

Tourism Quality and Standards: A Sustainable Tourism Policy Perspective

Presented by: Gail N. Henry
Sustainable Tourism Product Specialist
Caribbean Tourism Organization
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Presentation Outline

- Overview of CTO
- Tourism Sustainability, Quality and Competitiveness
- Sustainable Tourism Policy and Standards
- Regional Tourism Quality Standards Initiatives
- Sustainable Tourism Certification

CTO Member Countries

Anguilla

Antigua & Barbuda

Aruba

Bahamas

Barbados

Belize

Bermuda

Bonaire

British Virgin Islands

Cayman Islands

Cuba

Curacao

Dominica

Dom. Republic

Grenada

Guadeloupe

Guyana

Haiti

Jamaica

Martinique

Montserrat

Puerto Rico

St. Eustatius

St. Kitts & Nevis

St. Lucia

St. Maarten

St. Martin

St. Vincent & Grenadines

Suriname

Trinidad & Tobago

Turks & Caicos

US Virgin Islands

Venezuela



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Countries



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Caribbean Tourism Organization

Our Role

- **Facilitating Caribbean sustainable tourism & competitiveness through:**
 - ✓ Conduct of research & information provision
 - ✓ Provision of sustainable tourism policy and operational guidelines
 - ✓ Caribbean marketing and branding
 - ✓ Programme and project implementation
 - ✓ Liaising and collaborating with partners, stakeholders and member countries

Tourism Competitiveness and Quality

“Quality in tourism staff and services and safe environments make the national economy more competitive and attract international investment for tourism and other types of development.” (WTO)

Tourism Sustainability and Quality

“...a quality tourism destination or product is one that addresses the full range of sustainability issues rather than simply concentrating on visitor satisfaction.” (UNEP-WTO, 2005)

Tourism Quality

- ✓ Ensure that the national tourism policy promotes the principles of continuous quality improvement.
- ✓ Facilitate a cross-sectoral approach to the quality of tourism.

Sustainable Tourism and International Standards

□ **POLICY GOAL:**

Ensure that international standards are achieved and maintained in all tourism sub-sectors.

Environmental Standards

- ✓ Develop and incentivize voluntary environmental standards to ensure that visitors are able to make an “environmental choice” in the selection of their service providers.

Health and Safety Standards

- ✓ Implement health and safety standards in all tourism operations and link this to the operation license.

Legislation and Licensing

- Develop legislation to ensure that tourism operators are registered with relevant tourism agencies and obtain an operating license.
- Establish a licensing agency/mechanism to address the maintenance of standards via periodic inspection of operators.

Stakeholder Feedback

- ✓ Collaborate with stakeholders to develop a national forum where quality issues in the tourism value chain can be identified.

Visitor Feedback

- ✓ Obtain visitor feedback on the quality of their experience and suggestions for improvement including:
 - Perceptions of warmth of welcome
 - Service levels
 - Environmental quality
- ✓ Develop a central registry of complaints and review this info at agreed intervals to identify and act in areas for improvement.

Regional Tourism Quality Standards Initiatives

- Liaise with regional partners (CTO, CHTA/CAST, CROSQ, CAREC, OAS, ACS etc.) in the provision of quality standards e.g.
 - ✓ Hospitality Assured (HA) Programme
 - ✓ Quality Tourism for the Caribbean (QTC) Programme
 - ✓ Small Tourism Enterprise Program (STEP)
 - ✓ Sustainable Tourism Zone of the Caribbean (STZC)

Hospitality Assured Programme

- An industry standard that promotes and rewards the highest levels of business and service excellence for organisations in the hospitality industry
- Championed by the Institute of Hospitality
- Supported by the British Hospitality Association and CTO
- Fully endorsed by the British Quality Foundation and the Quality Scotland Foundation as meeting the criteria in the European Foundation for Quality Management Excellence Model

Hospitality Assured Benefits

- **HA 'accredited' organisations enjoy advantages including:**

- ✓ Improved processes, operational efficiencies and outcomes such as enhanced profitability, improved reputation, increased repeat business and gaining industry respected accolades
- ✓ Being able to use powerful business tools and objective external assessment to stimulate and measure performance improvement in service delivery and business excellence
- ✓ Being able to use the HA framework to create a sustainable service culture that benefits the customer, all individuals concerned with the business and local communities

Quality Tourism for the Caribbean (QTC) Programme

- **Vision for the Caribbean:**
 - ✓ “the safest, healthiest and happiest of comparable destinations in the world!”
- **Goal:**
 - ✓ To increase the quality, safety, competitiveness and sustainability of the tourism sector in the Caribbean Region and thereby improve the tourism sector’s quality and ability to maintain its market position on a global level.

Quality Tourism for the Caribbean (QTC) Programme

- **Health and environmental standards:**
 - ✓ Food Safety and Sanitation
 - ✓ Environmental Management System
 - ✓ Water Treatment, Management and Efficiency
 - ✓ Sewage Treatment Management
 - ✓ Energy Management and Efficiency
 - ✓ Integrated Pest Management
 - ✓ Solid Waste Management
 - ✓ Occupational Health and Safety
 - ✓ Air Quality and Pollution Control
 - ✓ Physical and Personal Safety, Security and Disaster Planning
 - ✓ Protecting Natural Resources & Managing use of Coastal Areas
 - ✓ Community Relations

Small Tourism Enterprises Program (STEP)

- STEP program initiated by OAS in 1998
- **Key objectives:**
 - ✓ Enhanced competitiveness of small tourism enterprises to meet international standards
 - ✓ Increased access to best environmental management practices
 - ✓ Implementation of environmental standards
 - ✓ Enhanced awareness of sustainable tourism development requirements for the region
 - ✓ Training and capacity building programs tailored to requirements of small tourism enterprises

Small Tourism Enterprise Program (STEP)

- **Phase I** – Caribbean Innkeeper website developed to provide information on a range of topics
- **Phase II** – Caribbean Experiences brand created to market and promote small hotels
- Developed market-driven Brands and Quality and Sustainability Standards for Caribbean small hotels and a self-evaluation process

Tourism Quality and Sustainability Awards

- Annual awards for stakeholders that demonstrate best practice in raising the quality and sustainability of their tourism product. e.g.
 - ✓ Sustainable Tourism Awards (CTO)

Tourism Certification

- Establish tourism certification system at the national Standards Bureau to facilitate the assessment of quality standards.

Sustainable Tourism Certification

- **Potential Benefits:**

- ✓ Reduced water and energy consumption
- ✓ Lower operational costs
- ✓ Improved staff morale, productivity and creativity
- ✓ Increased customer satisfaction
- ✓ Reduced employee conflict
- ✓ Increased employee retention
- ✓ Improved community relationships and benefits
- ✓ Improved business and shareholder value

Sustainable Tourism Certification

- **Health, Safety, Environmental e.g.**
 - Quality Tourism for the Caribbean
 - Green Globe
 - Caribbean Blue Flag

Green Globe Certification

- Certification possible for companies, communities and consumers
- At least 57 Green Globe certified properties in the Caribbean
- Jamaica leading Green Globe certification for Caribbean communities
- Atlantis Submarines Barbados – first Caribbean attraction to obtain certification under the dual Green Globe/Green Certifications programme

Green Globe Certification

- **Benefits to Companies:**

- ✓ Reduced overhead and operating costs
- ✓ Commitment to corporate social responsibility
- ✓ Improved business and reputation
- ✓ Global recognition
- ✓ Compliance with present and future government legislation and industry acceptance
- ✓ Preferred supplier status
- ✓ Environmental benefits

Caribbean Blue Flag Programme

- A voluntary certification scheme for beaches and marinas
- **Main objectives:**
 - to improve understanding of the coastal environment
 - to promote the incorporation of environmental issues in the decision-making processes of local authorities and their partners

Caribbean Blue Flag Programme

- A tool for facilitating coastal zone management by improving the environmental quality and holistic management of beaches and marinas
- Works towards sustainable development at beaches and marinas with a focus on water quality, environmental education and information, environmental management, safety and other service criteria.

Main Challenges

- To try to harmonize regional tourism industry standards
- To ensure that these standards are internationally accepted
- To obtain stakeholder buy-in to continuously striving to meet or exceed these standards
- To provide adequate levels of support
- To find creative ways to promote and reward tourism sector operators that exceed the minimum standards

Opportunities

- To enhance the image, competitiveness, marketability, profitability and sustainability of Caribbean destinations by improving the quality of the tourism product.
- To create high quality and more satisfying visitor experiences that will encourage a higher rate of repeat visitors and positive communication that will encourage new visitors to the region.

Useful Resources

- **Websites:**
 - CROSQ – www.crosq.org
 - CTO – www.onecaribbean.org
 - UN World Tourism Organization
 - UN World Trade Organization
 - Caribbean Alliance for Sustainable Tourism
 - OAS/STEP – www.Caribbean-Innkeeper.com
 - ACS - www.acs-aec.org

Thank you for your attention!

