

Fostering excellence in tourism clusters

# Quality and international standards in tourism clusters

**Francisco VERDERA**

Director de Relaciones Internacionales y Cooperación

Asociación Española de Normalización y Certificación  
(AENOR)

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# Why we need “*World class*” clusters?

## Tourism is a global activity

- **Tourist:** Potentially, they may come from any country. Multiple information sources. Easy to Compare offers.
- **Tourist destinations:** compete on a global market;
- Many **touristic providers** operating globally, as well;
- **Domestic SMEs, associations and public administrations:** The rest of socio-economic operators have to adapt to this global reality:

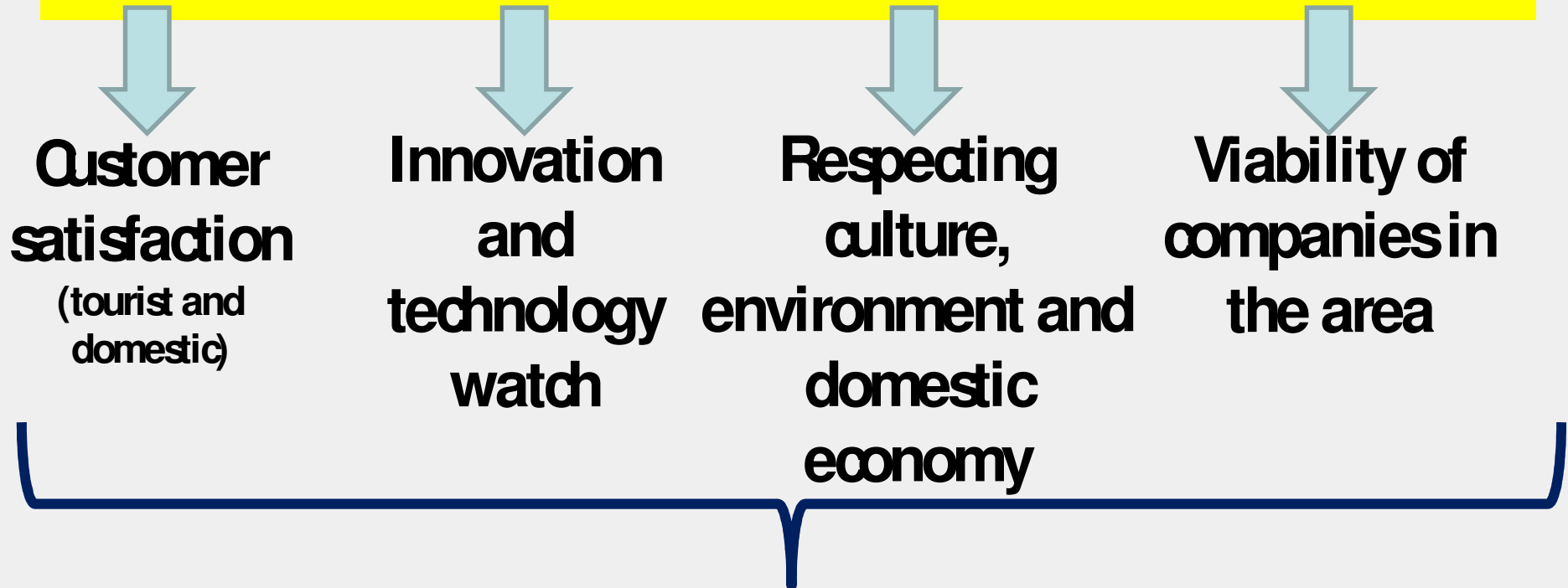
**For the sake of competitiveness and sustainability**

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# Keys for facing the current challenges

## Competitiveness and sustainability



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# Definition of a standard

- **Technical Specification**

- **Voluntary**

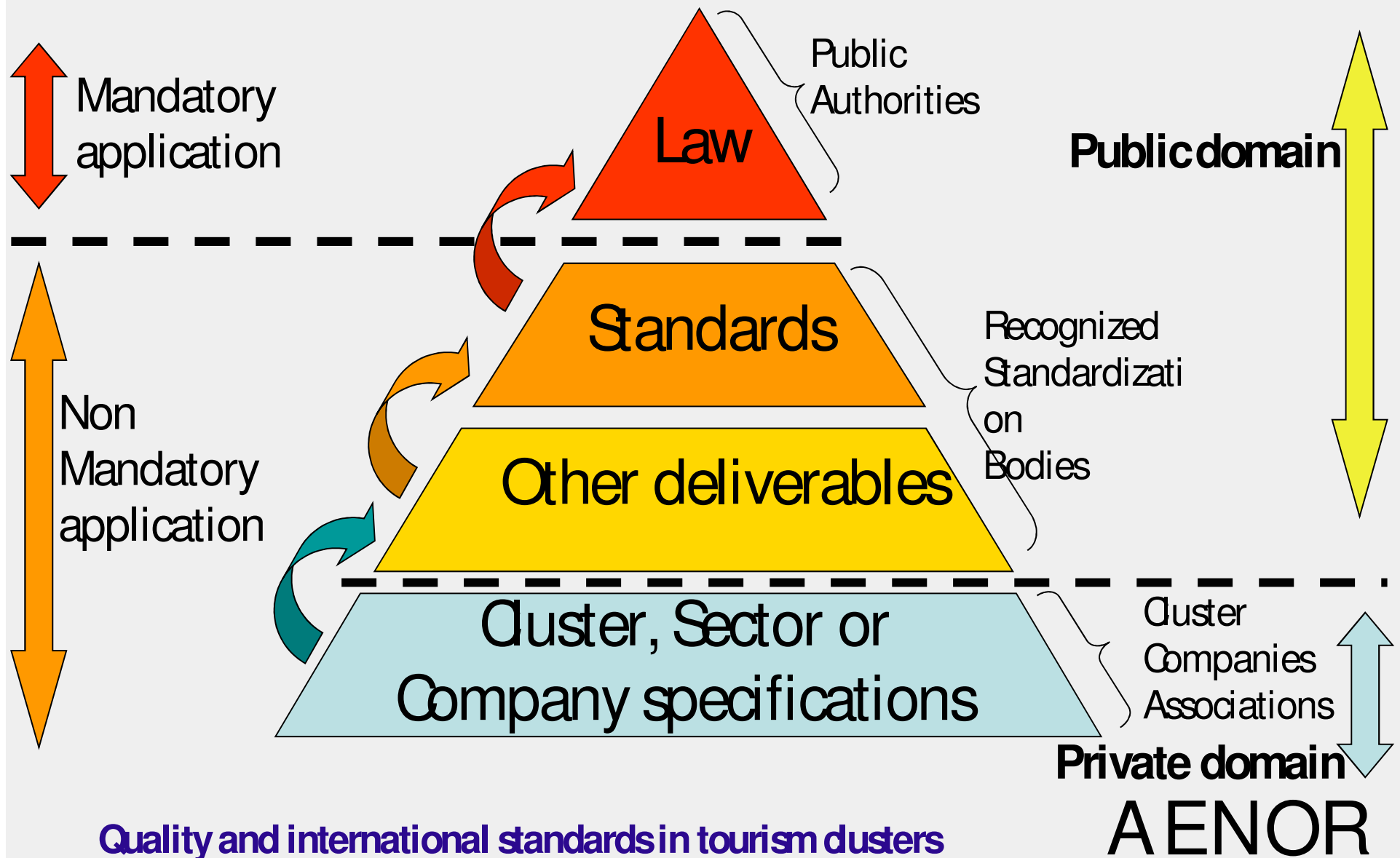
- **Publicly available**

- Prepared by **consensus** of all interested parties

- In a **recognized organization**

- Based on the **state of the art** and the **technical development**

# A standard is quite different to a legislation



# Standardization bodies relevant for tourism sector

## International Standardization



## Regional Standardization



American continent



Europe

## National Standardization



Dominican Republic

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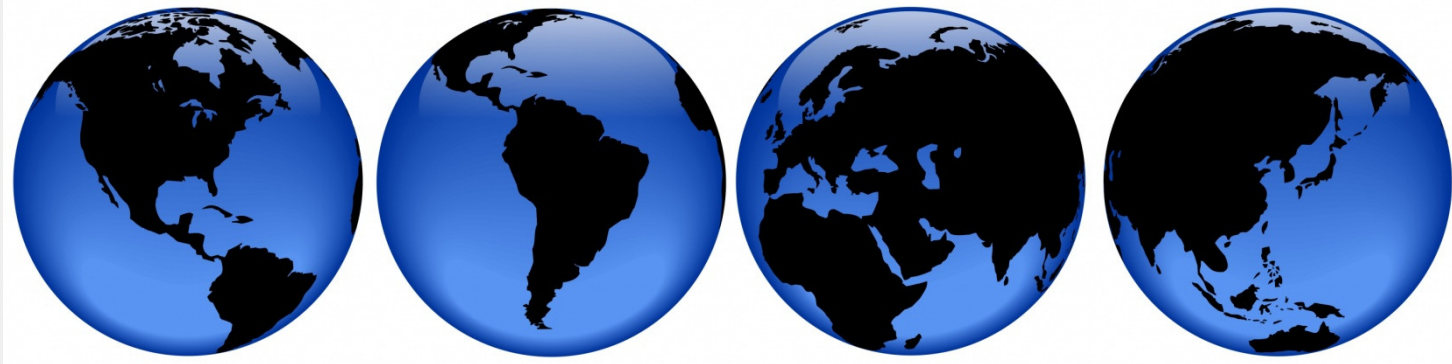
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# International standards and global experience

Wide participation from all regions of the world



International standards are the result of a wide network of experts and industries all over the world..and are a good tool for transmitting this knowledge and experience

This may be particularly interesting when addressing safety, security and other important issues for tourism industry (specially for SMEs)

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# International standards and transparency

Mushrooming of **province/national/regional** standards and **marks** in an international market can contribute to create confusion and loss of credibility by customers



**International standards** contribute to create a **common reference** in the market for both service providers and consumers



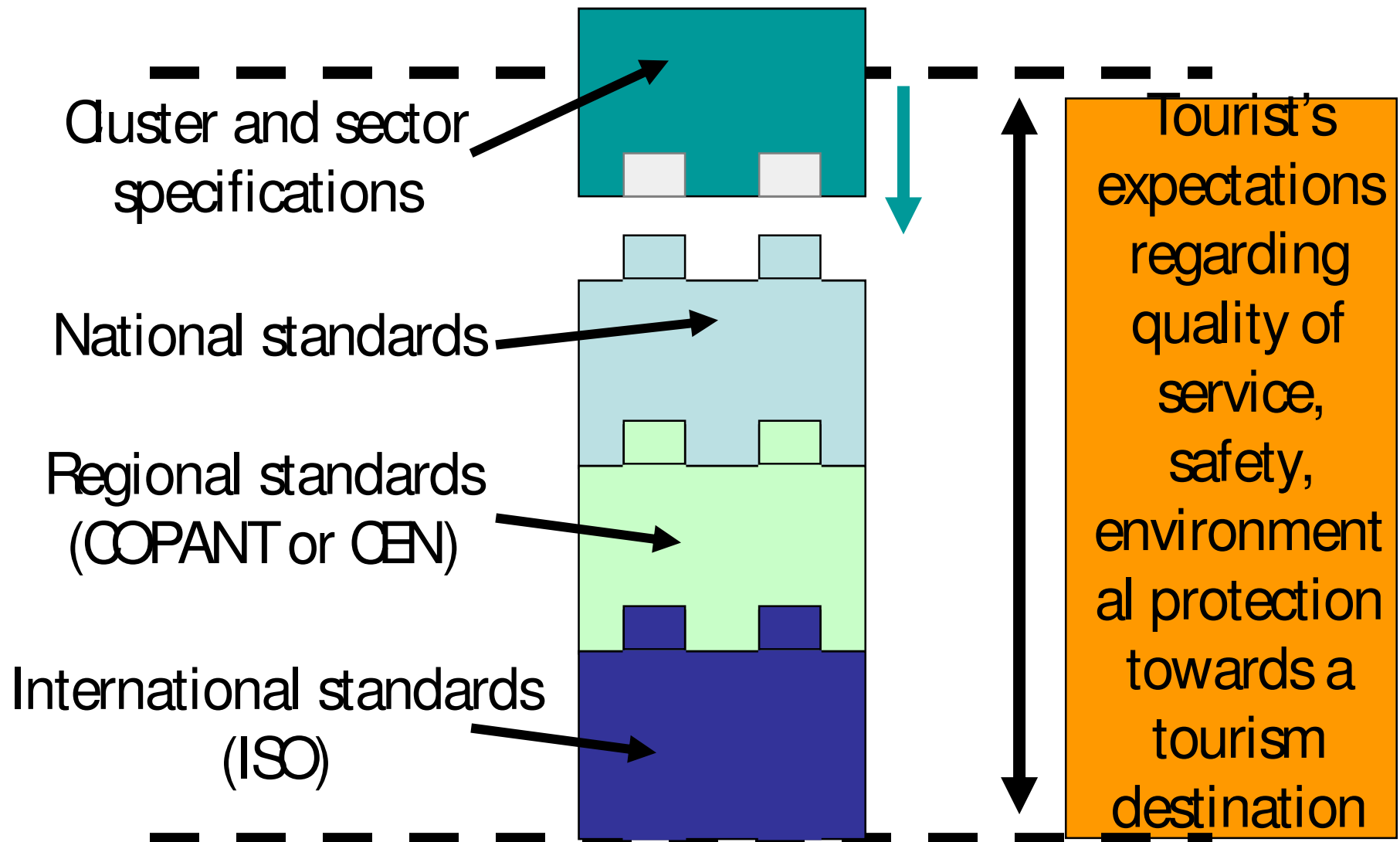
# Balance between global approach and local diversity

How to play internationally with a local flavour

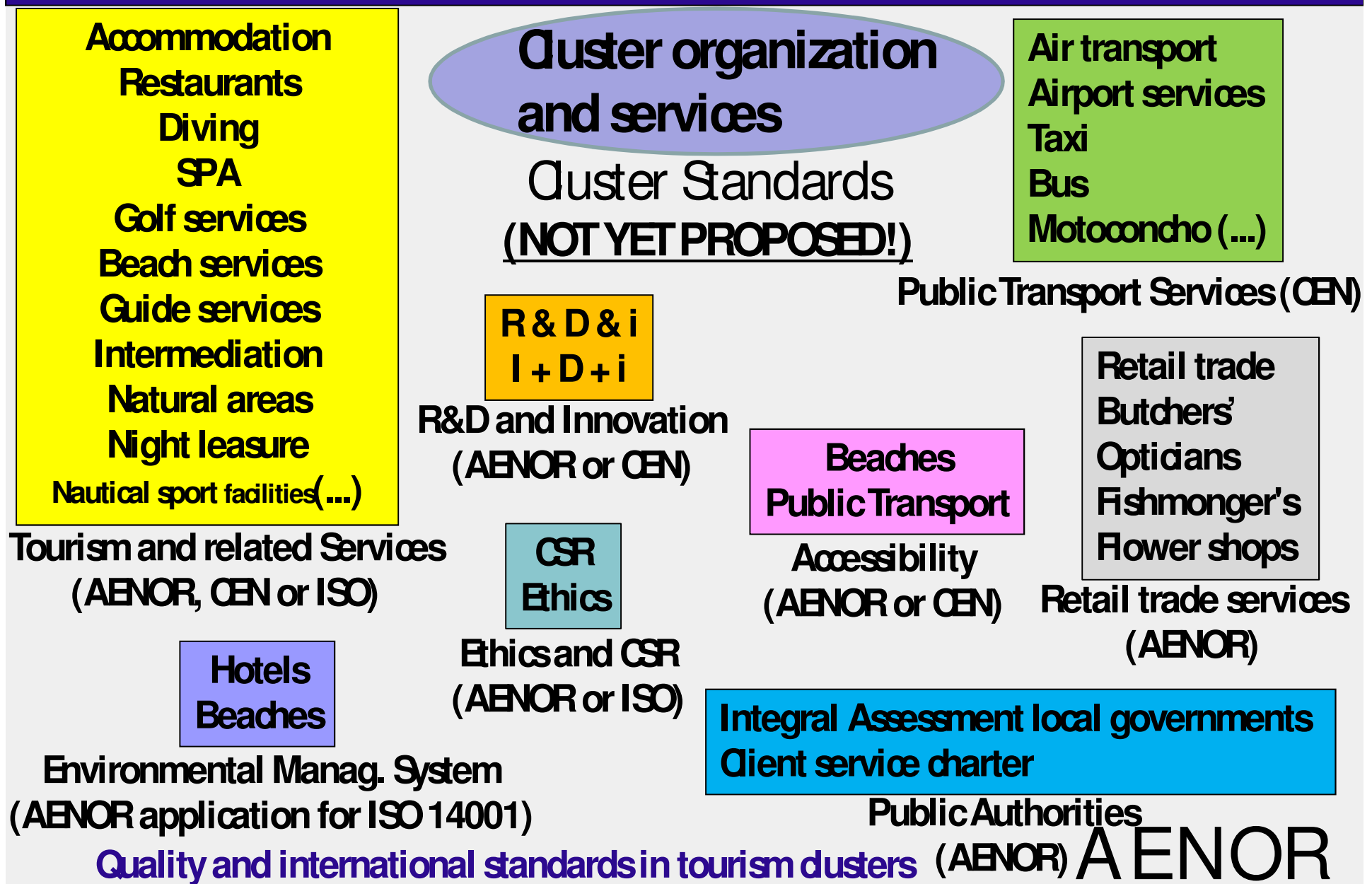


# Balance between global approach and local diversity

How to play internationally with a local flavour



# Clusters: Possible and existing standardization areas



# Why tourism cluster should prepare ISO standards

## Local authorities

- Increase certainty about the use of public financial support;
- Be able to compare procurement offers of private entities for managing clusters.

## Cluster management

- Enhance performance and service quality;
- Facilitate assessment of activities of both cluster and cluster members.
- Establish international benchmarks for clusters.

## Tourism companies

- Increase customer satisfaction;
- Enhance promotion and comparability of offers;
- Improve efficiency and internal processes;
- Facilitate subcontracting and relations between them.

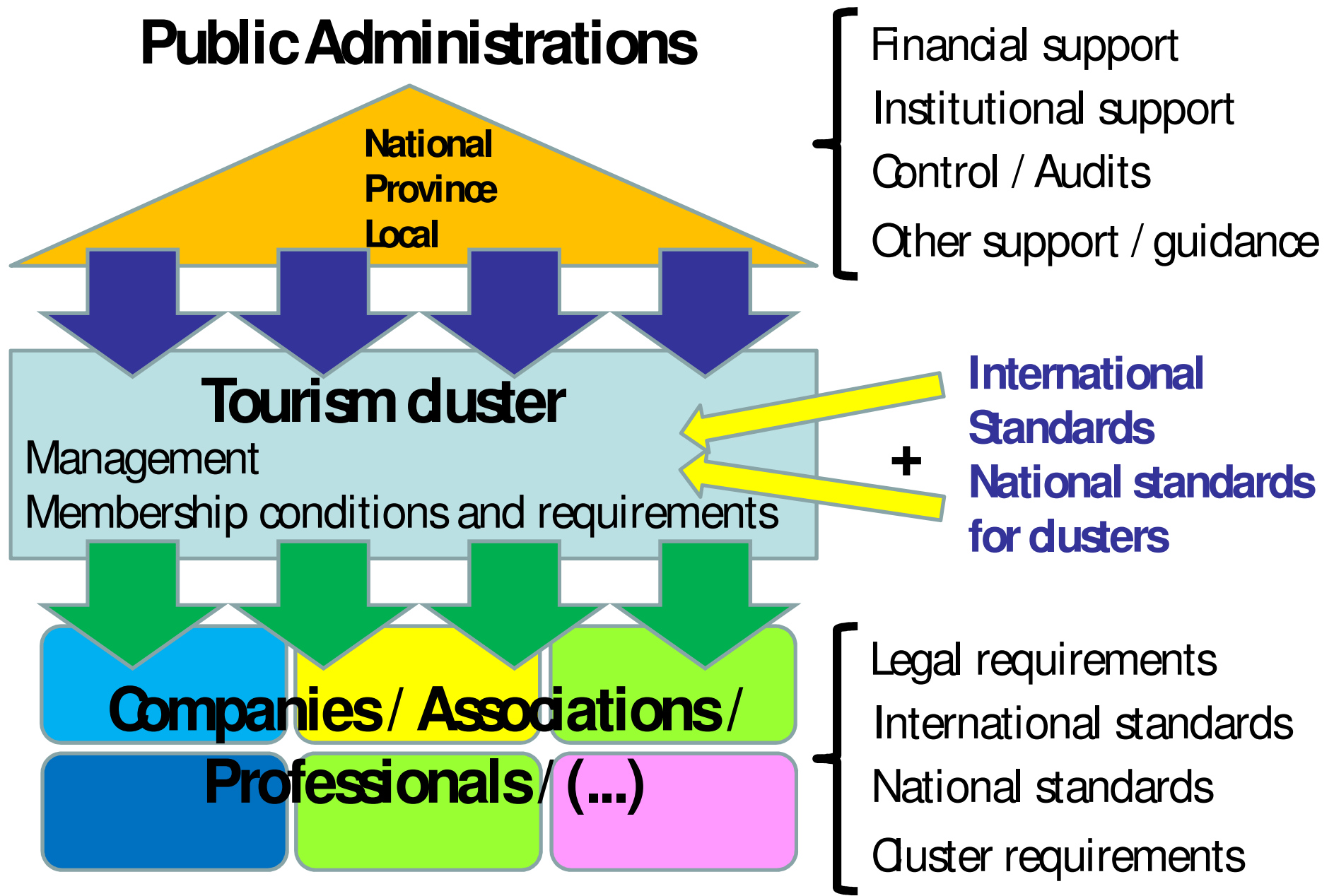
## Society in general

- Increase economic integration and social cohesion;
- Assure sustainability of the society (in wide sense);
- Retain and improve professional skills.

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# Practical example to a tourism cluster: use of standards



# Possible international standard on tourism clusters

## Possible content

- Requirements for management of the cluster;
- Quality criteria and requirements for the services provided by Tourism Clusters;
- Measurement of the quality of services provided;
- Recommendations for relations between cluster management and cluster members;
- Innovation management and technology watch.

# ISO Technical Committee on Tourism Services

## Members of the ISO/TC 228

Presidency: Mr. Eduardo Moreno  
Spanish Institute for Tourism Quality  
(ICTE)

Twinned  
secretariat:  
AENOR (Spain)  
INNORPI (Tunisia)

Participant members: 53

Observer members: 14

Dominican Republic currently  
does not participate!!!!

Liaison organizations: 18

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### **International standards and clusters**

- Can help Tourism clusters to perform better and improve customer satisfaction, contributing to excellence of tourism destinations;
- Facilitate the alignment of all private and public socio-economic agents, for the sustainability of the touristic area;
- Improve the transfer of technology and the establishment of international benchmarks.



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Thank you very much for your  
attention

Muchas gracias por su atención

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Director de Relaciones Internacionales y Cooperación

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<http://www.aenor.es>

correo: [coopera@aeenor.es](mailto:coopera@aeenor.es)

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# Annexes to the presentation providing more information

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correo: [coopera@aeenor.es](mailto:coopera@aeenor.es)

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# ANNEX A - Some relevant international standards in ISO (I)

## ISO/TC228 Tourism and related services



[ISO 18513:2003](#)

Tourism services -- Hotels and other types of tourism accommodation – Terminology

[ISO 24801-1:2007](#)

Recreational diving services -- Safety related minimum requirements for the training of recreational scuba divers -- Part 1: Level 1 – Supervised diver

[ISO 24801-2:2007](#)

Recreational diving services -- Safety related minimum requirements for the training of recreational scuba divers -- Part 2: Level 2 – Autonomous diver

[ISO 24801-3:2007](#)

Recreational diving services -- Safety related minimum requirements for the training of recreational scuba divers -- Part 3: Level 3 -- Dive leader

[ISO 24802-1:2007](#)

Recreational diving services -- Safety related minimum requirements for the training of scuba instructors -- Part 1: Level 1

[ISO 24802-2:2007](#)

Recreational diving services -- Safety related minimum requirements for the training of scuba instructors -- Part 2: Level 2

[ISO 24803:2007](#)

Recreational diving services -- Requirements for recreational scuba diving service providers

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# ANNEX A - Some relevant international standards in ISO (II)

## ISO/TC228 Tourism and related services



ISO 11107:2009      Recreational diving services -- Requirements for training programmes on enriched air nitrox (EAN) diving

ISO 11121:2009      Recreational diving services -- Requirements for introductory training programmes to scuba diving

## ANNEX B - Some current relevant standardization work in ISO

WG 1 “Recreational diving services”

WG 2 “Health tourism services”

WG 3 “Tourist information and reception services at tourist information offices”

WG 4 “Golf services”

WG 5 “Beaches”

WG 6 “Natural protected areas”

WG 7 “Adventure tourism”



## **ANNEX C- Some relevant standards in Europe (CEN)**

### **UNE-EN 13816:2003**

Public passenger transport. Service quality definition, targeting and measurements



### **CWA 45546-1:2004**

Guidelines to standardizers of Collective transport systems – Needs for older people and persons with disabilities – Part 1: Basic guidelines

## **ANNEX D - Some relevant Spanish standards (AENOR)**

### **Series UNE 175001**

Standards dealing with retail trade

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### **UNE 188004:2009**

Services of nautical sport facilities

### **UNE 188005:2009**

Night leisure. Services provision requirements for leisure businesses

### **UNE 66182:2009**

Guide for integral assessment of local government

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## **ANNEX D - Some relevant Spanish standards (AENOR)**

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**UNE 166006:2006 EX**

R&D&i management: Technology Watch System

**UNE 166002:2006 EX**

R&D&i management: R&D&i management system