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# **The Catalanian Minister of Trade, Tourism and Consumer Affairs presents the basic action lines of the Catalanian Tourist Agency to the tourist sector**

**The new tourist promotion body, of public and private participation, has as its leading objective to make the Brand Catalonia known as an international reference destination based on quality and social and economic profitability**

Friday, 15 July 2005.— Josep Huguet, the Catalanian Minister of Trade, Tourism and Consumer Affairs, presented today to the Catalanian tourist sector the basic action lines of the Catalanian Tourist Agency, the new Catalanian tourist promotion body. During the meeting of the General Council of the Consorci Turisme de Catalunya – where all the actors from the Catalanian tourist world are represented – the Minister underlined the urgent need to create this body of public and private management for the tourist promotion of Catalonia in the face of the maturity of the sector and of the current competitive and of emerging markets environment.

The government is expected to give the go-ahead to the Catalanian Tourist Agency bill during the Autumn, so that by Spring 2006 it may become a reality after receiving its approval in Parliament.

Unlike the Consorci Turisme de Catalunya, which is based on a protagonism of the public sector, especially concerning the tourist promotion of Catalonia, the new body involves co-responsibility and co-funding. For this reason, the Catalanian Tourist Agency will rely on public and private participation, not only as far as its management, but also its funding.

The new body will structure itself around a Presidency, from which the General Council will depend – an organ of participation, consultation, debate and proposals –, and the Management Council, of a decision-making and controlling nature. This latter organ – with economic participation – will be made up of members of the Generalitat, the local administration, the chambers of commerce, the tourist sector and other sectors from the private world indirectly linked to tourism. The General Council will be the organ of highest participation, and it will count on the same members as the Management Council, and will meet four times a year.