

Divi gets Hospitality Assured stamp of approval

DIVI Southwinds Beach Resort has become the latest organisation to receive the globally recognised Hospitality Assured Certification.

General Manager of the resort Alvin Jemmott recently accepted the certification from Director of Regional Human Resource Development for the Caribbean Tourism Organisation, Bonita Morgan, at an awards ceremony held at the hotel.

The hotel GM conceded that from a global economic standpoint there is little that is within his control, but maintained that the quality of service and assured hospitality are within the capacity of the staff and management team.

"Hospitality assured is our mantra and this attainment is not the end of the process because quite frankly, it is the beginning of a new dawn as we now have so many reputations to protect, [including] the reputation of Hospitality Assured globally," Jemmott said.

Morgan revealed that Divi now joins the ranks of over 3 500 companies and businesses internationally that have



General Manager of the resort, Alvin Jemmott.

achieved Hospitality Assured certification. In addition, she noted there are currently 49 businesses in seven countries involved in the programme, with 16 companies already successful in attaining certification while the remaining are in the process of the certification programme.

According to Morgan, the certification is recognition for the implementation of procedures and practices which support and strengthen the inner workings of the organisation, in order for internal customers – the management and staff – to be true



Staff of the resort during the presentation.

to its customer promise to its external customers – its guests.

On behalf of the CTO, Morgan commended Jemmott and the Divi team for placing their confidence in the Hospitality Assured programme, adding that she is confident that through the implementation process, the staff has recognised the true value of the programme.

"It takes time for people to warm up to new things, but truthfully, this pro-

gramme delivers what it says it will deliver. And this is not my saying so, but is the testimony of every organisation that has gone through the programme, both in the Caribbean and internationally," she said.

The CTO official noted that the certification is validation for a rigorous process of putting in place a service quality framework with a focus on customer and employee and organisational engagement, covering ten

areas including: customer research, customer promise, business planning, operational planning, standards of performance, resources, training and development, service delivery, service recovery and customer satisfaction improvement.

She outlined that in each of the ten areas were 49 measurable criteria where the hotel would have subjected itself to an external assessor, who visited over a period of a few days to examine what was

in place and determine if the property met the Hospitality Assured criteria for certification.

Morgan also stated that the Hospitality Assured programme was built on the commitment of continuous improvement on the road to excellence, as all institutions under the programme were subject to an external assessment every two years in order to demonstrate its maintenance of both service and business excellence.

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BANK RATES

Commercial bank rates to the public at the close of business yesterday by the Central Bank of Barbados.