

I International congress of tourist quality



Santander, October 20th - 22nd

Organizer

ICTE

Spanish Institute for Tourism Quality



Sponsors



Cantabria
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Introduction

In Spain it has been organized during the last 15 years, three national appointments of Tourist Quality. Tenerife, Madrid and Santiago were the selected cities to discuss the concept: "Tourist Quality" that it was still incipient in the dates of these appointments.

During 2010 we celebrate the 10th anniversary of the fusion between the ancient quality institutes for tourism that turned into the creation of the Spanish Institute for Tourism Quality on April 14th of 2000, organization that actually includes 12 National Associations, the Ministry of Industry, Tourism and Commerce, the Spanish Federation of Municipalities and Provinces and the Regional Governments.

Recently it has been turned ten years since the first establishments achieved the Q Tourist Quality brand certification. The Spanish Institute for Tourism Quality, as a certified body of the Q brand and manager of the Spanish Tourist Quality System in different tourist sectors, has consider convenient organize the **I International Congress of Tourist Quality** in order to share national and international experiences and the future expectations of a full consolidated system.

More than two thousand and five hundred establishments are certified in Spain with the Q brand, more than twenty public quality standards for different sectors are certified by ICTE, seven international working groups in ISO level are leaded or develop by Spain through this Institute and unanimous consensus of central, autonomic and local administrations of the distinguished and rigorous element of the Q. All the mentioned has allowed us to promote the celebration of this **I International Congress of Tourist Quality**.



Previous program

Congress Framework Activities

MONDAY, October 18th

09:00 - 17:00 h.

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

14:30 h. Meeting Lunch

17:00 - 19:00 h.

Technical Committee 302 Industrial Tourism meeting

TUESDAY, October 19th

09:00 - 17:00 h.

Working Group 6 ISO TC 228 Natural Protected Areas meeting

14:30 h. Meeting Lunch

17:00 - 19:00 h.

Technical Committee 189 Travel Agencies meeting

Previous program

Congress Framework Activities

WEDNESDAY, October 20th

09:00 - 17:00 h.

Working Group 5 ISO TC 228 Beaches meeting

10:00 - 12:00 h.

Certification Committee Catering Services 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

16:30 - 19:00 h. (*Sala Griega Palacio Festivales de Cantabria*)

Tourist Quality Technicians and Managers of Public Services Appointment

17:00 - 19:00 h.

President Board of Tourist Technical Committee meeting

18:00 - 19:30

Certification Committee Municipality Tourist Services meeting

Previous program

WEDNESDAY, October 20th

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

Previous program

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 Atto Rendimiento de Vela “Príncipe Felipe”

14:00 h Closing Ceremony Lunch

16:20 h (Sala Griegu Palacio Festivales de Cantabria)

Spanish Institute for Tourism Quality Delegations meeting

Congress Fees

Attendance congress fee: 295€/person

Reduce fee for certified organizations and establishments: 250€/person

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 Spanish Institute for Tourism Quality had deal special prices with Q Tourist Quality certified hotels in Santander.

CICTE¹⁰

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Patrocinan



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