

9-11 October 2013
Las Palmas de Gran Canaria
Canary Islands - Spain



ICTE 2013



|| Tourist Quality International Conference

OVERVIEW OF INTERNATIONAL OPPORTUNITIES

Analysis and Trends in the Field of Tourism Quality

Organized by:

ICTE - Institute for Spanish Tourist Quality



CALIDAD TURISTICA

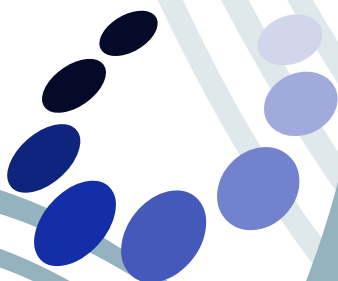
Honour Committee

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|---|---|---|
| Felipe de Borbón y Grecia | ● | H.R.H The Prince of Asturias |
| Mariano Rajoy Brey | ● | Prime Minister of Spain |
| Taleb D. Rifai | ● | Secretary-General of UNWTO |
| Juan Manuel Soria López | ● | Minister of Industry, Energy and Tourism of Spain |
| Isabel Borrego Cortés | ● | Secretary of State of Tourism |
| Paulino Rivero Baute | ● | President of the Regional Government of Canary Islands |
| Ricardo Fernández de la Puente Armas | ● | Regional Minister of Tourism |
| José Miguel Bravo de Laguna | ● | President of Gran Canaria Council |
| Juan José Cardona González | ● | Mayor of Las Palmas de Gran Canaria |
| Joan Rosell Lastortas | ● | President of CEOE* |
| Joan Gaspart Solves | ● | President of the Tourism Board at CEOE* |

* CEOE: Spanish Confederation of Employers' Organizations

Conference Programme

WEDNESDAY 9th

21.00 h. Welcome cocktail courtesy of Las Palmas de Gran Canaria City Council.

PLACE: Las Palmas Conference Centre - Alfredo Kraus Auditorium.

**CICTE
2013**



CALIDAD TURISTICA

THURSDAY 10th

9.00 h. Registration

10.00 h. Opening ceremony attended by officials and experts.

10.45 h. Opening conference
Marcio Favilla: Executive Director for Competitiveness, External Relations and Partnerships at the World Tourism Organization (UNWTO).

11.30 h. Coffee break

12.00 h. Round Table 1
International initiatives in tourist quality field.

13.00 h. Round Table 2
Media's perception of tourist quality.

14.00 h. Lunch courtesy of Canary Islands Government.

16.00 h. Presentation 1
Francisco Jodar Alonso, Mayor of Lorca (Murcia Region).

16.15 h. Round Table 3
Tourist Quality: UNWTO Affiliate Members Vicechairmen's approach.

17.15 h. Round Table 4
Challenges and opportunities in consolidated tourist quality destinations.

21.00 h. Gala Dinner
Courtesy of Cabildo Gran Canaria.

PLACE: Pérez Galdós Theater

FRIDAY 11th

10.00 h. Round Table 5
Impact of the quality in the tourist marketing plan.

11.00 h. Presentation 2
Carlos Rus Palacios. General Secretary of National Federation of Private Clinics.

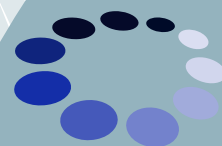
11.15 h. Coffee break

11.30 h. Round Table 6
Tourism market evolution. Product of offer and demand and its consequences in quality.

12.30 h. Presentation 3
Consignos Project: automatic converter and player for sign language.

13.00 h. Conclusions

13.15 h. Closing ceremony
Isabel Borrego Cortés
Secretary of State of Tourism.



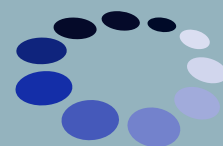
Opening conference

Speaker:

- Mr. Márcio Favilla Lucca de Paula

Executive Director for Competitiveness, External Relations and Partnerships at the World Tourism Organization (UNWTO)

Thursday 10 • 10:45 h.



Closing conference

Speaker:

- Ms. Isabel María Borrego Cortés

Secretary of State of Tourism

Friday 11 • 13:00 h.





International initiatives in tourist quality field

Speakers:

- Mr. Noé Martín Vázquez Pérez
General Manager for Tourist Culture Development,
Mexico Secretary of Tourism (SECTUR)
- Mr. Shuichi Kameyama
Executive Director for Business Development,
Japan National Tourism Organization
- Ms. Simone Hartard C.
Sub-Directorate for Development. National Tourism
Service. Ministry of Economy, Development and
Tourism of Chile

Moderator:

- Mr. Jaime - Alberto Cabal
Ambassador of Colombia to South Korea, Mongolia
and Philippines

Thursday 10 • 12:00 h.



Media and their perception of tourist quality

Speakers:

- Mr. Eugenio de Quesada
President of Grupo Nexo
- Mr. Manuel Molina
Editor at Hosteltur
- Mr. José Luís Ortega Pestana
Editor in Chief at Agenttravel.es
- D. César Urrutia San Juan
Responsible for Tourism at El Mundo
- Mr. Miguel Ángel Noceda
Editor in Chief at El País

Moderator:

- Mr. Fernando Fraile García
General Director at ICTE

Thursday 10 • 13:00 h.



Tourist quality: UNTWO Affiliate Members Vicechairmen's overview

Speakers:

- Ms. Mar de Miguel Colom
Managing Director of Madrid Visitors and Convention Bureau, Spain
- Mr. Ramón de Isequilla Real de Azúa
Executive Director of Punta del Este Destination, Uruguay
- Ms. Aurora de Pedro Blanco
PhD in economics. University of Valencia

Moderator:

- Ms. Yolanda Perdomo
Director of the UNWTO Affiliate Members Programme

Thursday 10 • 16:15 h.



Challenges and opportunities in consolidated tourist quality destinations

Speakers:

- Mr. Ricardo Fernández de la Puente Armas
Tourism Regional Viceminister of Canary Islands
- Ms. María Nava Castro
Tourism General Secretary of Galicia
- Ms. Manuela González Mañas
Quality, Innovation and Tourism General Director of Andalucía
- Ms. Mertxe Garmendia Bereciartu
Tourism General Director of País Vasco

Moderator:

- Ms. Mónica Figuerola
Tourism General Director of La Rioja

Thursday 10 • 17:15 h.



Impact of the quality on tourist marketing plan

Speakers:

- **Mr. Carlos Torrado**
Managing Director of Spanish Yacht Harbours Confederation (CEACNA)
- **Mr. Salvador Sibajas Narváez**
Commercial Manager for Wine Tourism Product at Bodegas Tío Pepe
- **Mr. Carlos Domínguez**
Processes, Quality and Control Director at IDISO
- **Mr. Antonio López de Ávila**
President of SEGITTUR

Moderator:

- **Mr. Pablo Barbero**
City Councillor for Tourism at Las Palmas City Council

Friday 10 • 10:00 h.



Tourism market evolution. Product of offer and demand and its consequences for quality

Speakers:

- **Mr. Juan Molas**
President of Spanish Confederation of Hotels and Tourism Accommodation (CEHAT)
- **Mr. Martín Sarrate**
Vicepresident of Spanish Confederation of Travel Agencies (CEAV)
- **Mr. Emilio Gallego**
General Secretary of Spanish Restaurant Association (FEHR)

Moderator:

- **Mr. Miguel Mirones Díez**
President of Institute for Spanish Tourist Quality (ICTE)

Friday 10 • 11:45 h.



1

Reconversion of the destination after natural disasters

Speaker:

- Mr. Francisco Jodar Alonso
Mayor of Lorca (Murcia Region)

Thursday 10 • 16:00 h.



2

Spanish Health Tourism Cluster

Speaker:

- Mr. Carlos Rus Palacios
General Secretary of National Federation of Private Clinics.

Friday 11 • 11:00 h.



3

Consignos Project

- Consignos Project: automatic converter and player for sign language.

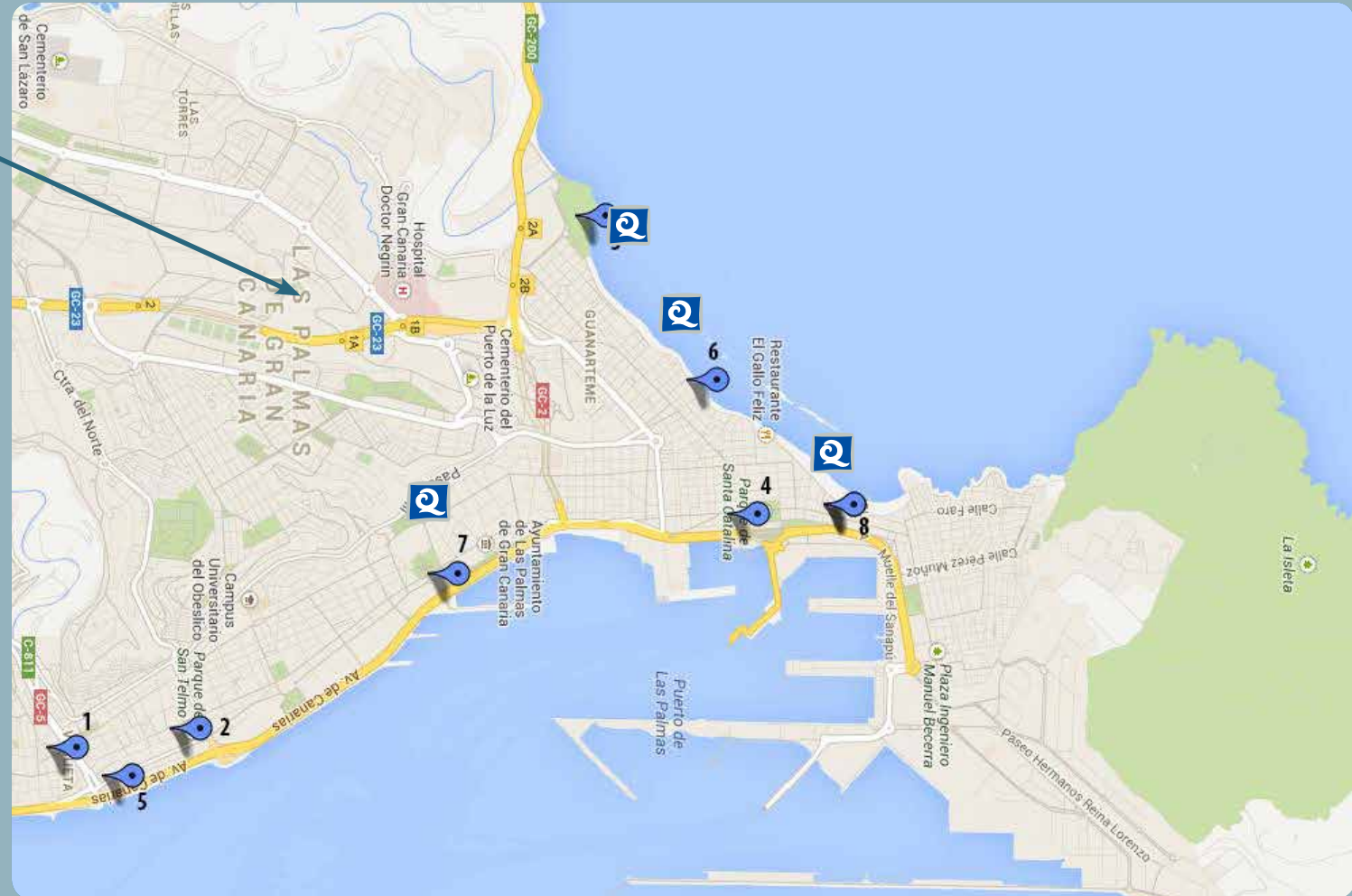
Friday 11 • 12:45 h.



Location



1. City Council
2. Tourist Information Services
3. Conference Centre 
4. GC Convention Bureau
5. Perez Galdós Theater
6. Canteras Beach 
7. Santa Catalina Hotel 
8. Cantur Hotel 





HOTEL
SANTA
CATALINA

Santa Catalina Hotel *****

Address: 227, León y Castillo Street
Telephone: (+34) 928.243.040
Number of rooms: 202

Special Offer ICTE 2013

Double Room Individual Use (breakfast included): 97 €
Double Room (breakfast included): 114 €



BEST WESTERN PLUS
Hotel Cantur
Las Palmas de Gran Canaria
★★★★

Best Western Cantur Hotel ****

Address: 28, Sagasta Street
Telephone: (+34) 928.273.000
Number of rooms: 114

Special Offer ICTE 2013

Double Room Individual Use (breakfast included): 80€
Double Room (breakfast included): 85 €

* October is high season in Canary Islands. Therefore, we recommend you to book as soon as possible, in order to guarantee availability.



IBERIA 

IBERIA CICTE 2013 official airline

Institute for Spanish Tourist Quality has signed a collaboration agreement with Iberia Airlines in order to offer **15% discount** with the airline tickets to the delegates.

If you want to benefit from this discount, please proceed to registering on line and we will send you the **discount code**.

For more information, please contact **+34 91. 533. 10. 00** or **congresocalidad@icte.es**

Registration

FARES *

- General: **302.50 €**
- Special: **239.58 €**: Q certified organizations, audit companies, certification committees, working groups, etc.
- Students: **84.70 €**

Fares include:

- **General and Special Fares:** Welcome cocktail, coffee breaks, Thursday lunch and Gala dinner, papers, transfer hotel - Conference Centre - transfer, access to conferences.
- **Student Fare:** Access to the conferences, Coffee Breaks, Papers.
- All fares include taxes.

Cancellation policy:

- Cancellations made **before October 1st** will incur a 25% charge.
- Cancellations made after October 1st will incur 100% charge.

* **On Line registration is mandatory on www.calidadturistica hoy.es**

PAYMENT:

- **Credit Card** (Not available for Canary Islands)
- **Bank Transfer:**

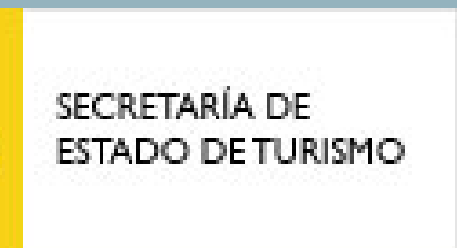
IBAN: ES51-0182-4924-19-0201543174
BIC: BBVAESMXXX
CC. 0182 4924 19 0201543174

Please indicate the delegate name – QUALITY CONFERENCE
Please send the **payment receipt to mtserrano@icte.es**

Important:

- **Please note that registration deadline is October 1st**
- Student card or similar will be asked for student fare.
- In case of bank transfer, your registration will not be confirmed until we receive the payment receipt (mtserrano@icte.es).
- Fares **do not include accommodation**.

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LA PROVINCIA
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Canarias7