

SPANISH PROPOSAL TO CEN/BT/WG 163  
“Standardisation in the field of Services”  
TOURISM SERVICES

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**Annex A - Details of the Spanish proposal for European standardisation  
in tourism services**

## **1. Employment and economic data of the tourism sector**

The Tourism sector, within the world context, has maintained up to the year 2001 a sustained index of growing above other economic sectors, contributing in that way with the 10,4% of worldwide GDP (Gross Domestic Profit). According to a study published by the World Tourism Organization (WTO), this contribution places tourism over car industry and even above computer industry.

Starting from 2002 this trend changed due to a range of warlike and political events. These events caused that Tourism sector, similar to what happens with other sectors, has experienced different cycles related to its growing. Likewise, according to the forecasts carried out by the World Tourism Organization (WTO) and the World Travel and Tourism Council (WTTC)<sup>1</sup>, the Tourism Sector will be in the future the main industry, which will generate health and employment at a worldwide level.

Regarding the importance of Tourism sector and its behaviour within the membership of the European Committee of Standardization (CEN) and according to the Tourist Satellite Counts- instrument for the analysis that integrates the different statistical tourist sources- during 2004 Tourism sector will contribute with 4,25% (US\$ 575.013,70 mn) to the whole GDP (Gross Domestic Profit). This is a forecast of the WTTC, excluding Cyprus, Latvia and Malta of the 28 states which belong to this Council.

The contribution of Tourism is different in each CEN member and depends, specifically, on its development and the availability of tourist attractions, weather, tourist infrastructures and so on.

Making a step analysis we reach the conclusion that in 32% of the CEN members , tourism represents more than 5% of GDP. Among them, Spain is the state which has the biggest importance with a contribution of 7,7%. At the next step, 36% of the states contribute with an index which goes from 3% to 5% to GNP (Gross Domestic Profit) and finally, the last group belongs to the 32% of the states which contribute with an index under 3%.

In relation with the employment and according to the WTTC<sup>1</sup> forecast, the tourist activity in CEN membership will give employment to 9 365 691 people, which is equivalent to 4,46% of the whole Economical Active Population. This contribution of tourism to the employment is different in each CEN member. Among them, Spain is the country with the highest percentage of contribution to the employment (8,7% of the Economical Active Population).

As regard to the importance of Tourism in Spain, model of reference, and according to the Annual Survey about Services of the (Spanish) National Statistic Institute (INE), the tourism sector counted in 2001 with a whole of 268 084 companies. Likewise, the tourism sector obtained a turnover of 5 286 m.m of euros in the same period, gave employment to 1 118 486 people and encouraged the execution of a gross investment in capital goods of 373 m.m of euros during the same year.

## **2. Spanish experience in standardisation in the tourism sector**

### **2.1 Technical experience**

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<sup>1</sup> Information available in WTTC web page

AENOR has established 9 national committees for standardisation in the field of tourism services which deal with the following subsectors:

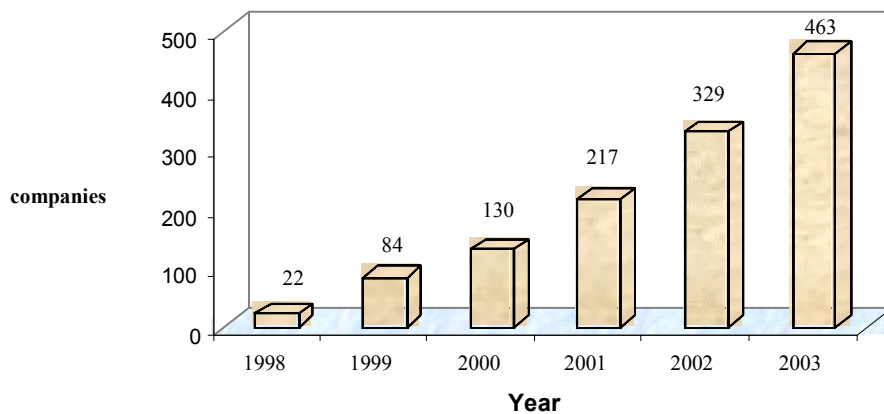
- restaurants
- hotels and touristic apartments
- rural accommodation
- campings and vacational resorts
- time sharing companies
- health resorts
- public services
- leisure activities
- intermediary services

## 2.2 Implementation experience

### ◆ Evolution of implementation of the touristic specifications in the tourism sector in Spain

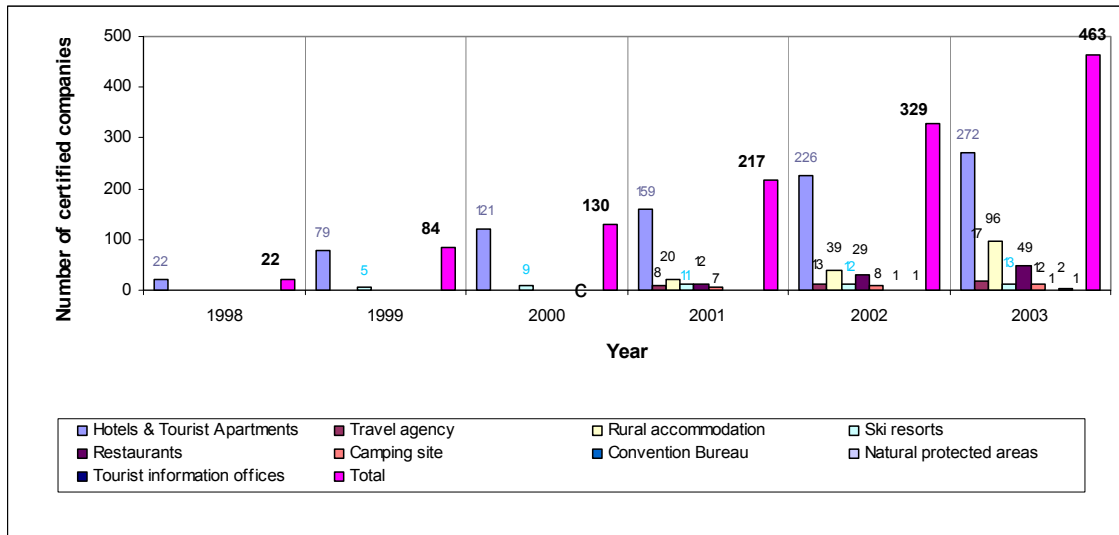
In addition to the application of the touristic specifications and their conversion into National Standards the evolution of companies under the sectorial Quality Tourism specifications has been continuous since 1998. In this way, we have passed from 22 enterprises which implemented the specifications in 1998 to 463 in 2003.

Bar Chart 1: Evolution of companies (1998-2003)



The evolution of implementation in each subsector has been unequal. This has been motivated by the slow maturation of each subsector and the introduction in stages of the different Quality Tourism specifications.

Bar Chart 2: Evolution of companies per subsector (1998-2003)



### 3. Proposal for European standardisation on tourism services

Within the frame of the Programming Mandate M/340 addressed to CEN and Resolution 1/2004 of CEN/BT/WG 163, Spain, through its National member, AENOR proposes Tourism as a priority area of standardization within the service sector.

The proposal is structured in six areas that gather 15 subsectors. The contents of each are detailed in the Annex to this document.

#### 1. Accommodation

- Hotels and Tourist Apartments
- Camping
- Rural Accommodation
- Time Sharing enterprises
- Health resorts (It has been considered that DIN has proposed standardisation for health services.)

#### 2. Restaurant Industry

- Restaurants

#### 3. Public Services

- Convention Bureaux
- Tourist Information offices

- Conference Centres
  - Natural Protected Areas
  - Beaches
4. Leisure Activities
- Ski Resorts
5. 5. Intermediary services
- Travel Agencies
6. Transports
- Air Companies
  - Carriers

The choice of these subsectors is based mainly in the fact that all of them have already sectorial specifications, elaborated by the managerial representatives. In particular 9 of those specifications (Hotels and Tourist Apartments, Travel Agencies, Camping sites, Rural Accommodation, Ski Resorts, Restaurants, Convention Bureaux, Tourist Information Offices and Conference Centres) are being widely used nowadays by the Spanish touristic service providers as a quality reference.

See details of the proposal in Annex A.

## 4. Institutional and Sectorial Support

This proposal of European standardization at European level counts on with the institutional and sectorial support. The different institutions, associations and federations which back up this initiative are detailed below.

### ◆ Institutions

Spanish Government through the Secretariat-General for Tourism has acted as promoter of this initiative with the active participation of the Spanish Federation of Municipalities and Provinces and several Regional representatives are participating with this initiative of standardization in the service sector.

### ◆ Federations and business associations

Regarding managerial support, the different federations and business associations of the tourism sector interested in the execution of these standards are detailed below.

- ACTR (Asociación para la Calidad del Turismo Rural)  
*(Spanish Association of Rural Accommodation)*
- AEDAVE (Asociación Empresarial de Agencias de Viajes Españolas,

*(Spanish Association of Travel Agencies)*

- AMAVE (Asociación de Mayoristas de viajes Españolas),

*(Spanish Association of wholesaler of Travel Agencies)*

- ASINTRA (Asociación Nacional de Transporte por carretera)

*(Spanish Association of or Road Transports)*

- Asociación de Palacios de Congresos de España.

*(Spanish Association of Conference Centres)*

- Asociación Española de Compañías Aéreas (AECA)

*(Spanish Association of Air Companies)*

- Asociación Nacional de Estaciones Termales (ANET)

*(Spanish Association of Health Resorts)*

- Asociación Turística de Estaciones de Esquí y Montaña (ATUDEM)

*(Spanish Association of Ski and Mountain Resorts)*

- Confederación Española de Hoteles y Apartamentos Turísticos (CEHAT)

*(Spanish Confederation of Hotels and Touristic Apartments)*

- Cúpula asociativa de agencias de viajes (CAAVE)

*(Travel Agencies)*

- EUROPARC (Asociación Europea de Espacios Naturales Protegidos)

*(European Association of National Protected Areas)*

- FEAAV (Federación Española de Asociación de Agencias de Viaje) .

*(Spanish Federation of Travel Agencies)*

- Federación Española de Hostelería y Restauración (FEHR)

*(Spanish Association of Hospitality and Restaurants)*

- FEECYV (Federación Española de Empresarios de Campings y Ciudades de Vacaciones)

*(Spanish Federation of Campings and Vacation resorts)*

- FEMP (Federación Española de Municipios y Provincias)

*(Spanish Federation of Municipalities and Provinces)*

- OTE España (Organization for Timeshare in Europe)

**ANNEX A****Details of the Spanish proposal for European standardisation in tourism  
services****1. Accommodation****1.1 Hotels and Tourist Apartments**

- Reception
- Housekeeping
- Food and Beverage
- Entertainment
- Supply and storage
- Special events

**1.2 Camping**

- Welcome, information and customer service
- Basic services, supplies and maintenance
- Complementary services, common areas and entertainment
- Food and Beverage service

**1.3 Rural Accommodation**

- Facilities and equipment
- Welcome and accommodation
- Cleanliness and Maintenance
- Security and Environment
- Trading

**1.4 Health centres**

- Front desk
- Medical service
- Therapeutic properties of the water
- Hydrotherapy treatments
- Cleanliness and hygiene
- Maintenance and air conditioning

## 1.5 Time sharing companies

Front desk  
Cleanliness  
Food and Beverages service  
Maintenance  
Supply and storage  
Entertainment  
Special events

## 2. Restaurant Industry

### 2.1 Restaurants

Supply and storage

Kitchen

Dining-area

Maintenance

Hygiene and Cleanliness

## **3. Public services**

### **3.1 Convention Bureaux**

- Management and information
- Trading
- Provided services

### **3.2 Tourist Information Offices**

- Welcome
- Supply and marketing
- Infrastructure and maintenance

### **3.3 Conference Centres**

- Development of events
- Food and Beverage service
- Hygiene and cleanliness
- Maintenance

### **3.4 Natural Protected Areas**

- Welcome and recreation
- Information
- Signposting
- Environmental Sensitization and interpretation of the patrimony
- Trading and Booking
- Security
- Cleanliness and Maintenance
- Environmental quality
- Check and evaluation

### **3.5 Beaches**

- Safety, rescue and first aids
- Information
- Cleanliness and selective collection of wastes
- Maintenance of installations and equipments
- Access
- Hygienic services
- Leisure

## 4. Leisure Activities

### 4.1 Ski Resorts

Management of acces

Information about the Ski Resort

Ski Resort exploitation. Slopes and ski-lifts

Management of food and Beverage service on slopes

Management of other services

## 5. Intermediary service

### 5.1 Travel Agencies

Management of external resources

Activities

Trading and after-sale service

Creation of new products

## **6. Transpot**

### **6.1 Carriers**

- Safety and environmental protection
- Traffic and operations
- Hygiene and maintenance
- Customer service

### **6.2 Air companies**

- On board services
- Trading of services
- Customer assistance on arrivals
- Launching pad operations
- Customer assistance on departures
- Aerotaxi service