

I International congress on tourist quality



Santander, October 20th - 22nd

Organizer

ICTE

Institute for Spanish Quality Tourism



Sponsors



Cantabria
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Introduction

In the last 15 years, three national gatherings on Tourist Quality have been organised in Spain. Tenerife, Madrid and Santiago were the cities chosen to discuss the concept: “Tourist Quality” which was still incipient when these gatherings took place.

During 2010 we celebrated the 10th anniversary of the merger of the former quality institutes in the tourist field that led to the creation of the Institute for Spanish Quality Tourism on April 14th 2000, organisation that currently includes 12 national associations, the Spanish Ministry of Industry, Tourism and Trade, the Spanish Federation of Municipalities and Provinces and the Regional Governments in Spain.

It recently became ten years since the first establishments achieved the “Q” Tourist Quality certification. The Institute for Spanish Quality Tourism, as a certification entity issuing the “Q” Mark and manager of the Spanish Tourist Quality System in different tourist sectors, has considered it convenient to organise the I International Congress on Tourist Quality in order to share national and international experiences and the future expectations of a fully consolidated system.

Over two thousand five hundred establishments have been certified in Spain with the “Q” mark, ICTE has issued certificates against more than twenty public quality standards for different sectors, seven international working groups at ISO level are led or developed by Spain through this Institute, and the “Q” has received the unanimous consensus of the central, regional and local administrations as a distinguishing and rigorous element in terms of quality of the Spanish tourist services. The abovementioned has enabled us to promote the organisation of the I International Congress on Tourist Quality.



Previous program

Congress Framework Activities

MONDAY, October 18th

09:00 - 19:00 h.

Working Group 6 ISO TC 228 Natural Protected Areas meeting

14:30 h. Meeting Lunch

TUESDAY, October 19th

09:00 - 14:00 h.

Working Group 6 ISO TC 228 Natural Protected Areas meeting

14:30 h. Meeting Lunch

16:00 - 19:00 h.

Working Group 3 ISO TC 228 Tourist Information and Reception Services at
Tourist Information Offices meeting

17:00 - 19:00 h.

Technical Committee 189 Travel Agencies meeting

Program

Congress Framework Activities

WEDNESDAY, October 20th

09:00 - 17:00 h.

Working Group 5 ISO TC 228 Beaches meeting

09:00 - 19:00 h.

Working Group 3 ISO TC 228 Tourist Information and Reception Services at
Tourist Information Offices meeting

10:00 - 12:00 h.

Certification Committee Catering Services meeting

11:00 - 14:00 h.

Technical Committee 187 Tourist environment and service management meeting

12:30 - 14:30 h.

Certification Committee Rural Accommodation meeting

14:30 h. Meeting Lunch

16:00 - 18:00 h.

Certification Committee Hotel and Touristic Apartments meeting

17:00 - 19:00 h.

President Board of Tourist Technical Committee meeting

18:00 - 19:30

Certification Committee Municipality Tourist Services meeting

Program

WEDNESDAY, October 20th

Sala Griega Palacio Festivales de Cantabria

16:30 - 19:00 h. Tourist Quality Technicians and Managers of Public Services Appointment

Congress Members Reception

Accreditations

21:00 h Welcome Cocktail in *Palacio de la Magdalena*

Service provided by *Ayuntamiento de Santander*

Palacio de Festivales de Cantabria

Thursday, October 21th

10:00 h Official Inauguration

10:30 h Opening Speech

11:15 h. Coffee Break

11:45 h Round-Table Meeting 1

"From Quality Management to Perceived Quality"

14:00 h Meeting lunch

16:00 h Round-Table Meeting 2

"Development of the Tourist Destinations based on Quality"

17:00 h Round-Table Meeting 3

"How to optimize your organization with a "Q Tourist Quality" certification?"

Centro Especializado de Alto Rendimiento de Vela "Príncipe Felipe"

21:00 h Gala Dinner

Diplomas presentation to certified establishments in 2010

Show

Program

Palacio de Festivales de Cantabria
FRIDAY, October 22nd

10:00 h Round-Table Meeting 4

“New Sceneries of management: value for money and booking times and its impact in quality management”

11:00 h Round-Table Meeting 5

“The great international commitment: a future with perceived Quality”

12:00 h Coffe Break

12:30 h Round-Table Meeting 6

“Who certifiy quality?”

13:30 h Final Conclusions

Centro Especializado de Alto Rendimiento de Vela “Príncipe Felipe”

14:00 h Closing Ceremony Lunch

Sala Griega Palacio Festivales de Cantabria

16:20 h. Institute for Spanish Quality Tourism Delegations meeting

Congress Fees

Attendance congress fee: 295€/person (+ VAT)

Reduce fee for certified organizations and establishments: 250€/person (+ VAT)

Note:

The registration includes access to conferences, documentation, hotel transfers, social programme activities and the following catering services:

Wednesday: Welcome cocktail.

Thursday: Coffee break, meeting lunch and gala dinner.

Friday: Coffee break and meeting lunch.

It does not include accommodation; every congress member should book directly with the hotels. The Institute for Spanish Quality Tourism had deal special prices with Q Tourist Quality hotels in Santander.

Hotels availables in Santander can be consult at www.calidadturistica.com , on a tab called "Congreso Calidad".

More info: congresocalidad@icte.es / info@icte.es

CICTE¹⁰

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Instituto para la Calidad Turística Española
Raimundo Fernández Villverde, 57
28003 Madrid
t: 91 533 10 00
f: 91 534 17 46

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