
The Catalanian Minister of Trade, Tourism and Consumer Affairs inaugurates in Sitges the “Catalonia-California: Creative Tourism and the New Economy in the 21st Century” sessions

The Catalanian Director-General of Tourist Affairs takes part with the paper “Catalonia: An Example of a Creative and Competitive Destination”

Friday, 4 November 2005.— Josep Huguet, the Catalanian Minister, inaugurates in Sitges next Monday a set of sessions that focus on the opportunities and the challenges of Catalonia and California within the framework of the new global economy.

Under the title of “Catalonia-California: Creative Tourism and the New Economy in the 21st Century”, the meeting seeks to bring closer these two destinations of international level, by discussing the most innovating tourist strategies and analysing the ways the traditional economy diversifies itself in order to include the most dynamic sectors of the new economy. The experts that have been invited, both from the USA and from Catalonia, will lecture on the compatibility of aspects such as the new technologies, sun-and-beaches tourism, quality of life, environmental sustainability, or social diversity.

Catalonia, a Competitive Destination of the 21st Century

Within the framework of these sessions, Isabel Galobardes, the Catalanian Director-General of Tourist Affairs, will present a paper on the destination Catalonia structured around six issues, namely: Urban Development with a Hallmark; Mediterranean Quality of Life; A Culture of Genius; An Economy with Innovative Tradition; A Gastronomy Full of Landscapes; and A Land to Enjoy.

Laguna Beach, San José, Long Beach, Pasadena or La Jolla are the Californian destinations that will present their strategies in Sitges to adapt themselves successfully to the so-called “Creative Economy”. The summit is being organised by the city of Sitges, the International Town Planners’ Association, and the UNESCO.