



Today witnessed the first meeting of the Mayors Round Table for Tourism in Formentera, an event initially discussed at the end of 2011. Among those present at the meeting were Jaume Ferrer, president of the Formentera Island Council, and Alejandra Ferrer, councilor of the Office of Tourism and head of tourist promotion on the island. Representing the regional Balearic Autonomous Community (Comunitat Autònoma de les Illes Balears, or CAIB) were José Ramón Bauzá, president of the Govern Balear, Jaime Martínez, councilor of Tourism, Marcial Rodríguez, director of the Agència de Turisme Balear, and other representatives of the Govern Balear.

On the agenda for today's session were a proposal of training conferences to be held here in the Pitiüses regarding the management of tourist destinations; the development of SICTED (Sistema Integral de Qualitat en Destinació Turística, or Comprehensive System of Quality Control for Tourist Destinations, in English), currently enjoying extremely positive results; and other issues in the promotion of tourism. These additional agenda points included the technological platform first initiated at this year's edition of the FITUR tourism trade show, whose current objective is to invite all four of the Balearic Islands to share relevant tourist information in anticipation of the upcoming London World Travel Market trade show.

Also in discussion was the Development Plan for Municipal Tourism in Formentera, looking

ahead toward a series of actions for such “ripening” areas as Formentera's frontrunner in tourist activity, Es Pujols. In this way, the Formentera Council is working to present a pre-project before year end on the renovation of several infrastructural features of this town.

Other issues not officially included on the day's agenda items were the debt (in the area of 18 million euros) held by the Govern Balear with Formentera. On this point, the president of the autonomous community committed to working to have the Formentera Council receive official 'debtor' status and to paying off the sum in question. Also, on the subject of the recent transfer of responsibilities in tourism promotion, José Ramón Bauzá committed to making the changes effective before the close of the current legislative session. He did not, however, comment on whether these changes would be accompanied by financial support.