



## ASSC Ideals and Principles of Service

In order to become and remain a member of the ASSC, all members must commit to the core principles of **quality, cleanliness, comfort, courtesy** and **efficiency** embodied in this Charter.

**Members of the ASSC promise to provide accommodation which meets, and preferably exceeds, VisitScotland's "Minimum Requirements for Self-catering Accommodation"**

### Prior to booking and arrival:

- A true and clear description of what is offered
- An efficient booking system and administration, including visibility of Terms of Let and Cancellation Policy
- A clear and transparent pricing strategy consistent with standards of service and accommodation provided.
- Clear travel directions and arrival guidance

### On arrival:

- A warm welcome.
- Comfortable, clean, pleasing and inviting accommodation, ensuring all facilities, beds, bedding and soft furnishings match the standards described in any promotional material.
- Every endeavour to ensure everything is in working order, or a repair is in hand within a realistic time-frame.
- As much information as possible in the accommodation, but with the minimum of "**Dos**" and "**Don'ts**".
- A good supply of local tourism (and emergency) information, including contact details for the owner/manager

### During the visitor stay:

- An adequate and safe water supply.
- More than adequate space heating for all times of year.
- Sensitive attention to safety and security for guests
- Compliance with appropriate Fire and Building regulations and up to date public liability insurance
- A willingness to resolve any problems highlighted by guests

### Post visit:

- To address any problem highlighted by the guest or maintenance staff relating to the property or with customer care.
- To deal with any complaints in a prompt, efficient and courteous manner

## Quality:

To participate in the ASSC's EmbraceScotland marketing, all members **must commit** to one of the following

- **VisitScotland's Quality Assurance scheme**
- **Another Quality Assurance scheme grading formally recognised by the ASSC**
- **The requirements of the ASSC Committed to Quality award**

The ASSC provides the self-catering representative to the VisitScotland Trade Overseeing Committee which governs their scheme. VisitScotland's QA scheme advances the quality of facilities and service as important principles. The scheme uses stars to indicate the quality of the welcome, the service and the condition of the accommodation.

★★★★★	EXCEPTIONAL, WORLD CLASS
★★★★	EXCELLENT
★★★	VERY GOOD
★★	GOOD
★	FAIR AND ACCEPTABLE

## Members Strive to Achieve Excellence

All Members seek to provide an excellent service, striving wherever possible to follow examples of good practice, such as:

- Listening to their guests and using visitor feedback forms in the accommodation.
- Assisting guests and enquirers with suggestions for things to do in the area, and recommending other good quality accommodation, including that belonging to ASSC members, when fully booked.
- Attending and participating in relevant tourism seminars, meetings and keeping up to date with Scottish tourism trends.
- Sharing best practice with fellow ASSC members.
- Keeping in contact with previous customers.
- Maintaining the standards of the Green Tourism Business Scheme.

## The Green Tourism Business Scheme

The Green Tourism Business Scheme has been devised to enable businesses to address their environmental responsibilities. There are 3 standards.

BRONZE	'Good Practice' environmental measures
SILVER	A Commitment to Continuous Improvement
GOLD	A rigorous level, requiring purchasing and supply screening

The Association is keen to maintain the natural environment of Scotland enjoyed by all. Members and their guests are asked to be as 'Green' as practicable in areas such as energy, water, waste and transport. It is committed to encouraging members to work towards the environmental standards set in the 'Green Tourism Business Scheme'.

February 2014