



# ***Second Regional Sustainable Tourism Policy Development and Intersectoral Planning Workshop***

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## **ROLE OF TOURISM STANDARDS AND GUIDELINES IN SUPPORTING COMPETITVENESS**

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Camella Rhone  
Executive Secretary, CROSO



# AREAS FOR DISCUSSION

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## *Tourism Sector*

### ***Role of Standards in supporting international competitiveness***

*(presumes that the use of standards provide an economic advantage in the Global environment)*

### ***Quality Assurance: achieving and sustaining it***

*(requires an understanding of the mechanisms involved in the QA process)*



# DEFINING STANDARDS

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*ARTICLE 1 of Agreement Establishing CROSQ defines:*

***Standards - approved guidelines, rules, or characteristics (Including terminology, symbols, packaging, marking or labelling), for products or related processes and production methods, that provide for common and repeated use.***

***Compliance is not mandatory***



# DEFINING STANDARDS RELATED MATTERS...

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*ARTICLE 1 defines Standards Related matters as:*

*..including technical regulations, conformity assessment procedures and metrology*

***Technical Regulations - specify product characteristics or their related processes and production methods, including applicable administrative provisions, terminology, symbols, packaging, marking or labelling requirements***

***Compliance is mandatory***



# STANDARDS RELATED MATTERS...

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*ARTICLE 1 defines:*

***Conformity Assessment Procedures: include any procedure used, directly or indirectly to determine that relevant requirements in technical regulations or standards are fulfilled***

***Compliance is mandatory***



# LINKING STANDARDS, CONFORMITY & QUALITY ASSURANCE

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**Conformity assessment  
procedures**

*(any procedure used, directly or indirectly to determine that relevant requirements in technical regulations or standards are fulfilled)*

***are the basis of achieving  
and sustaining***

**Quality Assurance**



# THE QUALITY INFRASTRUCTURE (MSTQ)

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**The QA mechanisms are based on the QI**

**QA**  
***Testing***  
***Standards***  
***Metrology***



# LINKING THE QI (MSTQ) ISSUES

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**QA** .... *Conformity Assessment Guides*

**Testing** ..... *Methods of Test*

**Standards** ... *Standards, Codes of Practice, Technical Specifications,*

**Metrology** ... *Regulations & Codes of Practice for Measurement*



# THE REGIONAL (RQI) INFRASTRUCTURE

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**Based on - international norms** (minimum acceptable)

**Recognition - of the collective Regional Quality Process**

**Differentiation – to add value; and define industry brand excellence**



# THE REGIONAL (RQI) INFRASTRUCTURE

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**QA**

**..Quality Management Systems(QMS)-  
(services, eg, tourism, environment)**

**Quality assurance procedures  
Certification and accreditation)**

**Testing**

**..... Define/adopt Methods of Test**

**Standards**

**..... Define/adopt Standards, Technical Specifications**

**Metrology**

**.. Regulations, Legal/Industrial Metrology;  
Tracability**



## REVISITING 'AREAS FOR DISCUSSION'....

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### *For the Tourism Sector...*

***Role of Standards in supporting international competitiveness...***

***Presumes that the use of standards provide an economic advantage in the Global environment...***



## CONFORMITY ASSESSMENT ISSUES

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***WHAT - Understanding conformity assessment procedures in context of WTO***

***WHY -The relationship between conformity assessment and economic survival/development***

***HOW – Application for benefit of the Sector***

***Implications of failing***



# CONFORMITY ASSESSMENT IN CONTEXT OF WTO/TBT

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*The TBT Articles 5 and 6 refer to:*

***...non discrimination and the prevention of unnecessary obstacles to international trade; harmonisation; transparency; and technical assistance***

*And Articles 7 to 9 refer to:*

***...local government bodies, non governmental bodies and international and regional systems***



## CONFORMITY ASSESSMENT ..

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*The Conformity assessment procedures of the CARICOM Region are related to Article 9 which deals with:*

*..international and regional systems ..*

*given that CROSQ is established as an Intergovernmental Regional organisation, and shall support, inter alia:*

***Mutual recognition of the CARICOM region's conformity assessment procedures and accreditation/certification systems***



# CONFORMITY ASSESSMENT ..

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*The Conformity assessment procedures (Annex 1.3)*

***Procedures for sampling, testing and inspection;***

***Evaluation, verification and assurance of conformity; and***

***Registration, accreditation and approval***

***To build trust/support confidence that the products being traded conform to applicable standards and technical regulations***



# CONFORMITY ASSESSMENT ..

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## *Relevant Issues:*

***Harmonisation*** (*'One standard one test..',  
'One certification, one time..' to ensure  
'Portability of certification..'*)

***Demonstrating  
harmonisation/equivalence*** (*The use of  
common/similar procedures*)

***Transparency*** (*Information requirements*)

***Notification Obligations***



# CONFORMITY ASSESSMENT ..

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## *Relevant Issues:*

***Participation in developing of international conformity assessment procedures***

***Participation in international systems (eg. MRAs)***

***Proving acceptable levels of technical competence***

***Timing of the conformity assessment procedures***

***Associated costs (technical assistance, arbitration)***



## GLOBAL STANDARDISATION MODEL.. IMPLICATIONS FOR FAILURE

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*Model managed by **rules** based on **mutual recognition***

*Globalisation - a **microeconomic process** to ensure that domestic regulation fits or is **harmonised with the external international process.***

*Thus with economic integration (CSME; WTO; FTAA), **failure to harmonise standards and regulations blocks international recognition of the domestic process***



## GLOBAL STANDARDISATION MODEL.. **FAILURE as NON CONFORMANCE**

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*Conformity Assessment Procedures defined as -*

***‘..any procedure used directly or indirectly to determine that relevant requirements in technical regulations or standards are fulfilled..’.***

***Standards*** - embedded in market decision making as neutral and objective indices for decision making

***Certification*** - a mark of objective verification of compliance.

***The agents of certification*** - the compliance gatekeepers

***The certification process*** - based on standards to ensure legitimacy across public and private sector boundaries

***The certification mark*** - a mark of conformity which enables mutual recognition.



# **TOURISM SECTOR ISSUES**

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***Increased competition***

***Diminished economic growth***

***Reduced profitability of airlines***

***Changing consumer patterns;  
more discerning consumers***

***Safety and security  
Changing distribution systems***

***Climate change issues***



## **TOURISM SECTOR ISSUES...**

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***Higher levels of service outside the Caribbean***

***Easier cross-border travel***

***Huge growth in cruise ship inventory and cruising destinations***

***Better scheduled flights to other regions***

***Lack of investment and innovation in product development in the Caribbean region***



# **QUALITY ASSURANCE: ACHIEVING AND MAINTAINING IT**

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***Tourism Sector : A System of products,  
practices and processes***

***Sustainable Success: will depend on proper  
managing of that system***

***Manage Systems Quality : Monitor quality  
delivery throughout the process chain, for  
compliance with standards for inputs,  
processes and outputs***

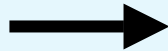


# QUALITY ASSURANCE: ACHIEVING AND MAINTAINING IT

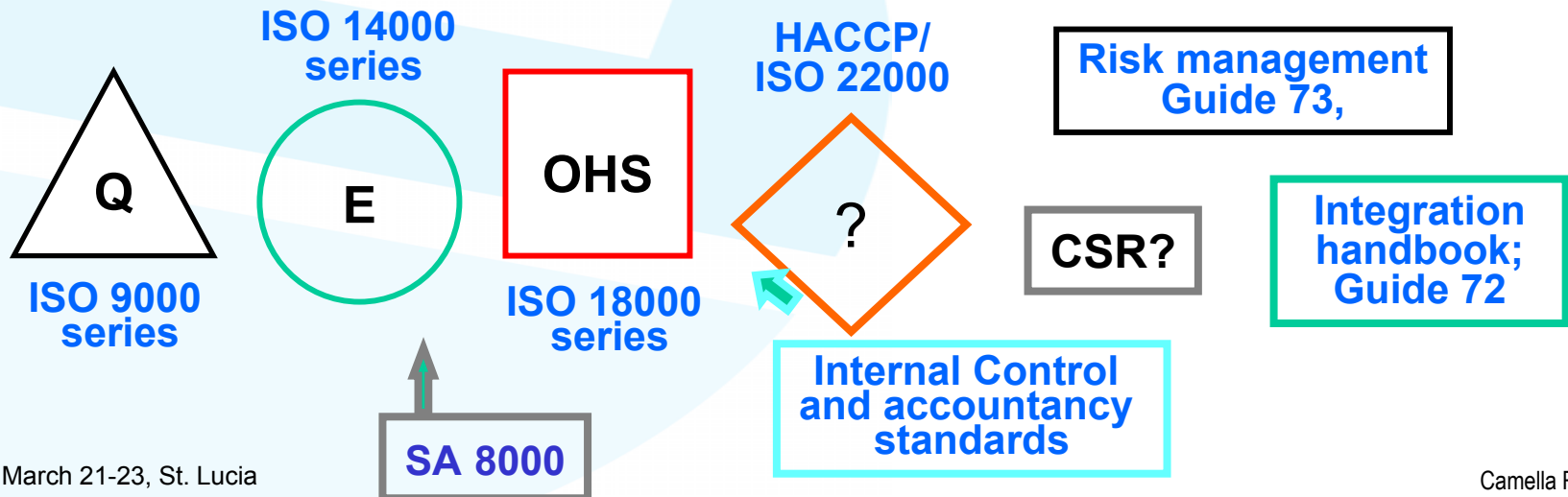
?



*.... How does one integrate management systems*



*... Through compliance with management system standards*





# ***MANAGING SYSTEMS QUALITY***

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***Risk management: the common underlying principle***

***What are the critical aspects ('risks') for each management area (Q, E, OHS )***

***How are these related to the organization's processes and products?***

***How are they managed?***



# ***MANAGEMENT AREAS: Critical Aspects***

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## ***Quality:***

***Degree to which a set of inherent characteristics fulfils requirements***

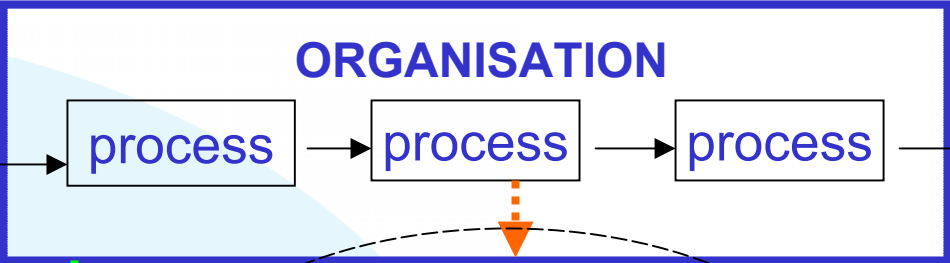
***Environment: Interaction between activities, products, services and the natural surroundings of an organisation***

***Occupational Health and Safety:  
Hazards/sources/situations with potential for harm (injury) and damage to affect health of people at work***

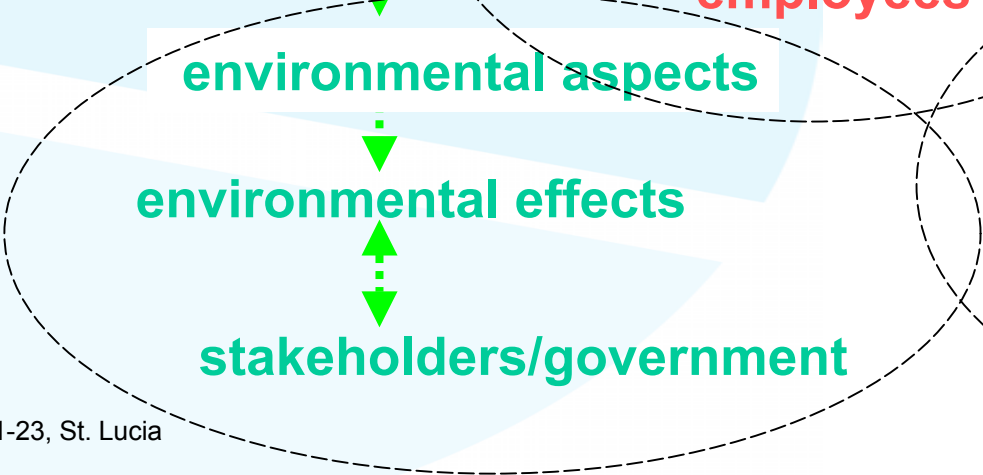
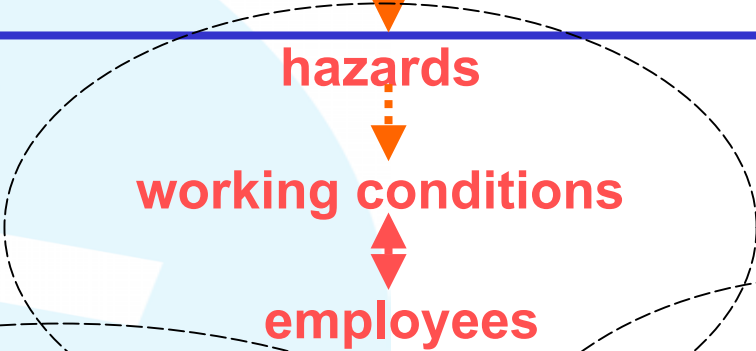


# THE MANAGEMENT SYSTEM

**INPUT:**  
raw materials  
intermediates  
energy



**OUTPUT:**  
Product/  
service





# **STANDARDS FOR MANAGEMENT OF CRITICAL PROCESSES...**

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## **Quality:**

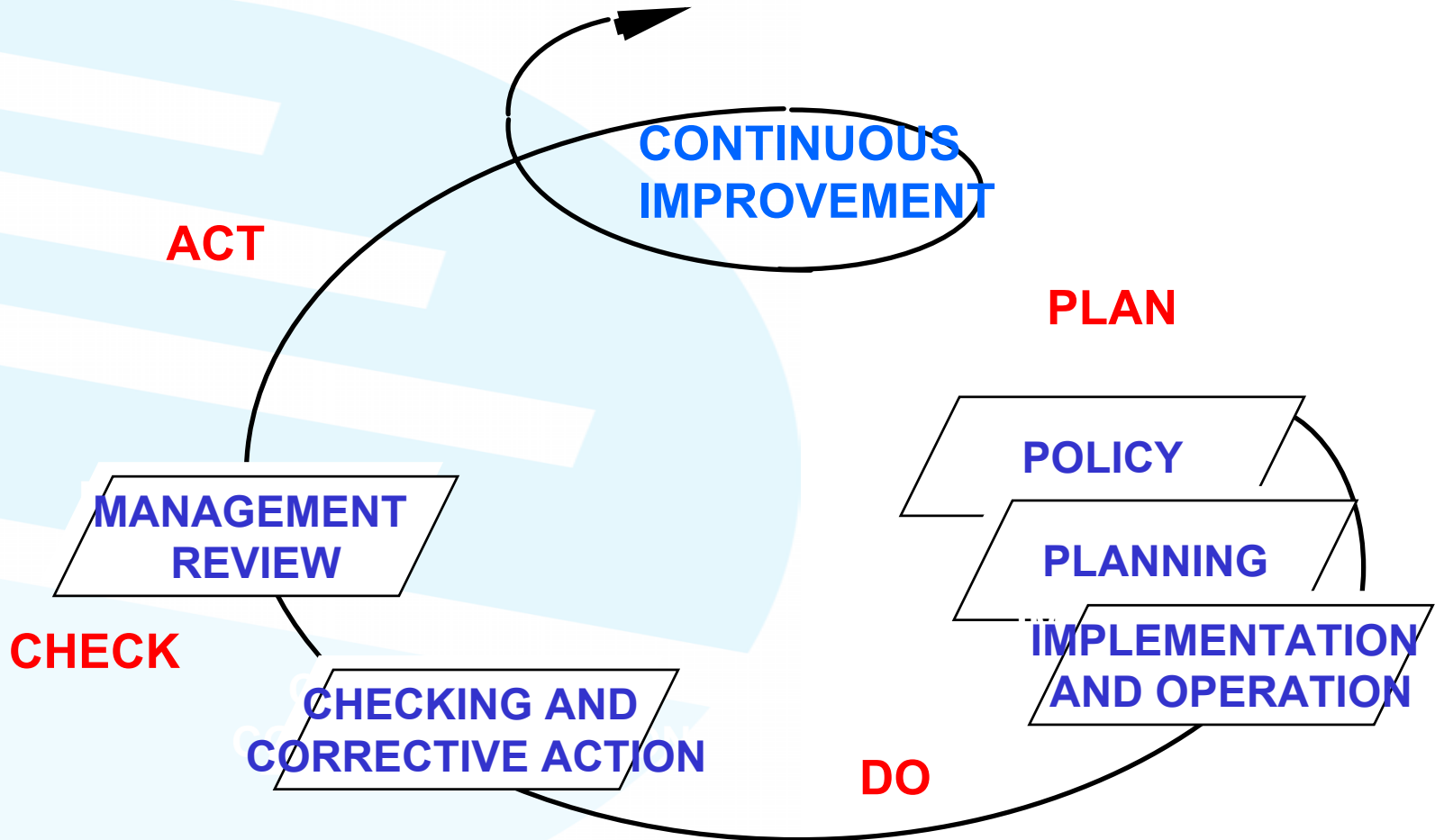
***ISO 9001: identifies requirements and related quality characteristics/ controls product realisation to fulfill requirements***

***Environment: ISO 14001: identifies/ evaluates environmental aspects/ control of environmentally critical activities***

***Occupational Health and Safety: OHSAS 18001: analyses hazards and evaluates risks/ control of operations and activities***

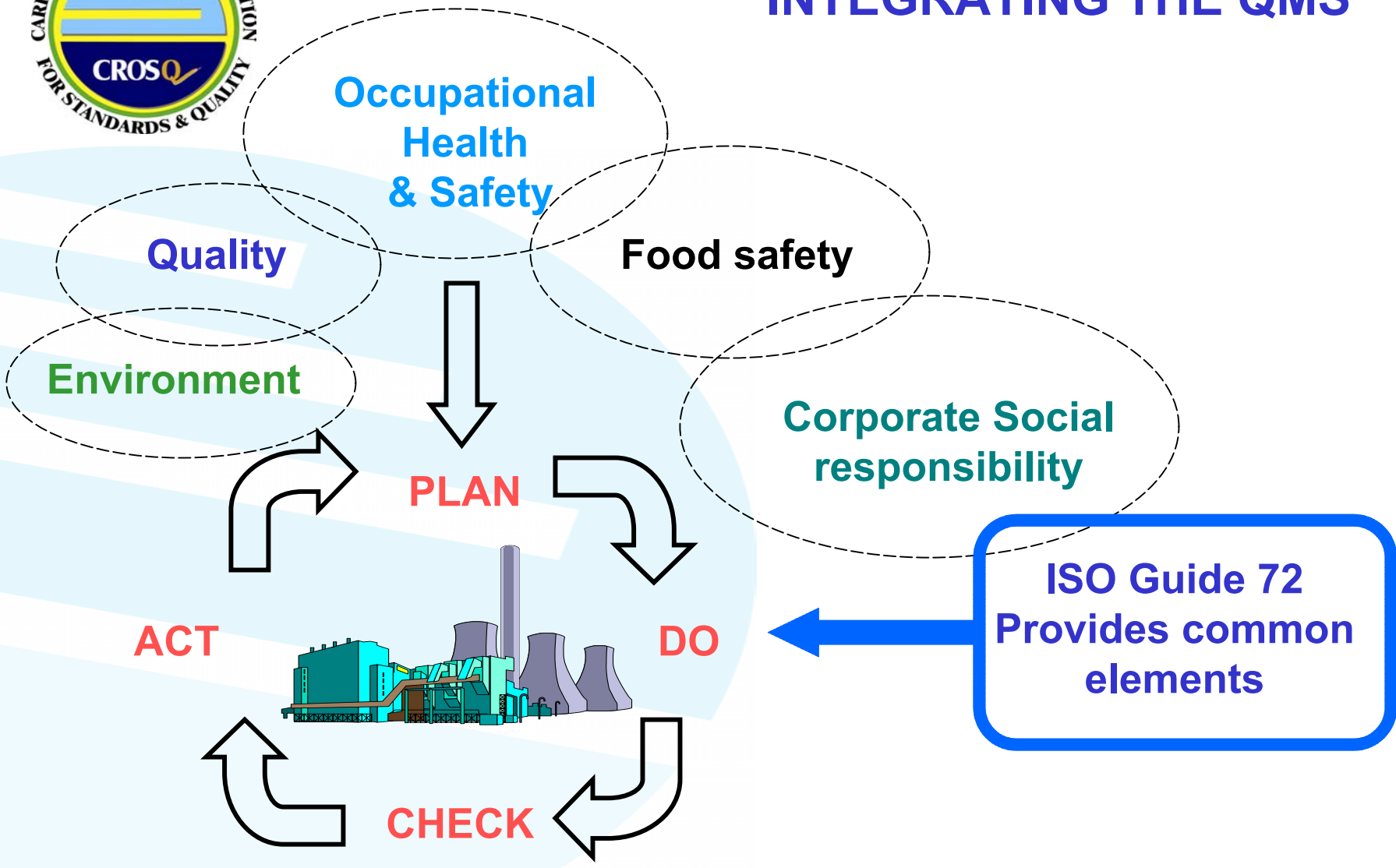


# ISO 14001 & OHSAS 18001 MANAGEMENT SYSTEM MODEL



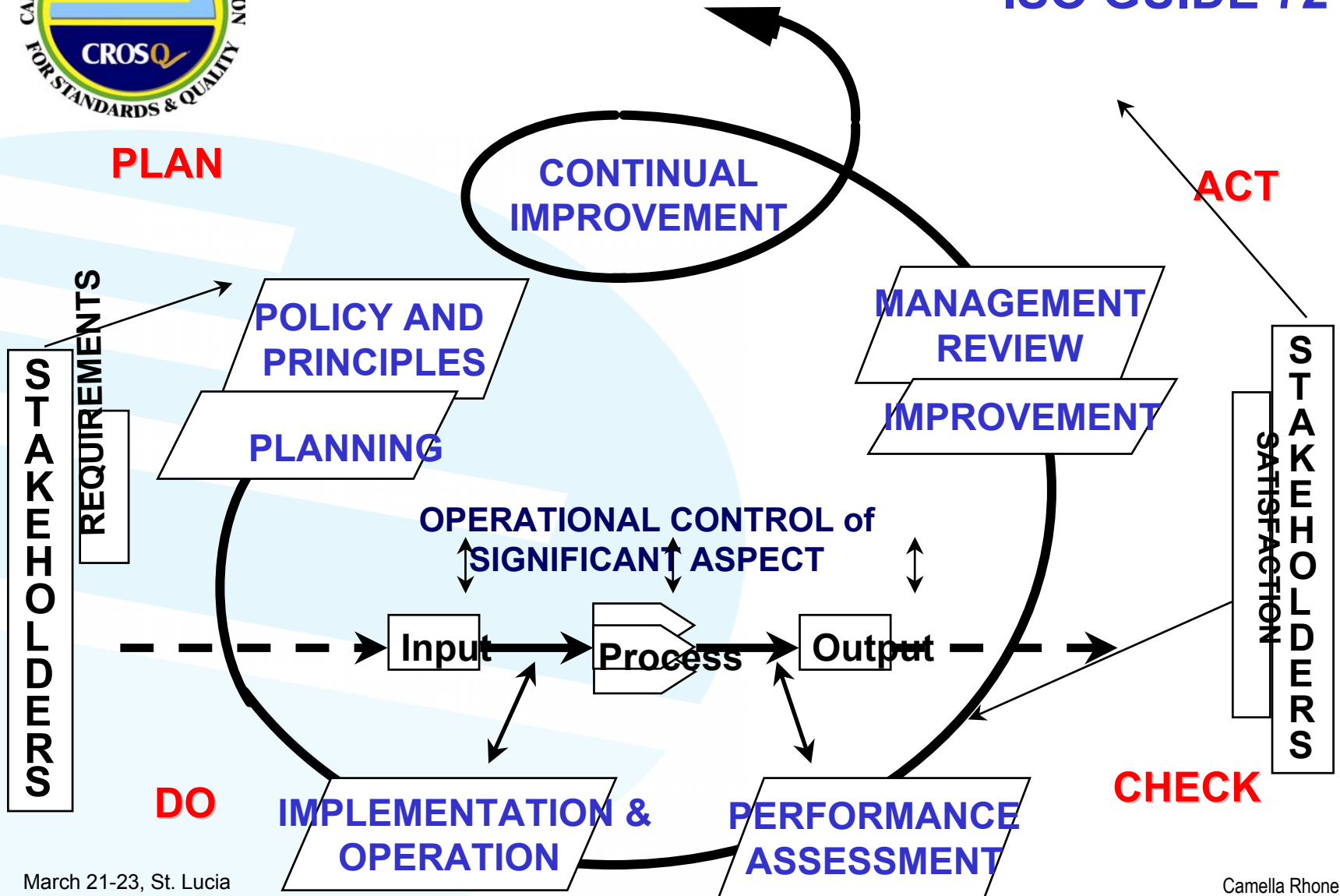


# INTEGRATING THE QMS





# SYSTEM ELEMENTS ACCORDING TO ISO GUIDE 72





## REVISITING: AREAS FOR DISCUSSION...

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*Role of Standardisation in supporting international competitiveness*

*Quality Assurance: achieving and maintaining it*

***Through industry monitoring & compliance on the basis of agreed standards & guidelines:***

***who, why, when, how***



# AN EXAMPLE: CERTIFYING THE HUMAN RESOURCE

***CERTIFICATION = PROFESSIONAL RECOGNITION***

***Adds value***

***Creates commitment***

***Formalises recognition of competence***

***Links to Occupational Standards and Best Practices for an industry***

***Benchmark for continuous improvement and excellence***

***Can lead to Accreditation***



# ACCREDITATION AND CERTIFICATION

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*Accreditation and certification are voluntary*

*Accreditation to be awarded to programs that cover Occupational Standards and “benchmark” curricula*

*Certification based on the recognised standards/codes of practice and combines experience, knowledge, and skill attainment*



# GOVERNANCE & MANAGEMENT

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## *Accreditation and Certification Board:*

*Provides technical expertise and broad industry acumen*

*Is representative of stakeholder interests*

*Meets regularly/quarterly*

*Reviews, assesses complaints*

*Responds to written complaints*

*Participates in all revocation decisions*



# **GOVERNANCE & MANAGEMENT..**

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## ***Secretariat:***

***Interface between public and Board with  
management & control functions***

***Provides logistical, secretarial/admin  
support***

***Maintains Code of Ethics***

***Comprehensive review of Standards every  
3 years***

***Manages Formal Complaint Process***



# ACCREDITATION

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## Categories

***Accredited Program: Complete training program to meet all benchmarked criteria***

***Accredited Course(s): Field or workplace training course(s) offered by an institution, association or similar entity that provides all of the benchmarked and which can be used by a company as part of its Training Program***



# STEPS IN ACCREDITATION

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## ***POSSIBLE PROCESS -***

***Training provider Applies -  
Applicant self-assesses Training Program  
against the Benchmark Curriculum criteria  
Application Form & Training Declaration with  
documentation sent to Secretariat  
Applicant assessed by AC Board (peer reviewed  
by assessors, auditors from the industry) and  
notified via Secretariat  
The INDUSTRY Monitors for  
Compliance***



# TOURISM: AREAS FOR CONSIDERATION

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***Certification and Accreditation - Link to tracability and assurance of quality.- measured against a tangible(metrology/ metrics)***

***Quality Assurance - QUALITY versus BRAND***

***Managing the process -***

***Identify and strengthen the weakest links***

***Certified training and partnerships as essential in strategy for sustainability***

***Build on the strongest links to brand the service for value added***



## TOURISM: AREAS FOR CONSIDERATION

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***Standards as primary – apply standards as basic and mandatory in respect of health and safety matters***

***Ensure consistency in basic quality - to build trust in the process for consistency in basic quality***

***Assure and reward continuous improvement***

***Use certification to manage compliance and the professionals in the industry***



# TOURISM: AREAS FOR CONSIDERATION

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## *Sustainable Strategy presumes*

*A regional approach to development -*

*Harmonised policies*

*Harmonised legislation*

*Harmonised strategies*

*A national/local approach to implementation and monitoring -*

*Member States and professionals will take responsibility at national level for implementation and monitoring*



***Thank you for your attention***

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**CAMELLA RHONE**  
**Executive Secretary, CROSQ**  
**[crosq.caricom@crosq.org](mailto:crosq.caricom@crosq.org)**



## ***Second Regional Sustainable Tourism Policy Development and Inter-sectoral Planning Workshop***

### **DISCUSSION QUESTIONS**

#### **Standards Issues**

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- 1. Is it agreed that establishing a standards culture in the tourism process will support international recognition and ensure sustainability ?**
- 2. Should a tourism standards framework be regarded as one of the basic pillars of the infrastructure required for a sustainable policy framework ?**
- 3. Should the regional sustainable policy framework include the defining of the nature of the tourism quality infrastructure (TQI) required to support the tourism product in the region ?**
- 4. Which agency will anchor and lead the process of establishing a structured TQI; which will be responsible for implementation and which for monitoring?**
- 5. What strategies should be adopted to deepen the Tourism quality infrastructure, to ensure stakeholder partnerships, sustainability and effective implementation?**