

## **Abstract Pere Joan Pons**

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We are seeing a profound trend change. We are all aware that people do not travel alone. Also travels with them all the accumulated information, before, during and after their travels, thanks to the possibilities of new technologies. And it is done more and more live. Therefore the demand is greatest for all, and therefore the level of exposure and visibility, both negative and positive, which has increased in few years. Adapting to this scenario and anticipate their next is the challenge that all the people involved in this sector must consider. The critical review of the project that Consell de Mallorca has launched will allow us to share some of the challenges and decisions, good and less good, that have been taken to address the model of tourism and tourists of the future.