



## **Tour Quality & Risk Management for Tour Operators in the Caribbean**

Tour quality, risk management standards, and operator accountability are hot topics for tour operators in the Caribbean. Mexico Adventure Guides (MAG) and our U.S. corporate affiliates are experts at not only providing quality programs but in training operators to reach and maintain the highest standards in their own tours.

The cruise lines are becoming increasingly risk adverse in the Caribbean market as legal cases continue to have impact across international boundaries. Maintaining the highest standards is imperative for any tour that wants to continue to successfully operate!

One of MAG's tours is the Adventure Park, Zip-Line, & Snorkel Combo in Cozumel, Mexico. Originally constructed in 2004, the Adventure Park consists of six artificial climbing towers interconnected with suspended bridges and zip lines. The rappel tower is the highest outdoor climbing tower in Mexico! The towers were constructed for hurricane conditions and withstood hurricane Wilma without any damage. While many zip line programs have been closed due to poor construction and unsafe operation the Adventure Park has remained open and filled with guests.

Quality is built on safety. There should never be any decision that does not have this focus at its core. It is far better to turn guests away and maintain a safe quality operation than it is to overload or under staff a program for a momentary profit. As soon as a safety issue arises you will find that your tour is cancelled and the loss of revenue far outweighs the costs of implementing appropriate safety standards.

MAG is not only an expert at the design and construction of zip lines and ropes course facilities but also at training staff of all kinds. The number one factor that affects the guest's experience is the guides on tour. There is no better value than investing in staff training that motivates your employees to excel! One of the questions we consistently receive is how to motivate staff to provide exemplarily service to a predominantly American audience when their culture may not have the same service standard.

There are many ways to shift your employee's mindset but as a tour operator you must be dedicated to making a cultural change for your staff regardless of nationality or physical location. Provide a set of standards that must be met for employment and financial incentive for staff to do so. Again, a little money from the tour revenues will go a long way towards motivating your team to be the best at whatever they do. A reward system based on guest comments, guide of the week or month, or other mechanisms for staff recognition are some of the cost effective ways to bring out the best from your staff!

MAG and our corporate affiliates provide consulting and construction services throughout the Caribbean and the world. We have offices in Alaska and Utah in the United States and in Cozumel, Mexico.

Let us help you reap the benefits from increasing your tour quality and safety standards!

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## **Mexico Adventure Guides**

**Specializing in providing our guests amazing experiences with spectacular memories that will last a lifetime!**

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