

Quality Workshop at TMI Convention

Summary Notes

Considerations

- National scheme has always lagged years behind industry / consumer needs and trends
- National scheme marketing benefits have eroded
- A 50 page set of standards is now outdated
- In run up to 2012, 20% of London accom was unfit to be used as visitor accom
- Self completion 'charters' and self assessment not seen as adequate
- Still some (but not many) destinations with an 'assessed only' policy for inclusion in guides etc. Some considering reintroducing something, but to new standard.
- But there is still a need for 21st century quality assessment

Current Needs

For Destinations:

- A scheme that gives destinations confidence that businesses (inc accom) are safe, clean and legal
- Complaint handling

For Business

- Benchmarking and improvement ideas (esp for new businesses)
- A way of being seen in customer eyes

Consumers

- Confidence that what they see about business (eg on internet) is accurate
- Trust that reviews, images, descriptions etc are genuine

Overall

- A refocus on customer service rather than facility minutiae
- There is still a need for quality assessment – but to a 21st century model