



Second Regional Sustainable Tourism Policy Development and Intersectoral Planning Workshop

ROLE OF TOURISM STANDARDS AND GUIDELINES IN SUPPORTING COMPETITVENESS

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Camella Rhone
Executive Secretary, CROSO



AREAS FOR DISCUSSION

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

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...

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...

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

**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)

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

**QA
Testing
Standards
*Metrology***



LINKING THE QI (MSTQ) ISSUES

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



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

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'....

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

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

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 ..

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 ..

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 ..

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 ..

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

*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**

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

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...

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

***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***

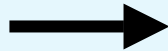


QUALITY ASSURANCE: ACHIEVING AND MAINTAINING IT

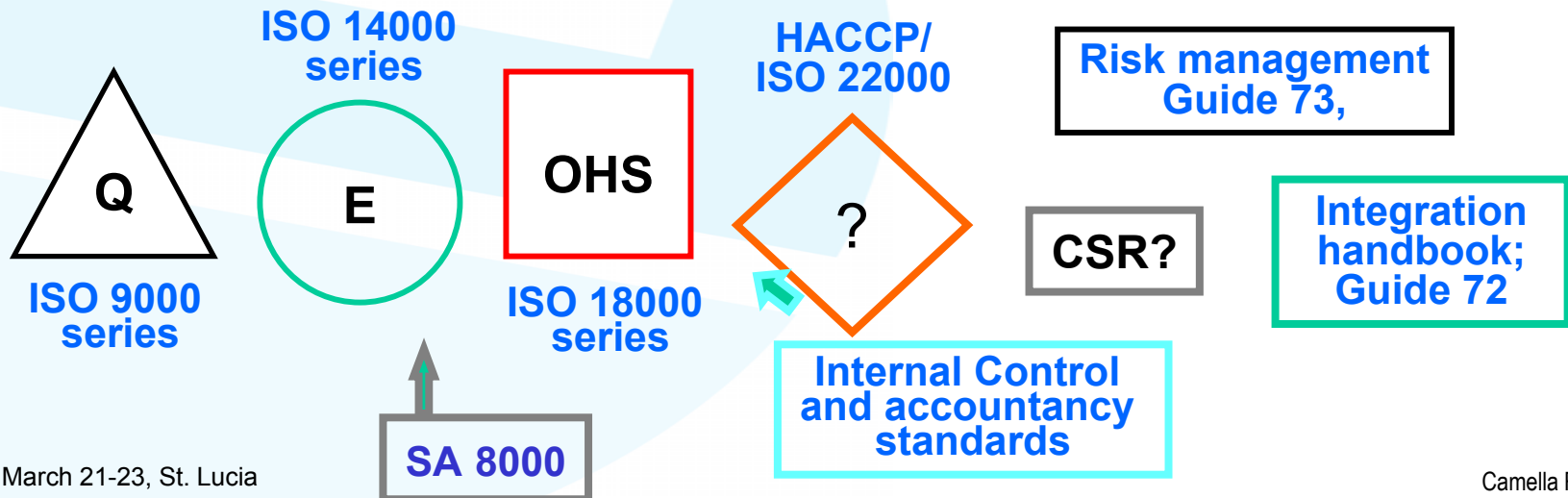
?



.... How does one integrate management systems



... Through compliance with management system standards





MANAGING SYSTEMS QUALITY

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

Quality:

Degree to which a set of inherent characteristics fulfils requirements

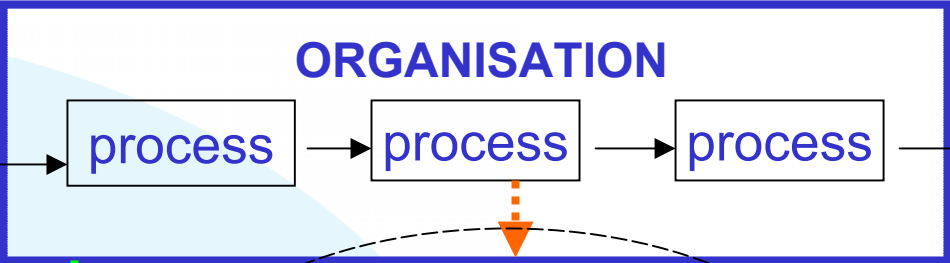
Environment: Interaction between activities, products, services and the natural surroundings of an organisation

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

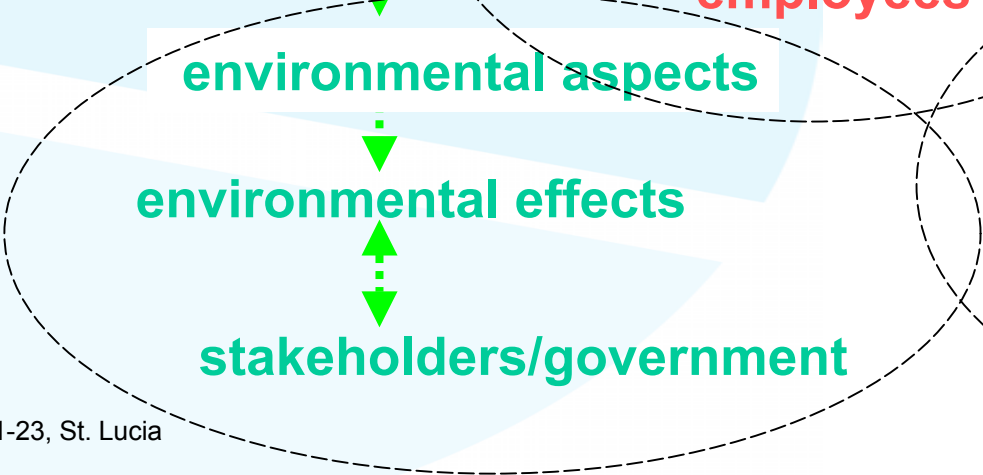
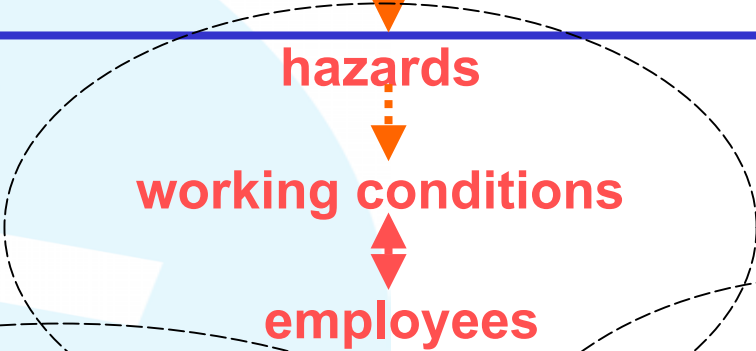


THE MANAGEMENT SYSTEM

INPUT:
raw materials
intermediates
energy



OUTPUT:
Product/
service





STANDARDS FOR MANAGEMENT OF CRITICAL PROCESSES...

Quality:

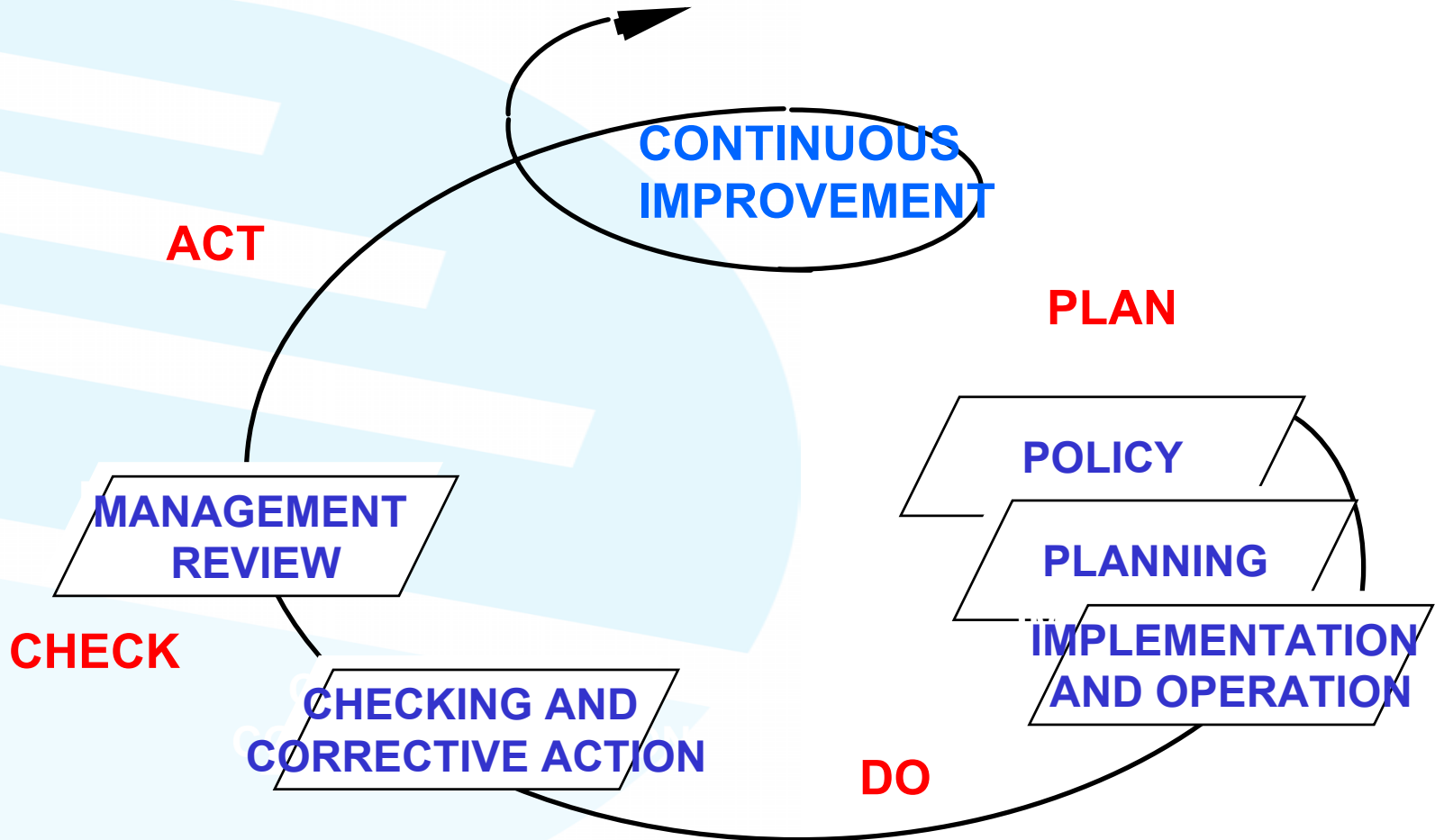
ISO 9001: identifies requirements and related quality characteristics/ controls product realisation to fulfill requirements

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



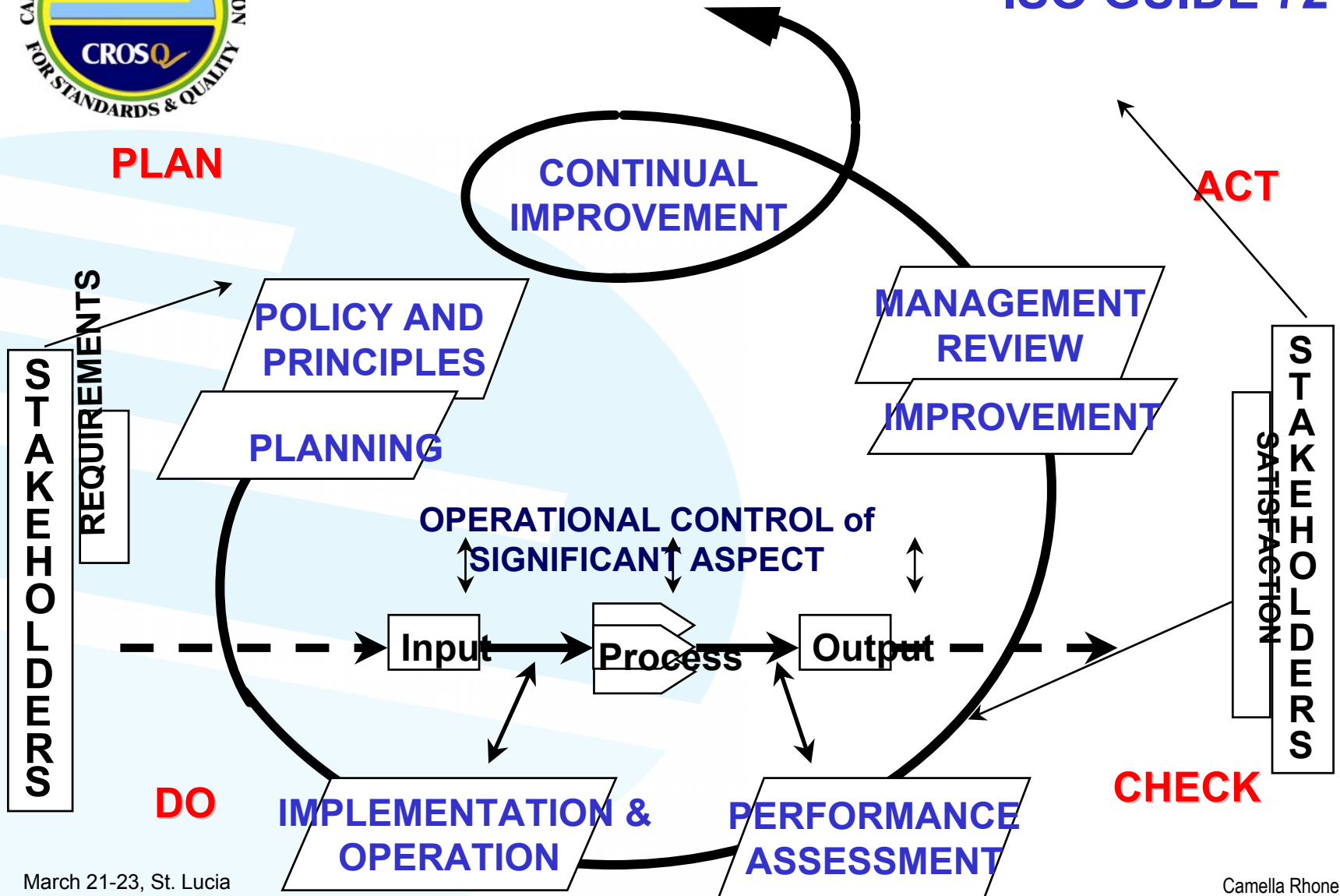


INTEGRATING THE QMS





SYSTEM ELEMENTS ACCORDING TO ISO GUIDE 72





REVISITING: AREAS FOR DISCUSSION...

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

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

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..

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

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

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

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

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

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

CAMELLA RHONE
Executive Secretary, CROSQ
crosq.caricom@crosq.org



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DISCUSSION QUESTIONS

Standards Issues

- 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?**