Abstract
The «Plans of Tourist Excellence» arose more than ten years ago to contribute to the recovery and the regeneration of certain tourist destinies. One of its purposes was to promote the tourist excellence of some tourism places, promoting projects that have an important effect of demonstration and imitation. The valley of Tena, in the north of the province of Huesca, has been one of the mountainous areas in Spain where it started up one of them, which has come to reinforce its tourist function. In this paper, the «Plans of Tourist Excellence» will be explained, along with the objectives that they persecute, and the type of actions they contemplate. Later, we will evaluate the actions developed in the valley of Tena, but particularly its success, profits, and their contribution to the global tourist development of this mountain space.

Keywords
Tourism, Plan, Excellence, quality, development, Tena Valley.