

**Caribbean Tourism Organization
8th TOURISM HR CONFERENCE
Antigua & Barbuda, 11th to 13th May 2016**

“Making Excellence a Habit – Service, Loyalty and Profitability in Caribbean Tourism”

MASTER CLASS

**SEEKING EXCELLENCE THROUGH
CONTINUOUS IMPROVEMENT –
A FORMULA FOR BUSINESS
SUCCESS**

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LEARNING OUTCOMES

- How to achieve Excellence through continuously improving your business.
- Learn about a range of tools and techniques that will provide a formula for business success.
- The value of the Hospitality Assured process as a means to ensure that continuous improvement takes place in your business.

QUESTIONS

- **What sort of changes are happening in the world and in our industry?**
- **How are you responding to these changes?**



TOOLS FOR CONTINUOUS IMPROVEMENT

1. Generating Ideas
2. Feedback
3. Measurement & Performance Review
4. Process Re-Engineering
5. Benchmarking
6. Technology
7. Market Research



1. GENERATING IDEAS

- a) **Identify Possible Sources of IDEAS.**
- b) **How do you Generate Ideas?**
- c) **How do you Process Ideas?**

BUSINESS MODEL

Great Leadership

=

Happy People

=

Satisfied Customers

=

Success

2. FEEDBACK

- a) Design a Simple Customer Feedback Process**
- b) Data Analysis for the Process**
- c) Ten (10) Questions for an Employee Survey**
- d) What to do with the Data once analysed?**

3. MEASUREMENT & PERFORMANCE REVIEW

- **What Gets Measured Gets Done**
 - **Sports & Measurement**
 - **Keep it Simple**
 - **What Matters?**
 - **Anything Can Be Measured**



4. PROCESS RE-ENGINEERING

**A Working Example of
Process Mapping –**

MAKING A CUP OF COFFEE

5. BENCHMARKING

1. What Criteria would you Use to Select Benchmarking Partners?
2. Organisations you would Like to Benchmark With/Against.
3. Key Steps in a Benchmarking Process.



6. TECHNOLOGY

a. Key Technologies To Be Aware Of.

b. How Do You Keep Up To Date?

c. Possible Improvement Actions.



7. MARKET RESEARCH

For Each of the Four Sub-Steps...

**Identify THREE Possible
Contributions to
Continuous Improvement**

OTHER AREAS

What other areas of Research, Investigation, Activity, etc., can produce TOOLS, TECHNIQUES and PROCESSES that will contribute to CONTINUOUS IMPROVEMENT?

FINAL THOUGHT

**Key Purpose of Excellence
Programmes, such as Hospitality
Assured**

**TO EQUIP PEOPLE AND
ORGANISATIONS WITH TOOLS,
TECHNIQUES AND PROCESSES TO
ENABLE THEM TO IMPROVE
THEMSELVES**



ANY QUESTIONS?