

The content of the brand model

Quality Network on Sustainable Tourism

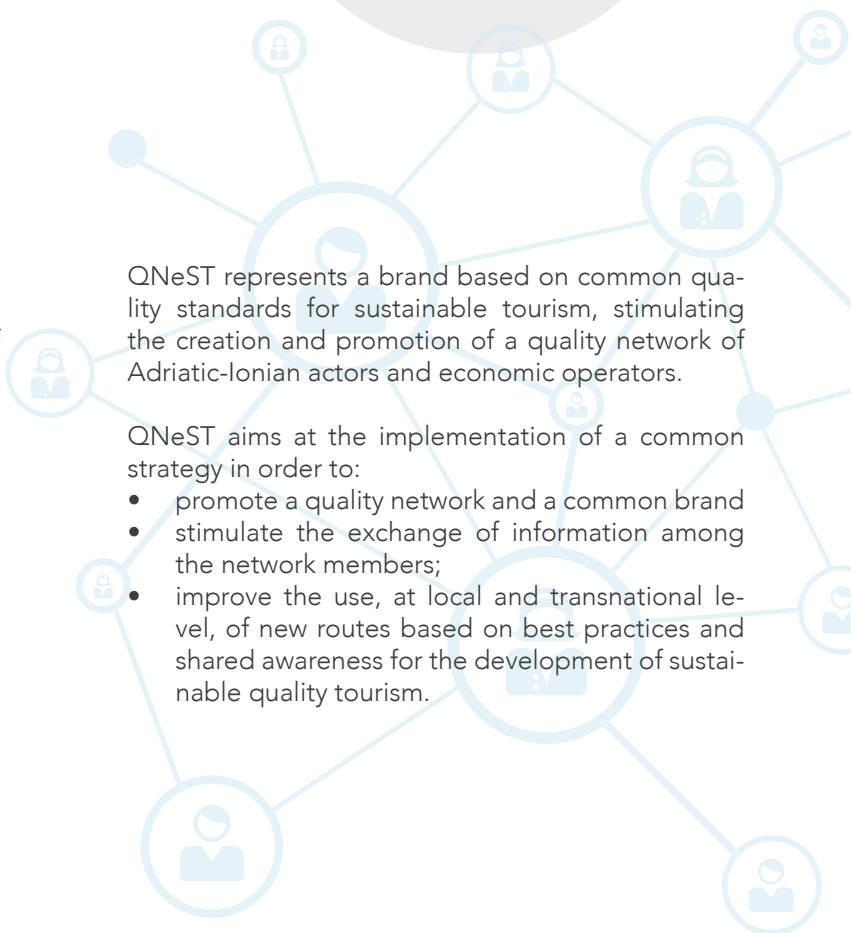
“QNeST - Quality Network on Sustainable Tourism” aims to promote shared and quality features of the cultural, traditional and environmental heritage of the Adriatic-Ionian area. By means of a transnational model of participative interaction between private and public stakeholders, it aims to:

- improve and spread awareness of quality and sustainable tourism among various groups in the Adriatic-Ionian area;
- manage seasonal variation in local tourism demand via the design and implementation of joint de-seasonal solutions;
- promote the less well-known destinations by means of new and updated routes between coastal and inland areas;
- facilitate the start-up and enhancement of tourist services by means of joint marketing activities and the exchange of best practices at local and transnational levels.

QNeST represents a brand based on common quality standards for sustainable tourism, stimulating the creation and promotion of a quality network of Adriatic-Ionian actors and economic operators.

QNeST aims at the implementation of a common strategy in order to:

- promote a quality network and a common brand
- stimulate the exchange of information among the network members;
- improve the use, at local and transnational level, of new routes based on best practices and shared awareness for the development of sustainable quality tourism.



The QNeST Partnership

The QNeST partnership is based on the cooperation of various types of organization active in several Adrion territories. Its partners include the Network of Chambers of Commerce, Universities, Local Development Agencies and Enterprises with high skills for specific project purposes:

- University of the Salento (IT)*
- Chamber of Commerce of Xanthi (GR)*
- University of Ioannina (GR)*
- Regional Union of the Chamber of Commerce of Veneto- Eurosportello (IT)*
- Ministry of Economy – Directorate for Development of SMEs (ME)*
- Istrian Development Agency Ltd (HR)*
- University of Primorska (SI)*
- Labirinto Social Cooperative (IT)*

The QNeST partnership is also supported by associated organisations with specific skills, territorial representativeness and close connections with target groups interested in the project’s outcomes:

- Puglia Region. Department of Economic Development/Education, Training and Employment - Industrial Research and Innovation Section (IT)*
- Chamber of Commerce of Lecce (IT)*
- Chamber of Commerce of Thesprotia (GR)*
- FEST - Foundation for European Sustainable Tourism (UK)*
- Integrated District of Social Economy – Northern Marche (IT)*



QNeST partner area and focus area: where and what is the deal



Focus areas

- 1** In the Puglia region: Northern Salento; Valle d'Itria; Gargano; *University of the Salento*
- 2** Xanthi Prefecture, City of Xanthi, Avdera, Nestos river area and mountain villages *Chamber of Commerce of Xanthi*
- 3** Regional Unit of Arta, Regional Unit of Thesprotia. *University of Ioannina*
- 4** Abano, Montegrotto and Thermae Euganee area *Regional Union of the Chamber of Commerce of Veneto - Eurosportello*
- 5** Skadar lake area, Cetinje area *Ministry of economy – Directorate for Development of SMEs*
- 6** Podrulje Istre *Istrian Development Agency Ltd*
- 7** Primorska region *University of Primorska*
- 8** Province of Pesaro-Urbino: Pesaro (San Bartolo Park), Fano city centre and internal areas: Montefeltro, coast areas and hilly area *Labirinto Social Cooperative*

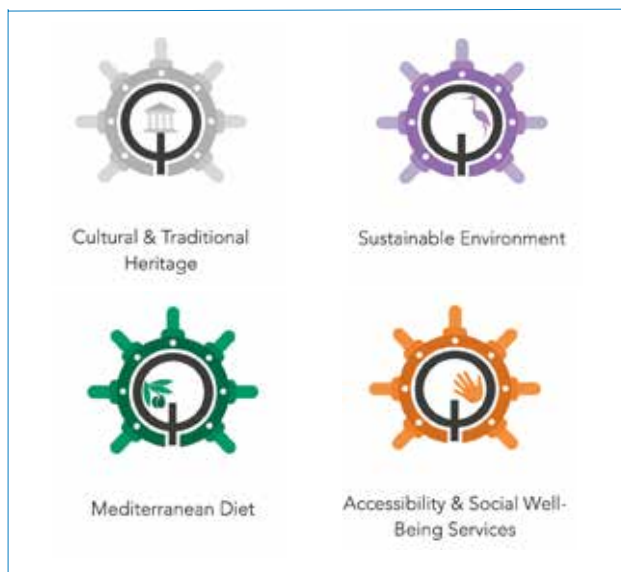
Territorial priorities

- Wine, olive oil, sea and fresh water, oil mills; underground olive presses, wineries; Cultural and Natural Heritage, enogastronomic cultural and maritime routes/itineraries.
- Wine, Olive oil, Sea. winerieswine Cultural and Natural Heritage; enogastronomic cultural and maritime routes/itineraries, alternative tourism
- Religious Tourism, Health and wellbeing tourism, Mediterranean Diet, Natural heritage and Nature-based tourism, wetland-related tourism, Cultural Heritage.
- Preventive health treatments, cultural and natural heritage, food and taste routes.
- Wine, Olive oil, Prosciutto, Cheese, Historical and Natural Heritage, Traditional Foods and Taste Routes.
- Wine, Olive oil, Sea. Cultural and Natural Heritage; Oenogastronomic routes.
- Environmental heritage.
- Oenogastronomic excellence through food and taste routes, cultural and natural heritage, development of tourism initiatives able to connect coastal and inland areas.



**Main QNeST criteria and parameters:
 behind the scenes**

QNeST aims to promote the tangible and intangible cultural and natural heritage of the Adriatic-Ionian territories involved, supporting their accessibility and social well-being. Its actions focus on four main themes (QNeST drivers):



The QNeST drivers represent a mix of tangible and intangible features, focusing on aspects of traditions and hospitality that are respectful of the quality of life in Adriatic-Ionian territories, in a range of contexts with a shared history going back thousands of years.

The QNeST drivers constitute the essential basis of the brand model: respecting the requirements and parameters connected with the drivers ensures that stakeholders reach the common QNeST brand standard.

In order to obtain the brand, each stakeholder must demonstrate compliance with quality standards in seven classes of criteria for each driver:

- 1 SAFEGUARD AND PROTECTION
- 2 SERVICES FOR USE
- 3 ACCESSIBILITY
- 4 ENERGY EFFICIENCY AND SAVINGS
- 5 COMMUNICATION
- 6 PARTICIPATION AND INVOLVEMENT
- 7 TRANSPORTATION



Depending on the type of driver, each criterion reflects different aspects/questions, with a different weighting to allow homogeneous evaluation for brand assignment.



**QNeST Pilot Target Groups:
 stakeholders potentially qualifying for brand quality membership**



MUSEUMS AND CULTURAL SITE OPERATORS



NATURAL PARKS



RESTAURANTS AND TOURIST FARMS



FOOD, WINE AND OLIVE OIL PRODUCERS



ACCOMMODATION SERVICES (I.E. HOTELS, B&BS)



SPAS AND SPA SERVICES



ACCESSIBILITY SERVICES



TRAVEL OPERATORS



LOCAL AUTHORITIES

NEXT STEP - Pilot target groups for follow-up:

- Handicraft operators
- Tour guides and slow tourism associations
- Event organizers
- ...

*HOW TO GET THE BRAND:
 compiling the dedicated questionnaires
 and reaching the requested score.*



Who can join the QNeST Network?

- Branded quality members
- Business support organizations
- Sectoral Agencies
- Local, Regional and National Authorities
- Local Development Agencies
- NGOs
- Schools, Universities and Research Centres
- Individual professionals

*HOW TO JOIN AS A NETWORK
 STAKEHOLDER:
 subscribing a memorandum of understanding
 with local project partners.*

