STANDARDISATION IN TOURISM FIELD IN TUNISIA, ACHIEVEMENTS AND PERSPECTIVES

TURKEY 2005
TUNISIAN SEASIDE TOURISM

TABARKA
WHO IS INNORPI?
INNORPI

- INNORPI is the Tunisian national body for standardisation and industrial property.
- It is under the supervision of the Ministry of Industry, Energy, and Small and Medium Companies.
Main missions of INNORPI

• Standardisation
• Quality promotion
• Product certification
• Service certification
• Management system certification of:
  - Quality
  - HACCP
  - Environment.
• Training
• Industrial property
• Information about standards and technical regulations
INNORPI MEMBERSHIP AT REGIONAL AND INTERNATIONAL LEVELS

INNORPI is the official representative of Tunisia in:

- ISO
- CEI
- Codex Alimentarius
- WIPO : World Intellectual Property Organisation
- AIDMO : Arab organisation for industrial development and mining
- ARSO : African régional standards Organisation
- CEN : Partner member since 01 Janvier 2005
- Secretary of the new technical committee of ISO related to tourism and connex activities
Main figures about Tunisian standardisation

- 126 Technical committees
- 6015 Tunisian standards
- 381 of the Tunisian standards are identical to European standards
SIDI BOU SAID

PLEASURE HARBOUR
Main figures about Tourism in Tunisia

• Tunisian tourism is 40 years old
• Employs 310,000 persons
• 800 hotels as to December 2004
• Has 25 Thalassotherapy Centres, 18 others are in project
• Tunisia is the second destination for thalassotherapy in the world after France
• The main clients are European
The assets of Tourism and Tunisia

- Security and political stability
- The attractive mediterranean weather
- Diversity of the touristic products
- Proximity to Europe
- Competitive prices
- ........
Why do we need standards now in the tourism field?

International context:
- The need of standards and certifications according to MARRAKECH agreement
- Barcelone agreement with EU
- Evolution of the european tourist requirements (Principal client for Tunisia)
Why do we need standards now in the tourism field?

**Tunisian context:**

1. High competition between the different mediterranean destinations
   
   so we should think quality and satisfy more and more the tourist’s requirements

2. Stake of efficiency and profitability:
Consequent Decisions

- Establishment of the policy focused on « Total Quality in Tunisian Tourism »

- Cooperation between INNORPI, the Tunisian National Office Of Tourism (ONTT) and the professionnels to establish tunisian standards in tourism field.
Consequent Decisions

• The launching of a national program to upgrade the hotels and enable them to be more and more competitive.

• Revision of the tunisian laws concerning the hotels classification (Underway)

• Revision of the tunisian laws concerning the thalassotherapy (Underway)
HIKING

DOUZ
THE TUNISIAN APPROACH FOR THE STANDARDISATION IN THE TOURISM FIELD
The main activities and scopes concerned with standardisation
The main activities and scope concerned with standardisation

- Health care and welfare
  - Thalassotherapy
  - Thermalism
  - Balnéotherapy...
  - Others ....
The main activities and scopes concerned with standardisation

Hotels
- Reception
- Accommodation
- Restaurants
- Animation à l'Hôtel
- Others

Security + Hygiène + Quality
- Infrastructures
- Equipements
- Methodes
- Qualification of Personnel
The main activities and scopes concerned with standardisation

- Quality
  - General quality principles
  - Service’s specific requirements
  - others

- Hygiene
  - General Hygiene Principles
    - Hygiene and food safety
    - Prevention of infectious diseases
Tunisian standards

• General principles for food hygiene in touristic restaurants as a prerequisite for food safety

• Touristic services – Terminology related to hotels and touristic premises
Tunisian standards

• Touristic services – General principles related to quality

• Touristic services – Thalassothérapya
Perspectives

• Launching of the national program for awareness and training all over Tunisia of the inspectors of the national office of tourism
Perspectives

• Auditor’s training for the hotels certification
• Launching of quality label for thalassotherapy
Thank you for attention