Based on the principal of total quality in tourism, in Isparta which has a high tourism potential has been aimed to improve quality of tourism. In Isparta which is Turkey’s rose garden, to sustainable tourism and extending tourism to 12 months, using brainwriting method which is one of the quality improvement tools, quality improvement model has been proposed.

Brainwriting method is a nonverbal form of brainstorming. Team members write down their ideas on paper. Ideas are shared through an exchange of these papers, then additional ideas are written down. In this method for putting forward creative and original ideas, has been getting support from Provincial Culture and Tourism Directorate of Isparta. Thus, in this study it has been expected to revealing the high tourism potential of Isparta, increasing the diversity of tourism and contributing to brand city.

**Keywords:** Quality improvement tools, brainwriting method, quality in tourism