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6th Latvian Tourism Forum

"Q system as a valuable tool to ensure quality of tourism services and to attract tourists"

Markus Luthe

German Hotel Association (IHA)



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Introduction



Dipl.-Volkswirt
Markus Luthe

- CEO of German Hotel Association (IHA) (since 2001)
- Chair of the Quality Board of HOTREC – Hotels, Restaurants & Cafés in Europe (since 2007)
- Executive of German Hotel and Restaurant Association (DEHOGA) (1994 – 2000)
- Scientific adviser to MP in Deutscher Bundestag (German Parliament) (1992 – 1994)



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A selection of quality systems in Europe





What exactly is ServiceQuality Germany?

On one hand - an alliance:

- In 2007 seven out of sixteen independent acting federal states joined their forces in an initiative of quality
- Federal states agreed on using all the same standard quality scheme
- Other federal states were convinced by the initiative and joined the project ServiceQuality Germany in the meantime



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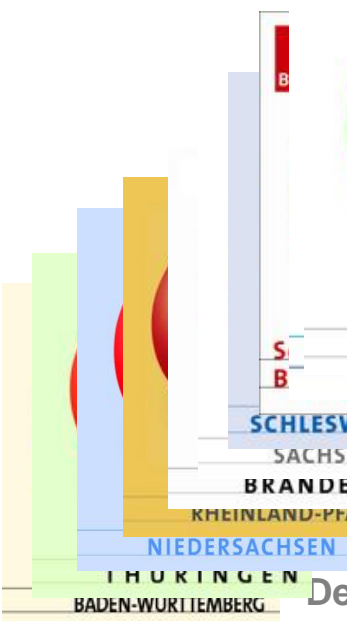
A long way to...



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December 2009





What exactly is ServiceQuality Germany?

On the other - a quality scheme:

- „ServiceQuality Germany“ is a three-step in-house training and certification scheme which was developed by seven federal states
- Today appr. 2,100 enterprises participate in Germany





Number of Q-Coaches, Q-Trainers and companies accredited so far

Federal State	Level I	Level II	Level III
Baden-Wuerttemberg	330	11	8
Bavaria	121	3	
Berlin	12		
Brandenburg	123	20	3
Free Hanseatic City of Bremen/Bremerhaven	50		
Hesse	43		
Mecklenburg-Western Pomerania	29		
Lower Saxony	255		
North Rhine-Westfalia	90		
Rhineland-Palatinate	318		
Saarland	27		
Saxony	220	19	
Saxony-Anhalt	66	2	
Schleswig-Holstein	131	1	
Thuringia	151	18	
Total	1.966	115	11
Number of Q-Coaches	13.590		
Number of Q-Trainers	896		

Within the last six months:

+ 17% increase Q-Coaches

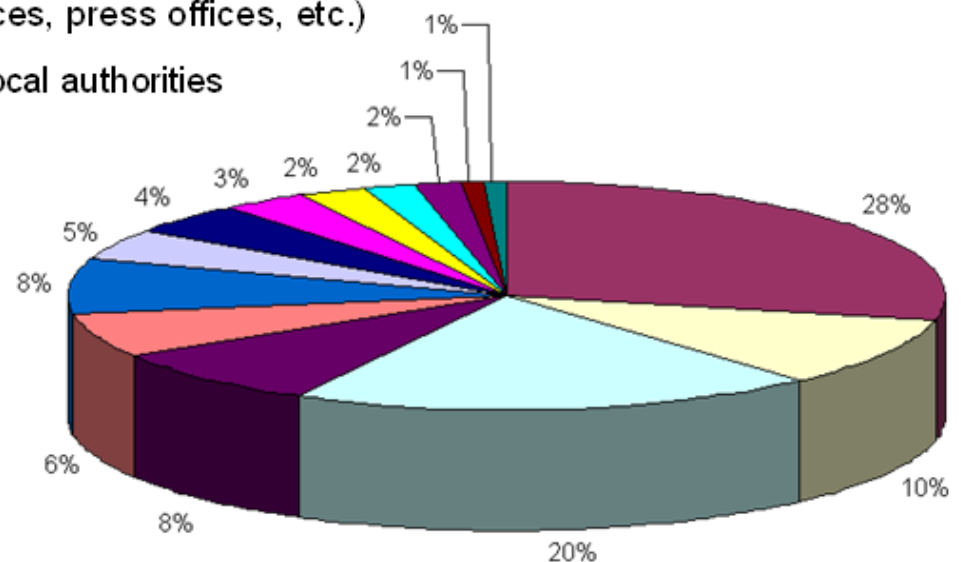
+ 21% increase Q-Enterprises





Participating branches

- Hotels, guesthouses
- Privat owned holiday flats, apartments, holiday on the farms
- Tourism organisations, tourist information centers, tourist offices
- Restaurants, Cafés, Bars
- Leisure/ culture facilities
- Youth hostels and other youth facilities
- Other service providers (agencies, services, press offices, etc.)
- Associations, institutions, organisations, local authorities
- Campsites
- Hospitals, care facilities, therapeutic baths
- Wholesale and retail, handicraft
- Transportation and navy companies
- Training / consulting companies, educational institution
- Travel agencies





Quality scheme SQ Germany – bottom up approach

- Three-step in-house training and certification scheme
- Each enterprise to decide on its own whether to participate within all three steps or just in one or two
- Main target group is every company that is relevant to tourism (for example: hotels, guesthouses, private owned holiday flats, apartments, farm holidays, wholesale and retail, handicraft enterprises, travel agencies, local and regional tourist offices, tourist information centres)
- From the beginning on employees are integrated in the improvement processes and get motivated





3 levels of SQ Germany

Level I:

Quality set-up and quality development by forceful analysis and evaluation of service chains from customer's point of view

Level II:

Based on step I, step II focuses on objective quality measurement with emphasis on customers', employees' and executives' surveys as well as on mystery checks

Level III:

Intended for enterprises that are additionally certified to ServiceQuality Germany according to another approved quality management system, such as ISO 9001:2000, EFQM, etc.





Level I: Steps to do

1st step

training of
at least one
employee as
Quality-Coach

2nd step

elaboration of instruments:
- service chains
- quality modules
- complaint management
- action plan

individually developed by the
enterprise

3rd step

submission
of documents
to the
inspection
authority

4th step

inspection
and
certification

5th step

annual control
and submission
of new
action plan



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Level II: Steps to do

- Quality-Coaches take part in an advanced training course (two days) to become Quality-Trainers
- Necessary instruments:
 - Strengths and weaknesses analysis
 - Employees' surveys
 - Management survey
 - **Guest surveys**
 - Mystery checks
- Elaboration of action plan
- Questionnaire results and action plan need to be sent to inspection authority
- Annual control and submission of new action plan





Mystery checks – General quality standards (99 questions)

- Pre-information
- Establishing contacts
- Information query and brochure mailing
- Booking and confirmation
- Arrival and directions
- First impression on-site
- Welcoming
- Create guest contact
- Knowing guest expectations
- Dealing with special requests
- Consider barrier-free aspects
- Keep promises
- Management of complaints
- Equipment, facilities and systems
- Resources and environment
- Level of quality and processes
- Image
- Price-performance-ratio
- Background questions
- Payment and goodbye





Mystery checks – Specific quality standards (about 30 questions per group)

- Trains
- Buses
- Camping
- Leisure and cultural facilities
- Baths for leisure and hot springs
- Hotels
- Wellness hotels
- Child and youth facilities
- Travel agencies
- Restaurants
- Cruises
- Tourism organisations
- Tourist information
- Management consultancy / educational institutions





Mystery checks companies

- **HOGA Gastgewerbe Service**
(Thuringia)
- **Janas & Janas**
(Saxony)
- **BTG Bayern Tourist**
(Bavaria)
- **Gorath Servicetest**
(Baden-Wuerttemberg, Brandenburg,
Lower Saxony, Rhineland-Palatinate, Saxony-Anhalt)





Certification costs

Level I

< 16 employees: 210 € – 230 €

≥ 16 employees: 260 € – 280 €

Level I cont'd

< 16 employees: 180 € – 230 €

≥ 16 employees: 190 € – 280 €

Level II

incl. 1-day mystery guesting: 400 € - 845 €

incl. 2-days mystery guesting: 480 € - 995 €





Level III: Steps to do

- Level III requires successful implementation and official certification of internationally approved quality management system (such as: ISO 9001:2000, EMAS, EFQM, etc.)





Nationwide coordination by German Tourism Association (DTV)

- Organisation of at least four annual meetings of all cooperation partners
- Promotion of institutional online software supporting both – the customer's and the service provider's requirements
- Nationwide coordination and encouragement to exchange ideas mutually
- Responsibility to put determinations into practice
- DTV provides online platform to stimulate interaction among cooperation partners





Achievements

- Increasing participation of nationwide, international operating hotel chains and hotel cooperations
- In negotiation with tour operators TUI Leisure Travel and Thomas Cook Germany
- Development of own, special service-orientated SQD-Level III
- **Planned for 2010:** Certification of scheme “ServiceQuality Germany” through internationally approved quality management system ISO



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Accredited as European Hospitality Quality by HOTREC – Hotels, Restaurants & Cafés in Europe



European
Hospitality Quality



Switzerland,
August 2007
Q, QQ, QQQ



Hungary,
November 2007
QQ



Germany,
June 2009
Q, QQ, QQQ

Riga, 16th December 2009

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Short excursion: On the relation of Q's and Stars

HOTELSTARS

AUSTRIA • CZECH REPUBLIC • GERMANY • HUNGARY
NETHERLANDS • SWEDEN • SWITZERLAND



The founding members of the Hotelstars Union





Prague, 14th December 2009

Riga, 16th December 2009



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 UNDER THE PATRONAGE OF
HOTREC
www.hotelstars.org

www.hotelstars.eu

WELCOME TO THE HOTELSTARS UNION!

Under the patronage of HOTREC – Hotels, Restaurants & Café in Europe, the hotels associations of Austria, Czech Republic, Germany, Hungary, Netherlands, Sweden and Switzerland have created the Hotelstars Union.

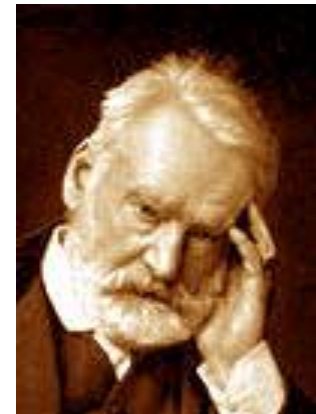
Their partnership is providing a harmonised hotel classification with common criteria and procedures in the participating countries. The Hotelstars Union enhances the reputation and quality of the hotel industry in the participating countries by creating transparency and security for the guests and thereby encouraging hotel marketing.





***“Nothing is as mighty as an idea
whose time has come.”***

Victor Hugo
(1802 – 1885)



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Thank you...

...for your attention and

...for your appreciation of

ServiceQuality Germany



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Riga, 16th December 2009



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