

**NORMALIZACIÓN Y GESTIÓN DE LA CALIDAD TURÍSTICA:
UN ENFOQUE INTEGRAL**

Lic. Adriana Romero (Compl.)

CONTENTS

Prologue	115
<i>By Adriana Romero, President of the Forum of Tourism Professionals</i>	
Chapter 1: Introduction to standardization and quality in tourism	117
<i>Mauro Beltrami</i>	
Chapter 2: Quality management systems in tourism organizations	129
<i>Germán Treuer/Pablo Passalacqua</i>	
Chapter 3: Public policies in the tourism sector	145
<i>Gonzalo Casanova Ferro</i>	
Chapter 4: Comprehensive management system in seaside resorts	161
<i>María Soledad Pereira</i>	
Chapter 5: Labor skill standards	167
<i>Daniel Beltrami</i>	
Chapter 6: Double acronym IRAM-SECTUR standards by sector	179
<i>Alexey Morón Hessling/Mariela Wagner</i>	
6.1: Overview.....	181
6.2: IRAM-SECTUR Standard on active tourism.....	189
6.3: Norma IRAM SECTUR Standard for tourism services in natural protected areas.....	198
Chapter 7: Other management models: Excellence Models	203
<i>Mariela Wagner/Mauro Beltrami</i>	