



The Department for Tourism has now submitted all the required documentation to the Government of the Region. The acknowledgement is expected to be awarded in early 2021

M.F./Info: B.M./Design: M.F.

Mijas is getting closer and closer to becoming a 'Municipality of Tourist Interest'. The Local Government delivered this week to the Malaga Tourism delegation all the documentation required by the 'Junta de Andalucía' (Regional Government) to be included in this catalogue. It is estimated that it will be at the beginning of 2021 when this is finally acknowledged, which represents recognition in the sector and access to different subsidies for the improvement of tourist services and facilities.

The councillor for Tourism, **José Carlos Martín** (Cs), held a working meeting on the 18th with the delegate of the same branch in the Malaga Board, **Nuria Rodríguez** (Cs), to whom he showed all the documentation related to the application by Mijas to be declared 'Tourist Municipality of Andalucía' and, later, the documents were handed into the registration office of the 'Junta'.
"We have made every effort to achieve this distinction as it is incomprehensible that a municipality like ours does not yet have it. Now more than ever we need to promote our tourism industry and this new

Mijas now has a Tourist Quality Plan, one of the requirements to receive the distinction

status would help us especially to promote it, in addition, it would open the doors to subsidies related to this sector that we cannot now opt for", assured the councillor.

In this regard, Rodríguez appreciated the effort that Mijas is making in regard to tourism. "Mijas advances with this declaration that, once it is obtained, will serve to maintain and improve its quality offer, as tourist municipalities have access to a line of aid with which to prevent their essential services from suffering when their population doubles or triples at certain times, in addition to the promotion involved in the denomination". In this regard, she recalled that the

Mijas applies to be catalogued as *Andalusian Tourist Municipality*



Photo / B.M.



In the photo, the delegate N. Rodríguez, with councillor J.C. Martín (centre) and the Tourism technician J.C. Acevedo / Mijas Press



Photo / A.L.

Ministry of Tourism contemplates in the crash-plan launched during the pandemic, the streamlining of these procedures and recognized "the work of the department that is doing its best to alleviate the consequences that the health crisis has brought to the sector".

Requirements

Among the items that a municipality must offer to enter this catalogue is that the population by law cannot exceed 100,000 inhabitants, they must certify the assisted tourist population (through the number of overnight stays or visits), show the tourist offer and its infrastructure, a municipal tourism quality plan, carry out actions aimed at promoting and improving the offers and services with an impact on tourism activity, to which it is added that participation mechanisms must be introduced in the tourism planning processes that are carried out through citizen and economic and social agents; integrate the conservation of cultural and natural heritage; promote respectful tourism,

TOURIST QUALITY PLAN 2020-2023

5 strategic lines

For the consolidation of Mijas as a space of quality and trust, this study outlines 5 main strategic lines to follow that help the city to overcome new challenges:

LINE 1

'Protection and management of the destination with tourist intelligence': the control measures must be reinforced in a transversal manner in order to cover the needs of the destination, its offer, and the productive fabric

LINE 2

'Strengthening the tourist space': considers the urban setting as a meeting point for the development of the tourist activity that has to be adapted and maintained with solid operational infrastructures

and raise awareness among the local and tourist population.

Municipal Tourism Quality Plan

In relation to the requirement of having a Municipal Tourism Quality Plan, "we already have this study which, in our case, has an advantage over other cities and that is that it has already been prepared under the parameters of the pandemic, therefore it includes all the measures in this regard to alleviate

LINE 3

'Excellence and professionalization of the destination': highlights the public-private collaboration as a new element that is introduced within the criteria to be taken into account to maintain quality standards

LINE 4

'Consolidation of the tourist offer': based on sustainability criteria and focused on improving the experience within the town

LINE 5

'Projection of the destination': It is necessary to continue stimulating demand in order to recover the position of the destination, all under criteria of sustainability and balance

its effects on the sector", assured Martín.

Within the framework in this plan, these lines of work are already contemplated to combat the health crisis in the Mijas tourism industry, which are mainly based on offering security to visitors. "We are very aware of this aspect and we are al-

Requirements to obtain the qualification

- ◆ The population cannot exceed 100,000 inhabitants
- ◆ Prove assisted tourist figures through the number of overnight stays or visits
- ◆ Show the tourist offer and its infrastructure
- ◆ Take actions aimed at promoting and improving the actions and services that affect tourist activity
- ◆ Introduce citizen participation mechanisms
- ◆ Integrate the conservation of cultural and natural heritage
- ◆ Promote respectful tourism
- ◆ Create a Local Tourist Quality Plan

ready working on it in a reliable and transversal manner among all the areas of the Town Hall. We can say without a doubt that we are one of the safest destinations in Andalusia because we have not skimped on resources or efforts to put all the measures at our disposal to achieve it", concluded the councillor.