

WORKSHOP

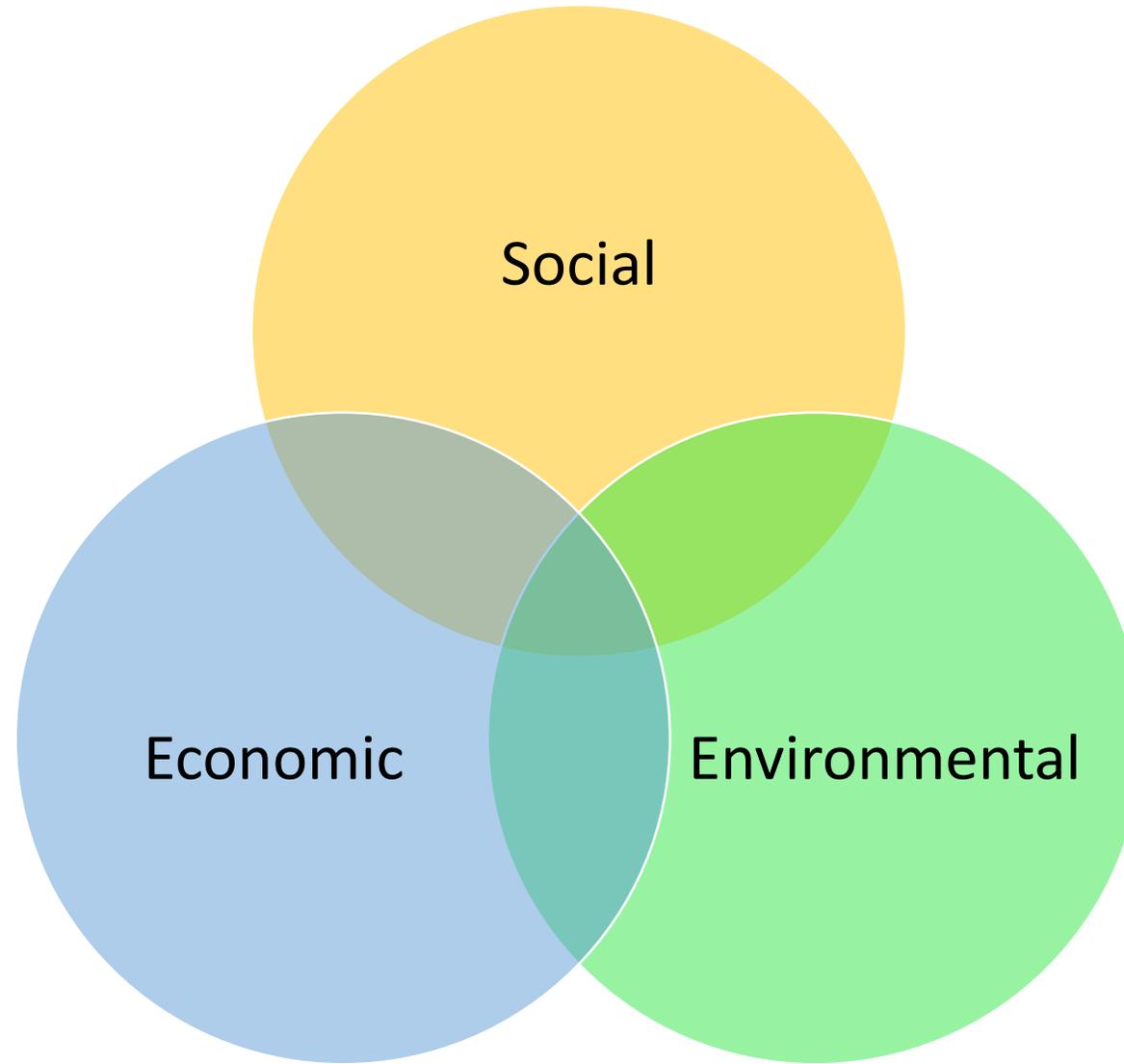
“QNeST BRAND. A TRANSNATIONAL BRAND FOR A SUSTAINABLE AND QUALITY TOURISM”

Criteria to evaluate and mode to obtain the QNeST brand

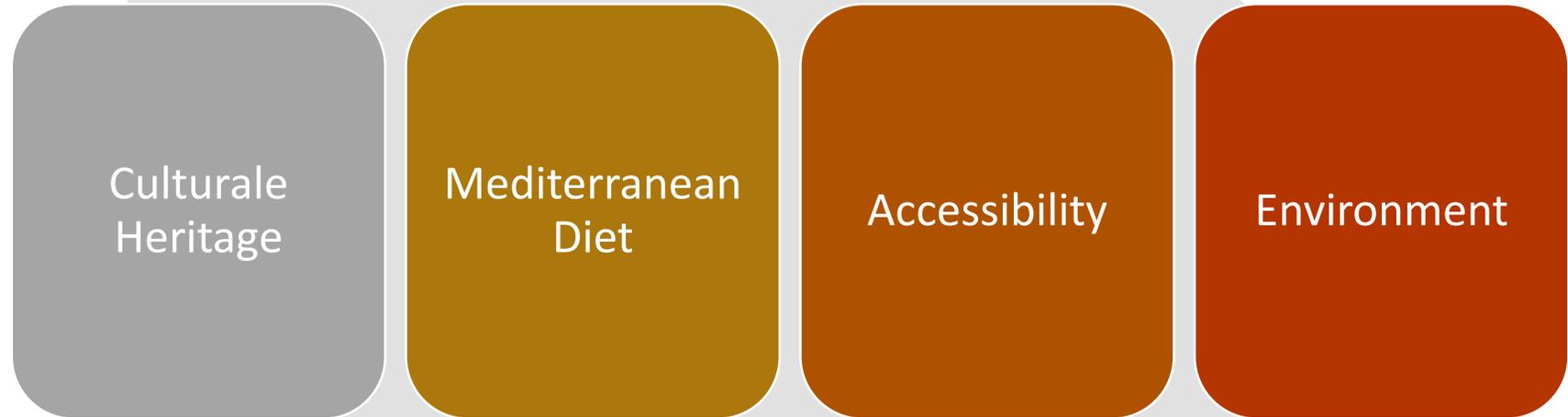
Fabio Mitrotti



Quality Network on Sustainable Tourism



QNeST Drivers



Target: stakeholder (public and private)





Quality Network on Sustainable Tourism

Private data

Public stakeholder

- Local
- National
- Natural park

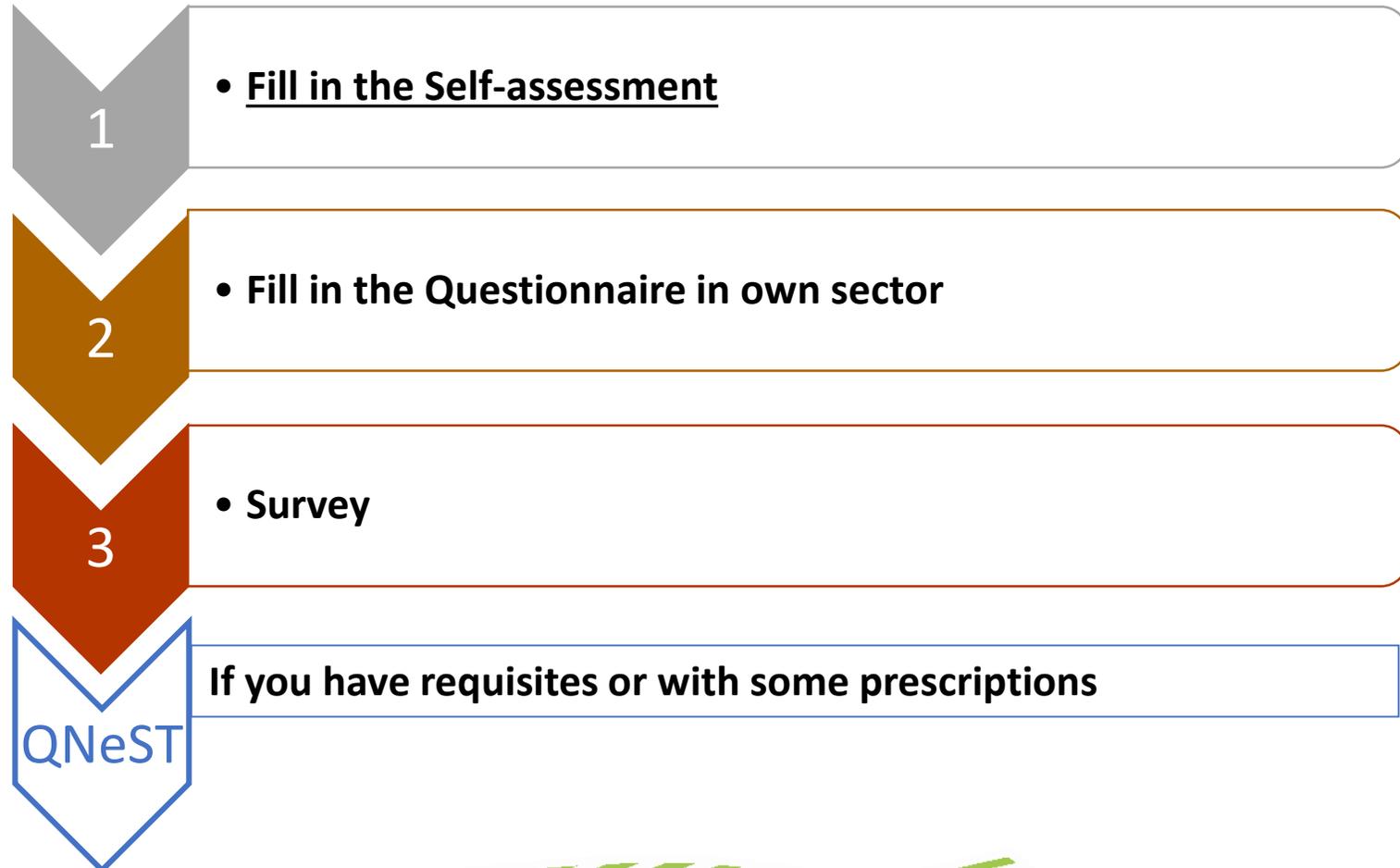
Private stakeholder

- In Cultural sector
- In food farming producer sector
- In food and wine sector
- In accommodation/wellbeing sector



Procedures for the Brand Assignment

OBTAIN THE BRAND IN 4 STEPS



Tempistica di assegnazione del Brand

