

55th EOQ Congress
World Quality Congress
Budapest, Hungary - June 20-23, 2011

"Navigating Global Quality in a New Era"



June 22, 2011 (Wednesday) 55th EOQ Congress

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

Wednesday 8:30 – 12:30
Erzsébet tér 7-8, Budapest V.

SALON REGIOMONTANUS

Wednesday 11:00 – 12:30

24.2. REFOCUSING QUALITY TO ENHANCE SERVICE TO CUSTOMERS II.
QUALITY IN TOURISM

Session Chair: *Roland K. Jahnke, Deutsche Post, Germany*

11.00 Quality in Tourism

Dániel Makay, HOTREC Brussels, Belgium

Makay, Dániel (Belgium)

In 2002 he earned Master degree in International Relations and Economics at the Budapest University of Economic Sciences; in 2005 he got Complementary degree in Law studies for economists at the Eötvös Lóránd University, Budapest. Beginning from 2006 he is a Policy Advisor at HOTREC, Brussels, engaged mainly in taxation, classification and quality issues; between 2003-2006 he worked as an EU coordinator in the field of transport in the Ministry of Foreign Affairs/Prime Minister's Office, Hungary; earlier he was a Project manager in EU ISPA transport projects at the Ministry of Economy and Transport, Hungary.



Quality in Europe

The European Hospitality Quality scheme

By Dániel Makay

Policy Advisor , HOTREC

Content:

1. HOTREC
2. Quality in Europe
3. European Hospitality Quality scheme –
The HOTREC EHQ
4. Recentn developments

1. HOTREC

Hotels, Restaurants and Cafés in Europe

- 43 Associations
- from 26 European countries



1. HOTREC

Hotels, Restaurants and Cafés in Europe

The hospitality industry in Europe

1,7 million enterprises

- Out of which 92% micro enterprises (employing less than 10 people)
- More than 99% SMEs

More than 9,5 million employees

1. HOTREC

Hotels, Restaurants and Cafés in Europe



What do we do?

- Monitor EU developments with a possible impact on the hospitality sector
- Coordinate members' views and exchange of best practices
- Represent European hospitality industry and Lobby EU Institutions:
 - Commission
 - European Parliament
 - Council of Ministers

1. HOTREC

Hotels, Restaurants and Cafés in Europe



Why is this work important?

- More than 80% of national legislation reflects decisions taken at EU level: VAT, social affairs, copyright, food law, consumer contracts, etc.
- Important to influence the legislative making process at the source, before laws are transposed at national level
- Important role of national associations in contacting their MEPs and government representatives in Brussels

2. Quality in Europe (selection)



2. Quality in Europe

EU Directive on Services (2006/123/EC)

„Article 26: Policy on quality of services

Member States shall, in cooperation with the Commission, take accompanying measures to encourage providers to take action on a voluntary basis in order to ensure the quality of service provision, in particular through use of one of the following methods: ...

b) drawing up their own quality charter or participation in quality charters or labels drawn up by professional bodies at Community level.”

2. Quality in Europe



European Commission initiative for a European Tourism Quality Label

EU Commission to establish a „Qualité Tourisme” label

- Discussions have started
- Proposal for the creation of a kind of umbrella label
- Basic concept and details still under discussion
- HOTREC follows the development attentively

3. European Hospitality Quality (EHQ)



- HOTREC's reply to the Directive on Services
- Elaborated in 2005-2007
- Example: the Swiss Q

3. European Hospitality Quality (EHQ)




Main principles

- A European **umbrella quality label** of HOTREC
- Serving as a reference at European level
- **Not replacing** existing quality programmes
- A **scheme for evaluating existing national schemes**

3. European Hospitality Quality (EHQ)

Criteria

Level

3. European Hospitality Quality (EHQ)




Basic level of quality

- Guest oriented processes
- One quality-coordinator per establishment
- Internal/self-assessment of the establishment quality and QM system
- Systematic complaint management
- Action plan with relevant measures at least once a year
- Limited duration of Q-assessment

3. European Hospitality Quality (EHQ)



Second level of Quality

- Elements of  and
- Revision of the action plan based on
 - Guest surveys
 - Written report of mystery check
- Employees' involvement

3. European Hospitality Quality (EHQ)



Total Quality Management

- Implemented and documented by
 - System equivalent to
 - ISO 9001:2000 certificate or
 - EFQM certificate (≥ 300 points)

Currently under revision

3. European Hospitality Quality (EHQ)

EHQ accreditation process

- Application with supporting documents – 500 EUR fee
- Investigation of documents for compliance with criteria
- On the spot visit checking further documents and files of establishments
- Preparation of report on accreditation process
- Decision by HOTREC Quality Board
- Accreditation awarded for 5 years
- **No additional fees!**

3. European Hospitality Quality (EHQ)

EHQ logo



Since 6 April 2009 registered Community Trademark

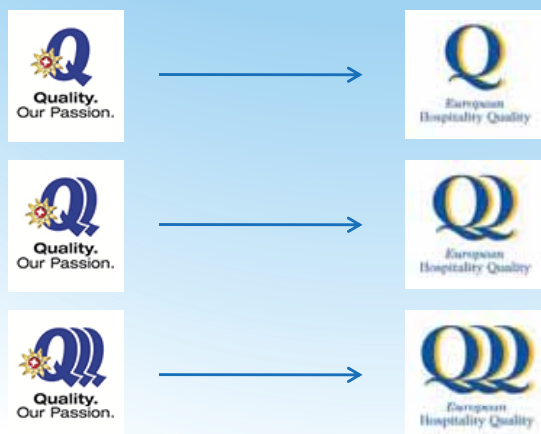
With protection extended to e.g.:

- Switzerland
- Norway

3. European Hospitality Quality (EHQ)

EHQ accredited quality programmes

Switzerland: *Q Quality our Passion* –
31 August 2007



3. European Hospitality Quality (EHQ)

EHQ accredited quality programmes

Hungary: Hungarian Tourism Quality Award –
22 November 2007



3. European Hospitality Quality (EHQ)

EHQ accredited quality programmes

Germany: ServiceQuality Germany –
18 June 2007



3. European Hospitality Quality (EHQ)

EHQ accredited quality programmes

Sweden: Scandinavian Service and Quality Award –
8 December 2010

Scandinavian Service
and Quality Award™



Switzerland

vch HOTELS
Inland, Oberland, Bern, Aargau

KONTAKT
HOTELPROSPEKT
HOTELS
SCHWEIZ
HOTELGUTSCHEIN
VCH
Verband
Leitbild
Medien
Zahlen
Qualität
Events
Marketing
Filmschulz
Seminare
Geschichte
Supporter
Werkstattführung
Internat.
Hotel Admin

ANGEBOTE
• Veranstaltungen
• Pauschalangebote
• All-Inclusive
• Lastminute

SERVICE LINES

FREIZEIT
• Wandern
• Wintersport
• Alpinismus
• Nordic Walking
• Kultur
• Schwärzwald

STELLENMARKT
• Stellenangebote
• Stellengläuche

INFOS
• Tagesinformationen
• Nützliche Dienste
• Webcams
• Reiseinformationen

VCH Schweiz
Qualitätsmanagement
Qualität in Schweizer VCH Hotels
Hohe Qualität hat Priorität in der Arbeit des VCH.

60% der VCH-Hotels wurden ausgezeichnet mit Qualitäts-Gütesiegel und arbeiten mit modernen Qualitätsmanagement-Systemen. Der Durchschnitt in der Schweizer Hotellerie liegt derzeit bei 13-14%.

Nachdem die Schweiz als erstes Land die offizielle Anerkennung durch das European Hospitality Quality System für ihr Programm «Qualitäts-Gütesiegel für den Schweizer Tourismus» erhalten hat, sind alle zertifizierten VCH-Hotels jetzt auch mit dem europäischen EHQ-Gütesiegel ausgezeichnet.

European Hospitality Quality
Qualitätsmanagement-Systeme machen Betriebsabläufe und Prozesse messbar, ermöglichen deren fortlaufende Optimierung und gleichzeitig eine nachhaltige Beschäftigung von Schweizerinnen.

Vorteile für den Gast
• Orientierungshilfe bei der Vielzahl touristischer

Suche
Suche starten

AKTUELL
PROGRAMMANGEBOTE
Casa Mosta
Kurz- und Ferienszentrum
des UPÖ
Zweisamkeit 2
Beste Tage in der
Casa Mosta
29. Oktober bis
1. November 2009

LASTMINUTE
Alle-Feste Hotel &
Tagungshaus
Wellness im Advent
29. Oktober 2009 bis
28. Februar 2010

PAUSCHALEN
Hotel Götter Baum
Goldener Herbstkeller
• Bernsugöheim
29. Oktober bis
6. November 2009

NEUHEITEN
Familienhotel Edelweiss
Neue Eigenkammer

PROJEKTE
Demützt euch vor dem
Namen, und erwidert euch
edelm.
JAHRE-BESTAND

Bookings-Angebote
Hotels Oberland
Aargau, Schweiz
Bernese Tourismus
Bernese Hotel

Germany

RUR-CAFÉ RESTAURANT



- Ältestes Café Mönchschaus
- Antike Einrichtung
- Eigene Küchenführung
- Eigene Konditorei
- Oudste café van Mönchschaus
- Antieke inrichting
- Eigen keuken
- Eigen banketbakkerij



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Ambient HOTEL am Europakanal

Deutsch | English | Français

DIREKT ONLINE BUCHEN

Ankunft:

Abreise:

Personen:

Zimmer:

[Home](#) [Impressum](#) [Sitemap](#)

[Hotel](#) [Zimmer](#) [Preise](#) [Reservierung](#) [Services](#) [Specials](#) [Kontakt](#)

Call Back Service



Wir rufen Sie zurück und stehen Ihnen für Ihre Fragen zur Verfügung. Senden Sie uns Ihre Telefonnummer.

Ambient Hotel am Europakanal

Ihr Hotel in der Metropolregion Nürnberg · Fürth · Erlangen!

Sie suchen ein Hotel in angenehmer ruhiger und dennoch verkehrsgünstiger Lage - ohne Parkplatzsorgen? Sie erwarten ein stilvolles und außergewöhnliches Ambiente zu günstigen Preisen?

Es freut uns, Sie als Gast auf unserer Website begrüßen zu dürfen und dass Sie sich die Zeit nehmen, unser 72-Betten-Hotel näher kennen zu lernen.

Lassen Sie sich bei einem virtuellen Rundgang, von der Individualität unserer Zimmer und Suiten zu einem Besuch im Ambient Hotel am Europakanal inspirieren.

Wir freuen uns auf Sie als Gast des Hauses und wünschen Ihnen schon jetzt eine angenehme Anreise.

Für telefonische Reservierungen erreichen Sie uns unter der Rufnummer +49 (0) 9 11 / 9 73 72 - 0



Jetzt auf allen Zimmern Wireless LAN gratis!

Unsere Zertifizierungen



Erneute Auszeichnung für das Ambient Hotel am Europakanal mit dem Qualitätssiegel ServiceQ Stufe II in den Metropolstädten Nürnberg Fürth Erlangen. ...mehr



Hungary



- Ajánlatkérés, szobafoglalás
- Ajánlatkérés rendezvényre

Aktuális ajánlataink

- Márton napi libavárossa
- Kis Karácsony, nagy Karácsony...
- Sziveszter 2009
- Együtt a család

ÜDVÖZÖLJÖK A HOTEL-KÁLVÁRIA HONLAPJÁN!

Kedves Látogató!

Örömmel üdvözljük weboldalunkon! Engedje meg, hogy bemutatassuk Önnek szállodánkat, amely Győr barokk belvárosának közelében, könnyen megközelíthető helyen várja, érkezzen akár üzleti, akár kikapcsolódási vagy pihenési céllal Győrbe.



Intro Sport facilities Gastronomy Wellness Programs Approach Contact



Sport institutions

GLOBALL Football Park&Sporthotel**** is Hungary's one-of-a-kind sports facility.

Sport facilities at the Training Centre:

Sport fields:

- 4 standard size (105mx68m) field: 3 grass, 1 artificial turf with electric lightening
- Facilities include separate watering systems and lighted fields. One of the fields can accommodate up to 300 guests. Fields equipped with an Amisco match analyzer.
- Other athletes are also able to use the training centre because there will be a 49x28m indoor facility to accommodate futsal, handball, beach soccer, football tennis, and tennis.

Changing rooms and others:

- | | |
|----------------------------------|---------------------------------|
| 4 big, 2 small changing rooms | Steam room |
| Separate coaches' changing rooms | Jacuzzi |
| Massage room | Gyms |
| Massage and sauna | Separate rehabilitation section |

Sweden – SSQ Award Ceremony



3. European Hospitality Quality (EHQ)



Presence in the accredited countries:

Over 4500 establishments are entitled to use the EHQ logo!

Some other countries are expected to ask for accreditation soon!

3. European Hospitality Quality (EHQ)

Support from EU Institutions - EP resolution of 2007

”28. Calls on the **European hospitality industry to pursue its work** in relation to the setting up of a European "umbrella" for quality management schemes and to inform regularly the Community institutions of progress made”

”30. Calls on **local, regional and national authorities**, whenever involved in quality schemes, to support, within the framework of proper public/private partnerships, **the current work of the European hospitality industry** in relation to a European "umbrella" for quality management schemes;”

3. European Hospitality Quality (EHQ)



Quality and hotel classification

21 HOTREC principles for classification systems:

„6. Classification systems should encourage the use of quality management tools”

3. European Hospitality Quality (EHQ)



Quality and hotel classification



Application in the 10 countries of the **Hotelstars Union**:

Additional points in the classification system for the application of EHQ compatible quality management systems, or some elements of it



Thank you for your kind attention!

www.hotrec.eu