

Tourism Quality System (Q Turística)

The Q Turística mark, which is of recognised prestige, is a voluntary certification of the quality of tourism services. The Spanish Institute for Tourism Quality (Instituto para la Calidad Turística Española, or ICTE) has the exclusive competence to manage and certify the mark through approved Certification entities, such as Applus+ Certification.



The mark certifies the quality of the management, services and infrastructures of tourism organisations. A tourism organisation achieves and obtains the Q Turística when it proves compliance with the technical requirements dictated by its corresponding sectorial standard. The organisation must implement a management system oriented towards customer service and continuous improvement.

The types of tourist organisations which can opt for the mark are:

- Rural Accommodation
- Sustainable Accommodation
- Tourist Hostels / Hotels / Aparthotels
- Spas
- Campsites and Holiday Villages
- Golf Courses
- Convention Bureaus
- Smart Tourist Destinations
- Protected Natural Spaces
- Ski and Mountain Resorts
- Tourist Guide Training Organisations
- Museums
- Nightlife Organisations

- Tourist Information Offices
- Conference Centres

- Tourist Boards
- Beaches
- Marinas
- Hostess Services
- Catering Services
- Tourist Intermediation Services
- Timeshares
- Tourist Transportation Organisations
- Active Tourism
- Health Tourism
- Industrial Tourism - Guided Tours

WHAT ARE THE BENEFITS OF THE Q TURÍSTICA MARK?

The Q Turística mark is based on compliance with specific standards and requirements adapted to the sector, and therefore oriented to the needs and particularities of the sector. Among the benefits it provides, the following should be highlighted:

OUTSIDE OF YOUR COMPANY

It generates increased confidence in your business and leaves customers and the general public better satisfied, promoting direct and indirect loyalty. It improves your organisation's reputation and gives it a recognised quality seal that differentiates it from its competitors.

INSIDE YOUR COMPANY

It improves management, optimizing resources, motivates staff and better controls the company's performance, amongst other internal benefits.

CAN YOUR COMPANY GET Q TURÍSTICA CERTIFIED?

The tourism standards can be applied to any tourism company or entity of any size, as well as public sector bodies and non-profit organizations that operate or provide tourism services in the sectors indicated above. For this, they must:

- Implement the requirements of the corresponding standard: management, service and infrastructure
- Adhere to the ICTE tourism quality system and agree to the audit with Applus+ Certification



- Demonstrate compliance with the technical requirements during the audit
- Implement and demonstrate, if necessary, the corresponding improvements
- Obtain the certificate and promote it both within and outside your organisation
- Annually pass the audit that our auditors will carry out to verify that the conditions under which the mark was obtained are maintained

WHY APPLUS+ CERTIFICATION?

Applus+ Certification is part of the Applus+ Group and specialises in the certification of management systems. It operates under the principles of independence and impartiality helping clients fight corruption in their organisations by certifying rigorous compliance with the requirements of the standard.