



# BRANDTour

Interreg Europe



European Union  
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### Q-Latvia – a Latvian Tourism Quality Scheme

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# Challenge: raising the tourism service quality

*Raising quality and sustainability level of tourism industry is one of the main challenges of Latvian tourism development policy.*



**Incomplete use of  
tourism resources**



**Lack of guidance for  
qualitative product  
development**



**Low quality of tourism  
services**

# Introducing Latvian tourism quality scheme “Q-Latvia”



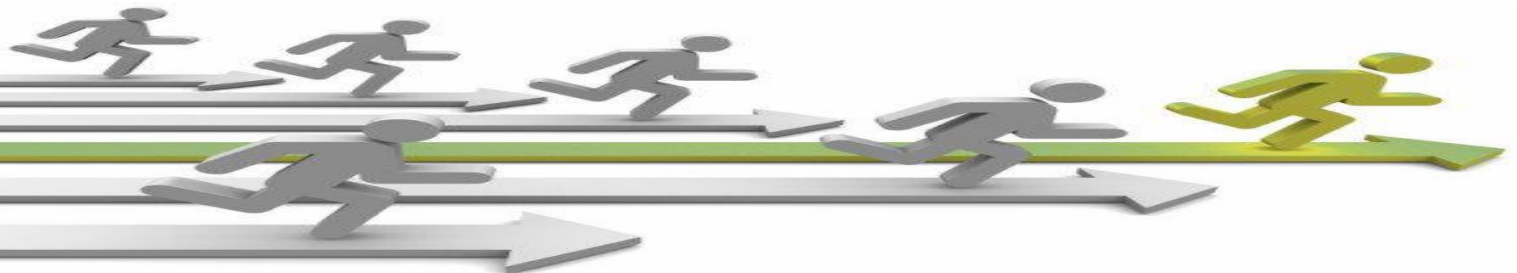
*To improve the quality of tourism offer in Latvia, a quality certificate **Q-Latvia** has been introduced in 2012 for tourism products and services.*

# Q-Latvia Criteria and Requirements

- *Analysis of the service and supply value chain;*
- *Action plan for quality improvement;*
- *Informing customers about environmental responsibility (from both sides – service provider and customer);*
- *Customer satisfaction inquiring;*
- *Customer relations management;*
- *Personnel management process;*
- *Management of customer complaints;*
- *Cooperation with other enterprises.*

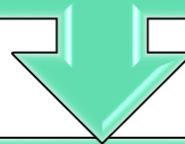


# The Objectives of Introducing the Certificate

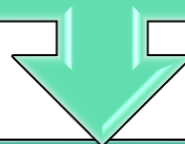


# The Process of Certification and Implementation

*A free of charge on-line training program is offered for the interested entrepreneurs and stakeholders, as well as quality certificate guide-book*



*The interested stakeholders implement the necessary changes in their institutions, pay a small fee for the certificate and wait for the evaluation.*

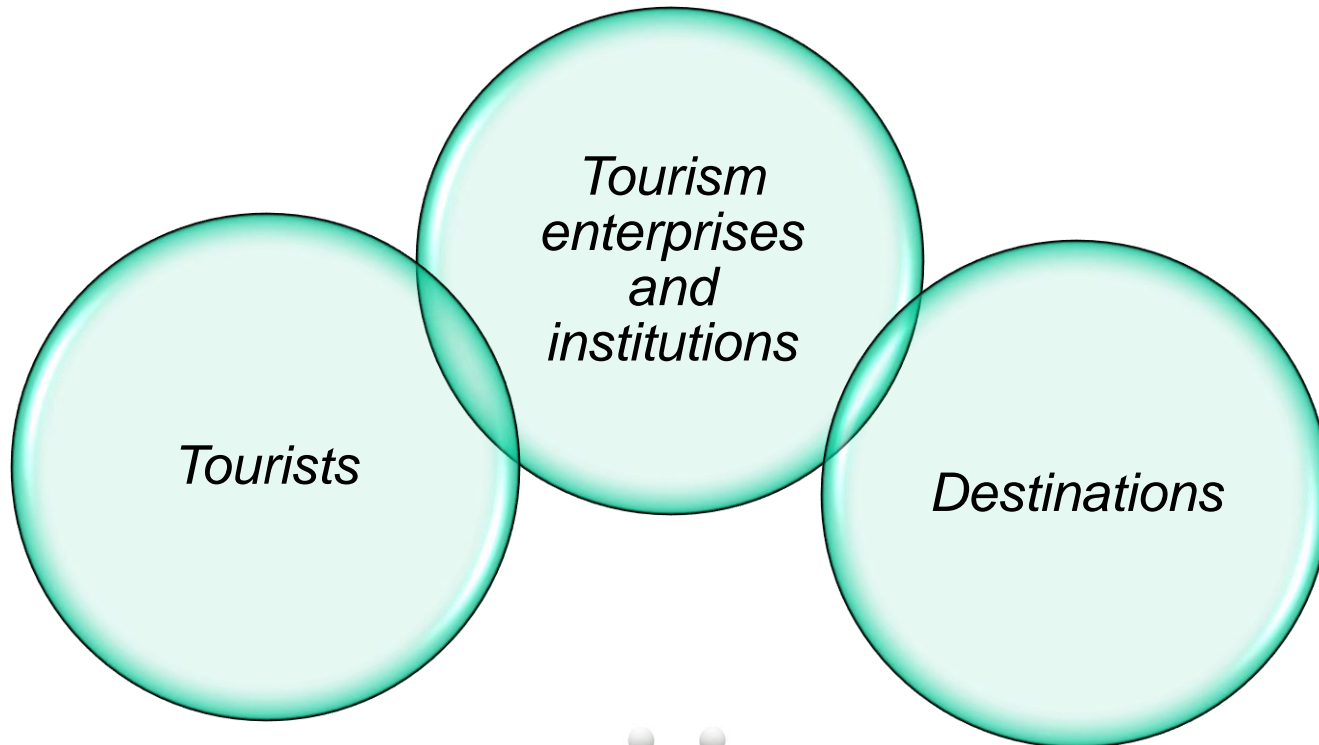


*Evaluation process consists of 2 parts:*

*A specific committee that would look through every application,*

*A mystery shopper visit to the facility/attraction.*

# Stakeholders and Beneficiaries



# Resources Needed

- *Developed and introduced by the Latvian Tourism board;*
- *Implemented in the cooperation of Latvian Hotel and Restaurant Association;*
- *The costs of the implementation are covered by the entrepreneurs themselves (35 EUR the first time, and then 25 EUR every year).*
- *The marketing activities for Q-Latvia are mainly funded by the Tourism Board budget.*



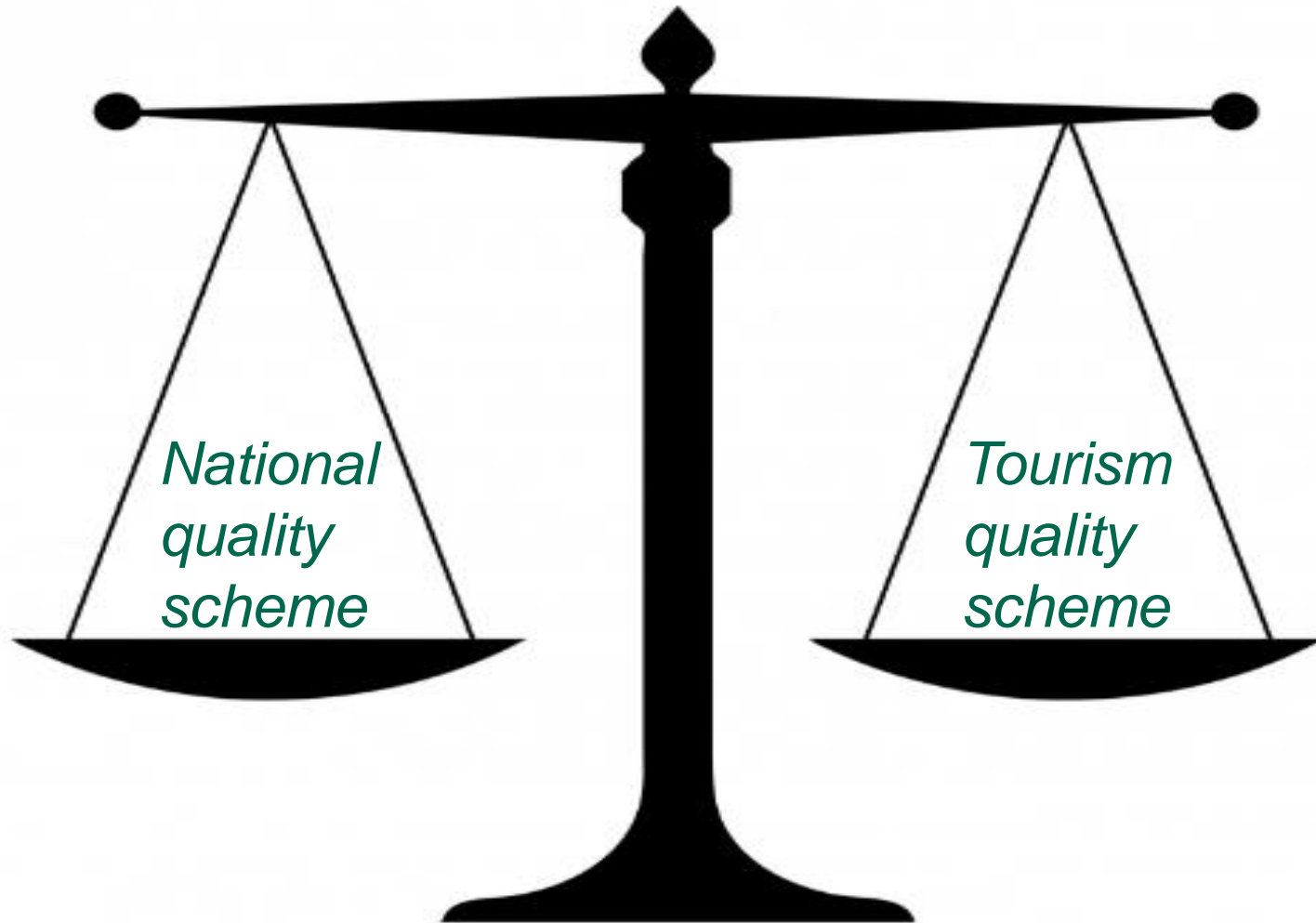


# Results Achieved

- *During the period of 2012 – 2016 altogether **more than 60 enterprises and institutions** were certified.*
- *Q-Latvia became quite popular amongst **medical tourism institutions**, because they lack a quality certificate in medical tourism, and it is crucial for attracting foreign patients.*
- *Apart from that, also hotels, attractions, tour agencies, tourist information centers and many others acquired the certificate.*



# Future Implications



# Potential for Learning or Transfer

- *Quality schemes can work as good marketing tools if they are properly managed.*
- *The problem with Q-Latvia currently is that it is mostly known to local travelers and it lacks international recognition.*
- *By creating it as an umbrella certificate for tourism quality in Latvia, it might perform better as a marketing tool to attract also foreign travelers and thus more tourism enterprises would consider the certification.*





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Thank you!



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