



HOSPITALITY ASSURED FREQUENTLY ASKED QUESTIONS (FAQS)



1. HOW DO I GET STARTED?

The first stage in becoming Hospitality Assured is to obtain a copy of the Technical Brief which gives a succinct summary of the programme. If you then wish to implement the Standard you will need to purchase the Introduction Pack. Further advice and help can be obtained from Hospitality Assured Advisors/Coaches who are approved by the CTO to undertake advisory work in respect of the Service Excellence Standard. They are independent of the CTO and will charge for their services at a rate approved by the CTO.

2. WILL THE ASSESSOR UNDERSTAND MY ORGANIZATION?

Assessors are chosen for their broad business background, and many specialize in working with organizations in the Hospitality, Leisure and Tourism Sector and Customer Service area. The quality of their work is managed by an independent Assessment Body. The independent Assessment Body will endeavor to allocate appropriate assessors to organizations. Organizations can request specific assessors, subject to assessor availability for re-assessments. The Assessment Body will attempt to meet these preferences. After 3 assessments it is advised that a new assessor is introduced to the organization to ensure assessment impartiality.

3. HOW MUCH WILL IT COST TO BECOME HOSPITALITY ASSURED?

The cost of the Introduction Pack is US\$100.00.

The assessment is charged at a national daily rate, but the size of your organization will dictate how many days an assessment may take. Once an organization chart has been received, an accurate costing for your assessment can be provided. All assessment costs are made clear to you before the assessment begins. Expenses incurred by the assessor are kept to a minimum.

Advisors daily rates are available from the CTO and in certain circumstances funding might be available to businesses to access the services of an Advisor at a subsidized rate.

4. HOW LONG WILL IT TAKE TO BECOME HOSPITALITY ASSURED?

This depends very much on what kind of changes you need to make, and how quickly you can put them into practice. The flexible nature of the Standard means that it can be used by organizations of all types and sizes. It may be realistic to expect that an organization could achieve Hospitality Assured status within 6-12 months however this will vary depending on the changes needed with your organization. Some organizations have been ready for assessment in less time than this, others have taken in excess of 24 months.

5. WHERE CAN I GO FOR ADVICE?

Should you require further advice and support when working towards the Standard, approved Advisors can provide team workshops, and information to help you and your team to understand the requirements in the Standard and prepare for external assessment. Check with the CTO to find out about local Advisors operating in your country.

6. DO WE GET MORE THAN ONE CHANCE TO MEET THE STANDARD?

Yes, if the assessor feels further work needs to be done to meet the minimum requirements they will give detailed feedback, which will help you make the necessary changes required to gain the accreditation. A follow up visit usually takes place within three months of the initial assessment to measure the changes that have taken place. Alternatively you may be asked to send in additional documentation and records to demonstrate compliance to the criteria.

Accreditation will not be awarded until the Organization has met the minimum requirements.

7. WHAT SHOULD I DO IF MY ORGANIZATION HAS MERGED?

If your Organization has merged since achieving Hospitality Assured status please send us a new organization chart and your correct contact information. The scope/cost for assessment may need to change for your next assessment based upon the information we receive from you.

8. HOW DO I ADVERTISE MY HOSPITALITY ASSURED STATUS

Once your Organization has achieved Hospitality Assured status you will receive a plaque and certificate. You can also purchase additional Hospitality Assured plaques and certificates and use our logo on your website, company literature and stationary. For further information please contact the CTO.

9. HOW CAN I OBTAIN A COPY OF THE HOSPITALITY ASSURED AND CARIBBEAN LOGOS?

Only Organizations that have been recognized as Hospitality Assured can display the Hospitality Assured and Caribbean logos. If you have achieved the Hospitality Assured Standard and would like a copy of the logos, please contact the CTO.

10. ONCE I HAVE OBTAINED THE LOGOS HOW DO I KNOW IF I AM USING THEM CORRECTLY?

As long as you are Hospitality Assured, you may broadcast this fact, provided the message is honest, legal and decent, through all your normal channels of communication including company stationery, sales literature, advertising (not forgetting staff recruitment) and website.

The Hospitality Assured logo is in several versions according to the quality and format required by your suppliers.

1. HA Logo.jpg
2. HA Logo.gif
3. HA Logo.eps

If the logo is printed in color, please adhere to color reference pantone green 357.

The Caribbean logo is available according to the quality and format required by your suppliers.

1. CTO Caribbean Logo – black and white.jpg
2. CTO Caribbean Logo – PMS.jpg
3. CTO Caribbean Logo.jpg

11. HOW LONG DOES HOSPITALITY ASSURED RECOGNITION LAST?

Your next assessment date will typically be two years from the anniversary date of your original assessment. The organization will receive a reminder approximately three months in advance of the due date for re-assessment, along with the assessment cost and then you will be contacted by the CTO to confirm whether the business wishes to proceed with re-assessment. If re-assessment is sanctioned, the Assessment Body will contact the organization to agree a convenient date of visit by the assessor or assessment team.

12. CAN HOSPITALITY ASSURED HELP ME ACHIEVE OTHER QUALITY STANDARDS?

Yes, Hospitality Assured is the only recognized Standard in the Hospitality Industry and meets the requirements of the European Foundation for Quality Management (EFQM) business excellence model. Therefore good practices that you need to follow to become Hospitality Assured dovetail well with other quality standards, such as ISO 9000.

Many Hospitality Assured organizations use the achievement of the Standard to apply and win a host of Tourism, Hospitality and Customer and Business awards.