

**55<sup>th</sup> EOQ Congress**  
World Quality Congress  
Budapest, Hungary - June 20-23, 2011

"Navigating Global Quality in a New Era"



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**June 22, 2011 (Wednesday)      55th EOQ Congress**

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**CONCURRENT SESSIONS  
KEMPINSKI HOTEL CORVINUS**

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

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**SALON REGIOMONTANUS**

**Wednesday 11:00 – 12:30**

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

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

**11.20 The Keys to Success: Simplicity and Efficiency - Quality Management Methods & Tools in Tourism**  
*Tamás Mezey, Danubius Hotels Co., Hungary*

**Mezey, Tamás (Hungary)**

Born in Budapest, 1954 and graduated in Budapest Business School in 1976. His additional education and trainings include: registered tour-guide, ISO internal auditor, EFQM, HACCP, TQM courses. Beginning from 2006 he has been Group Director Quality Management, New Ventures – Danubius Hotels Group. Previously he was Quality Control Director and Head of the Internal Control Department at the Danubius Hotels Group as well as Manager and Controller in other hotels. Mr. Mezey is founder and Head of Quality Management Section within the Hotel Association of Hungary, member of ISO Technical Committee 228 – Tourism and related services, co-author of the Hungarian Tourism Quality Award system. He is member of the EOQ Hungarian National Committee and the Hungarian Society for Quality.

# ABSTRACT

Presentation of Mr. Tamás Mezey  
55<sup>th</sup> EOQ Congress – World Quality Congress  
June 22 Wednesday 11.20 – 11.40

## **The Keys to Success: Simplicity and Efficiency** Quality Management Methods & Tools in Tourism

### **1. What is Quality in Tourism?**

- Satisfaction of the parties concerned
- Guests – Employees – Contracted Partners

### **2. Management of Quality or Quality of Management** Importance of Quality

### **3. Management Systems vs. Best Practice**

- Owners' support
- Working out – operating - developing

### **4. Operational & Service Standards**

- Thanks to the Hotel Chains

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### **5. A Good Example – Danubius Hotels Group**

- Mission & Vision
- Standard based self audits & cross audits
- Quality Audits
- Guest Questionnaire System
- Mystery Checks
  - Visits
  - Test Calls
- Quality Ambassadors
- Measuring guest satisfaction, complaint handling

### **6. Methods & Tools**

- to be used – TQM, PDCA, Quality Circles, Benchmarking
- to be implemented – GAP, BPR, BS,
- to be prepared for the future – EFQM, Lean
- to be considered – ISO, Six Sigma

### **7. Gaps & Traps**

- unnecessary data and info
- one more time: Owners' support

### **8. Guarantees – Hotelstars Union**

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- EFQM
  - Hungarian Tourism Quality Award

### **10. Conclusion**

- Messages
- Which way to go