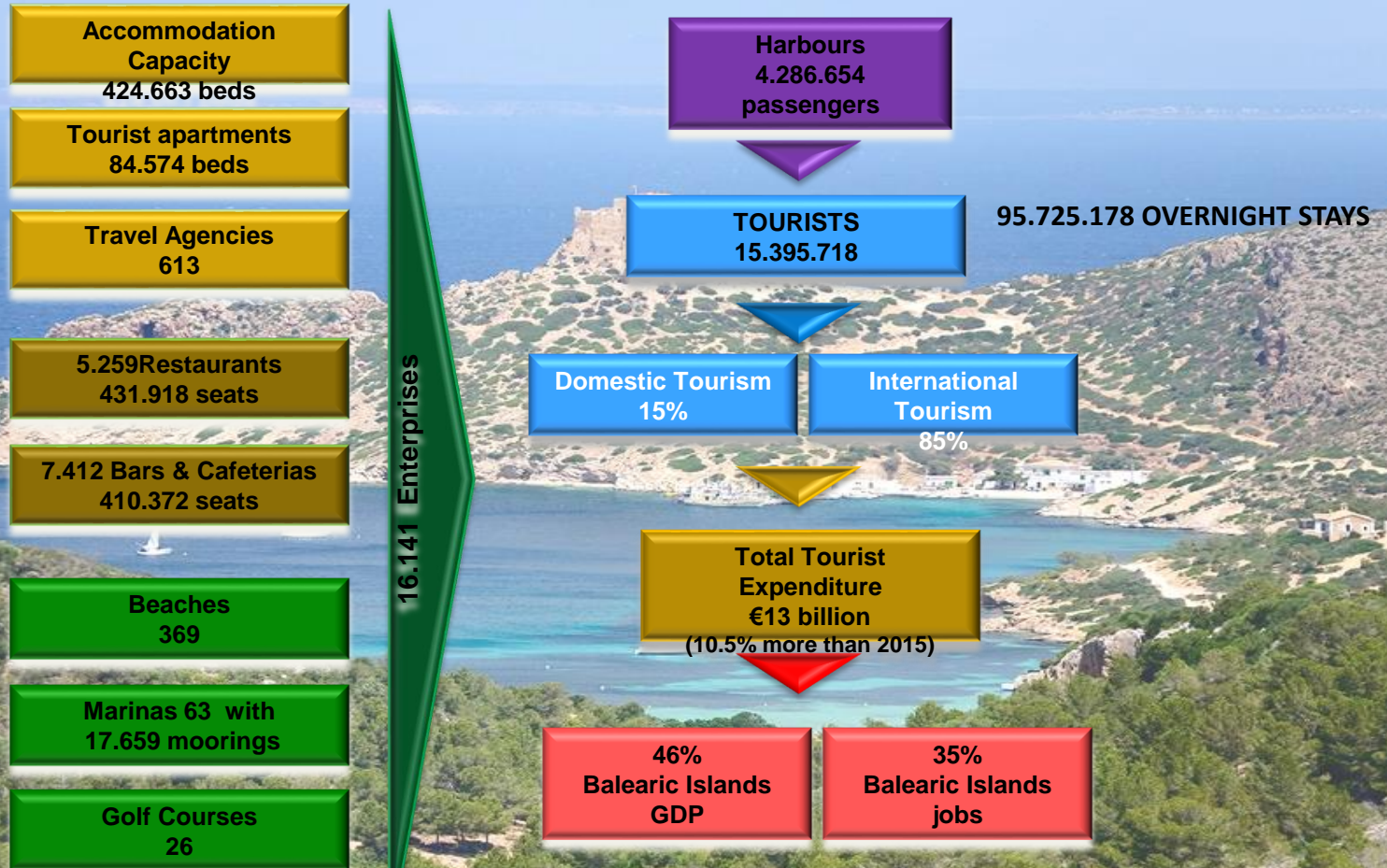




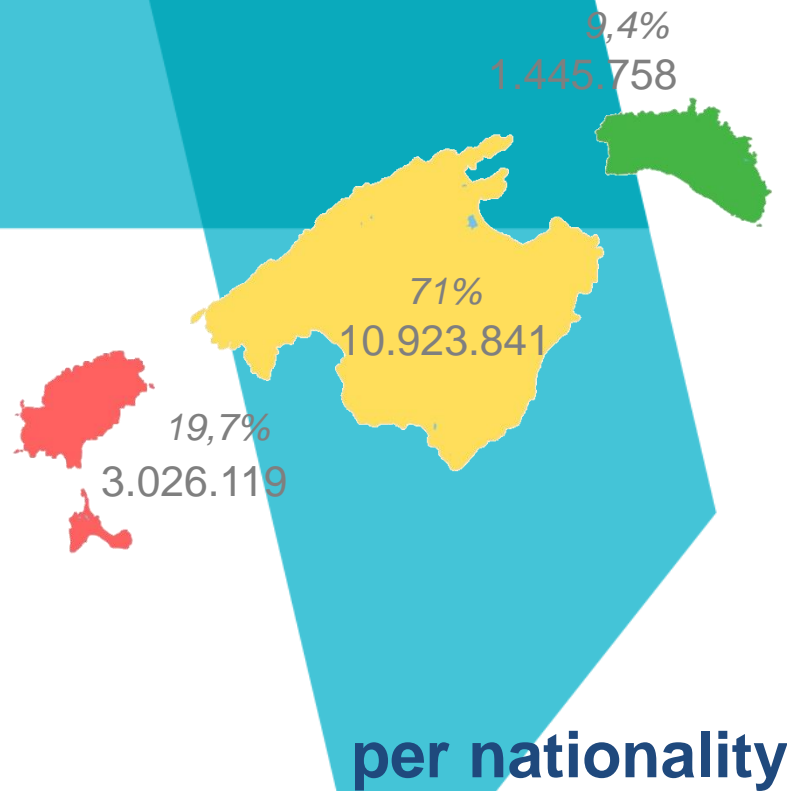
Balearic Islands Good Practice

Marga Picornell
Balearic Islands Tourism Board (ATB)

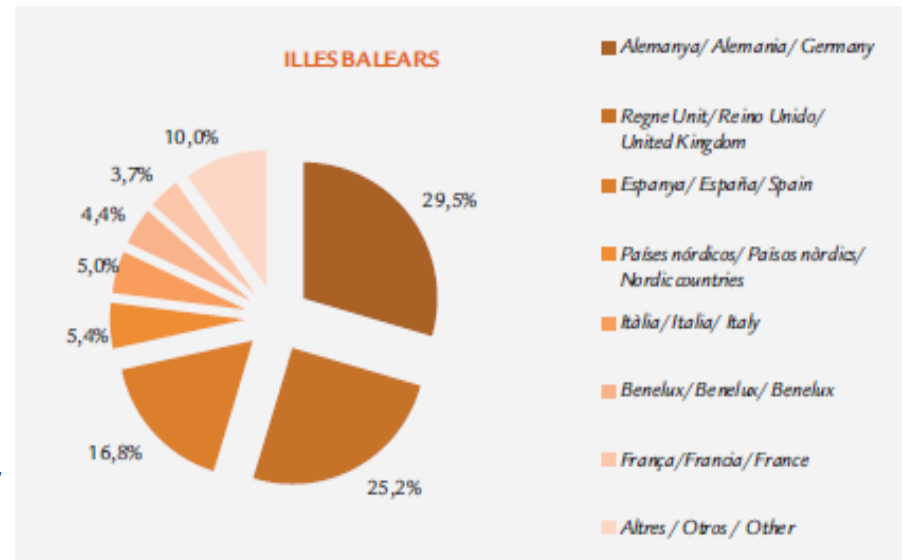
A powerful tourism production system



Tourist distribution per islands (2016)



15.395.718 tourists
(+10,8%↑)





ATB News - Nº3 - SEPTIEMBRE/OCTUBRE 2016

[Versión PDF](#)



> Català > Castellano

450 expositores, 380 hosted buyers y más de 60 países confirman su participación en IGTM



ATB inicia campaña en los mercados emisores

ATB implantará la "Huella de Carbono"



La ATB ha comenzado este mes una campaña comunicativa en medios que tiene por objetivo la promoción de nuestro destino en los principales mercados emisores.



En su apuesta continua por la mejora y la sostenibilidad, la ATB pretende implantar a partir de 2017 una nueva herramienta de gestión medioambiental: la "Huella de Carbono".

ATB is a public organization that belongs to the regional Ministry of Tourism.

We are responsible for **promoting the Balearic Islands abroad** namely the brands and destinations of: Mallorca, Menorca, Ibiza and Formentera. ATB annual budget is aprox 20M€ but for 2018 our budget has grown up to 88M€ because of ITS.

The Agency has 61 workers, the majority of us holding University Degrees. It is the first public agency in Spain that has been certified with an ISO9001 since Oct2014.

ATB– organisational chart

MANAGING DIRECTOR

Mr. Jaume Alzamora

COMMUNICATION

**Economic
Dpt.**

**Law
Dpt.**

**General
services**

STATISTICS

**TOURISM
PRODUCTS**

PROMOTION

QUALITY

**EUROPEAN
PROJECTS**

TERRITORY

**IDENTITY &
IMAGE**

CATHOS2 -NEW ELECTRONIC TOURISM ADMINISTRATION SYSTEM

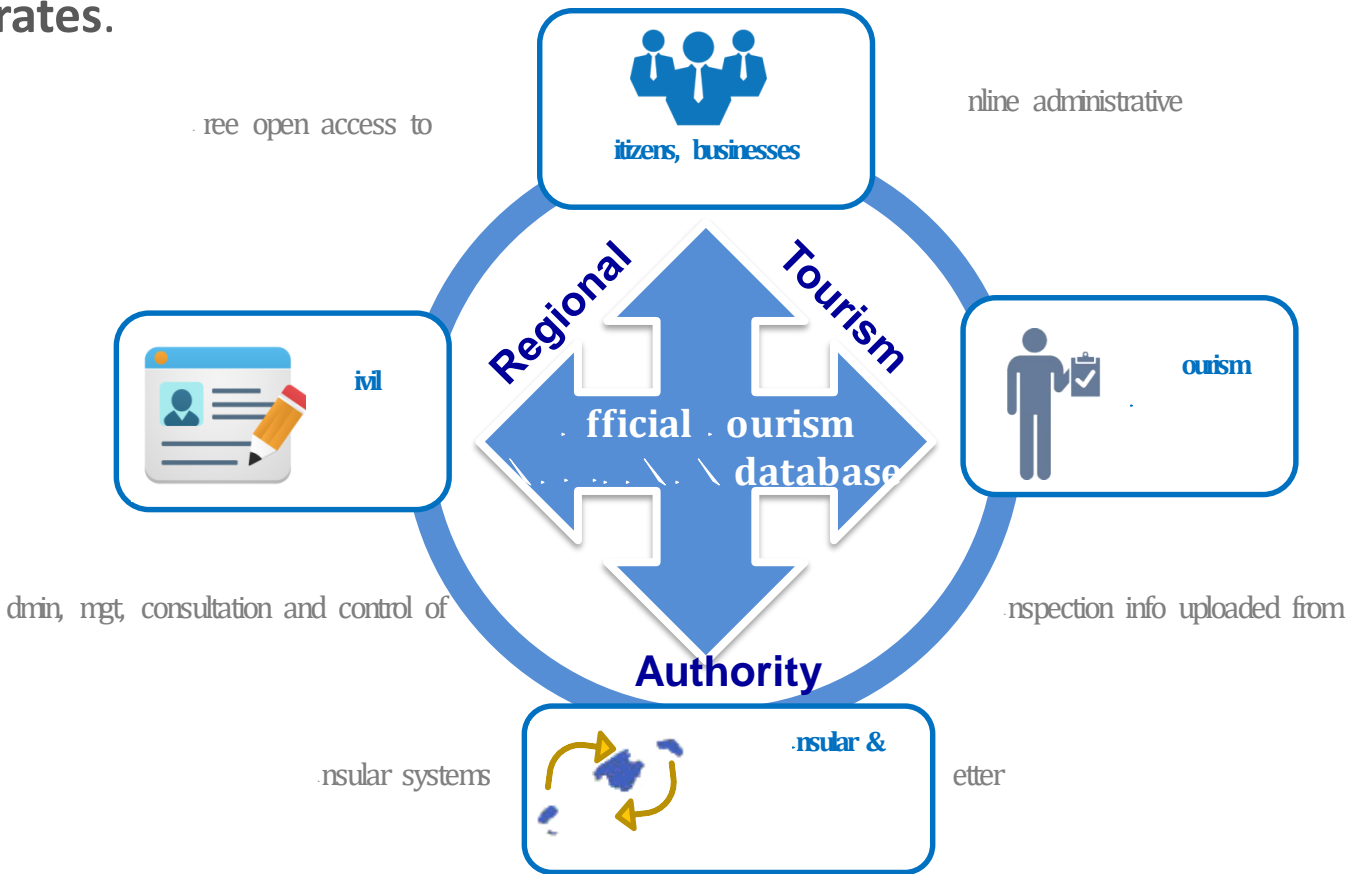
The **Official Telematic Registrar of Tourism Businesses** (called CATHOS) was developed by the Balearic Islands Ministry of Tourism in 2005.



It is an **electronic system** for both **administrative management** and **official registration of tourist establishments**, that allows civil servants to do consultations and any other functions necessary to carry out the tourism management competencies of the **regional Government**.

The system was for five years without computer maintenance. This caused several problems like: deterioration of the stored data, newly created tourist accommodation was not in the database, the inspection service could not connect to the system, etc.

New CATHOS2, currently under development -ready by the end of this year-, is an **integral revolution in the way the General Directorate of Tourism operates.**



Agility, speed, more transparency and simplicity
New system greatly benefits private-public understanding

STAKEHOLDERS

Main stakeholders of this GP are the public administrations (regional, insular and local level) citizens, administration employees and clients, trade unions, interest groups and political parties.

MAIN BENEFICIARIES are citizens, the entrepreneurs and tourism businesses.

COST : 285.963,24 €

(2016) – 56.856,24€

(2017) – 182.056,53€

(2018) – 47.050,50€



START/ END

1st November 2016- ongoing (ready by the end of this year)

RESULTS

The new operating online facility (CATHOS2) greatly benefits private-public understanding and the cooperation with the Insular Councils since they will be interconnected to offer better and quicker services to tourism businesses and citizens, who will be able to process files and obtain public data anytime and at no cost from this huge database.

Improving the technology and the administrative operations and procedures between the public and private sector is an issue that can have significant contributions to tourism growth and helps moving forward an increasingly competitive industry.

LESSONS LEARNED

No difficulties encountered so far, and no lessons learned yet.

We consider this practice as being potentially interesting for regions wishing to improve service delivery by reducing bureaucracy through direct engagement of public administration clients.

CATHOS2 new public electronic administration tool improves the overall management of tourism of the region. In a strategic context, for a tourist destination it is necessary to establish a well organised information system for easy and quickly interaction with the public administration of tourism. Here is where the potential for learning or transferring this good practice to other regions relies on.



BRANDTour

Interreg Europe



European Union
European Regional
Development Fund

Thank you!