



MINISTRY OF ECONOMY, COMMERCE AND
RELATIONS WITH BUSINESS ENVIRONMENT

International Conference

INTEGRATED QUALITY MANAGEMENT IN TOURISM DESTINATIONS: A KEY TO COMPETITIVENESS

23 -24 June, 2016

Palace of the Parliament, Bucharest, Romania

PROGRAMME

22 June, 2016

Background and objectives:

- ❖ The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. Tourism destinations are facing significant challenges to ensure their long - term and sustainable growth within an increasingly competitive marketplace.
- ❖ **Quality** is a matter of growing concern in the tourism sector. It is not only one of the key factors which influence destination competitiveness but also is a professional tool for organizational, operational and perception purposes for tourism suppliers.
- ❖ Therefore “**an integrated quality management**” approach must be highlighted as one of the priorities in the long-term strategic planning of any Destination Management Organization at national and sub-national level, with the ultimate aim of improving performance.
- ❖ Quality management initiatives in tourism destinations also produce benefits: such as: **i)** improve the destination's image and positioning, **ii)** enhance its capacity to compete against other destinations, **iii)** guarantee a stronger positioning for business negotiations, **iv)** involve the tourism stakeholders into a more cohesive business environment, **v)** encourage substantial changes in planning and management strategies, **vi)** offer effective options for improving the related legislation framework, **vii)** generate direct benefits for the local community and **viii)** reduce costs for the operators.
- ❖ **The Conference aims** at **i)** providing a comprehensive understanding of the integrated quality management in tourism destinations **ii)** exploring an interdisciplinary platform on how to launch and implement “destination quality systems” with the involvement of all stakeholders; and **iii)** exchanging experience and good practices on how to build the culture of destination quality, and presenting showcases on developing the necessary tools for management and monitoring.

Wednesday, 22 June, 2016

14:00 – 19:00 Registration of participants

19:00 – 21:00 Welcome reception

Thursday, 23 June, 2016

08:30 – 09:00 Registration of participants

09:00 – 10:00 Opening Session

Master of Ceremony: Laura Dragomir

Taleb Rifai, Secretary General, UNWTO

Costin Grigore Borc, Deputy Prime Minister, Minister of Economy, Commerce and Relations with the Business Environment of Romania

Cristina Pașca Palmer, Minister of Environment, Water and Forests

Claudiu Vrinceanu, State Secretary, Minister of Economy, Commerce and Relations with the Business Environment of Romania

Anca Pavel-Nedea, President of the National Authority for Tourism of Romania

10:00 – 10:10 Coffee break

10:00 – 10:30 Press conference (by invitation only)

10:15 – 12:30 SESSION 1: A Strategic Approach to Integrated Quality Management in Tourism Destinations

This session at the outset will provide a global insight and overview to clearly understand the strategic approach to integrated quality management in tourism destinations and will explore the ways to integrate this approach in tourism policies. A few illustrative cases at national level will be presented as success stories.

Moderator: Laura Dragomir, TV Moderator at Travel Mix Channel

10:15 – 10:40 Keynote: Esencan Terzibasoglu, Programme Director for Destination Management and Quality, UNWTO

10:40 – 10:50 Han Yan, Deputy Secretary General of World Tourism Cities Federation (WTCF), China

10:50 – 11:10 Maricruz Cádiz, Technical Director, Instituto para la Calidad Turística Española (ICTE), Spain

11:10 - 11:30 Mounsiif Taybi, Chief of Service of Regulation, Development and Quality, Ministry of Tourism, Morocco

11:30 – 11:40	Claudia Tapardel , European Parliament
11:40 – 11:50	Maria Grapini , European Parliament
11:50 – 12:05	Nicolaie Moldovan , City Manager of Alba Iulia, Romania
12:05 – 12:30	Q/A

12:30 – 14:30 Lunch

14:30 – 16:30 SESSION 2: Implementation of Quality at Specialized Destinations

This panel session will highlight good examples of different types of destinations and/or tourism products which need to look at special processes and procedures to plan and implement quality systems.

Moderator: Laura Dragomir, TV Moderator at Travel Mix Channel

14:30 – 16:15 Presentations

- Coastal Tourism: **Zrinka Badurina**, Marketing Manager, Tourist Board of Mali Lošinj, Croatia
- Protected Areas: **Mircea Vergheleț**, Director of the National Park “Piatra Craiului”, Romania
- Wellness Tourism: **László Puczkó**, CMC, Director, Xellum Ltd. Budapest, Hungary
- City Tourism: **Ahuva Zaken**, Senior Deputy Director General and Head of the Tourism Services Administration, Israel Ministry of Tourism and **Rakefet Levy**, Director, Tourism product control and Information offices, Israel Ministry of Tourism, Israel
- Meetings Industry:
 - **Bruce Redor**, Senior Associate (Europe, Middle East & Africa), GainingEdge, France
 - **Calin Ile**, Hotel Manager in Accor Group and President of Romanian Federation of Hotel Industry, Romania
- Cultural Heritage: **Caroline Fernolend**, Director “Mihai Eminescu” Trust, United Kingdom

16:15 – 16:30 Q/A

16:30 – 17:00 Coffee Break

17:00 – 18:15 SESSION 3: Marketing Quality

This session will present an overview on the basic mechanisms for quality recognition, promotion and communication. It will indicate how quality can serve to strengthen the brand identity of the destination and enhance its competitiveness.

	Moderator: Laura Dragomir , TV Moderator at Travel Mix Channel
17:00 – 17:30	Keynote: Victor Gorga , Director for Tourism, Grupo Inmark, Spain
17:30 – 17:45	Ana Sipciu , Google Romania
17:45 – 18:00	Michael Kessler , VP of Global Sales, Review Pro, Spain
18:00 – 18:15	Q/A

18:30 – 19:00 CLOSING SESSION

Technical Conclusions: **Esencan Terzibasoglu**, Programme Director for Destination Management and Quality, UNWTO

Closing remarks: **Anamaria Almasan**, Minister Counsellor, the Embassy of Romania to Spain
Anca Pavel-Nedea, President of the National Authority for Tourism of Romania
Marjan Hribar, Special Advisor to the UNWTO Secretary General

20:30 – 23:00 GALA DINNER
LOCATION TO BE CONFIRMED FURTHER

Friday, 24 June, 2016

09:00 – 16:00 TECHNICAL VISIT

Further information on the Technical Visit available [here](#).