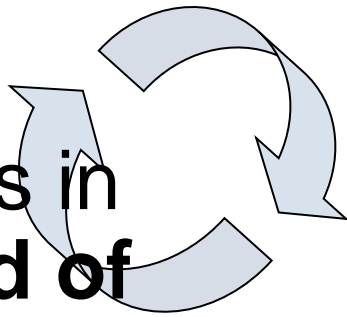




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At the start of our cluster **Tourism** had been **in recession for over a decade**

The sector is in **urgent need of transformation**





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This Transformation Requires

- **Integration** of all economic sectors
- **Innovation** and **Tecnology**
- **Repositioning** and **Distribution Strategy**
- **Optimizing Human Capital** and **Professional excellence**
- **Internationalization** and reference **Best in Class Susinability**





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Objectives

- Integrate all **“actors”** in **Tourism**
- **Change Attitude** : everything is Tourism
- **Act**, not only be part of



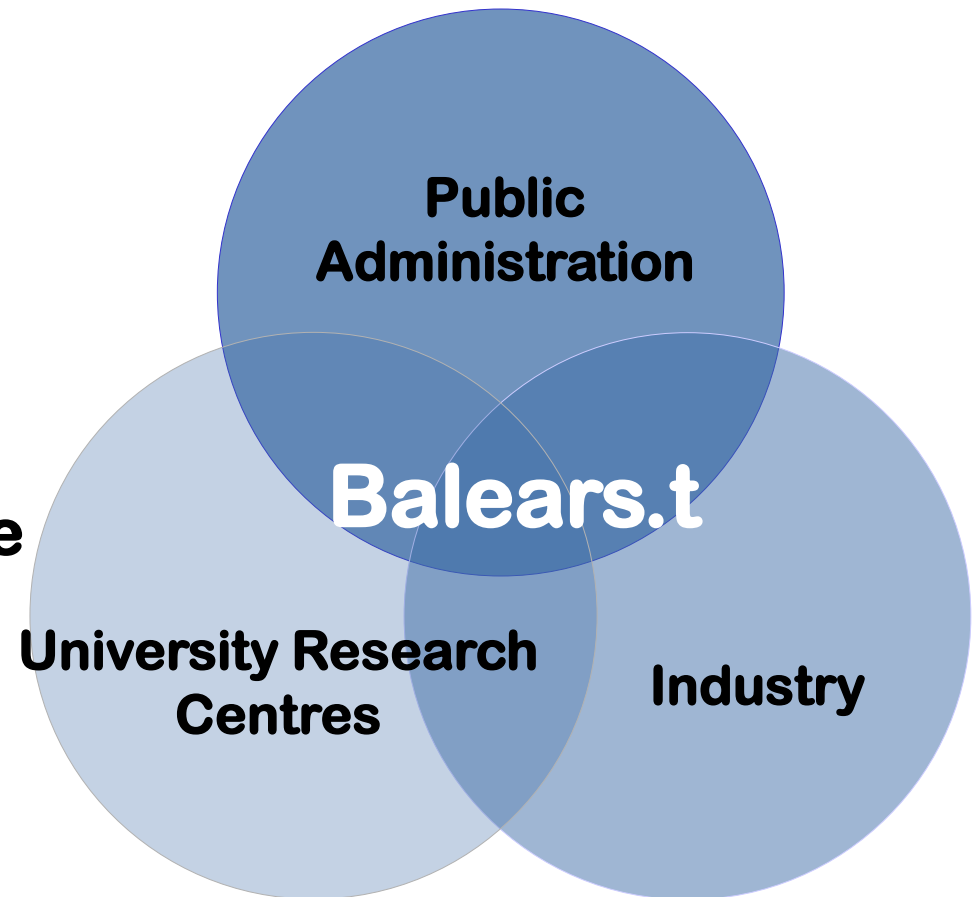


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**Public, Academic and Private
cooperation**

Cluster for Innovation and Technology in Tourism of the Balearic Islands

Association of Innovating Enterprises
Registered in the Ministry of Industry ,
Commerce and Tourism



Balears.t Assists its members to execute innovative shared projects and facilitates the access project finance trough national and or international



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**Shaping Smart Tourism in the
era of the Circular Economy**

**Digital Platform for
Tourism Distribution**

Objective

Interconnecting all services and
experiences /internal and external/
That impact Sustainable Tourism ;
its products, the fulfillment and
global distribution

