



European Hospitality Quality

Description and criteria


The European Hospitality Quality scheme (EHQ scheme) is an umbrella service 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 service quality managements. This European scheme is **not intended to replace the numerous existing schemes** at national/regional level but it proposes **a system for evaluating and comparing 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 HOTREC’s scheme for internal quality management schemes of individual hospitality establishments or chains located in one country only should be via the HOTREC national member association concerned.
- With regard to chain hotels located in several countries there are two ways of receiving EHQ recognition:
 - indirectly, for the establishments of the chain which participate in a national/regional scheme, itself accredited under the HOTREC scheme.
 - Directly: establishments of the chain, that implement the chain’s own quality management programme, which is accredited by HOTREC. Chains may apply directly for an EHQ assessment of their own quality schemes, if the HOTREC national associations of the countries do not object such an application.

Minimum criteria:

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

	<p><u>European Hospitality Quality</u></p> <ul style="list-style-type: none">▪ Guest oriented processes, including maintenance, safety and cleanliness▪ One quality-coordinator per hotel/establishment▪ Internal/self-assessment of the hotel/establishment quality and QM system▪ Systematic complaint management covering the complaints via the internet as well▪ Action plan with relevant measures at least once a year according to the outcome of the quality assessments▪ Revision of action plan taking into account guest surveys (online and/or offline reviews)▪ Revision of the action plan on the basis of written report of independent on-site checks by mystery guests and/or audits▪ Employees’ involvement in the quality process▪ Provision of correct information about services in at least one relevant foreign language, if appropriate to location and business concept▪ Information on a choice of local services and products▪ Implementation of an appropriate training plan of the staff▪ Limited duration of Q-assessment
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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.

Information on the HOTREC EHQ scheme and access to the accredited quality programmes is available on the [HOTREC website](#).

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