2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: IQM Destination Lošinj

Destination Name: *(include any state, province or region)*

 Mali Lošinj

Country: Croatia

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Position: project manager at Mali Lošinj Tourist Board

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

- ☒ Culture & Communities
- ☐ Environment & Climate
- ☐   Nature & Ecotourism
- ☐ Islands & Seaside
- ☐ Immediate responses in dealing with the COVID -19
- ☐ Post COVID -19 recovery
- ☐ One of the 17 SDGs* *(if yes, which one)* Click or tap to choose

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? *https://www.undp.org/content/undp/en/home/sustainable-development-goals.html*

For further information on Tourism for SDGs: *http://tourism4sdgs.org/*

*Find detailed instructions for submitting good practices **here***

DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

What was the problem/issue solved with the good practice? Click to add your text

Lošinj as an island of vitality is a brand that has been striving for sustainable and responsible tourism since 2006. In the life cycle of tourism development in the destination, for many years we have recorded a constant increase in the number of arrivals and overnight stays. Consequently, the number of accommodation capacities and catering facilities, the number of souvenir shops and excursionists, as well as other service providers and experiences is increasing. Over the years, the concept of the guest has changed, who, in addition to the sun and the sea, wants to experience in the destination everything what it offers and what makes it specific, all through a high level of service quality. What is detected as "what needs to be worked on" is certainly the dispersion of services and the inability to guarantee that quality to its visitors.
In 2017, the Tourist Board of Mali Lošinj, in cooperation with Interligo, started the project Integrated Quality Management in the destination where it emphasizes the importance of quality services and products in the destination, all with the aim of gathering and connecting the best tourism stakeholders in the destination.

Methods, steps and tools applied

How was the good practice implemented? Click to add your text

The task of the Tourist Board and the company Interligo and the goal of the project is to encourage all tourism stakeholders in the destination to contribute to the quality of service with their work, responsibility and creativity, and in the end actually stand out as the "best choice" in the destination. In order to bring the project closer to all service providers in the destination, workshops were organized to introduce the purpose and goal of the project and invite all service providers to join the project. Initially, we started with the training of private accommodation service providers, which are the most numerous and most diverse in the destination. Book of Standards was presented where all standards that must be met are described and explained in detail - from the conditions of space and arrangement to communication with the guest, rules of conduct, correspondence and more. This was followed by an audit of the expert commission and if the above criteria of the Book of Standards were met, an Agreement for the next three years would be signed with the service provider. After that, project participants undergo monitoring so that project managers and guests can be sure of maintaining the quality of service and facility.
In February 2018, trainings were held for other stakeholders, including travel agencies, hotels, restaurants, camps, wellness and beauty salons, shops and souvenir shops. After the trainings, 75 agreements were signed, followed by an audit of all participants in April.

Key success factors

What helped you tackle the issues? Click to add your text

Regular communication with all stakeholders in the destination through workshops, education, coordination, pointed to the lack of networking between them and the exchange of information. Upon arrival at the destination, we want to provide the guest with a guaranteed certified quality of service - from accommodation, catering facility, souvenir shop and other services he encounters. Great interest of all subjects into project of Integrated Quality Management in the destination has been shown, and each of them wanted to be pointed out as the best in the destination. Willingness to cooperate and educate has led to the success of the project, increasing the overall satisfaction of guests, the number of nights and income.

Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome? Click to add your text

Given the large number of providers of private accommodation, camps, restaurants, souvenir shops and other stakeholders, the challenge was to communicate in a way to get acquainted with the problems and challenges and accept the new way of doing business and what are the expectations of the guest and their satisfaction. The challenge was to accept the change and meet all the standards required of them. After that, the challenge was to network all stakeholders, to create communication so that they could support and recommend each other. Ultimately, the challenge is, after obtaining certification and meeting standards, to maintain the quality of service. In this way, the development of quality is monitored, advice is given on how to improve the destination quality, but also promotes integration, local indigenous story, local quality products, destination culture and puts the focus on quality and the guest who experiences the destination as a whole.

Results, achievements and recognitions

What were the qualitative and quantitative results of the good practice? Has it received any rewards? Click to add your text

Precisely with the aim of creating recognition and raising quality, but also in order to network the best in the 'circle of excellence', we decided to start intensively with the implementation of the IQM project. The project started with 35 renters, and today has 40 renters, 5 travel agencies, 9 hotels, 22 restaurants, 7 camps, 4 wellness, 8 stores, 6 attractions, 2 family farms and one souvenir shop. Within the project, trainings and workshops are conducted as well as evaluation of the result and satisfaction of participants and guests at the end of the tourist year. At the end of September 2019, the results so far were presented, which were collected throughout the year by guest surveys through the ReviewPro platform. There was a high satisfaction of guests with the service provided in IQM facilities and 89.6% of guests expressed their satisfaction. In 2019, an IQM brochure was printed where all participants were presented. In this way, the guest receives complete and verified information about all the facilities that interest him during his stay in the destination. This year, a new brochure was released, which is currently only available online.

Additional references

Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.

Visitlosinj.hr – about IQM project: https://www.visitlosinj.hr/about-the-project.aspx
Visitlosinj.hr – stakeholders: https://www.visitlosinj.hr/private-accommodation.aspx
IQM brochure: https://www.visitlosinj.hr/iqm-brochure.aspx
Lošinj – island of vitality – video: https://www.youtube.com/watch?v=As0YwlK0dsA