







The content of the brand model

QNeST Brand: the main objective

The objective of the QNeST Project – Quality Network on Sustainable Tourism – is to strengthen quality tourism within the Adriatic-Ionian Region. It includes the promotion of local cultural heritage including nature, art, handicraft, food, traditions, rites, customs, etc. the enhancement of their accessibility and the improvement of social well-being. The QNeST quality brand will promote an Adriatic-Ionian quality stakeholder network that aims to reinforce tourism based on the preservation and promotion of characteristic local features.

QNeST vision: the valuing differences through a common brand model for a quality sustainable tourism.

The QNeST brand model is based on four drivers, linked to features common to a range of territories:

-  Cultural and traditional heritage
-  Mediterranean Diet
-  Environmental Sustainability
-  Accessibility and Social Well-being

QNeST Pilot Areas



QNeST Pilot Areas in the Adriatic-Ionian Macro-Region: 10 Pilot Areas, 8 partners, 5 Countries, 1 Adriatic-Ionian Macro-Region

- 1** North Salento, Valle d'Itria, Gargano - University of the Salento (Italy)
- 2** Thrace Region - Chamber of Commerce & Industry of Xanthi (Greece)
- 3** Epirus Region - University of Ioannina (Greece)
- 4** Veneto Region - Union of Chambers of Commerce of Veneto Region - Eurosportello (Italy)
- 5** Territory of Skadar Lake and the Royal Capital Cetinje - Ministry of Economy – Directorate for Development of SMEs (Montenegro)
- 6** Istrian Region - Istrian Development Agency Ltd (Croatia)
- 7** Slovenian Istria and the Karst - University of Primorska (Slovenia)
- 8** Marche Region - Labirinto Social Cooperative (Italy)



QNeST Brand: a roadmap for the common model



The QNeST network is addressed to:



Specific pilot groups of virtuous stakeholders interested in becoming branded members, representing best practices and good examples for local and transnational actors in the tourism sector.



Strategic stakeholders directly and indirectly linked to the tourism sector, playing key roles in developing and promoting a sustainable tourism, strengthening public-private partnerships and transnational networks, helping to improve awareness of quality tourism and local sustainability.