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Quality in Tourism
The assessment service provided for VisitBritain

www.qualityintourism.com



Background



enjoyEngland™

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Where are we now?

tastecumbria



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Taste Liverpool - what is it?

It is an unique award that recognises the importance of the food and drink industry to Liverpool and acknowledges establishments that offer a consistently high quality dining experience, and show a commitment to local produce.





Why is it important?

Food tourism is an expanding business

Food can be a pull to a region and offer a memorable experience

Food is a regional show-case

Liverpool wants to promote excellence





Additionally;

Gives customer confidence 'stamp of approval'

Opens up new routes to market

Increases staff motivation by recognising their passion and customer service

Winning an award makes a clear statement about the success of your business to competitors and customers alike





What does the assessment cover?

The focus of the programme is on the guest experience – and covers the key areas;

- Public areas
- Cleanliness
- Bar & restaurant
- Hospitality
- Service & efficiency
- Local produce
- Food Provenance





How do we score?

- 0 – Fails to meet expectations
- 1 & 2 – Adequate / Quite good
- 3 – Good
- 4 & 5 – Very good / Exceptional





What results are possible?

There are 2 pass grades



Quality Assured is awarded for results of 60-80%
(the national bench-mark score achieved is 70%)



Highest Quality Assured for 80%+
(the national bench-mark score achieved is 83%)





How do I know my result?

The assessor announces themselves once they have paid their bill, and offers a de-brief with the most appropriate person on duty.

This is followed by a written report

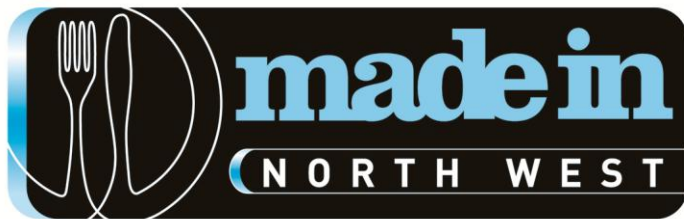
A certificate is sent for promotion

The logo is available electronically for promotions





Is there a special promotion for local produce?



Many of the best meals are simple, seasonal and local. If you show a commitment to local food sourcing and promotion



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What other marketing opportunities are there?

For example:-



Taste Cheshire Official visitor guide to the Cheshire Food Trail
in association with Visit Chester & Cheshire

SEARCH

[Home](#) [Places to Eat](#) [Food and Drink Events](#) [Local Produce Shops](#) [Food Trails](#) [Getting Here](#) [Visitor Deals](#)

You are here: Home

[Sign Up](#) [Email Page](#) [Print Page](#)

Welcome to the Taste Cheshire Food Trail

Search Restaurants

Select the type:
-- Any --

Location
-- Any --

Name/Keyword:

VISITOR DEALS

Food and Drink Offers



How do I apply?

Brian Bovey

The cost is annually renewable
(And don't forget we pay for the meal!)





In Summary

It is a national scheme run by Quality in Tourism on behalf of regions and destinations

It is unbiased & based on a series of simple questions

Establishments are assessed in context, i.e. alongside other fine dining, restaurants, pub/inns, fast food outlets, cafés or tea rooms

It records improvement or otherwise over a period of time



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A report Example

