



## **Complaints Procedure for Visitors concerning Direct Tourism Services Assessed Accommodation**

Direct Tourism Services Ltd is contracted by Shropshire Tourism to deliver the accommodation assessment scheme in Shropshire and manages all aspects of assessment, delivery and administration.

### **Our Complaints Procedure**

In the event of any visitor staying in an accommodation property assessed by Direct Tourism Services having a complaint, we would ask that the complaint is notified to us as soon as practicable, either during or after their stay. Complaints may be made by letter, email or telephone. Direct Tourism Services will require that the visitor provides their contact information and details the nature of their complaint, including the date of their stay.

When the complaint is in writing we will acknowledge receipt of the complaint and will investigate the complaint as fully as we are able and respond back to the complainant as soon as we have established the details and surrounding facts.

When a complaint is made by telephone a record of the complaint will be kept and acted on. However, in specific instances it may be necessary to request that the complaint is subsequently put in writing so that we can evidence and deal with the complaint in a more comprehensive manner.

We can only act on complaints that concern properties assessed by Direct Tourism Services. Complaints concerning other establishments should be referred to the assessing body responsible.

### **Actions we can take**

In the event of us finding for the complainant and depending on the nature and severity of the complaint the following courses of action may be taken:-

The property owner may be issued with an advisory notification and this will be discussed at their next assessment date. The advisory notice may request some specific actions to be taken which, if not carried out, could result in removal from the scheme or a re-grading.

Repeated complaints about the same property from several visitors may also have the same effect.

The property may be re-assessed on the next renewal visit and the resultant assessment may result in a grading review or even removal from the scheme. The property may be re-assessed ahead of the renewal with the same outcome.

The property may be referred to the appropriate authorities where a legal or statutory breach has occurred for them to take appropriate action.



## Specific Issues

**Signage:** If a property is advertising through external or internal signage as being part of the Direct Tourism Services scheme when they are not we will act to remove the signage. Or if they are promoting themselves with an incorrect or invalid grading we will also act.

**Advertisements:** We cannot be held responsible for any property's advertisement or content whether in print, in a brochure or leaflet, or electronically on a website or listing. However, if the property is promoting itself as graded by Direct Tourism Services when it has lapsed from our scheme or is not in our scheme we will take action against the operator.

**Customer Service:** Very occasionally there can be personality differences between operators and visitors, these situations are sometimes very difficult for us to judge or even act on. However, should we receive repeated complaints concerning the same property then we can then deal with this under the next assessment visit or through any other course of action that we deem appropriate to the situation.

## Limitations

**It should be noted that Direct Tourism Services does not have a statutory role and its powers as an assessing body are therefore limited. For example, we cannot insist that refunds are made or compensation is paid, neither can we make such awards. We cannot deal with contractual issues or legal matters.**

Direct Tourism Services assesses properties to national standards, although the weighting given in each area may vary marginally between assessing bodies. An assessment may result in the property having to conduct various improvements which they will be given a reasonable and appropriate time to deliver.

We use highly trained assessors and regularly test our systems and standards to ensure a robust and consistent scheme is operated. However, the assessors grading may differ from the visitors' perceptions and individual properties themselves may vary marginally within any given grading.

Direct Tourism Services cannot give legal advice or act in such matters for either the visitor or the property concerned.

## Contact Details

Direct Tourism Services Ltd, Grove House, 8 St. Julian's Friars, Shrewsbury, SY1 1XL

Tel: 01743 261919

Email: [enquiries@directtourismservices.co.uk](mailto:enquiries@directtourismservices.co.uk)

[www.directtourismservices.co.uk](http://www.directtourismservices.co.uk)