



Ordinary Plenary Session in July



View of the Mijas Coast / Alberto Lago.

Mijas approves the quality plan to become a 'Tourist Municipality of Andalusia'

The councillor for the area assures that in a few weeks the qualification granted by the 'Junta' will be requested, for which this document by an external company is necessary

Carmen Martín / Info: Marina Prieto

Mijas now has the Municipal Tourism Quality Plan 2020-2023. The document, necessary to request the cataloging of the municipality as a Tourist Municipality of Andalusia, was approved on Wednesday the 29th in the ordinary plenary session for July, the first in which the 25 councillors of the municipal corporation have returned to once again sit together since the end of the state of alarm, although complying with

The text was drawn up during the state of alarm and includes all the measures related with COVID-19

security measures, such as the use of masks.

"With this plan we take a further step to position our city as a leading tourist destination on the Costa del Sol, expanding, at the same time, the resources we have to promote Mijas at all levels", said the mayor of the municipality, **Josele González** (PSOE) in a press release, adding that the cataloging as a 'Tourist Municipality of Andalusia' is "a recognition that will be added to the work done in recent years with the Strategic Tourism Plan" in which "the fundamental lines to be followed are defined in the short, medium and long term to optimize the potential of 'Mijas as a destination' and to continue advancing to promote sus-

tainable and family tourism in which the wide range of segments we offer distinguishes us from the rest of the options within the province", he affirmed with regard to the Strategic Tourism Plan.

For his part, the councillor for Tourism, **José Carlos Martín** (C's), explained that with the approval of the quality plan, the application to obtain the cataloging will be presented "if not next week, the following". According to Martín, the plan includes "60 improvement measures" that the Local Council must carry out, in addition to monitoring and controlling them. Likewise, its objective is to provide the municipality with a complementary tool, together

with the Strategic Plan, to maintain quality levels and the image of safety in Mijas, as it has been drawn up during the state of alarm and "introduces all the variables related to the new situation" derived from COVID-19 regarding the protection of residents and tourists.

"It is essential to offer security not only to our residents but also to visitors. From the Local Government, we have put all our efforts into implementing all the necessary measures to guarantee the health of the citizens and that also makes us one of the safest destinations in Andalusia", added the councillor.

"The cataloging as Tourist Municipality of Andalusia allows us to opt

for greater promotion and tourism subsidies, which we are currently unable to access and that are now more important than ever for this sector, which has been so badly affected by the health crisis", added the councillor for Tourism.

Debate in plenary session

From the government team, the spokesperson for the Municipal Group of the PSOE, **Roy Pérez**, considered "essential" in the debate prior to the approval of the plan that the administration takes the steps within its possibilities to benefit the sector: "We are living in troubled times in which tourism, our main engine, is, without a doubt, one of the

areas most affected by this pandemic. Therefore, any step, any activity that the Administration can carry out, in coordination with other administrations, is essential at this moment".

For their part, Podemos clarified that this plan was made without including the opinion of the sectors involved and that of the citizens and made a series of proposals, "which could not be included in the plan", said the group's spokesperson, **Remedios Leiva**. "This plan has been carried out by a company outside the Town Hall and as far as I am aware, at no time have the agents involved in the plan been taken into account", she added.

The councillor for Tourism clarified that a quality plan, as opposed to a strategic plan, should not include citizen participation, but should be carried out by an external company to assess precisely the quality of the tourist services offered by the municipality. For his part, the mayor invited Leiva to learn about the content of the strategic plan by visiting the Tourism department or downloa-

MIJAS, closer to being a TOURIST MUNICIPALITY OF ANDALUSIA

Requirements to obtain the qualification

- ◆ **Inhabitants** cannot be more than 100,000
- ◆ **Accredit the tourist population attended** to through the number of overnight stays or visits
- ◆ **Show the tourist offer** and its infrastructure
- ◆ **Carry out actions aimed at promoting and improving the measures** and services that affect tourism
- ◆ **Introduce mechanisms for citizen participation**
- ◆ **Integrate the conservation of the** cultural and natural Patrimony
- ◆ **Promote respectful tourism**
- ◆ **Draw up a Municipal Tourism Quality Plan**



Many Andalusian municipalities are forced to make a special financial, planning and organizational effort, due to the increase that tourism represents in the number of users that demand the provision of municipal services. The Local Regulatory Law does not foresee any mechanism to compensate for this financial imbalance, and therefore the Ministry of Tourism, Regeneration, Justice and Local Administration has the category of Tourist Municipality to correct, or at least compensate, that extra effort made by the municipalities, which may qualify for further promotion and grants. In Andalusia there are already 28 municipalities within this category, of which eight are in Malaga: Álora, Antequera, Benalmádena, Frigiliana, Fuengirola, Nerja, Ronda and Torremolinos



JOSELE GONZÁLEZ
Mayor of Mijas (PSOE)

"The classification as a Tourist Municipality of Andalusia is a recognition that will be added to the work done in recent years with the Strategic Tourism Plan"



JOSÉ CARLOS MARTÍN
Councillor for Tourism (C's)

"The cataloging of Mijas as Tourist Municipality of Andalusia allows us to opt for greater promotion and tourism subsidies that we cannot currently access"



REMEDIOS LEIVA
Spokesperson for Podemos

"This plan has been carried out by a company outside the Town Hall and as far as I know, at no time have the agents involved in the plan been taken into account"



CARLOS RIVERO
Non-assigned councillor

"It would be more interesting to finalize this plan after the summer to include incidents and proposals for improvement regarding the impact that the coronavirus will have on the sector"



ding it from the municipal website. "I find it particularly worrying that they want to give lessons on how, in this case, to manage the tourist section in the municipality and they have no knowledge of the fact that

The objective of this plan is for Mijas to maintain its levels of quality and security

there is a strategic plan already approved by this Local Council a few years ago".

Finally, the unassigned councillor, **Carlos Rivero**, considered that the ideal situation would be for this plan, which was approved by all the parties except for Podemos, who abstained, should have been drawn up at the end of the summer. "I consider that it would have been more interesting to finalize this action plan after the summer season, in order to have included, if proceeding, incidents and proposals for improvement regarding the impact that the coronavirus will have on the tourism sector", he pointed out.

From the bench of the Municipal Partido Popular there were no comments during the debate prior to the vote on this plan.

A QUALITY PLAN WITH FIVE STRATEGIC LINES

LINE 1
'Protection and management of the destination with tourist intelligence': the control measures must be reinforced in a transversal manner to cover the needs of the destination, its offer and productive fabric

LINE 2
'Strengthening of the tourist area': projects the urban scene as a meeting point for the development of the tourist activity, which must be adapted and maintained with solid operational infrastructures

LINE 3
'Excellence and professionalization of the destination': public-private collaboration stands out 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 municipality

LINE 5
'Projection of the destination': It is necessary to continue stimulating demand in order to regain the positioning of the destination, all under criteria of sustainability and balance



60 MEASURES TO CARRY OUT



The five strategic lines add up to 60 different measures, ranging from the holding of **sessions by the interdepartmental tourism technical board**, to the **municipal protection services**, going through **attention to foreigners**, the **maintenance and conservation of public roads and beaches**, with its own plan and the commitment to the **various quality certifications of the beaches**; **mobility and transport** are other areas of action within this plan, which also does not forget **leisure, cultural events** and the **promotion of the destination**

AGE Concern
Drop In Centres

Fuengirola, Mijas and Benalmádena
Helping the Over 50's
Help Where Help Is Needed

Mijas Pueblo - Every Thursday 11.00 to 1.00pm at **Julios – Bartolo Gastrobar**
Plaza de la Paz 3 (opposite Drs. Surgery)

La Cala - Every Friday 11.30 to 1.00pm at bar **Peña Flamenca del Sur**
Next to the Post Office and opposite the children's playground.

BOTH clubs offer a warm welcome weekly get-together, monthly lunch clubs, day trips, social events, our famous "mini-cruise", personal Welfare service and much more.

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Mijas AYUNTAMIENTO

Mijas... immense

JOIN THE COASTAL PATHWAY CRAZE

The coastal pathway of Mijas, a journey from La Cala to Marbella which offers us a natural and scenic landscape of the Mijas coastline. A path with a wooden base with walkways where you can enjoy the rich cuisine of the beach bars of our coast, enjoy the flora and fauna, exercise or discover beautiful beaches.