

Welcome to the Session Quality Criteria



- MODERATOR
 - Thomas Olsson, VG Region
- INTRODUCTION
 - Thomas Olsson, VG Region
 - Gunilla Eliasson, VG Region
- MEETING TOMORROW'S CHALLENGES ON QUALITY
 - Bo Bergman, VG Region/Chalmers Univ Techn
- COMMENTS
 - David Penthperty, CADW, Wales
 - Demetrius Vassiliades
- DIALOGUE ON EU'S NEW QUALITY PRINCIPLES
 - Moderated by Bo Bergman
- CLOSING THE SESSION
 - Thomas Olsson



Meeting Tomorrow's Challenges on Quality in Cultural Tourism



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Quality

The ability of a product or service to satisfy or exceed customer wants and expectations

For services, often emotions are involved

Bergman and Klefsjö (1990/2012). *Quality from Customer needs to customer satisfaction*, Studentlitteratur, Lund



Important perspectives

- Reflection on
 - The importance of the customer perspective
 - The importance of customer emotions
 - The improvement perspective

**A customer is the most important visitor on our premises.
He is not dependent on us.
We are dependent on him.
He is not an interruption in our work.
He is the purpose of it.
He is not an outsider in our business.
He is part of it.
We are not doing him a favor by serving him.
He is doing us a favor by giving us an opportunity to do so.**

Mahatma Gandhi



Quality is a dynamic aspects!
What ones was attractive will be
expected...etc

Quality is needed
Creativity is needed
Continuous improvement is needed
A dynamic perspective is needed

Implications for Cultural Tourism? and for Quality indicators?

Implications for Cultural Tourism?

- How do we look upon “ the value creation system”?
 - A museum?
 - A park?
 - An opera house, ...?
- Or
 - A destination (all the above including restaurants, hotels, bike hiring facilities, ...) ?
- Or
 - A set of destination? Co-operation vs Competition
- Or
 - Europe as a destination? Specialisation vs integration

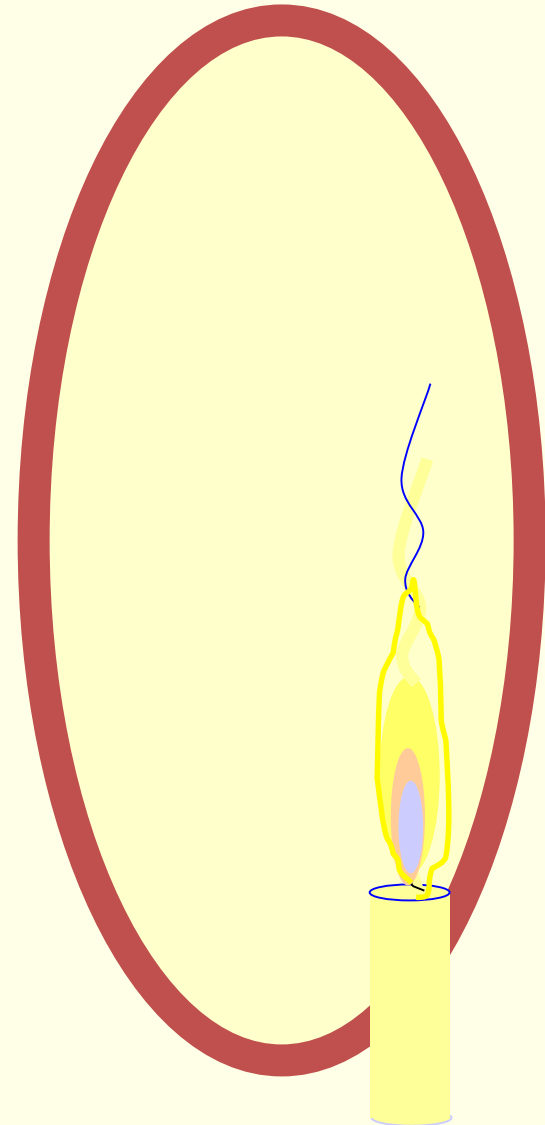


Creativity for Quality Improvement

Involvement of customers and providers!

Greg Richards (2011) CREATIVITY AND
TOURISM, The State of the Art

Tilburg University, The Netherlands

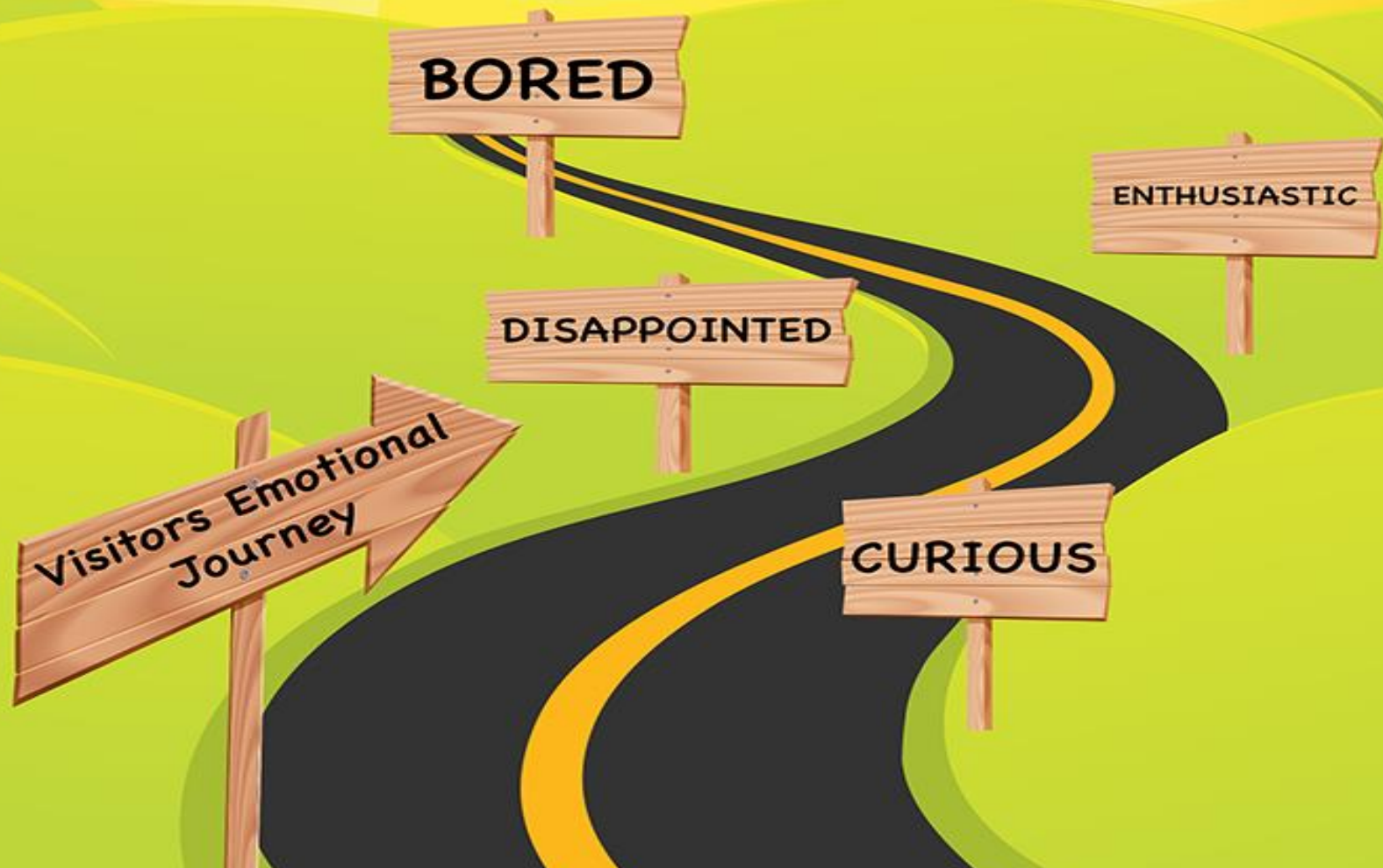


Implications for Cultural Tourism?

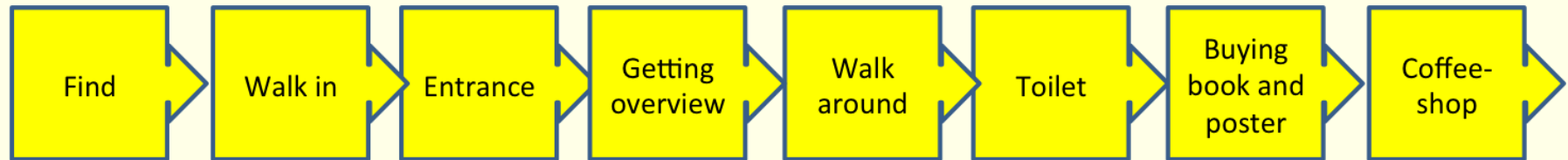
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Find Customer needs and wants:
which feelings are triggered by the
services we provide?



The customer's process



activity

Find

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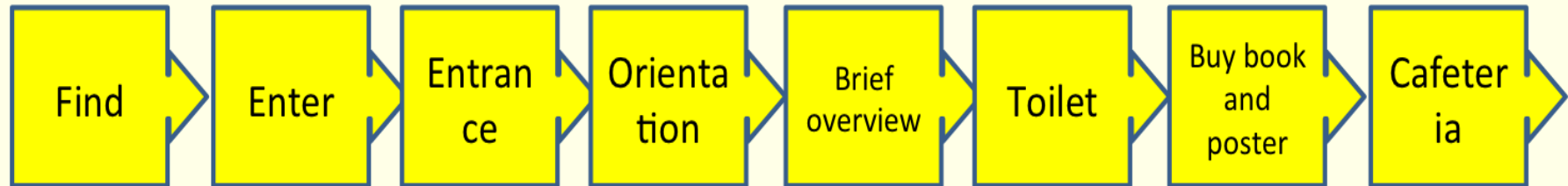
Disorientation
confusion

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When I followed the signs and came to the parking I became disoriented – where is the museum? There is the Museum street, but that does not seem right? After some time I saw, hidden by the trees, the large letters Bohus... And the direction to go.

A visit – Bohusläns museum

Process



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Confusion, hesitant	Unsecure Guilt	Irritation	Many impressions , positive and negative	So-so	Felt good!	Confuse d
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What triggered?

Having followed the signs to the parking space, I hesitate – Where is the museum? Only after a while I spotted the big letters behind the trees. At the entrance, I open the door in favour of a family – the father is equally opening the door for me, thus the little fellow of the family nearly got caught in the door. The entrance hall is wide open in a welcoming way. Where is the pay desk – is the entrance free? I turn around. Is there a café to the left, and if so, why is it empty? The tables and chairs are quite gloomy. But I would like an overview of the museum – where is the information sign? I have quite short of time and would like a quick guidance (I remember my earlier visit many years ago – where are the settings of different milieus and epochs, are they gone?) The exhibitions about the travellers is nicely made. And I liked that bee-thing! Above that, the red thread is missing. The visit to the toilet was ok, a little untidy since it was Saturday afternoon. In the book shop it was nice reading and having a look in the different publications, and the fish poster is beautiful. I bought one and a small book. Very nice reception at the desk and another visitor is praising the museum. Now, I would like a coffee, is the café still open? Not quite clear, but yes it is, and it was nice having a coffee outside in the veranda.

Top Management visitor simulation Summary

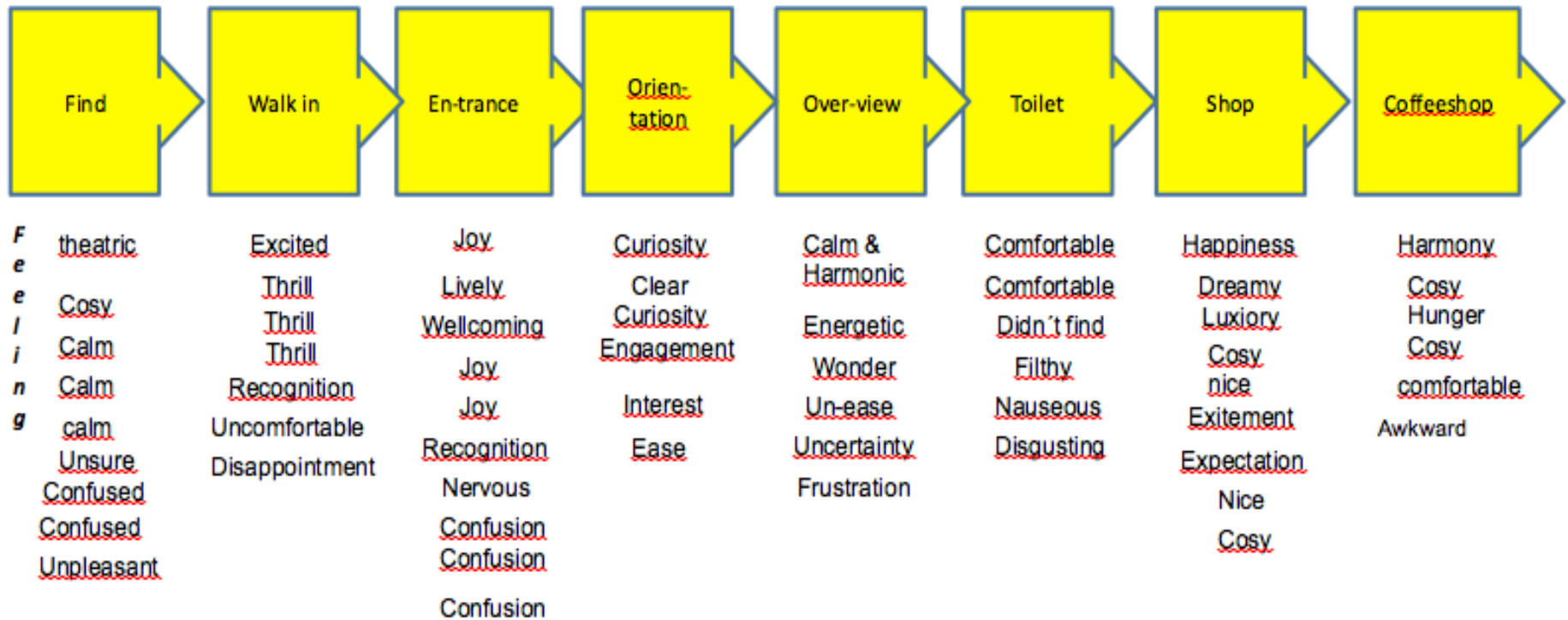
Process

	Find	Walk in	En-trence	Orien-tation	Over-view	Toilet	Shop	Coffee Shop
			Welcoming		Overwhelmed			
		Expectation	Interesting		Inviting		Curiosity	
F	Simple, Great		Nice Nice	Tempting	Interesting		Nice, inviting	Cosy
e	Good good good	Good good good	Calm, Good	Good good, ok	Fine ok good	Ok, ok	Good, Handsome	Nice, ok
e	Uncertain	Resistance		Unsure, unsure	Unsure	So-so, So-so,	So-so	unsure, ord
i		Not fresh	Confusing	Confusing		unpleasent	Un-intreting	Where is the menue?
n								
g								

Emotional map Summary Visitors BM

1, 2, 3, 4, 5, 6,

Process



Experience Based Co-Design is a practice created to increase the understanding of how the customers are experiencing services and other aspects of an offering. Also, it gives an opportunity to utilize the creativity of the members of the microsystem including its customers in the improvement of the offering – helping the microsystem and its offering(s) to become even better than before.

Focus groups

Staff

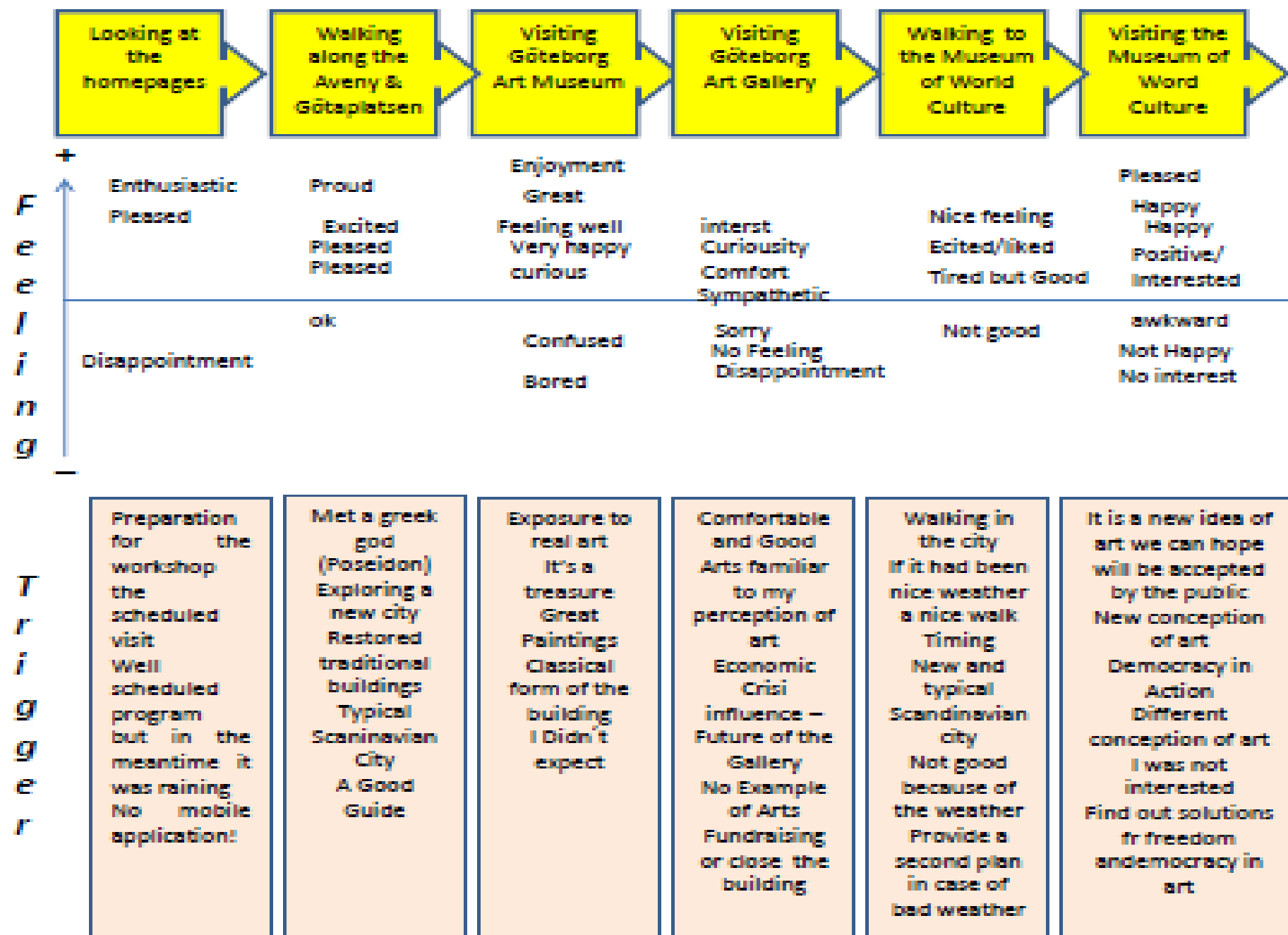
Customers

Customers and Staff



Improvement Projects

Walk in the City of Gothenburg and visits to museums



Participant evaluation Workshop

CHART 20130429



Participant evaluation Workshop

CHART 20130429

Expectations

Intrigued to see what the map would look like from a group input
Interesting point of view for customer satisfaction – I think this is quite close to service design/customer journey mapping exercise

Methodology /process

Good exercise to identify the problems
Happy that call for improvement can easily be identified and implemented
Very good- it showed how the method can be used – very concrete
Requires a lot of commitment from the customer – how to find such customers?

Instructions

The instructions could have been clearer on Monday, didn't have enough

Some additional guidelines are welcome – what we follow?

Emotions

Long but interesting to analyze you own emotional world

This exercise made me estimate and review the visits of the museums. It reminded me of some feelings I wasn't thinking and I wasn't experienced during the visits.

Interesting exercise because I had the opportunity of expressing feelings
I learned the feelings of other members of the team regarding museums
It is very interesting

Pleased that the exercise shows customer mapping works

Follow up

Excited to take on this process back in the workplace with own customers to map new projects for improvement

I could use this when doing development work in my home town

Comments,
please!

