



ICTE
Instituto para la
Calidad Turística Española

3 INTERNATIONAL CONFERENCE OF TOURIST QUALITY

2015

A CORUÑA, 28 -30 OCTOBER

Choose Quality, Avoid Risks





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III Tourist Quality International Conference

The third edition of this symposium will take place from **28 to 30 October 2015 in the city of A Coruña**, which candidature as host for the conference was chosen over other nine proposals.

The main goal for this conference is to get tourist experts from all around the world together **to discuss about the importance of quality** and the impact of the Q Quality Mark as an international and national reference.

The purpose of this event, supported by the **Spanish Tourism State Secretary, Xunta de Galicia and A Coruña City Council**, is to learn about the Spanish Tourist Quality System evolution and the Q Tourist Quality mark impact, as well as to promote both national and international cooperation agreements consolidating **Spain as a quality systems leader** for the tourism industry.

**3 INTERNATIONAL CONFERENCE
OF TOURIST QUALITY**
Choose Quality, Avoid Risks

October 2015. Palexco. A Coruña

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PRE-PROGRAMME

WEDNESDAY 28th

8:00 pm Welcome Cocktail
Hosted by A Coruña Tourism
Place: Aquarium Finisterrae



CALIDAD TURISTICA

THURSDAY 29th

9:00 am Registration

10:00 am Opening Ceremony

10:30 am Opening Conference

IN SEARCH OF EXCELLENCE

11:00 am Round Table 1

**MANAGING FOR A BETTER
UNDERSTANDING**
Solutions for infoxication

12:00 pm Coffee Break

12:30 pm Round Table 2

A WAY ON EXPERIENCIES
Quality initiatives

2:00 pm Work Lunch
Hosted by Galicia
Tourism

Place: Palexco

4:00 pm Round Table 3

**COLLABORATIVE ECONOMY OR
BLACK ECONOMY**
Guarantees vs Risks

5:00 pm Debate

5:30 pm End of work day

9:00 pm Gala Dinner
Hosted by Galicia
Tourism

Place: Opera Palace

12:00 am Celebration
15th Q Aniversary

FRIDAY 30th

10:00 am Round Table 4

**REINVENTING TOURIST
PRODUCTS**
New tourist industries,
new certifications

11:00 am Round Table 5

**TAXES, RESTRICTIONS, QUALITY
AND MANAGEMENT MODELS**
Which is the future for
tourist destinations?

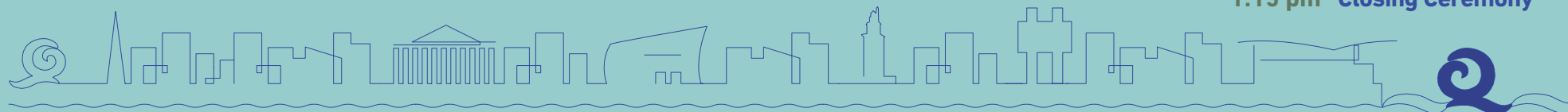
11:45 am Coffe Break

12:15 pm Closing Conference

**STORIES THAT
EMOTIONALLY TOUCH**
A step forward

1:00 pm Conclusions

1:15 pm Closing Ceremony



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PRE-PROGRAMME



OTHERS ACTIVITIES WITHIN THE CONFERENCE

WEDNESDAY 28th

10:00 am - 5:00 pm

Meeting room 2 - **CTN182 Meeting: Hotels Committee** (invitation required)

11:00 am - 2:00 pm

Meeting room 1 - **CCS Meeting: Hotels Committee** (invitation required)

3:00 pm - 5:00 pm

Meeting room 1 - **CCS Meeting: Restaurants Committee** (invitation required)

5:00 pm - 6:00 pm

Meeting room 2 - **Delegates meeting** (invitation required)

FRIDAY 30th

4:00 pm - 8:00 pm

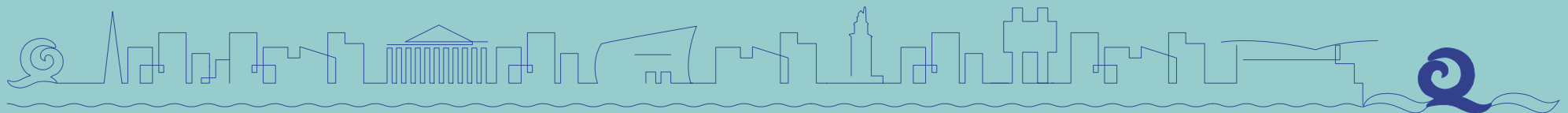
Visit Torre de Hércules *

SATURDAY 31st

10:00 am - 2:00 pm

Visit Torre de Hércules *

* Only for attendees, subscription form required



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ACCOMODATION

Hotel Blue Coruña ****

Address: Juana de Vega, 7 street

Telephone: 881 888 555

Special Attendees Offer

Standard room (breakfast included):
22 available rooms

Single Use **80€**
Double Use **85€**

Superior room (breakfast included):
18 available rooms

Single Use **90€**
Double Use **95€**

Hotel Attica21 Coruña ****

Address: Enrique Mariñas, 34 street

Telephone: 981 179 299

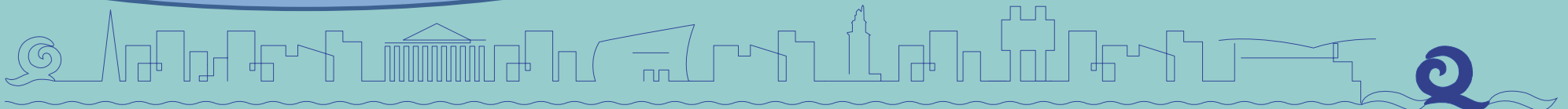
60 available rooms

Special Attendees Offer

Double room (breakfast included): **67€**

Double room single use (breakfast included): **62€**

To book a room, please call the contact the
hotel and refer to **CICTE2015**



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REGISTRATION

RATES

- General: **199€ + VAT**

- Special: **124€ + VAT**

Certified company with Q, auditing firms accredited by ICTE, territorial delegates, ICTE committee members, CCAA quality working group members.

- Student: **70€ + VAT**

Rates include:

- **General and Special Rates:** welcome cocktail, coffee breaks, work lunch, gala dinner, papers, conference pass and transfer service.

- **Student Rate:** Papers, conference pass and coffee breaks.

REMARKS

- Mandatory subscription through www.calidadturistica hoy.es

- Send the payment receipt to:

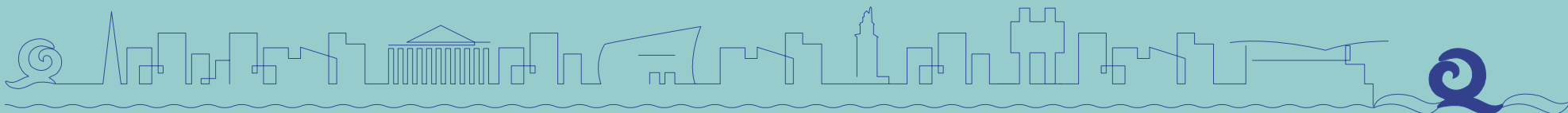
ICTE - Raimundo Fernandez Villaverde, 57, 28003 Madrid.

Tlf: 91 533 10 00 - Fax: 91 534 17 46 - Email: administracion@icte.es.

- **Deadline for subscription is 2nd October, 2015.**

- **Student rate:** a valid accreditation should be provided through administracion@icte.es.

- **Cancellations:** A deposit of 25% will be charged in case of cancellation until October 2nd or not shown and 100% after this date.



Do not forget our certified organizations in A Coruña

Restaurant Services

- 21 Parque Europa** - Parque Europa s/n
- Ikea Food Coruña** - Entrada Baños de Arteixo, s/n. CC. Marineda City.
- La Postrería** - C/ Fernando Arenas Quintela, 5 Bajo
- McDonalds A Coruña La Grela** - C/ Severo Ochoa N6 Polígono La Grela
- O Lagar da Grela 2011** - C/ Copernico, 5 Bajo Derecha
- O Lagar de José Coruña** - C/ Posse, 25 Bajo
- Pandelino** - C/ Rosalia de Castro, 7
- Restaurante A La Brasa** - C/ Juan Florez, 38 Bajo
- Restaurante Coral** - Callejon de La Estacada, 9 Av de La Marina

Travel Agencies

- Ancora Viajes y Congresos** - C/ Emilia Pardo Bazán, 1. Bajo
- Bives Tour Coruña** - C/ Fernando González, 4
- Viajes Airbus Galicia A Coruña** - C/ Federico Tapia, 14
- Viajes Paco A Coruña** - Plaza De Galicia, 6
- Viajes Viloría A Coruña** - C/ Comandante Fontanes, 15

Hotels and Tourist Apartments

- Hotel Attica21 Coruña** - C/ Enrique Mariñas, 34
- Hotel Blue Coruña** - C/Juana de Vega, 7

Yacht Harbours

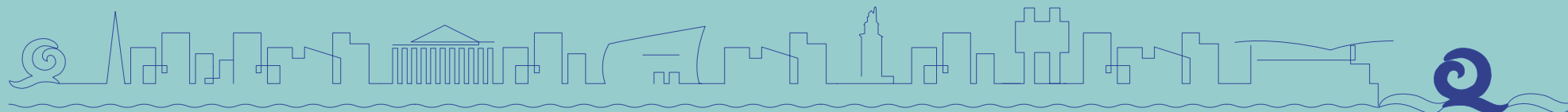
- Real Club Náutico de La Coruña** - C/ Celedonio de Uribe, 1

Night Leisure

- Dux Coruña** - Los Cantones Village. Avda. Alferez Provisional, 3

Conference Facilities

- Palacio de La Ópera** - Glorieta De América, S/N
- Palexco** - Muelle de Transatlánticos, s/n





CALIDAD TURÍSTICA



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