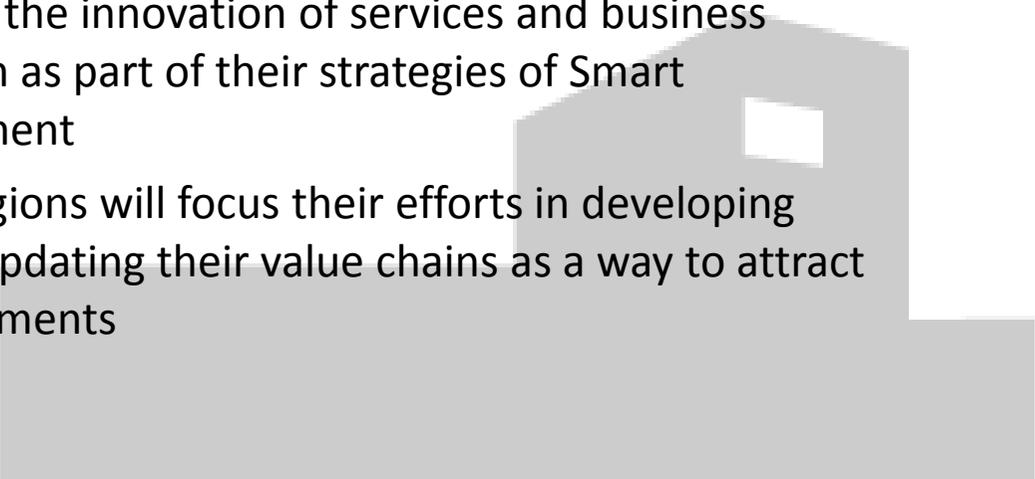


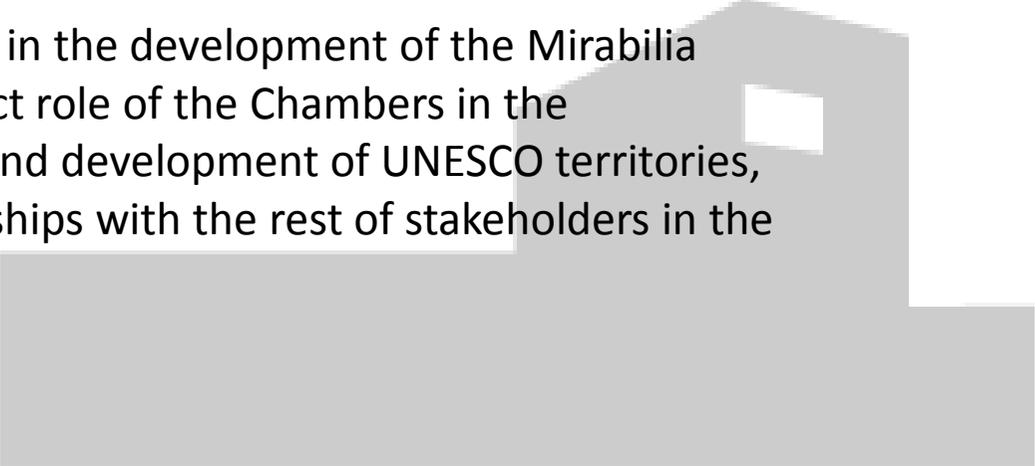


**QUALITY MANAGEMENT WORKING GROUP  
AQUILEIA, 14TH MAY 2019**

## **OUR STARTING POINT:**

- Europe is a worldwide tourist destination par excellence
  - Tourism is key for the development of many EU regions due to its potential of employment generation and the multiplier effect that it generates in the local economy
  - Tourism has demonstrated a great resistance during the crisis period and a continuous growing
  - ERDF support competitiveness, sustainability and quality of tourism at regional and local level and it is expected that this investment will continue in the next years.
  - Many regions are prioritising the innovation of services and business models in the field of tourism as part of their strategies of Smart specialisation and development
  - Tourism authorities in the regions will focus their efforts in developing competitive niche markets, updating their value chains as a way to attract higher purchasing power segments
- 
- A decorative graphic in the bottom right corner consisting of a grey silhouette of a building with a square window, partially overlapping the text of the last bullet point.

## **OUR STARTING POINT:**

- Mirabilia European Network is made up by Chambers of Commerce, public bodies with different governance schemes, responsibilities and functions in the field of tourism but with the common ground of working for the Companies of our regions
  - As a Network of Chambers of commerce, the goals of Mirabilia will be contributing to a sustainable development of tourism in our UNESCO awarded regions by means of the development of a solid, innovative, competitive and quality oriented business fabric
  - One of the main milestones in the development of the Mirabilia Network is defining the exact role of the Chambers in the management, valorisation and development of UNESCO territories, as well as the clear relationships with the rest of stakeholders in the value chain.
- 

## WHY A QUALITY MANAGEMENT SYSTEM?:

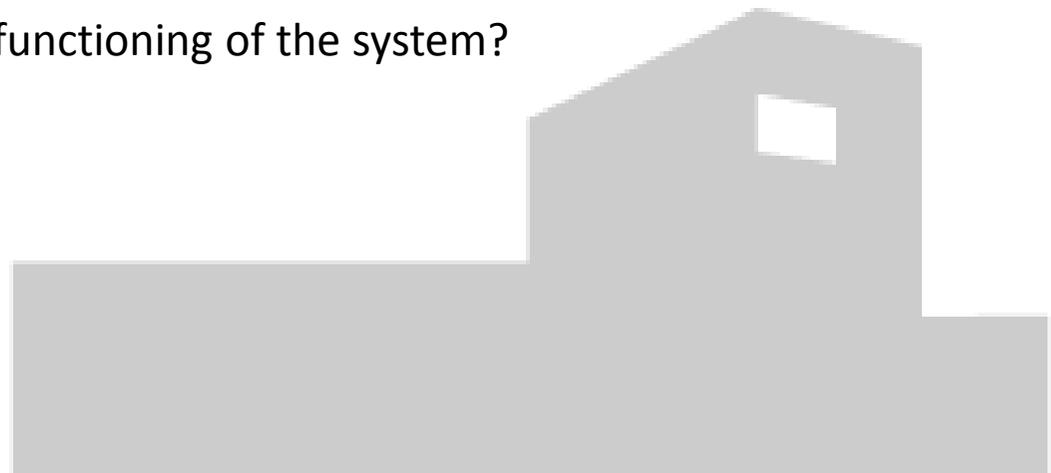
Quality of the destination itself, that is quality of all the actors taking part in the tourism value chains (companies, public authorities,...), is the premise for any further development. Therefore:

- It would support the concept of the Mirabilia Network as a whole
- It is the rationale why Chambers of commerce are taking the leading role for tourism-based economic development
- Offer a clear and concise field of action for Chambers of commerce, which by means of quality management can offer value added to their SMEs and be the ideal actors to do it in the view of public authorities



## **THE GOALS OF THE WORKING GROUP:**

- To define what would be the Business Model for the Quality management within the Mirabilia Network
- To define the roadmap and milestones for the setting up of the QM system:
  - Should we create a new system or adopt an existing one?
  - Would be the existing SICTED, properly adapted, a suitable one for our goals?
  - Which aspects/dimensions of quality should be considered?
  - Which stakeholders should be involved in the system and which exact role they Will have?
  - What Will be the way of functioning of the system?



## THINKING ABOUT OUR SYSTEM:

- Top Quality as distinctive value of UNESCO branded destinations
- Quality Will be based on the following principles:
  - ❖ Sustainability
    - Concept related to:
      - Conservation of heritage
      - Eco-friendliness of tourist activity
  - ❖ Accessibility (UNESCO for all)
  - ❖ Innovation
    - Continuous search for new experiences for visitors since emotions are the drivers of travelling decisions
  - ❖ Digitalisation
    - How to integrate ICT without losing the essence and the historic aura of the territories?
  - ❖ Economic growth
    - More incomes generation by means of attractive high purchasing power clients, long stays on the region

**Cámara**  
Granada

