

TOURISM FAQs

1. What is a standard?

A standard can be defined as the documented specifications or characteristics used to ensure that materials, products, processes and services are consistently fit for their purpose.

2. Why should I be concerned about adopting standards in my business?

Standards are the blueprint for your company's growth and success. Investing in the continuum of standards and quality practices- standards adoption, quality testing, and product, process or whole entity certification- produces many benefits.

These include:

- **Greater customer confidence and trust in your reliable supply of high-quality products and services.**
- **Standing-out from your competitors.**
- **More efficient operations.**

Reduce Costs. Investing in standards and quality practices actually cost less than the cost of customers taking legal action due to a poor experience or negligence. Businesses operating in the Tourism space understand that investing standards and conformity assessment activities can ensure the highest quality of service, safety and experience for their clientele.

3. Who can assess my business' current operations to determine if we meet the standards applicable in my industry?

Most CARICOM countries have a National Standards Bureau (NSB) that is mandated to ensure the effective implementation of standards in all industries. Several agencies stem from the NSB that assist with conformity assessment. Consult your NSB or CROSG representative for more information.

4. Where do I get training for my staff to be able to conduct ongoing assessments?

Training is offered by some NSBs. Contact your local NSB for further information.

5. How do I get certified?

The certification process varies depending on the type of certification being sought. Here are a few factors to take into consideration in your drive to become certified.

TOURISM FAQs

Steps for ISO Certification

- Set objectives that align with the requirements of the specified certification that you seek.
- Identify gaps in the organization and how these gaps will be filled.
- Collectively determine how these goals will be accomplished.
- Appoint a point person to lead the preparation process.
- Train both C-Suite executives and team members to ensure compliance with the standards.
- Complete the required forms (or hire a consultant to complete them for you) and submit them for approval.
- Pass the assessment phase and receive certification.

Steps for Green Globe Certification

The business must achieve at least 50 percent of the indicators within each category. There are four key standard criteria:

- Sustainable management
- Social/economic
- Cultural heritage
- Environmental

Steps for Earth Check Eco Certification

- Pay an annual fee as indicated on website
- Submit required information.
- Receive an offsite assessment in the first year and sample based onsite audits in subsequent years. Audits are usually done every three years..

6. What are the standards in my industry?

The standards for the tourism industry include:

- ISO 9001:2015 Quality management systems
- ISO 4001:1977 Shipbuilding; Inland Navigation; Raft-Type Life-Saving Apparatus
- ISO 19011:2018 Guidelines for auditing management systems

7. What standards will make me stand out from other organizations in my sector?

Care for the environment has become increasingly important for tourism stakeholders. Any business in the tourism sector that wants to have a cutting edge should comply with either of these ecotourism standards:

- Green Globe
- EarthCheck Certification

TOURISM FAQs

8. Are there grants, or services available to help off-set the cost of getting certified?

Contact your local standards bureau to identify possible areas of assistance that may be available to help you offset your certification costs. Also an IDB loan, EU, CDB and other grants are available to improve elements of the NQI such as for establishing a certification body, improving government laboratories, inspection bodies, and finance the accreditation costs of other public sector laboratories.

9. How often should I be renewing my certification?

- ISO certificates are usually renewed every 3 years.
- A company can only receive Green Globe certification if it is a Green Globe member. Green Globe membership should be renewed annually.
- Your local standards bureau will also alert you regarding the review process for locals

10. How long does it take to get certified?

It usually takes 3 to 6 months to receive ISO certification.

11. What are the steps for implementing a quality management system?

Quality management in the tourism industry focuses primarily on how to deliver the best customer service and hospitality. Each tourism business has a unique quality management system. However, some follow the guidelines stipulated in the ISO 9000:2015. A copy of this critical ISO standard can be purchased on the ISO's website. It can be used as your guide to develop a quality management plan. The cost to implement the plan varies depending on your organization's needs.

12. How do I implement an occupational health and safety management system?

There are a few things you can consider, namely:

- Develop an occupational health and safety management policy and educate everyone in the organization about it.
- Organize a team to monitor successful implementation of the policy.
- Consistently collect data about how effectively the policy is being implemented.
- Evaluate your progress and take the necessary steps to improve.