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.
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.
Including Product development and diversification

Simplified Tourism Supply Chain

- Accommodation
- Dining
- Attractions
- Services (e.g. Spas)
QI Mapping for Tourism
This demonstrates the application of QI to downstream activities in the value chain.

Certification will allow CB to export more chicken
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.

This is
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thank you
dance!

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