Abstract
The management of a destination requires concerted efforts at different levels, establishing partnership arrangements that enable a comprehensive tourism management in order to adjust supply to meet the needs of the destination for tourists who say, taking into account the preferences of the new demand and potential. This paper analyzes the role played by the Foundation Tourism Basin, as the institution of public and private initiatives in tourism. It analyzes its ability to unite on a single to the Board of Trustees Communities, Provincial Board, City Hall, Confederation of Employers, Provincial Association of Hotels and Tourism, Chamber of Commerce and Industry and Caja de Castilla-La Mancha. The results achieved in his short but intense activity, they have been truly significant.

Keywords
Model management, tourism foundation of cuenca, initiative public, initiative private, tourist destination.