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QUALITY IS PROFITABLE

Conference on Leisure Tourism and Consumer Protection in the Mediterranean

Organized by
European Consumer Centre in Spain
in collaboration with
World Tourism Organization [UNWTO]
and
Secretariat General for Tourism
[Spanish Ministry of Industry, Tourism and Trade]



Torremolinos [Málaga] Spain, 30/31 October, 2007
Congress and Exhibition Palace of the Costa del Sol



MINISTERIO
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CONSUMO



SECRETARÍA DE ESTADO
DE TURISMO Y COMERCIO
SECRETARÍA GENERAL
DE TURISMO



Tuesday
30
October

08:30 – 09:00 **Registration and welcome coffee**

09:00 - 09:30 **Official Opening**

Mr. Francesco Frangialli, *Secretary-General
World Tourism Organization (UNWTO)*

Mrs. Francisca Montiel, *General Director for Tourism Quality,
Innovation and Development Prospects
Junta de Andalucía (Spain)*

Mrs. Isabel M^a Cumbreira, *General Director for Consumer
Affairs – Junta de Andalucía (Spain)*

Dr. Ángeles Heras, *General Director – Spanish National Institute
of Consumption*

09:30 - 09:50 **Tourism consumer issues at stake from an International
perspective**

Mr. Henryk Handszuh, *Director Market Department – UNWTO*

Panel 1

09:50 - 10:20 **Safety & Security, Innovation and Responsible
Production and Consumption**

Moderator and rapporteur:

Dr. Phroso Hadjiluca, *Director of the European Consumer
Centre of Cyprus*

**Safety & Security: problems faced by consumers during
international travel**

**Safety and security in tourism facilities and during trips
(fire, accidents, theft, terrorism) (10 min.)**

Lt. Col. Essam Darraz, *Tourism and Antiquities Police
Ministry of Interior of Egypt*

Traveller's health in the Mediterranean (10 min.)
Mr. George Kamizoulis, *Coordinating Unit of the Mediterranean Action Plan – World Health Organization (WHO)*

Consumer safety (tourism goods and services and related products) (10 min.)
Mr. José Sancho de Sousa e Silva, *Senior Adviser Tourism of Portugal*

10:20 - 10:40 **Innovation**

Areas of innovation of interest to tourism consumers (10 min.)
Mr. Ramón Estalella, *Secretary-General – Spanish Federation of Hotels and Tourist Accommodation (CEHAT)*

Forms of collaboration between private enterprise and consumers in the field of innovation (10 min.)
Mrs. Bel Llodrà, *Digital Communication Coordinator Fundació IBIT – Illes Balears Innovació Tecnològica (Spain)*

10:40 - 11:00 **Responsible production and consumption**

Recognising and promoting eco-friendly hotels (10 min.)
Eco-certification for hotels – an outline of the scheme and the benefits associated with it. Entrepreneurs' view of responsible tourism certified products
Mr. John Magri, *Manager Quality Assurance, Quality Assurance Directorate – Malta Tourism Authority*

Consumers' responsibility and perspective (10 min.)
Consumers' view of tourism products labelled as responsible, fair trade and the like
Mr. Filippo Mazzariol, *Project Manager – Unioncamere Eurosportello Veneto (Italy);*
Mrs. Barbara Nusser, *Project Assistant – Verbraucher Initiative (Germany)*

11:00 - 11:40 Questions and Debate

11:40 - 12:00 **Coffee break**

Panel 2

12:00 -13:15

Setting International Standards for Tourism Services

Moderator and rapporteur:

Mr. Eduardo Moreno, *President, ISO Technical Committee on Tourism and Related Services, ISO/TC 228*

International Standards (15 min.)

Mrs. Elena Ordozgoiti de la Rica, *Secretary, ISO Technical Committee ISO/TC 228 – Spanish Standardization Agency (AENOR)*

Consumers' participation in international standardization (15 min.)

Mr. Arnold Pindar – *European Association for the Coordination of Consumer Representation in Standardization (ANEC)*

Companies before standardization (15 min.)

Mr. Nicasio Pérez Menzel, *President – Balneario de Archena (Spain)*

Case study from Morocco (15 min.)

Ms. Aicha Hamzaoui, *Responsible for Standardization in Services – Ministry of Industry, Commerce and Economy of Morocco*

Increasing transparency on quality and increasing trust in services in Europe (15 min.)

Mrs. Maitane Olabarria – *European Committee for Standardization (CEN)*

13:15 - 14:15

Questions and Debate

14:15 - 16:00

Lunch

Panel 3

16:00 - 17:15

Consumer Protection Instruments and Mechanisms

Moderator and rapporteur:

Mr. Carlos Romero, *Executive Director, UNWTO Affiliate Members*

International, European and national instruments and mechanisms for the protection of tourism consumers: Are they sufficient or should they be improved? Are new instruments necessary?

■ National level

National regulations implementing European Union directives and regulations (10 min.)

Mr. Julio Fuentes, *General Deputy Manager for Legislative Politics – Spanish Ministry of Justice*

Responsibility of travel agencies (10 min.)

D. José Manuel Maciñeiras, *President – Business Association of Spanish Travel Agencies (AEDAVE)*

Alternative tourist dispute resolution systems (ADR) (15 min.)

Mr. Alfonso López-Escobar, *Secretary and Chief of Department Junta Arbitral de Consumo de Andalucía (Spain)*

■ European level

European Union directives and regulations: package trips, air transport, distance selling and timeshare European Consumer Centres network (ECC-Net) (15 min.)

Mr. Jesús Orús, *Deputy Head of Unit, Health & Consumer Protection Directorate-General (DG Sanco) – European Commission*

■ International level

Government travel advice (10 min.)

Mr. Henryk Handszuh, *Director Market Department – UNWTO*

International Private Law and intra/extra-Community consumer contracts (15 min.)

Dr. José Ignacio Paredes Pérez, *Legal Advisor
European Consumer Centre (ECC) in Spain*

17:15 - 18:15

Questions and Debate

Wednesday

31

October

09:30 - 10:00 **Registration and welcome coffee**

10:00 - 11:00 **Master conferences**

Consumer affairs (30 min.)

Dr. Ángeles Heras, *General Director*

Spanish National Institute of Consumption

Tourism (30 min.)

Mrs. Amparo Fernández, *Secretary-General for Tourism*

Spanish Ministry of Industry, Tourism and Trade

11:00 - 11:30 **Coffee break**

11:00 - 11:30 **Press conference**

Participants:

Spanish Minister for Health and Consumer Affairs; Spanish Secretary-General for Tourism; World Tourism Organization; European Commission

11:30 - 12:30 **Conclusions and proposals**

Coordinator:

Mrs. M^a Luz Peñacoba, *ECC Spain Project Director*

Rapporteurs:

Dr. Phrosso Hadjiluca; Mr. Eduardo Moreno; Mr. Carlos Romero

12:30 - 13:30 **Official Closure**

European Commission

Dr. Bernat Soria Escoms, *Spanish Minister of Health and Consumer Affairs*

13:30 - 15:30 **Lunch**



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