

INSTITUTE FOR SPANISH TOURISM QUALITY (ICTE)

Non-profit organisation responsible for the creation, implementation and revision of tourism quality standards; recognition of the work of tourism companies in the implementation of a quality system via the Q stamp for Tourism Quality; promotion of the Q Mark for Spanish Tourism Quality and the companies that hold it.

www.calidadturistica.es



Collaborating member of the Smart Destinations Network



Q FOR TOURISM QUALITY

The Q Mark is the **only official recognition of tourism quality** in the Spanish tourism sector. It is owned by the Spanish State, and managed by the Institute for Spanish Tourism Quality.

It is common among the different tourism subsectors and its certification by audit guarantees the compliance of a management system based on quality in the delivery of tourism products and services, providing prestige, differentiation, reliability and rigour to the establishments that hold it. In addition, it is the Mark that can also be used to certify Smart Tourist Destinations.

Scope of smart destination application

Governance

Solutions for destinations in the following areas



Type of solution

