QUALITY STANDARD ON THE SILK ROAD. WHY AND HOW?
A proposal

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- NATIONAL GOVERNMENT
- SECRETARY OF STATE OF TOURISM
- REGIONAL GOVERNMENTS
- LOCAL GOVERNMENTS
- TOURIST INDUSTRY
Who were (and still) involved?

- CEHAT (Hotels and apartments association)
- CEAV (Travel agencies association)
- FEHR (Restaurants association)
- FEECYV (Campsites association)
- ACTR (Rural accommodation association)
- RDO Spain (Time sharing association)
- ASINTRA (Transport – Buses association)
- ANBAL (Medical spas association)
- RFEG (Royal Federation of Golf)
- ECO (Night leisure association)
- CEACNA (Yacht harbours association)
- ANETA (Adventure tourism association)
- Europarc España (Natural protected areas association)
- SET (Secretary of State of Tourism)
- CCAA (Regional Governments)
- FEMP (Local Governments)
BENEFITS (from a service provision point of view)

FOR THE MANAGER

GETTING QUALITATIVE AND QUANTITATIVE INFORMATION FOR MAKING DECISIONS

FOR THE EMPLOYEES

THEY KNOW WHAT TO DO AND HOW TO ACT
Why a quality standard on the Silk Road?

- 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)
  - Importancy of prevention instead of correction
It is the moment to design and implement a quality standard for the Silk Road!!!
How to design it and to implement it?

1. Previous assessment of quality level (diagnosis):
   - In service provision (special emphasis on staff training)
   - In facilities and infrastructures
   - Other dimensions (intern management?)

2. Definition of a quality standard (reach consensus)
   - Accommodation? Destination? Others?
   - How basic, intermediate or high level?
How to design it and to implement it?

3. Design and definition of the management of this project (medium and long term)

4. Pilot project (implementation of the quality standards)

5. Countries’ engagement, contribution and control of the designed and implemented system
International standards on tourism
(developed by 94 countries)

file:///C:/Users/mccadiz/Downloads/ISO_TC%20228-%20Tourism%20and%20related%20services.html
And now...
Should we start?
THANK YOU FOR YOUR ATTENTION