

D-1206-298-MS



## *European Hospitality Quality*

### *Introduction*




The European Hospitality Quality scheme (EHQ scheme) is an umbrella quality scheme, developed and managed by HOTREC, to be used as a **reference model at European level** for national/regional quality schemes, as far as they cover hospitality establishments and their activities. This new scheme is **not intended to replace the numerous existing schemes** at national/regional level but it proposes a **system for evaluating them**.

#### **Schemes eligible for accreditation under the EHQ scheme:**

- National/regional Q programmes, endorsed by a HOTREC national association, can apply to HOTREC for their assessment under the HOTREC umbrella scheme criteria and their accreditation under the “*European Hospitality Quality*” scheme.
- In case there is no quality management programme in a country, its member association may develop its own quality programme by reference to the umbrella scheme criteria and, thus, permit hospitality establishments in the country concerned to access the “*European Hospitality Quality*” scheme.
- National/regional quality management programmes should not be undermined by the “*European Hospitality Quality*” scheme.
- The only way to the HOTREC’s scheme for individual hospitality establishments or chains located in one country only should be via the HOTREC national member association concerned. An establishment or a chain located in only one country should only be able to apply and advertise the “*European Hospitality Quality*” scheme if it participates in a national/regional scheme, itself accredited under the HOTREC scheme.
- In case a chain is established in several countries, it may, if the HOTREC national associations of the countries concerned do not object, apply directly to HOTREC for the assessment and recognition of its own quality scheme under the “*European Hospitality Quality*” scheme. Whenever a chain located in several countries accesses to the HOTREC scheme, via its participation in a national/regional scheme, the Board of the “*European Hospitality Quality*” scheme should be informed thereof.

## Minimum criteria:

The minimum criteria that hospitality quality schemes should meet to be meaningful and to be recognised as compatible with the “*European Hospitality Quality*” scheme are as follows:

Level	EHQ scheme quality criteria
	<p><b><u>Basic level of quality</u></b></p> <ul style="list-style-type: none"><li>▪ Guest oriented processes</li><li>▪ One quality-coordinator per hotel/establishment</li><li>▪ Internal/self-assessment of the hotel/establishment quality and QM system</li><li>▪ Systematic complaint management</li><li>▪ Action plan with relevant measures at least once a year</li><li>▪ Limited duration of Q-assessment</li></ul>
	<p><b><u>Second level of quality</u></b></p> <ul style="list-style-type: none"><li>▪ Elements of level Q' and</li><li>▪ Revision of the action plan on the basis of<ul style="list-style-type: none"><li>• Guest surveys</li><li>• Written report of mystery check</li></ul></li><li>▪ Employees' involvement</li></ul>
	<p><b><u>Total Quality Management (TQM)</u></b></p> <ul style="list-style-type: none"><li>▪ Implemented and documented by<ul style="list-style-type: none"><li>• System equivalent to</li><li>• ISO 9001:2000 certificate or</li><li>• EFQM certificate (≥ 300 points)</li></ul></li></ul>

**The EHQ logo is a registered collective Community trademark (CTM),** with protection extended to Switzerland, Norway, the Former Yugoslav Republic of Macedonia, Liechtenstein and Monaco.

So far, Swiss, Hungarian, German and Swedish quality schemes have been accredited under the EHQ scheme.

## For more information:

Details on the procedures and application forms will soon be made available on HOTREC's new website [www.hotrec.eu](http://www.hotrec.eu) .

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