2nd WESTERN SILK ROAD TASK FORCE

Sofia, Bulgaria
27-29 June 2017

Quality Standards and Tourist Certification
Maricruz Cádiz
Spanish Institute for Tourist Quality
What is that?
What is that?
BEST PRACTICES IN CAPACITY BUILDING IN QUALITY SERVICES. THE SPANISH CASE.

WHY CAPACITY BUILDING SHOULD BE THE BASIS FOR TOURIST DEVELOPMENT IN MY (in your) COUNTRY

DEVELOP OUR BEST PRACTICE. THIS IS OUR CASE STUDY
BEST PRACTICES IN CAPACITY BUILDING IN QUALITY SERVICES

Spanish Case Study
Strategic sector: need of a competitive advantage

New competitors
Similar products

Differentiation

QUALITY

SPAIN
Institute for Spanish Tourist Quality
(2000)
Spanish Strategy

* SICE: Spanish Quality Tourism System
The Spanish Institute for Tourist Quality (ICTE) was set up.

ICTE is a certification body, specialized in tourist sector.

ICTE is in charged of certifying, managing and ensuring the correct use of “Q LABEL”.
Quality approach
Risk of proliferation of labels...
• Which was the service provision level that we had?
  -
  -
• Where did we have to improve that service provision level?
  -
  -
• How?
  -
  -
Quality approach

- Infrastructure
- Services
- Intern Management

CAPACITY BUILDING
Quality approach

Not only about...

LABEL

- Advertising
- Branding
- Research
- Internet
- Product
- Marketing
- Strategy
Quality approach

But about...

- PLAN
  1. Problem
  2. Goal
  3. Point of Cause
  4. Root Causes
  5. Counter Measures
  6. Follow-up
  7. Standardization

- DO

- ADJUST

- CHECK

Customer Loyalty

Satisfaction
Sectors

- Rural Accommodation (UNE 183001)
- Tourist road transport (Q Standard)
- Medical Spa (UNE 186001)
- Campsites (UNE 184001)
- Golf Courses (UNE 188001)
- Convention Bureaux (UNE 187005)
- Natural Protected Areas (UNE-ISO 18065)
- Ski and Mountain Resorts (UNE 188002)
- Tourist guides, educational programmes (UNE-EN 15565)
- Hotels (UNE 182001)
- Yacht Harbors (UNE 188004)
- Night Leisure (UNE 188005)
- Tourist Information Offices (UNE-ISO 14785)
- Congress Centres (UNE 187004)
- Tourist Boards (UNE 187007)
- Beaches (UNE-ISO 13009)
- Hostess and staff service reception and support organization (UNE 189002)
- Restaurants (UNE 167000 Serie)
- Travel Agencies (UNE 189001)
- Time-sharing Organizations (UNE 185001)
- Adventure Tourism (UNE-ISO 21102 Y 21103)
- Health Tourism (Q Standard)
- Industrial Tourism (UNE-ISO 13810)
- Museums and Collections
Another actions carried out.
Capacity building

SPECIALIZED TRAINING PROGRAMS

- Public administration
- Entrepreneurs
- Employees
- Auditors
- Consultants
- Universities

- Product development
- SME management
- Technologies in tourism
- Etc.
Another actions carried out.
Capacity building

PRODUCT DEVELOPMENT. Example.

Designing the tourist product

My garage → Stevia’s house

Decoration and naming

2.2

The visit:

Adding value to facilities
Another actions carried out.
Capacity building

SPECIALIZED ADVISORY. Example.

Designing the tourist product

The visit:
Guaranteeing safety for visitors
Promoted by ICTE
Marketing plan

Experiencias que dejan marQa

Si te quieren, te recomendarán Galicia... 1.659 kilómetros de costa y 863 playas, cuatro bienes Patrimonio de la Humanidad, el primer destino turístico de España y 245 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 1.800 establecimientos en España que son GARANTÍA de calidad, prestigio y profesionalidad

Public-private partnership
CONCIERTOS CON BERTÍN OSBORNE
en concierto especial
con piano y mariachis

9 Septiembre 2016  20.30 hrs.
(apertura de puertas 20.00 hrs)
Cueva El Soplao. Cantabria

Public-private partnership
Now, why capacity building should be the basis for tourist development in my country?
Silk Road and Quality

Silkroad is a powerful brand that must be preserved and promoted:

- Importance of the reputation of the brand
- Importance of the reputation of the countries
- Many destinations within the Silk Road, but different quality levels
- Need of fidelization (direct or not)
- Importance of prevention instead of correction
Silk Road brand

Product development

Quality service provision

Memorable experiences
DEVELOP OUR OWN BEST PRACTICE

This is “our case study”
Framework

- New tourist products which are promoted by the public administration but are unknown for general public and for the private sector itself.

- The destination is promoted in new markets: new visitors with new expectations.

- Competitors (other destinations/countries).

- New demands of the customers.

- Destinations with no relevant flow of tourist become more visited.
Quality

the starting point for a memorable experience
THE END

THANK YOU FOR YOUR ATTENTION

More information?

mccadiz@ictes.es
0034.680.309.682