



# The Importance of Quality Accreditation in the Hospitality Industry

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## Introduction & Plan

- Importance to the provider & the customer
- Award Credibility, Integrity & Relevance



## Introduction & Plan

- **Quality Accreditation**
  - global standard for all serviced accommodation
- Accreditation Option:
  - Compliance
  - Total Quality Assured
  - TQA plus
- **Quality Assessment Criteria** (group activity)



## Importance and Relevance

### To the provider

- Differentiation
- Competitive Advantage
- Professionalism
- Demonstrate Best Practice
- Maximise bookings potential



## Importance and Relevance

### To the Consumer

- Assurance
- Reduced risk
- Better experience
- Spread the word

Enhances product quality by creating best practice and stretch targets



**Award Credibility,  
Integrity and  
Relevance**

## **Bi-annual Reviews**

**Introduce new assessment criteria**

**Adjust/remove existing criteria**

**Develop international compliance knowledge per country**

**Be relevant and current in each market; Global Standard**



## Global Presence



ISAAP

20 countries

150+ cities



## Quality Accreditation

- What ISAAP is doing today and in the near future
- Global standard
- All serviced accommodation





## Accreditation Options

### Compliance

(Safety, Security, Duty of Care)

### Total Quality Assured

(Compliance plus quality and comfort standard achieved)

### TQA Plus

(Compliance plus Excellence in quality and comfort; expectations exceeded)



## Quality Assessment Criteria

Consider:

- Hard/Soft, Mandatory/Optional, Finite/Infinite
- Numerical/Graphical, Comparative/Confidential
- How can it be measured?
- Best Practice activities?



## Your Quality Criteria

*Group exercise*

- Compliance
- Total Quality Assured
- TQA Plus

Any specific Best Practices as mandatory or recommended?



## Cheval 3 Quays

*Quality Accredited award winning  
Serviced apartment in London*

