



UNWTO.QUEST

A DMO Certification System



UNWTO.QUEST – A DMO Certification System



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UNWTO.QUEST – A DMO Certification System

1. What is UNWTO.QUEST?

- **Certification System** for DMOs according to high **criteria and standards**

 - **Support and guidance** in the **improvement** process

 - **Does NOT** evaluate the **destination**

 - **Certification is NOT ranking**
- **Strategic tool** for DMOs: improvement plan in order to **build internal capacities** that will add to the **competitiveness** and **sustainability** of the **destinations** they represent.
 - **Methodology** to **strengthen** three key performance areas in destination management: **Strategic Leadership, Effective Execution** and **Efficient Governance**.

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Key Performance Areas at DMO level

STRATEGIC
LEADERSHIP

EFFECTIVE
EXECUTION

EFFICIENT
GOVERNANCE

CRITERIA

What must DMOs do well to be successful in each of these areas

INDICATORS

What should be measured to rate success in each criteria

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Structure of evaluation elements and scoring system

Structure of evaluation



Scoring system

UNWTO.QUEST Certification for those DMOS who have obtained a score of **70% or higher** out of the maximum number of points possible from a 564 possible score (**395 or more**) according to the criteria and standards of UNWTO.QUEST:

Area / Axis	Highest Score
Strategic Leadership	169
Effective Execution	241
Efficient Governance	154
Total Highest Score	564

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2. Objectives

- Provide a framework of **standards and criteria** to guide and assist DMO in destination management strategies
- Strengthen DMO commitment with **quality and excellence** in tourism management
- **Enhance competitiveness and sustainability** of tourism destinations through the **improvement of DMO** strategic planning, management and governance
- **Acknowledge** DMO quality and excellence, by awarding the UNWTO.QUEST Certification

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3. How does UNWTO.QUEST work?

Progressive implementation methodology

Continuous support, assistance and monitoring for DMOs

UNWTO.QUEST Certification

4 years validity

3 phases

Training and capacity building



Possibility of renewal

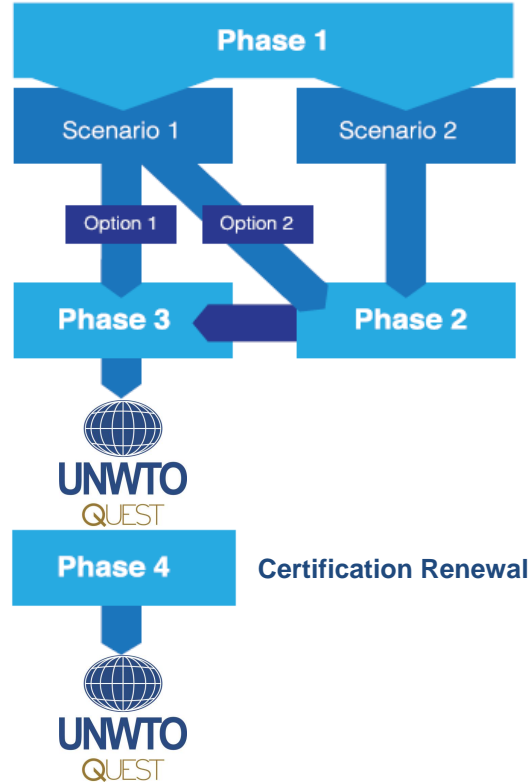
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Implementation in 3 Phases



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UNWTO.QUEST Certification process scheme



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4. Who is UNWTO.QUEST aimed at?

All DMOs are eligible

(Support by the NTA and local/national government)

- From national to regional and local level
- No size or format limitation
- Irrespective of their governments being UNWTO members
- No need to be Affiliate member

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5. UNWTO.QUEST Implementation costs

Implementation costs are determined considering:

1) the number of **DMO's staff**:

- Up to 10
- Between 11 and 30
- 31 or more

2) according to the classification of countries of the United Nations Programme for Development (UNPD) in terms of the **Human Development Index (HDI)**:

- Very high human development (VHHD) and High human development (HHD)
- Medium human development (MHD)
- Low human development (LHD)

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6. Beneficiaries

- DMOs
- Tourism Destinations
- Private Sector Stakeholders
- Tourist / Visitor



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7. Reasons to join UNWTO.QUEST



Visibility & International Recognition

- **Improved** efficiency and expertise in the destination's **governance and management**.
- **Optimized** human resources management and development of professional skills.
- Developed **strategies** that foster the **integration of all the stakeholders** (public and private) in the destination's management.
- **Adopted tools** for the destination's innovation, sustainability and competitiveness.
- Undertaken **leadership** in the tourism destination as regards a **strategic planning** which may encompass diverse authorities, stakeholders and professionals and promote partnership in the tourism sector to achieve a **collective vision** of the destination.

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8. How to apply?



- Fill in and submit **online registration** form to UNWTO
- Provide **letter of support** by the highest **National Tourism Authority (NTA)**
- Obtain the **approval by the UNWTO** of initial proposal to participate in UNWTO.QUEST.

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UNWTO

World Tourism Organization