



# 3° European Mirabilia Network Aquileia, 13-14 maggio 2019

Partner meeting

WG nr. 2 Quality management System

# Context analysis and main needs

Which needs a *Mirabilia's Qualification System* should respond to?

- ☞ to promote “**less-known**” UNESCO sites and their cultural heritage by producing business opportunities for the enterprises;
- ☞ to create an **integrated touristic offer** based on different territories characteristics;
- ☞ to increase the **experience contamination** between territories, specially related to the network's core assets (environment, artistic crafts, gastronomy, culture);
- ☞ to **boost the Mirabilia potentiality** as the unique European network connecting several UNESCO sites.

In order to do so it's vital **to give high visibility** to the **TERRITORY** (and its culture) not only to the companies.



# Some possible solutions

## **A qualification system released to each company?**

Yes, but it would be one of several voluntary certifications that have been already developed for the tourism. Another mark, another label... risk of less value 😞

## **A qualification system released to a network of different territories?**

- 👉 would be able to connect the different Unesco sites still un-linked, at present;
- 👉 would encourage exchanging experiences and relationships between companies;
- 👉 would increase interaction between countries, cultures and also Chambers of commerce ..... in line with the Mirabilia challenge 😊



# A starting point: the Italian experience in companies networking

- ☞ In 2009 the Italian parliament has approved a law to regulate voluntary grouping between companies for commercial purposes (**Contract for Network [CFN]**).
- ☞ The CFN represents a tool:
  - ☞ to create "**light**" **association** forms, which allows two or more companies to be bound around a common project while maintaining their corporate autonomy;
  - ☞ to give **more strength** to the companies in the market by reaching a **wider target of clients**.
- ☞ In Italy over **5000 CFN** have been established to date, for a total of over **32000** companies involved; 70 are contracts related to the tourism industry.
- ☞ In recent years, **Unioncamere** has implemented several initiatives and projects to raise companies awareness on the advantages deriving from CFN also through collaborations with local associations and institutions.

The Unioncamere idea is to **follow through with similar tools** that could be applied to other Country, besides Italy.









# A ready made solution: certification for «Network of territories»

- ☞ Create a **certification system for “Network of territories”**: different places in different countries linked together through thematic itineraries.
- ☞ Each Network can be evaluated in relation to different characteristics or requirements, for example:
  - ★ numbers of countries involved : number of Unesco sites
  - ★ theme: one or more among the Mirabilia assets;
  - ★ sustainability: particular green requirements that the companies must have
  - ★ others terms of evaluation....
- ☞ We may build different certification levels (such as a “**quality ranking**”) in relation to the number of characteristics or requirements proved: dynamic and incentive mechanism.
- ☞ The thematic itineraries could be promoted in Mirabilia website, with georeferencing systems and possibility of searching by ranking.






# What mainly must be carried out?

## A documental kit:

-  *Certification rule handbook*: to establish terms and conditions to adopt and maintain the certification;
-  *Standard*: to establish the requirements and to measure the quality ranking of networks;
-  *Audit check list*: to use for audit activity;
-  *Logo*: to identify the itineraries; it can be developed in several variations (eg colors, stars, etc.) related to their quality level.

## Governance bodies :

-  *Technical-scientific committee*: to identify the requirements and discuss any updates to the documental kit; it could be composed by officers from different country and tourism sector international experts;
-  *Certification bodies*: they must be independent and impartial (eg Chamber of Commerce);
-  *Auditors*: appropriately trained for making audit activity in site and in back office (eg chamber of commerce staff).



## Territories networks: possible advantages

- ➡ **2 goals achieved at the same time:** qualifying the territories through the qualification of the companies.
- ➡ The exchange of experiences and point of views between different territories **increases competitiveness;**
- ➡ Sharing cost for software and IT that can be deployed to the entire network such as CRM, Frontend and backend for booking purposes to increase the **innovative capacity and quality** of their services;
- ➡ Common goals on business improvement, **gives unity to the Mirabilia network project.**
- ➡ International territories networks can **reach a much wider target** of customers.



## For further information ....

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*Dintec is an in-house agency between the Union of chamber of commerce of Italy and ENEA (Italian National Agency for New Technologies, Energy and Sustainable Economic Development). For 25 years Dintec has been involved in initiatives supporting the territories, products and companies certification with the aim to promote their competitiveness and innovation.*