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.
At the beginning we visit the destination and meet partners.

We maintain coordination, present the project to the public, a public invitation to stakeholders to be involved in the project.
We encourage stakeholders in the destination to get involved, and to measure the initial local producers in tourism, quality, synergy and networking in the destination.
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
We visit each project stakeholders and give individual advice with individual marketing analysis tailored to business and trends in tourism. In the tips we encourage the implementation of local products, aromatherapy, natural cosmetics, traditional elements in design, living history, authenticity and quality.
**Partners at the destination:**

- Hoteliers, camps, private accommodation
- Restaurants
- Hospitals
- Travel agencies
- Educational institutions, associations
- Non governmental organizations
- Souvenir shops, shops
- Wellness centers
- Public transport companies
- Taxis, utility companies at the destination
- Parking companies
- **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**
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:

- **Thematization of facilities**
- The preservation and promotion of **biodiversity**
- **Destination animation** .... as well as a number of challenges and quality elements at the destination.
EDUCATION- Group education, online, individual

education are tailored to each destination, stakeholder needs and trends in tourism.
ECONOMIC DIMENSION

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

- Individual audit
- Audit reports, monitoring of implementation
SOCIAL DIMENSION

- Employment
- Educational workshops
- Improvement of residents’ satisfaction
- Integration and international cooperation
- Life-long education
- Preservation of tradition.
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
  – ETIS, CROSTO, Institute of tourism
  Croatia
We have Standard operation process (SOP)

**Obligatory Measurement**
Efficiency of the project – each year
POSJETITE LIKU!

#iqmdestination #likadestination
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

Each year we have more stakeholders in project and new destination in IQM Destination
IQM Pass Couple – 2 users 7 days

Below we have listed some examples of the type of holiday savings you can achieve with your IQM Pass. The price examples below are approximate and do not represent exact prices available from all our deals.

- **Ticket for Aquapark Cikat**:
  - Ticket price per person: 8 EUR
  - Average spend per person: 10 EUR
  - Price with IQM pass: 17.30 EUR

- **Garden of Fine Scents products**:
  - Average spend per person: 9 EUR
  - Price with IQM pass: 14.40 EUR

- **Ticket and lecture on biodiversity in the Blue World Institute**:
  - Average spend per person: 20 EUR
  - Price with IQM pass: 32.00 EUR

- **Ticket for the Archeological Collection of Osor**:
  - Ticket price per person: 5 EUR
  - Average spend per person: 10 EUR

- **Ticket for the Tower Museum Gallery Veil Lošinj**:
  - Ticket price per person: 6 EUR
  - Average spend per person: 10 EUR

- **Ticket for Fritzys Palace**:
  - Ticket price per person: 5 EUR
  - Average spend per person: 10 EUR
Quality. Trust. Emotion
1500 partners 2020