
The Head of *Turisme de Catalunya* underlines the importance of Catalonia as a sporting tourism destination, and its experience in international events

The Head of *Turisme de Catalunya* inaugurated today the *Tourism and Sport* sessions organised by the Escola Universitària CETT, where he analysed the trends of sporting tourism in Catalonia, as an integrated element in the new tourist model

Friday, 15 April 2005.— Ignasi de Delàs, the Head of *Turisme de Catalunya*, inaugurated today the *Tourism and Sport* sessions organised by the Escola Universitària d'Hoteleria i Turisme CETT, where he underlined the positioning of Catalonia as a sporting tourism destination. From 15th to 16th April, CETT of Barcelona will host sessions where a number of papers will be delivered that will look into the chances and trends of sporting tourism in Catalonia, as an integrated element in the new Catalanian tourist model.

Ignasi de Delàs also took part in the paper *The Possibilities of Tourism and Sport in Catalonia*, in which he singled out the potential of the Catalanian destinations that bear the seal of Sporting Tourism Destination (Destinació de Turisme Esportiu, DTE) promoted by the Generalitat de Catalunya. The sessions inaugurated today also include specialised workshops about active tourism in the rural areas and of the great sporting facilities.

During his intervention, Ignasi de Delàs spoke of **“the important sporting tradition of Catalonia and the leading events of international prestige which Catalonia has hosted”**. De Delàs insisted on the promotion line favoured by *Turisme de Catalunya*, with sporting tourism as one of its leading products, attracting a wide market segment. From among the 12 specific promotion products suggested by *Turisme de Catalunya*, those directly linked to sport should be singled out – active tourism, golf tourism, sea tourism and snow tourism.

The DTE certification is a seal of quality awarded to towns or tourist zones which characterise themselves for offering specialised resources and services adapted for the reception of visitors keen to practice sporting activities. The following are the current certification holders: Banyoles - Pla de l'Estany; Castelló d'Empúries – Empuriabrava; and Val d'Aran.