

About dit&idt



dit (Desarrollo e Investigaciones Turísticas S.L.), and its sister company **idt** (Instituto de Desarrollo Turístico Mexicano, SA de CV), is an expert advisory firm specialised in the tourism, travel and leisure sector. We design strategic, organisational and technology solutions to businesses and public institutions. Founded in 1992, our offices are located in Valencia, Spain and, since 1999, in México D.F., from where we manage projects in the Latin American market.

Over thirty professionals collaborate with dit&idt. We build comprehensive, interdisciplinary teams to attend to the needs of each project. A network of experts with links to universities and the travel and leisure business act as specialists as needed.

We face the present with our feet in the ground. We anticipate the tomorrow with creativity and the eyes fixed on the market. Our credibility is built in honest approaches. With unbiased work and comprehensive analysis, we project feasible scenarios for action, adapted to the needs and capabilities of the organisations we work for.

We apply innovation to each challenge. The strategic vision of our team of experts offers 360° perspectives in every scenario. We maintain an eye on the market and promote creativity as the basis to generate value. Agile action and vision sets us ahead of market standards.

The success of our clients is the measure of our success. We foster confidence and implication in the relationships with our clients. Confidence and trust, because we build long-lasting relationships based on respect towards organisations, adapting to their corporate culture. Implication, because we make our clients objectives our own. Our compromise is with the success of every project.

dit&idt maintains a rigorous commitment to quality of service provided. Below, our affiliations and certifications.

Membership

- AENOR. Spanish Association for Normalisation and Certifications
- AESPLAN. Spanish Association for Strategic Planning and Direction
- ETNOR. Foundation for Ethics in Businesses and Organisations
- ASQ. American Society for Quality
- CEEI. European Center for Innovative Businesses
- TIES. International Ecotourism Society

Certifications



ISO 9001:2008 certified by AENOR.

Verified requisites for ISO 10015



Flexible Enterprise 2007 Award,
Ministry of Labour



At a glance

AREAS

Strategy

Planning: Plans for growth for destinations, regions and countries (strategic & marketing). Innovation plans. Market intelligence

Product: Product clubs. Theme routes. Product portfolio for destinations. Premium product lines. Interpretation.

Efficientia: Leadership programs. Institutional strengthening. Public policy audit. Communicating public action. Consensus, outreach and involvement. Business climate reports.

Efficiency

ME performance: Business efficiency sector plans. ISO, Q and EMAS standards. Mystery expert guest. Client satisfaction. Training. Specialised expert consultancy.

Competitive destination organisation: Launching of destination management organisations. Strengthening of land operators (Gestores de emoción ®). Public projects management. MICE tourism.

Innovation: Management online platforms. Sector innovation análisis. Innovation fase track. Forums & outreach. Innovation consulting.

Quality Club: Audit. Training. Management online platforms.

Cross media

Websites: Experience-based websites for destinations, regions, countries and product clubs. Websites for tourism attractions. Social media and positioning. Training of community management teams.

Marketing: Crossmedia for destinations and products. Brand building. Signage. Communication agency. Advertising campaigns. Trade shows. (Official advertising agent Fitur 2012).

Editorial: Traveller guides (Guía del viajero ®). Catalogues & brochures. Maps.

CLIENTS

Spain

Agencia Valenciana de Turismo.
Ayuntamientos de Toledo y Segovia.
Basquetour.
Consejería de Cultura, Turismo y Artesanía de la Junta de Comunidades de Castilla-La Mancha.
Consejería de Turismo de las Islas Baleares.
Consejería de Turismo, Comercio y Deporte de la Junta de Andalucía.
Departamento de Industria, Innovación, Comercio y Turismo. Gobierno Vasco.
Dirección General de Turismo de Cantabria.
Dirección General de Turismo de la Comunidad de Madrid.
FITUR (IFEMA - Institución Ferial de Madrid).
Instituto de Promoción Turística de Castilla-La Mancha.
Instituto de Turismo de España - TURESPAÑA.
Instituto para la Calidad Turística Española (ICTE).
Patronato de Turismo de la Costa Blanca.
Secretaría de Turismo del Gobierno de España.
Sociedad Regional de Turismo de Asturias.
Turgalicia.
Turismo Andaluz, S.A.

Mexico

Consejo Ciudadano para el Desarrollo de Taxco, A.C.
Coordinación General de Turismo del Gobierno del Estado de Sinaloa.
FONATUR (Fondo Nacional de Fomento al Turismo).
H. Ayuntamiento de Morelia.
Patronato del Centro Histórico de la Ciudad de Querétaro.
Patronato Pro Rescate del Centro Histórico de Morelia.
Secretaría de Turismo del Distrito Federal.
Secretaría de Turismo de los Estados de Campeche, Chiapas, Guanajuato, Michoacán, Morelos, Puebla, Veracruz e Hidalgo.
SECTUR Federal.

Latin America

Fondo Nacional de Fomento al Turismo (Perú).
Gerencia de Turismo del Departamento del Quindío (Colombia).
Secretaría General de Turismo de Argentina, Bolivia, Guatemala y Uruguay.

Multilateral organisations, foundations and cooperation

AECID (Asociación Española de Cooperación Internacional para el Desarrollo).
OEI (Organización de Estados Iberoamericanos).
OMT (Organización Mundial del Turismo).
Fundación Telefónica.

EUROPE

dit Spain

Pl. Fray Luis Colomer, 3
46021 Valencia (España)
T. (34) 963 354 900
F. (34) 963 738 949
l.fandos@ditglobal.com

AMERICA

idt Mexico

Citlaltépetl, 24. piso 2. 201
Col. Hipódromo Condesa
06100 Ciudad de México
Distrito Federal - México
T. (52) 55 52 64 06 96
F. (52) 55 52 64 71 36
c.chavez@ditglobal.com

FACTS

idt founded in 1999.

dit founded in 1992.

Certified in ISO 9001:2008.
40 professionals in the team.
+ 700 projects executed
+ 5.000 businesses advised