

Tourism Grading Council of South Africa (TGCSA)

QIAS has been involved in assessment, audit, and compliance work in the tourism sector for over 18 years as industry experts with experience in both Europe and Africa.

QIA
SERVICES
Authoritative body



TOURISM GRADING COUNCIL
OF SOUTH AFRICA
Quality in Tourism



Working with TGCSA since 2010 (reappointed three successive times) through an ongoing business needs analysis programme, as part of the innovation and implementation forum, QIAS tailored a full solution to support the delivery of the Quality Assurance of South African Tourism Accommodation. Ensuring an enduring focus on continuous review and innovation, we delivered.

- Transition from part paper based to total database solution
- Insights driven decision making through high quality research and analytics
- Process re-engineering consultancy
- Full Grading Standards review cycle including
 - o Full consultation with industry stakeholders
 - o Workshop facilitation
 - o Research and consultancy to align to global best practice and standards
 - o Introduction of Sustainable and Responsible practices into the core criteria
- Bespoke Management Information Dashboards & real-time data extraction
- Online Application & Members Area
- Assessor portfolio management and moderation
- Branding and collateral enhancements – “putting the starts where they belong” campaign
- Lilizela tourism awards (equivalent to VE Awards for Excellence) feed and promotional activities
- Monthly establishment surveys
- Member engagement & mentoring programme specifically focusing on
 - o Hospitality & Customer Service
 - o Social engagement in a digital age
 - o Maximising user generated content
- Province wide Grading realisation platform (enabling graded establishments to realise the value of grading, facilitating them to be packaged and marketed by tour operators and the global hosting teams).



Through extensive research and consultancy lead by our current COO Ruth Robinson, QIAS were able to support TGCSA in driving participation numbers through several key projects.

Accolades & Standards Development

As a critical partner to TGCSA, QIAS played a central role in ensuring the work of TGCSA remained relevant, globally benchmarked, and abreast of technological developments affecting the sector and guest experience. A recognition mechanism geared towards shining a spotlight on niche market services and facilities, creating value for both product and consumers, accolades were introduced as part of an extensive triennial review and enhancement of the full TGCSA grading system and standards driven by Ruth and the wider QIAS/TGCSA team.

Basic Quality Verification

Having gained extensive insight via the launch of our own Safe, Clean & Legal™ accreditation, QIAS were able to provide TGCSA with a structured development programme to enable properties that did not meet minimum entry requirements of grading to access support and funding opportunities to develop their property's offering qualified by a "Basic Quality Verification" with an objective to elevate the quality of product in the republic whilst also driving membership to meet the Core Requirements for formal grading over time.