



## **STATEMENT OF COMMITMENT TO TOURISM DEVELOPMENT THROUGH THE SMART TOURISM DESTINATIONS NETWORK (DTI NETWORK)**

Recognising the great importance of the tourist sector in the borough of San Roque, not only as a powerful economic sector with a history of innovation, development, and commitment to excellence that has made the municipality a benchmark within the region of Andalusia, we understand that:

Based on the need to boost the borough's tourist sector with actions, methods, and organisational structures that can be transferred to society in general.

Considering the fundamental role of the tourist sector as a source of revenue for economic diversification in the municipality, along with synergies that can and should be generated with other economic sectors in our territory.

Aware of an increase in competition at all levels, and at the same time, the great potential to showcase the area's rich landscape, natural and sporting resources, cultural and gastronomic heritage, as well as the experience accumulated in recent years.

Convinced that unity of action and coordinated efforts will make us stronger and put us on the right path with greater guarantees of success.

Determined to strengthen the integration and coordination of policies and actions to be developed in the destination of San Roque, in order to improve and increase municipal competitiveness by fostering innovation and strengthening technology, guaranteeing the sustainable development and accessibility in the tourist area, which will result in an improved perception of the destination and travel experience, as well as an improved quality of life for residents.

We commit to developing the necessary actions in pursuit of the objectives that will help the destination as a whole to grow sustainably based on the parameters established by SEGITTUR for the Smart Tourist Destinations Network (DTI Network).

**GOVERNANCE:** Public-private collaboration, the strengthening of strategic alliances among local stakeholders, the creation of synergies and cooperation among the various actors involved, and the coordination of local policies and projects must be the foundation for the sustainable development and growth of San Roque as a tourist destination. To this end, the following actions will be implemented:

- Promotion of tourism quality and increased professionalism within the tourism sector through training programmes tailored to the characteristics of San Roque's SMEs and their commitment to participating in these programmes.
- Training and coordination plan for human resources providing visitor services (tourist offices, visitors centres, museums, etc.).

- Development of initiatives aimed at overcoming tourism seasonality and increasing the number of overnight stays in the destination. Promoting local consumption and inter-company collaboration among the various tourism subsectors (accommodation, restaurants, sports clubs and businesses, activities, etc.) by strengthening synergies and marketing strategies.
- Revitalising the associative fabric to improve the structuring of the business sector, obtain the critical mass necessary to address joint projects, be a link for the transfer of good practices between the business sector and participate actively and primarily in the managing body of the destination.
- Implication of all the departments of the Local Government in tourism development.

**INNOVATION-TECHNOLOGY:** Technology, together with innovation, are the levers that allow the tourism system to incorporate formulas for improving existing services, creating new services, and providing tools to enhance the effectiveness and efficiency of the various areas related to destination management. This includes everything from information, promotion, and marketing of tourism products and services, to environmental management, incident response, and improving the tourist experience, as well as internal management processes, marketing methods, and organisational practices within the destination management entity. All of this must be done systematically, quantifiably, and therefore measurably. To achieve this, the following actions will be developed:

- Development of a systematic and planned innovation strategy, with innovative systems for data and customer management, and the promotion of technological innovation programs for the destination and for tourism. Implementation of the Tourism Intelligence System.
- Improvement of the Wi-Fi network and the information available about it.
- Application of technology to enhance tourism know-how.
- Promotion of digital transformation in the sector, digitization of the destination's tourism resources and products.

**SUSTAINABILITY:** Inclusive and sustainable development must be promoted. Well-managed tourism can play a crucial role in preserving current treasures for future generations, ensuring the protection and integrity of our shared heritage, both tangible and intangible:

- Maintenance, cleaning, and quality assurance of tourism resources, and development of new resources.
- Improvements in the management and conservation of cultural and artistic heritage.
- Regulation of carrying capacity and visitor flow to certain natural areas.
- Improvement of sustainable mobility within the destination.
- Investment and training for the modernisation and professionalisation of the tourism business sector.

**ACCESSIBILITY:** Tourism should be a powerful tool for community progress and inequality reduction if it involves the local population and all key stakeholders in its development. Both the environment and services must be adapted to allow access for everyone, given the aging population and the significant market niche that must be considered. Therefore, we commit to the following actions:

- Improving accessibility to routes, transportation, and resources from a comprehensive perspective of universal accessibility and the provision of accessible tourism services.

- Improving the accessibility of tourism promotion websites.