COSME
Boosting Caribbean OCT Enterprises

8th Tourism Human Resource Conference

Enhancing the Tourism Product – A Quality Approach

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Presentation Objectives

- To emphasize that Quality in service delivery must be present at all levels of the Tourism Supply / Value Chain
- To demonstrate that **Quality Infrastructure** offers tools to ensure consistent and total quality at all levels of the supply / value chain.

QI Wheel

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Problem Statement

The tourism and hospitality sector in our region faces 2 critical challenges:

- Ability **to deliver** consistent quality guest services according to international market requirements;
- Ability **to prove** compliance of service delivery according to international standards.

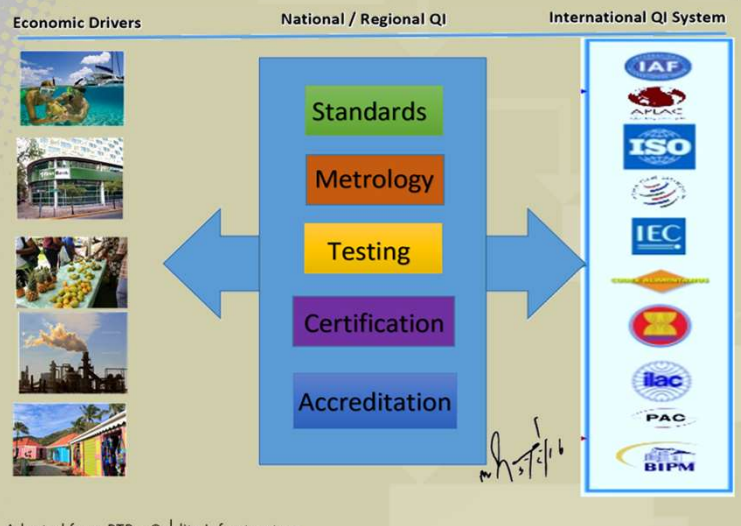
What is Quality?

- "The *consistent* delivery of products and services according to recognized standards".
- Failure to deliver *consistent* quality guest services could erode visitor experience and reduce expectations. This could negatively impact the sector and the economy.

Recognizing Quality?

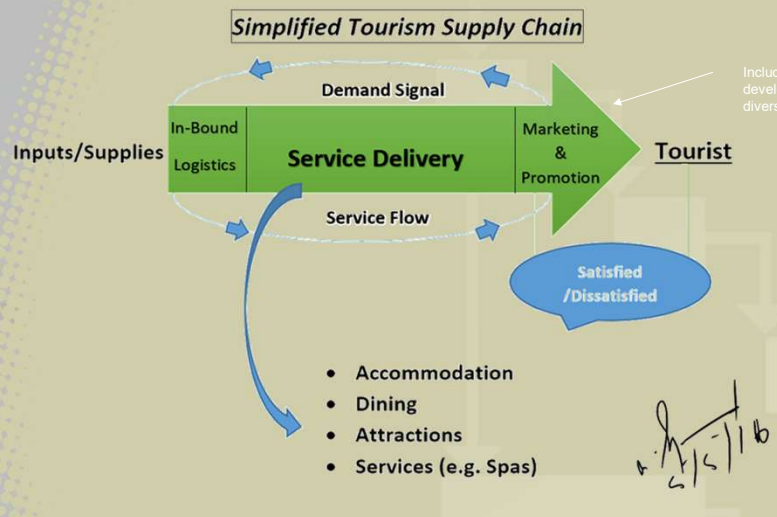
- Second party attestation is perhaps the most widely used tool in the hospitality & tourism sector.
- Quality Infrastructure toolkit has national, regional and international dimensions and, implemented appropriately, can significantly enhance the competitiveness of the sector.

Quality Infrastructure

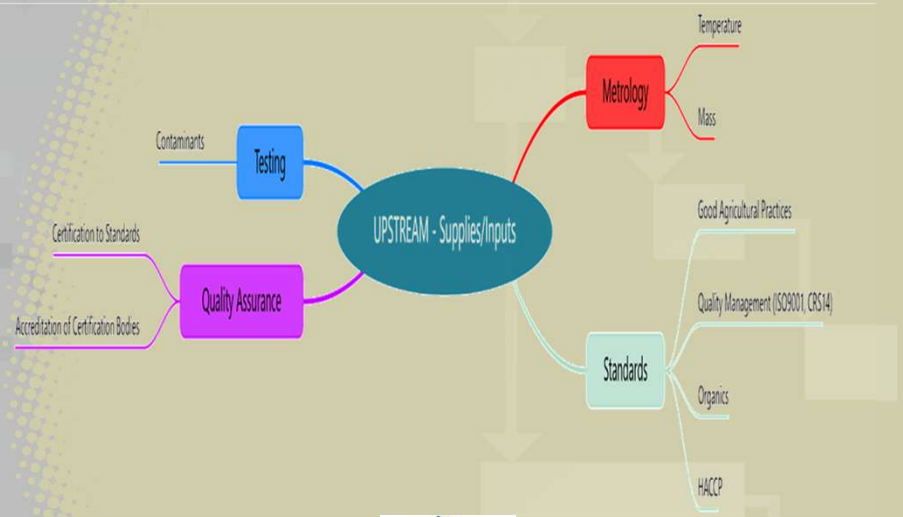


Adapted from PTB – Quality Infrastructure

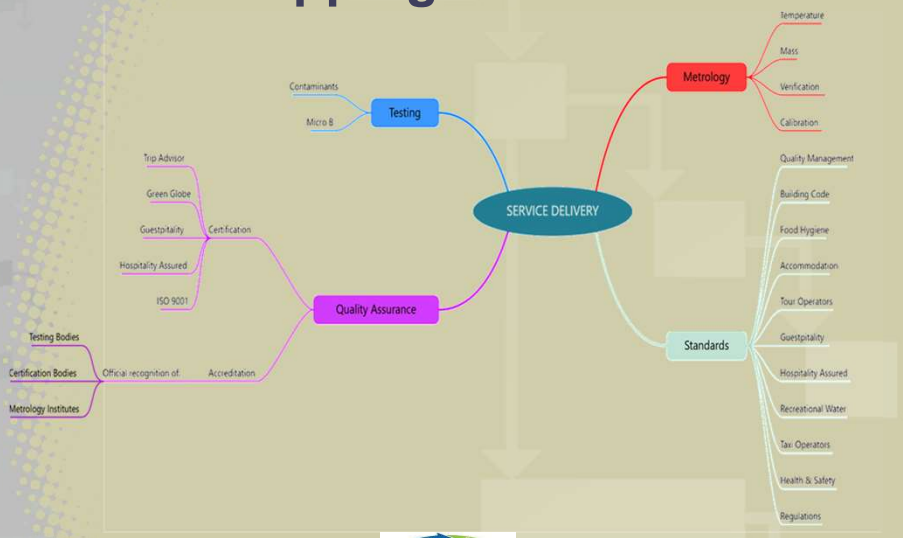
Quality Infrastructure



QI Mapping for Tourism



QI Mapping for Tourism



Certified platinum

Sandals Royal bags EarthCheck recognition for third straight year

Wednesday, December 30, 2015 1 comment

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A bank of solar PV panels at Sandals Montego Bay.

MONTEGO BAY, St James —Sandals Royal Caribbean has had its Platinum Certification renewed by EarthCheck, the world's leading environmental management and professional services group for the travel and tourism industry.

Poultry farmers get HACCP certified

This demonstrates the application of QI to downstream activities in the value chain.

Certification will allow CB to export more chicken

BY KARENA BENNETT Business reporter bennettk@jamaicaobserver.com

Friday, September 05, 2014

Concluding Remarks

- To be effective, Quality Infrastructure must be embedded nationally/regionally and recognized internationally.
- We need to embrace Quality Infrastructure to ensure consistent service delivery.
- Each Country should have a National Quality Policy in which Quality Infrastructure is embedded.

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