

Meeting Tomorrow's Challenges on Quality

Method for continual improvement in cultural tourism destinations, through engaging employees as well as visitors.



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The Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention.

EUR 302 million is available for project funding, but more than that, a wealth of knowledge and potential solutions are also on hand for regional policy-makers.

CHARTS is Regional Initiative project focused on the role of culture and heritage in the formulation and delivery of added-value to regional strategies for sustainable tourism development and integration into local, regional, national and EU policies.

This Leaflet aims to regional and local authorities, destination management authorities, destination agencies, tourism promotion bodies, tourism boards, tourism associations, tourism networks, cultural networks, EU institutions, international bodies and other interested parties.



Region Västra Götaland

www.vgregion.se/kultur

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*Engaging Culture and Heritage for
Sustainable Tourism Development*

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KEY Knowledge

Issues of GP

- ★ Can you change perspective on quality work, from static to evolutionary?
- ★ Can the personnel spend the time it takes? Can your destination afford not to?

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.

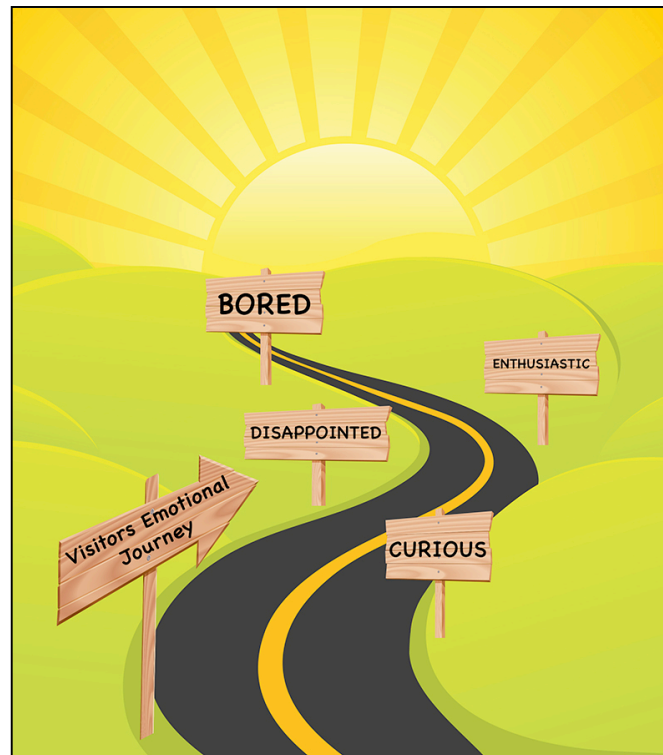
He is doing us a favor by giving us an opportunity to do so.

Mahatma Gandhi

Policy Implications

- ★ Make priorities based on core value of tourism: visitor satisfaction.
- ★ Management and policy makers must plan for serious, continual quality work within ordinary staff.

- ★ Successful method for continual quality improvement work engaging employees and visitors.
- ★ Based on experience and evidence based knowledge from manufacturing, the Japanese car industry and Swedish health care.
- ★ The core of the method: creation of emotional maps.
- ★ Follow the visitors journey through the destination.



Recommendations

Encourage employees to look at their work-place not only as a work-place: change perspective

Don't use the method as a one-shot project. Perform regularly for results in the long run.

Consider quality in a context of constant change of expectations. The Attractive is soon the expected.

Use your visitors experiences, insights and creativity in your own efforts to create even better experiences for your future visitors.

