ABSTRACT
The Final Work Degree that has been developed reflects the creation and management of a nonprofit entity, which has been registered as an Association. Throughout the text, some questions have been answered, such as, what is a nonprofit Association and why an entity with these characteristics, which is specialized in tourism in the region of the La Safor, should be created.

It has been detailed how to create a non-profit Association and the administrative steps to be followed. It has been described the case of “Innovaturis - Association for Innovation in tourism”, providing its purpose and activities and the process of creating its name and acronym.

Subsequently an external communication plan focus on Innovaturis has been shown and proposed. It has been listed the guidelines to develop an advertising campaign and what communication tools should be used, and even, the type of Internet presence that has to be implemented to achieve the proposed purposes.

Finally, it has been shown what kind of actions has Innovaturis intends to develop along its professional careers.