IQM Destination

INTEGRATED QUALITY MANAGEMENT - CROATIA

Feel IQM; Đurđica Šimičić
How to implement Destination quality management?
The pilot project has begun on Lošinj, a destination that received the UNWTO Award for Innovation and Creativity in 2015, 3rd place in the world.

http://know.unwto.org/content/fragrances-and-tasteslosinj.
IMPLEMENTATION STAGES:

- **Informing the residents** of the destination about the project via introductory educational workshops

- **Analysis of the destination** as a whole, analysis of all stakeholders of the destination

- **Analysis of the service quality** of the stakeholders of the destination by mystery guest visits
IMPLEMENTATION STAGES:

- Inviting all the stakeholders of the destination to participate in the project
- Identifying the services that stakeholders and potential partners provide
- Detecting opportunities to increase service users’ satisfaction
- Determining the state of sustainable development and responsible tourism
IMPLEMENTATION STAGES:

- **Development of the standards** framework and adaptation of the quality management system to the destination (80% of the standards is equal for all destinations, 20% is adaptable to the destination)
- **Processing of the risks and opportunities** that are related to the destination context and goals
- **Process planning** and stakeholder interaction
- **Detailed presentation** of all standards elements to all groups
- Assessing the readiness of all stakeholders to **begin implementing the standards** and harmonize their business with the requirements of the management system
- Quality system development - **we make books of standards for each stakeholder group** at the destination and present the standards to stakeholders per groups
- **Realization, implementation** - preparing the stakeholders for the implementation of the standards and the means of monitoring in business operations
IMPLEMENTATION STAGES:

- Quality control - auditing once a year, online and offline surveys
- Measuring efficiency and monitoring business activities, detecting challenges and developing solutions
- Quality analysis management
- Business processes and functions quality management
- Marketing management and control
- Managing the satisfaction of the tourists and residents of the destination
- Life-long learning management
**Partners at the destination:**

- Hoteliers, camps, private accommodation
- Restaurants
- Hospitals
- Travel agencies
- Educational institutions, associations
- Nongovernmental organizations
- Souvenir shops, shops
- Wellness centers
- Public transport companies
- Taxis, utility companies at the destination
- Parking companies
MEASURABILITY AND IMPLEMENTATION

Integrated quality management at the destination stimulates measurability and implementation of sustainable development, defining the goals of the local self-government in tourism development:

- Responsible tourism
- **Health tourism,**
- Wellness, Sports
- Cultural tourism
- Event management, thematic events
- Rural tourism, stimulates local product development
Integrated quality management at the destination stimulates measurability and implementation of sustainable development, defining the goals of the local self-government in tourism development:

- **Thematization of facilities**
- The preservation and promotion of **biodiversity**
- **Destination animation** .... as well as a number of challenges and quality elements at the destination.
SURVAYS, NEEDS

- The management monitors and improves the service quality (accepted grade min. 80/100).
- It is mandatory to provide guests with information and recommendations on health improvement (treatments quality, testimonials, breathing exercises and effects of aerosol, recommendations for the use of essential oils, the impact of insolation on health) in all possible segments of the service.
FACILITIES STANDARDS (Example)

Specially designed natural scent inspired by the destination
- At least 25% of the animation program at the hotel consists of destination stories
- At least 25% of the souvenir shop’s offer includes local products
- IQM card recommendation (discounts, entities benefits)
- In SPA treatments, min. 25% of local natural products and essential oils of the destination have to be used
- Audio design of the destination
Specially designed natural scent inspired by the destination

- Min. 25% of products has to be produced by local manufacturers
- Local dishes and drinks offered by the restaurants: honey, olive oil, teas, marmalades, ecologically grown fruits and vegetables
- Sinergy – min. 10 partners in active promotion
- Quality measurement throughout the year: online and offline surveys, mystery guest and social networks.
- Continuous quality analyses, correction and innovation for progress.
ECONOMIC DIMENSION

- increasing competitiveness
- strengthening public-private partnerships
- Joint cooperation
- synergy at destinations
- communication and quality incentive will make Croatian tourism more competitive, stronger and increase its quality.
SOCIAL DIMENSION

- Employment
- Educational workshops
- Improvement of residents’ satisfaction
- Integration and international cooperation
- Life-long education
- Preservation of tradition.

Crikvenica International Health Tourism Conference 2019
**ENVIRONMENTAL DIMENSION**

- Preservation of biodiversity
- Education on natural resources
- Incentives for the preservation of the environment
- Local natural products
- Workshops about nature
- Certification
- Sustainable development – **measurement of sustainable indicators** – UNWTO, EC
KEY CHALLENGES

- Non-acceptance, rejection of the quality standards, complicating during the implementation
- Failure to complete surveys, refusing to provide the guests with the possibility of evaluating quality
- Non-compliance with the standards and deliberately not fulfilling the obligations prescribed in the standards
KEY CHALLENGES

- Lack of desire for innovation, which is always stimulating and immensely important for the continuation of the project
- Exiting the project and thus exiting the synergic network at the destination
Quality. Trust. Emotion
1000 partners 2019