IMPLEMENTING SUCCESSFULLY QUALITY STANDARDS CERTIFICATION PROGRAMS IN TOURISM

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Maricruz Cádiz Gómez
Spanish Institute for Quality Tourism
Content

SPANISH EXPERIENCE IN CERTIFICATION PROGRAMS IN TOURISM

WHAT WE HAVE LEARNT

HOW TO START WORKING ON QUALITY
The Spanish experience: why to bet on quality

NEW COMPETITORS
SIMILAR PRODUCT (90’s)

LOOKING FOR DIFFERENTIATION

THROUGH QUALITY SERVICE

SCTE* IS DESIGNED

BEST PRACTICES PROGRAMS

QUALITY CERTIFICATION PROGRAMS: SPANISH INSTITUTE FOR QUALITY TOURISM is born in 2000.

*SCTE: Spanish Quality Tourism System
Objectives of the differentiation strategy through quality

- Service Fidelization
- Competitiveness
- Professionalize Internal Management
- Recognize Quality Services
- Optimize Resources
- Reduce Costs
- Reduce Mistakes

ICTE
The importance of public-private partnership
Who were (and still) involved?

CEHAT (Hotels and apartments association)
CEAV (Travel agencies association)
FEHR (Restaurants association)
FEECYV (Campsites association)
ACTR (Rural accommodation association)
RDO Spain (Time sharing association)
ASINTRA (Transport – Buses association)
ANBAL (Medical spas association)
RFEG (Royal Federation of Golf)
ECO (Night leisure association)
CEACNA (Yacht harbours association)
ANETA (Adventure tourism association)
Europarc España (Natural protected areas association)
SET (Secretary of State of Tourism)
CCAA (Regional Governments)
FEMP (Local Governments)
Quality Mark

CALIDAD TURÍSTICA
Elige Calidad

La Q de Calidad Turística es la marca que representa la calidad en el sector turístico español. Guíate por la Q de Calidad para identificar a más de 1.900 establecimientos en España que son GARANTÍA de calidad, prestigio y profesionalidad.

Choose Quality

The Q for Quality Tourism is the brand that represents quality in the Spanish tourism industry. Be guided by the Q Quality to identify more than 1,900 establishments in Spain which are QUALITY guarantee, prestige and professionalism.
Experiencias que dejan marQa

Si te quieren, te recomendarán Galicia... 1.629 kilómetros de costa y 863 playas, cuatro bienes Patrimonio de la Humanidad, el primer destino termal de España y 249 servicios y establecimientos turísticos certificados con la Q de calidad turística. Galicia, el buen camino...

Guía por la Q de Calidad para identificar a más de 1.500 establecimientos en España que son GARANTÍA de calidad, prestigio y profesionalidad.
Quality Mark
Quality Mark
Secretary of State of Tourism support
Time Sharing _ UNE 185001, Medical Spas _ UNE 186001, Tourism Boards _ UNE 187007, Sky Resorts _ UNE 188002, Training Guides Programs _ UNE 15565, Travel Agencies _ UNE 189001, Transport Services Q Standard, Restaurants _ Serie UNE 167000, Hotels and Tourist Apartments _ UNE 182001, Rural Cottages _ UNE 183001
Which are the results?

Campsites UNE 184001, Convention Bureaux UNE 187005, Conference Centers UNE 187004, Golf Courses UNE 188001, Night Leisure UNE 188005, Yacht Clubs, Industrial Tourism UNE 302001, Hostesses and support Staff UNE 189002, Health Tourism Q Standard, Destination Management Q Standard
Which are the results?

**Tourist Information Services** UNE-ISO 14785,
**Natural Protected Areas** UNE-ISO 18065,
**Beaches** UNE-ISO 13009
**Adventure Tourism** UNE-ISO 21105.
### Which are the results?

<table>
<thead>
<tr>
<th>Industry</th>
<th>Current number</th>
<th>Industry</th>
<th>Current number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>393</td>
<td>Convention Bureaux</td>
<td>9</td>
</tr>
<tr>
<td>Restaurants</td>
<td>676</td>
<td>Golf Courses</td>
<td>4</td>
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<tr>
<td>Medical Spas</td>
<td>33</td>
<td>Sky Resorts</td>
<td>9</td>
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<td>Rural Cottages</td>
<td>97</td>
<td>Training Guides Programs</td>
<td>1</td>
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<tr>
<td>Campsites</td>
<td>24</td>
<td>Yacht Harbours</td>
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<tr>
<td>Convention Bureaux</td>
<td>4</td>
<td>Night Leisure</td>
<td>2</td>
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<tr>
<td>Natural Protected Areas</td>
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<td>Tourist Information Services</td>
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<tr>
<td>Conference Centers</td>
<td>13</td>
<td>Beaches</td>
<td>235</td>
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<td>Transport</td>
<td>10</td>
</tr>
<tr>
<td>Adventure Tourism</td>
<td>8</td>
<td>Health Tourism</td>
<td>1</td>
</tr>
<tr>
<td>Industrial Tourism</td>
<td>32</td>
<td>Tourism Boards</td>
<td>13</td>
</tr>
</tbody>
</table>
Which are the results?

• Around 5,000 organizations have obtained the Q Mark in the last 15 years.
• 22 delegations in Spain.
• 106 qualified auditors currently working.
• 46% of travellers know the Q of Quality.
• 95% certified organizations think the certification program has helped them to improve their management and service.
P2.1 ¿Cree que es efectiva para la sostenibilidad de los diferentes productos la apuesta por la calidad?
1. SÍ  89%
2. NO  11%

Do you think that quality is effective for sustainability of tourist products?

P.4.2 ¿Considera que la aplicación de herramientas de calidad en la gestión de estos productos contribuirá a que éstos sean más competitivos?
1. SÍ  89%
2. NO  11%

Do you think that the use of quality management tools contribute to competitiveness of services?
Criteria to be accomplished by certified organizations (2)

- **Quality management system** requirements
- Service requirements
- Facilities requirements
Service requirements
Service requirements
Service requirements

Beaconing
Facilities requirements
Facilities requirements

Hygiene and safe food handling
HACCP: Hazard Analysis and Critical Control Points
But... what does quality management system mean?
But... what does quality management system mean?

EASY...

FOR THE MANAGER

GETTING QUALITATIVE AND QUANTITATIVE INFORMATION FOR MAKING DECISIONS

FOR THE EMPLOYEES

KNOWING PROCEDURES ENGAGEMENT
Management system: food safety
Quality management system: food safety
Content

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HOW TO START WORKING ON QUALITY
Key ideas for a successfully quality standards certification program

- KNOW CUSTOMERS NEEDS AND EXPECTATIONS
- INVOLVE PUBLIC AND PRIVATE SECTOR
- INVOLVE EMPLOYEES
- DESIGN A PROGRAM FOR YOUR REALITY AND STARTING POINT QUALITY LEVEL
Key ideas for a successfully quality standards certification program

CONSOLIDATE RESULTS

A CERTIFICATION MARK IS GOOD, BUT A TOOL WHICH HELPS INDUSTRY TO IMPROVE IS BETTER

MAKE THE PROGRAM SUSTAINABLE
Content

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HOW TO START WORKING ON QUALITY
Designing procedures. An example (TI.01. PAELLA COOKING)

INPUT

BEFORE

PLANIFICATION

INPUT

MEANWHILE

DESIGNING PROCEDURES

EXECUTION

CONTROLLING

OUTPUT

AFTERWARDS
Designing procedures. An example
(TI.01. PAELLA COOKING)

WHO BUYS WHAT, WHEN, TO WHOM, HOW...

(T.I.02 PROCUREMENT PROCESS)

WHO COOKS, WHEN, HOW, FOR HOW LONG...

(T.I.01 PAELLA COOKING PROCESS)

Process controlling

Product controlling
Designing procedures

**HOTEL (EXTERN)**
- Booking and reception service
- Service provision at the restaurant/cafeteria

**HOTEL (INTERN)**
- Rooms assignment
- Kitchen cleaning
- Rooms and common areas cleaning
- Maintenance of facilities and equipments
- Food security
- Staff recruitment

**PLUS**
### COOKING THE PERFECT SILK ROAD DISH

<table>
<thead>
<tr>
<th>STEP</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Decide what you are going to cook</td>
</tr>
<tr>
<td>2.</td>
<td>Choose the ingredients and...</td>
</tr>
</tbody>
</table>
| 3.   | Define and document the sub-processes to be followed  
(Consider the different steps, ingredients, quantities, temperatures, times but also allergies, religion, availability) |
| 4.   | Define and document who is the responsible for each sub-process |
| 5.   | Define and document who is the responsible for the complete process of cooking your perfect Silk Road Dish |

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**ENJOY YOUR MEAL**
In conclusion

They told me and I will forget it
Show me, and I may remember

Involve me and I will understand

Confucio
THE END

THANK YOU FOR YOUR ATTENTION

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