



EUROPEAN ECONOMIC CHAMBER OF TRADE, COMMERCE AND INDUSTRY

European Economic Interest Grouping

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EEIG EU STANDARD FOR HOTELS

Revision April 2012

Aims of the Standard

- 1) To encourage all Hotels and establishments hiring accommodation to achieve agreed EU standards in:
 - a) how they are run
 - b) how they manage their businesses; and
 - c) the experiences of users
- 2) To encourage confidence in Hotels as organisations that hire room accommodation and satisfaction for their clientele.
- 3) To reinforce a shared ethical and professional basis for all Hotels
- 4) To ensure that all national legal requirements with regard to establishing and carrying on food preparation and serving to the public have been considered and respected. These requirements concern particularly laws, decrees and edicts for health issues and no Hotel can be certified by the EU Standards for Hotels unless **they have obtained either HACCP or ISO 9001 and/or ISO 22000 or FSSC 22000 food safety system** and conform to the national laws and rules concerning hygiene in their establishments.
- 5) To ensure the conformity of Hotels with relevant:
 - a) ISO standards as mentioned in 4 above;
 - b) legal prescriptions and stipulations as to waste;
 - c) general European standards and relevant EU guidelines as far as existing, e.g. the EEC-directive on minimum requirements for the protection of human health, the EEC-directive on the quality of food, EEC-directive on ecology etc.

Establishments that may apply for the EEIG EU Standard for Hotels

Hotels, Chains of Hotels, Motels, Room Hire, and accommodation services, .

Benefits of taking part in the EEIG EU Standards Certification Scheme

Performance - A quality standard that serves as an authoritative benchmark for assessing performance, rewarding achievement and driving improvement.

Profile - It raises awareness and understanding of Hotels, so building confidence and credibility both within the establishment and among the public.

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- People - It helps HOTELS to improve their focus on meeting users' needs and interests and developing their workforce.
- Partnerships - It helps HOTELS to examine their services and facilities and to encourage joint working within and between organisations.
- Planning - It helps with forward planning by formalising procedures and policies.
- Patronage - It demonstrates that the HOTEL has met an EU standard, which strengthens applications for public and private funding and gives investors confidence in the organisation.

Eligibility

To be certified, HOTEL enterprises/establishments must:

- meet the EEIG's 2012 definition of a HOTEL enterprises/establishment ('HOTEL enterprises/establishment must promote accommodation service and and may provide preparation of quality food.
- be registered at National level
- have a formal constitution
- provide two years of relevant accounts
- meet all relevant legal, ethical, safety, equality, environmental and planning requirements
- be committed to forward planning to improve the service for users
- Meet the following specific additional requirements:
 - **Protection of human health** - Additional to the aforementioned legal stipulations concerning the hygiene and cleanliness, also the national requirements with regard to the quality of air (smoking/emissions) and noise levels have to be considered and respected.
 - **Precautions for disabled and handicapped people** - All buildings, installations and equipments have to take care of disabled and handicap persons according to currently valid national and international stipulations and standards.
 - **Fire protection** - The currently valid national technical stipulations of the fire brigades have to be considered and respected as a means of preventive protection against fire.
 - **Energy economy** - Energy saving means and measures have to be taken into account in all areas of the wellness centre. They have to meet the most recent state-of-the-art techniques and latest developments in research (e.g. solar cells, heat pumps, insulation, thermal energy).
 - **Environment protection** - Ecology and measures of sustainability and environment protection have to be taken into account. The whole enterprise has to work according to healthy, non-polluting, nature friendly and environmentally beneficial methods.

Categorizing Hotels

- Hotels at 5, 4, 3, 2 star levels
- Restaurant Services at 5, 4, 3, 2 star levels.

Note: these establishments can be stand alone or within hotels and ancillary premises.

Assessment of the Enterprise and its Services

To obtain a total assessment of the enterprise and establishment including equipments etc it is necessary to judge the situation of the establishment, the buildings, the equipment, and accommodation according to the „European Hotel Standard“. The catering inclusively the special diets have to be judged according to the “European Hotel Standard“. Further criteria are the scope, variety and quality of the food offered and facilities, respectively.

PROCEDURE OF CLASSIFICATION for Hotels and Accommodation Providing Enterprises of General Kind

1. **The Central Office for the Classification of Hospitality Enterprises** - All applications for a classification shall be directed to our Headquarters in Brussels. The Central Office allocates the appropriate validator of the European Economic Chamber of Trade, Commerce and Industry to be engaged with the classification procedure of the applicant organisation. The validator will then proceed with the review, assessment and evaluation of the application and checklist. The final classification will be effected by the Central Office according to the evaluation and recommendation of the National Commission and validator.
2. **Classification – Application and Procedure** - The owner or manager of the wellness enterprise and establishment applies for a classification by the European Economic Chamber of Trade, Commerce and Industry in writing and asks the Central Office or National Commission for a checklist and a visit of an expert of this commission. After reviewing and assessment of the wellness and fitness establishment by a personal visit of the validator, the checklist will be evaluated. The commission carries out the evaluation within sixty days from the receipt of the application including the assessment of management procedures, the suitability of the premises, facilities, resources and treatments. The National Commission informs the owner or manager of the result of the classification procedure in writing. The relevant Certificate will be issued by the Central Office for Classification in Brussels.
3. **Dealing with Objections** - The contact person of the wellness enterprise and establishment can file an objection against the classification or against not being classified within sixty days. The contact person may object within four weeks after receipt of the decision of the Central Office for Classification or non-receipt of one after the expiration of 60 days from the lodgement of the application. This objection has to be directed to the National Commission and has to be done in writing (by registered mail) explaining the reasons for the objection. The Central Office will consider the reasons of objection and engage the National Commission to re-check the present classification. The final decision will be made within four weeks. Court of jurisdiction is Brussels.

THE STANDARD - Requirements for EEIG EU Hotels Standards Certification

A) **COMPULSORY Statutory Requirements**

- 1) Registration as a business
- 2) Registered Hotel or National Business Registration
- 3) Business Plan
- 4) Organization Chart
- 5) Ethical Brochure or advertising material
- 6) Local Chamber of Commerce Membership
- 7) VAT Registration
- 8) HACCP or ISO 9001 and/or ISO 22000 or FSSC 22000 food safety system
- 9) Health & Safety Registration
- 10) Social Security Registration
- 11) Accounts Available

12) At least 1 persons in the organisation must have been certified for First Aid by a National Authority

B) GENERAL Requirements

1) Brochure, website

C) STAFFING (Minimum)

1) As per Classification Requirements

D) Environmental factors:

1) Water Efficiency

2) Waste Reduction & Recycling

3) Sustainable Furnishings and Bldg Materials

4) Sustainable Food

5) Energy

6) Disposables

7) Chemical & Pollution Reduction

E) CUSTOMER SERVICE

1) The whole impression of the premises is clean

2) Reception staff are friendly

3) The general ambiance is good

4) Staff available with competency in English

5) The requirements and wishes, respectively, of the guests are completely met

6) The service is friendly

7) The service is quick

8) The service is efficient

9) Clients are given a feedback form which is reviewed by management

All the above have been summarised in the EEIG EU Standards for Hotels per star category as follows:

And in particular:

**EEIG EU HOTELS STANDARD QUALITY SEAL
5 STAR HOTEL STANDARD**

5-STARS category	STANDARD	95	85	75	65	55
		COMPULSORY				
S1. Registration as a business						
S2. Registered Hotel Establishment						
S3. Business Plan						
S4. Ethical Brochure or advertising material						
S5. Membership of National Hotel Association						
S5. Chamber of Commerce Membership						
S6. VAT Registration						
S7. Health & Safety Registration						
S8. Social Security Registration						
S9. Accounts for 2 years						
S10. Organization Chart						
S11. HACCP or ISO 9001 and/or ISO 22000 or FSSC 22000 food safety system						
S12. At least 1 persons in the organisation must have been certified for First Aid by a National Authority						
Furnishings, equipments and fittings of rooms (room quality)						
All guestrooms have special sound absorption; the furnishing of the rooms is exclusive and luxurious; all materials used are of top quality;	9500					
Size of rooms: single room 14 m ²	9555					
Size of rooms: double room 20 m ²	9565					
Air condition is existing (individual regulation)	9501					
Daily change of bed linen (if wished)	9502					
Bedside rug of smooth textiles; welcome present	9503					
Writing case available; sewing kit available	9504					
Telephone (direct dialling) and fax machine in all rooms	9506					
Radio and colour television via cable or satellite in all rooms available; television programme	9507					
Mini bar in the room	9520					
Suites <u>Note</u>: Suite(s): bedroom and living-area are structurally separated/ Junior suite(s): bedroom and living-area are optically separated/ Suite(s) generally: special sound absorption; the furnishing of the rooms is exclusive and luxurious; all materials used are of top quality; there are fresh cut flowers in the living-room						
Size (excluding bathroom and anteroom) minimum 40 m ²	9575					
In a suite there are at least two telephones (connected in parallel) available	9508					
For every 20 rooms there is a permanent suite existing	9509					
All rooms have a bathroom and toilet exclusively equipped; bathroom and toilet are structurally separated	9510					
All suites and multiple bedrooms have to be equipped with bathroom, shower, bidet, and double wash-stands;	9511					

5-STARS category	STANDARD	95	85	75	65	55
minimum size of bathroom 6 m ² + 1,8 m ² of toilet						
Spacious place to put clothes in the bathroom	9512					
Automatic iron	9513					
Pair of scales	9514					
Hair dryer	9515					
Illuminated shaving and beauty mirror	9516					
Cream for foam bath, body lotion, hair shampoo, tissues	9517					
Daily change of towels, bath towels, and bathmat	9518					
Elevators						
Elevators have to be in buildings with more than one floor. In new houses and extensions there is one elevator for every 30 rooms. New houses need also a separate luggage lift, according to the size of the hotel	8501					
Tradesmen's entrance						
There is a separate entrance for employees and deliverymen (independently of the number of rooms)	8502					
Car park and parking lots						
The hotel has its own car park and parking lots operated by a parking service (driver of hotel)	8503					
Storerooms for sports equipment						
There is a storeroom for sports equipment (bicycles, skiing gear etc.) with separate entrance, airing and heatable	8504					
Laundering, cleaning and ironing of guests' clothes						
Return of clean ironed clothes within 24 hours (laundry bag and price list in the room), ironing also on weekends	7501					
Gastronomic and spatial offer						
The restaurant area is exclusively and luxuriously equipped; the minimum number of <u>tables</u> amounts to 60% of the number of bedrooms; there is additionally a function room and a day room (recreation room), corresponding to the size of the hotel and the demand of the guests	6501					
There is a 4-course menu offered with 3 options for each course or equivalent à la carte meal	6502					
Drinks and meals are served 24 hours on the floors (rooms), at the restaurant from 11.00 till 24.00 hrs.	6503					
Breakfast and room service temporally unlimited; rich breakfast-menu card or breakfast buffet	6504					
Wine list with at least 30 quality wines (domestic and foreign origin); professional advice by a sommelier	6505					
Drinks: 24 hours-service	6506					
Exclusive hotel bar in the area of reception, hall, lounge or restaurant	6507					
Tablecloth and table linen at all meals, at breakfast also high quality-paper napkins (serviettes) possible	6508					

5-STARS category	STANDARD	95	85	75	65	55
Reception, hall and lounge (check in-desk and porter)						
Exclusive and luxurious equipment of the whole reception area (hall, lounge); reception desk with up to date technical equipment	5501					
Reception desk (check in and cashier) and porter's lodge (bell-boy) separated when there are more than 20 rooms	5502					
Reception desk and porter's lodge 24 hours occupied; clerks with excellent knowledge of the main foreign languages	5503					
Luggage transport 24 hours guaranty	5504					
There are safes in the rooms and a central depository	5505					
Total Validated						
Additional Points (0,2 points each of □ 0901-0975)						
Additional Points (1,0 point each of □ 1001- 1006)						
Required minimum number	34	18	4	1	6	5
Possible maximum number	40	22	4	1	8	5
Luxury category: Total: points						

(b) For leisure time, sports, games, cure, and recreation

All facilities for leisure time, sports, games, cure, and recreation in the area of the hotel can be taken into consideration according to the kind, situation, quality, variety, and technical standard.

Adventure tours	□	0901	Excursions	□	0920
Aerobics	□	0902	Fishing water	□	0921
Animators, cheer leaders	□	0903	Fitness centre	□	0922
Babysitting	□	0904	Gambling machines	□	0923
Bad weather programmes	□	0905	Golf (more than 9 holes)	□	0924
Beach	□	0906	Golfing coach (Profi)	□	0925
Beauty parlour	□	0907	Guided hiking	□	0926
Bicycles	□	0908	Gymnastics	□	0927
Billard tables	□	0909	Hairdressing salon	□	0928
Boutique	□	0910	Hobby-room	□	0929
Bowling place (Boccia)	□	0911	Horse riding	□	0930
Candle light dinner	□	0912	Ice rink	□	0931
Children's playground	□	0913	Ice sports	□	0932
Clay pigeon shooting	□	0914	Indoorgolf	□	0933
Climbing school	□	0915	Indoor swimming pool (min temperature 28°C)	□	0934
Curling lane	□	0916	Kindergarten (day nursery)	□	0935
Dancing with live music	□	0917	Lawn for sunbathing	□	0936
Disco music	□	0918	Library	□	0937
Driving Range	□	0919	Massage parlour	□	0938

Mini golf	<input type="checkbox"/>	0939	Skiing facilities	<input type="checkbox"/>	0957
Mountaineering	<input type="checkbox"/>	0940	Skiing school	<input type="checkbox"/>	0958
Mountain guide	<input type="checkbox"/>	0941	Ski instructor	<input type="checkbox"/>	0959
Nanny, children's nurse	<input type="checkbox"/>	0942	Skittle-alley	<input type="checkbox"/>	0960
Nordic walking	<input type="checkbox"/>	0943	Solarium	<input type="checkbox"/>	0961
Open-air pool	<input type="checkbox"/>	0944	Sports fields	<input type="checkbox"/>	0962
Playing fields	<input type="checkbox"/>	0945	Squash	<input type="checkbox"/>	0963
Playroom (Bridge, chess, cars etc.)	<input type="checkbox"/>	0946	Steam bath	<input type="checkbox"/>	0964
Point-to-point riding	<input type="checkbox"/>	0947	Surfing boards	<input type="checkbox"/>	0965
Pool attendant	<input type="checkbox"/>	0948	Table tennis	<input type="checkbox"/>	0966
Putting Green	<input type="checkbox"/>	0949	Tennis court	<input type="checkbox"/>	0967
Reading room	<input type="checkbox"/>	0950	Tennis hall	<input type="checkbox"/>	0968
Riding hall	<input type="checkbox"/>	0951	Tennis teacher	<input type="checkbox"/>	0969
Riding lessons	<input type="checkbox"/>	0952	Terrace	<input type="checkbox"/>	0970
Rowing boats	<input type="checkbox"/>	0953	TV room	<input type="checkbox"/>	0971
Sailing	<input type="checkbox"/>	0954	Wellness centre	<input type="checkbox"/>	0972
Sauna	<input type="checkbox"/>	0955	Whirlpool (hot)	<input type="checkbox"/>	0973
Shooting range	<input type="checkbox"/>	0956	Wine bar, wine cellar	<input type="checkbox"/>	0974
			<input type="checkbox"/>	0975

Total of additional number of criteria (qualifications):

For conferences and seminars

Banquet facilities	<input type="checkbox"/>	1001
Conference room	<input type="checkbox"/>	1002
Internet connection and PC in the conference room	<input type="checkbox"/>	1003
Facilities for projection in the conference room (projection wall, projector, beamer, power point)	<input type="checkbox"/>	1004
Flip chart or black board in the conference room	<input type="checkbox"/>	1005
Events organized by the hotel, own specialists for conferences	<input type="checkbox"/>	1006

Total of additional number of criteria (qualifications):

EEIG EU HOTELS STANDARD QUALITY SEAL

4 STAR HOTEL STANDARD

4-STAR category	STANDARD	94	84	74	64	54
		COMPULSORY				
S1. Registration as a business						
S2. Registered Hotel Establishment						
S3. Business Plan						
S4. Ethical Brochure or advertising material						
S5. Membership of National Hotel Association						
S5. Chamber of Commerce Membership						
S6. VAT Registration						
S7. Health & Safety Registration						
S8. Social Security Registration						
S9. Accounts for 2 years						
S10. Organization Chart						
S11. HACCP or ISO 9001 and/or ISO 22000 or FSSC 22000 food safety system						
S12. At least 1 persons in the organisation must have been certified for First Aid by a National Authority						
4-STAR category		94	84	74	64	54
Furnishings, equipments and fittings of rooms (room quality)						
The furnishing of the rooms is in a first-class quality and corresponding to the semi-luxurious demand; there is generally sufficient sound absorption	9400					
Size of rooms: single room 12 m ²	9454					
Size of rooms: double room 17 m ²	9454					
Central heating with room thermostats and air condition	9401					
Change of bed linen at least twice a week	9402					
Writing case available; sewing kit available	9403					
Telephone (direct dialling) and fax machine in all rooms	9406					
Radio and colour television via cable or satellite in all rooms available; television programme	9407					
Mini bar in the room	9420					
Suites <u>Note</u>: If the hotel offers suites and junior suite in this category, the criteria of furnishing and equipment have to correspond to the general room quality of the ****-category. The furnishing of the rooms is in a first-class quality and corresponding to the semi-luxurious demand						
Size (excluding bathroom and anteroom) minimum 30 m ²	9474					
All rooms have bathroom and toilet or shower and toilet, first-class equipment, in a relation of at least 70 to 30; double rooms have separated toilets; as far as suites are existing there has to be a structural separation of bathrooms and toilets; minimum size of bathroom 4 m ² + 1,5 m ² of toilet	9411					
Spacious place to put clothes in the bathroom	9412					
Hair dryer	9415					
Cream for foam bath, body lotion, hair shampoo, tissues	9417					
Daily change of towels, bath towels, and bathmat or towel sticker	9418					

(Towel sticker: In the bathroom there is an indication (based on the principles of environment protection) giving the guest the advice to put the towels on the floor if the guest wishes that the towels shall be changed.)						
Energy saving indications (Energy saving indications, e.g.: "Please switch off lights, radio and TV when you leave the room", "Don't let water tap run needlessly", "Use water saving possibility on the toilet", "Please turn off heating when you open the windows" etc.)	9419					
Elevators						
Elevators have to be in buildings with more than one floor. In new houses and extensions there is one elevator for every 40 rooms. The capacity of the elevators has to cover the average demand	8401					
Tradesmen's entrance						
There is a separate entrance for employees and deliverymen if the hotel has more than 20 rooms	8402					
Car park and parking lots						
There are enough parking lots (also for coaches) or other parking possibilities according to national building regulations	8403					
Storerooms for sports equipment						
There is a storeroom for sports equipment (bicycles, skiing gear etc.) with separate entrance, airing and heatable	8404					
Laundering, cleaning and ironing of guests' clothes						
Return of clean ironed clothes within 48 hours (laundry bag and price list in the room), ironing also on weekends	7405					
Gastronomic and spatial offer						
There is a first-class dining room; the minimum number of <u>chairs</u> amounts to 80% of the number of beds; there is additionally a function room and a day room (recreation room), corresponding to the size of the hotel	6401					
There is a 4-course menu offered with 3 options for each course or an equivalent à la carte meal	6402					
Meals are served from 11.00 till 14.00 hrs and 18.00 till 20.00 hrs; snacks from 14.00 till 18.00 hrs. and 21.00 till 24.00 hrs.	6403					
Breakfast buffet until 10.00 hrs., breakfast service and room service until 11.00 hrs.	6404					
Wine list with at least 15 quality wines; there is professional advice	6405					
Drinks: 24 hours-service	6406					
Hotel bar or counter with seats in the area of reception, hall, lounge or restaurant	6407					
Tablecloth and table linen daily change, at all meals high quality-paper napkins (serviettes)	6408					
Reception, hall and lounge (check in-desk and porter)						
First-class reception area (hall, lounge) according to the size of hotel; reception desk with up to date technical equipment	5401					
Reception desk (check in and cashier) and porter's lodge (bell-boy) separated when there are more than 30 rooms	5402					

The porter has a good knowledge of the needed foreign languages when there are more than 30 rooms	5403					
Luggage transport 24 hours guaranty	5404					
There are safes in the rooms and a central depository	5405					
Total Validated						
Additional Points (0,2 points each of <input type="checkbox"/> 0901-0975)						
Additional Points (1,0 point each of <input type="checkbox"/> 1001- 1006)						
Required minimum number	26	13	3	1	5	4
Possible maximum number	34	16	4	1	8	5

(b) For leisure time, sports, games, cure, and recreation

All facilities for leisure time, sports, games, cure, and recreation in the area of the hotel can be taken into consideration according to the kind, situation, quality, variety, and technical standard.

Adventure tours	<input type="checkbox"/>	0901	Hobby-room	<input type="checkbox"/>	0929
Aerobics	<input type="checkbox"/>	0902	Horse riding	<input type="checkbox"/>	0930
Animators, cheer leaders	<input type="checkbox"/>	0903	Ice rink	<input type="checkbox"/>	0931
Babysitting	<input type="checkbox"/>	0904	Ice sports	<input type="checkbox"/>	0932
Bad weather programmes	<input type="checkbox"/>	0905	Indoor golf	<input type="checkbox"/>	0933
Beach	<input type="checkbox"/>	0906	Indoor swimming pool (min temperature 28°C)	<input type="checkbox"/>	0934
Beauty parlour	<input type="checkbox"/>	0907	Kindergarten (day nursery)	<input type="checkbox"/>	0935
Bicycles	<input type="checkbox"/>	0908	Lawn for sunbathing	<input type="checkbox"/>	0936
Billard tables	<input type="checkbox"/>	0909	Library	<input type="checkbox"/>	0937
Boutique	<input type="checkbox"/>	0910	Massage parlour	<input type="checkbox"/>	0938
Bowling place (Boccia)	<input type="checkbox"/>	0911	Mini golf	<input type="checkbox"/>	0939
Candle light dinner	<input type="checkbox"/>	0912	Mountaineering	<input type="checkbox"/>	0940
Children's playground	<input type="checkbox"/>	0913	Mountain guide	<input type="checkbox"/>	0941
Clay pigeon shooting	<input type="checkbox"/>	0914	Nanny, children's nurse	<input type="checkbox"/>	0942
Climbing school	<input type="checkbox"/>	0915	Nordic walking	<input type="checkbox"/>	0943
Curling lane	<input type="checkbox"/>	0916	Open-air pool	<input type="checkbox"/>	0944
Dancing with live music	<input type="checkbox"/>	0917	Playing fields	<input type="checkbox"/>	0945
Disco music	<input type="checkbox"/>	0918	Playroom (Bridge, chess, cars etc.)	<input type="checkbox"/>	0946
Driving Range	<input type="checkbox"/>	0919	Point-to-point riding	<input type="checkbox"/>	0947
Excursions	<input type="checkbox"/>	0920	Pool attendant	<input type="checkbox"/>	0948
Fishing water	<input type="checkbox"/>	0921	Putting Green	<input type="checkbox"/>	0949
Fitness centre	<input type="checkbox"/>	0922	Reading room	<input type="checkbox"/>	0950
Gambling machines	<input type="checkbox"/>	0923	Riding hall	<input type="checkbox"/>	0951
Golf (more than 9 holes)	<input type="checkbox"/>	0924	Riding lessons	<input type="checkbox"/>	0952
Golfing coach (Profi)	<input type="checkbox"/>	0925	Rowing boats	<input type="checkbox"/>	0953
Guided hiking	<input type="checkbox"/>	0926	Sailing	<input type="checkbox"/>	0954
Gymnastics	<input type="checkbox"/>	0927			
Hairdressing salon	<input type="checkbox"/>	0928			

Sauna	<input type="checkbox"/>	0955	Table tennis	<input type="checkbox"/>	0966
Shooting range	<input type="checkbox"/>	0956	Tennis court	<input type="checkbox"/>	0967
Skiing facilities	<input type="checkbox"/>	0957	Tennis hall	<input type="checkbox"/>	0968
Skiing school	<input type="checkbox"/>	0958	Tennis teacher	<input type="checkbox"/>	0969
Ski instructor	<input type="checkbox"/>	0959	Terrace	<input type="checkbox"/>	0970
Skittle-alley	<input type="checkbox"/>	0960	TV room	<input type="checkbox"/>	0971
Solarium	<input type="checkbox"/>	0961	Wellness centre	<input type="checkbox"/>	0972
Sports fields	<input type="checkbox"/>	0962	Whirlpool (hot)	<input type="checkbox"/>	0973
Squash	<input type="checkbox"/>	0963	Wine bar, wine cellar	<input type="checkbox"/>	0974
Steam bath	<input type="checkbox"/>	0964	<input type="checkbox"/>	0975
Surfing boards	<input type="checkbox"/>	0965			

Total of additional number of criteria (qualifications):

For conferences and seminars

Banquet facilities	<input type="checkbox"/>	1001
Conference room	<input type="checkbox"/>	1002
Internet connection and PC in the conference room	<input type="checkbox"/>	1003
Facilities for projection in the conference room (projection wall, projector, beamer, power point)	<input type="checkbox"/>	1004
Flip chart or black board in the conference room	<input type="checkbox"/>	1005
Events organized by the hotel, own specialists for conferences	<input type="checkbox"/>	1006

Total of additional number of criteria (qualifications):

EEIG EU HOTELS STANDARD QUALITY SEAL

3 STAR HOTEL STANDARD

3-STARS category	STANDARD	93	83	73	63	53
S1. Registration as a business						
S2. Registered Hotel Establishment						
S3. Business Plan						
S4. Ethical Brochure or advertising material						
S5. Membership of National Hotel Association						
S5. Chamber of Commerce Membership						
S6. VAT Registration						
S7. Health & Safety Registration						
S8. Social Security Registration						
S9. Accounts for 2 years						
S10. Organization Chart						
S11. HACCP or ISO 9001 and/or ISO 22000 or FSSC 22000 food safety system						
S12. At least 1 persons in the organisation must have been certified for First Aid by a National Authority						
3-STARS category		93	83	73	63	53
Furnishings, equipments and fittings of rooms (room quality)						
There is a quality furnishing which is beyond expediency; the rooms have sufficient sound absorption (doors, windows)	9300					
Size of rooms: single room 10 m ²	9355					
Size of rooms: double room 16 m ²	9355					
Central heating with room thermostats and air condition	9301					
Change of bed linen at least twice a week	9302					
Curtains	9303					
Shoe shining gear in the room or a shoe shining automated in the hotel	9304					
Telephone (with instructions) in all rooms	9306					
Colour television (with instructions) in all rooms	9307					
Mini bar in the room	9320					
Change of towels, bath towels, and bathmat at least twice a week or towel sticker (Towel sticker: In the bathroom there is an indication (based on the principles of environment protection) giving the guest the advice to put the towels on the floor if the guest wishes that the towels shall be changed.)	9318					
Energy saving indications. Energy saving indications, e.g.: "Please switch off lights, radio and TV when you leave the room", "Don't let water tap run needlessly", "Use water saving possibility on the toilet", "Please turn off heating when you open the windows" etc.	9319					
Elevators						

3-STARS category	STANDARD	93	83	73	63	53
Elevators have to be in buildings with more than three floors	8301					
Tradesmen's entrance						
There is a separate entrance for employees and deliverymen if the hotel has more than 40 rooms	8302					
Car park and parking lots						
There are enough parking lots (also for coaches) or other parking possibilities according to national building regulations	8303					
Storerooms for sports equipment						
There is a storeroom for sports equipment (bicycles, skiing gear etc.)	8304					
Laundering, cleaning and ironing of guests' clothes						
Return of clean ironed clothes within 48 hours (laundry bag and price list in the room)	7301					
Gastronomic and spatial offer						
There is a well equipped dining and day room for hotel guests; the minimum number of <u>chairs</u> amounts to 50% of the number of beds	6301					
There is a 3-course menu offered with options for the main course or a corresponding à la carte-offer	6302					
Meals are served from 12.00 till 14.00 hrs and from 18.00 hrs. till 21.00 hrs.	6303					
Rich breakfast served at least till 10.00 hrs	6304					
Wine list with at least 8 quality wines	6305					
Drinks served 16 hours (of 24 hours) or other possibilities of beverage consumption (drinks dispenser)	6307					
Reception, hall and lounge (check in-desk and porter)						
Exquisite reception area; reception desk required if the hotel has more than 10 rooms	5301					
Reception service with fair knowledge of foreign languages 16 hours (of 24 hours)	5302					
A responsible person shall always be able to be reached (e.g. by phone) during the night	5303					
Luggage transport, by request, 16 hours (of 24 hours) guaranteed	5304					
There is a central depository for valuables	5305					
Total Validated						
Additional Points (0,2 points each of □ 0901-0975)						
Additional Points (1,0 point each of □ 1001- 1006)						
Required minimum number	21	10	3	0	5	3
Possible maximum number	29	12	4	1	7	5

EEIG EU HOTELS STANDARD QUALITY SEAL

2 STAR HOTEL STANDARD

2-STARS category	STANDARD	92	82	62	52	
S1. Registration as a business						
S2. Registered Hotel Establishment						
S3. Business Plan						
S4. Ethical Brochure or advertising material						
S5. Membership of National Hotel Association						
S5. Chamber of Commerce Membership						
S6. VAT Registration						
S7. Health & Safety Registration						
S8. Social Security Registration						
S9. Accounts for 2 years						
S10. Organization Chart						
S11. HACCP or ISO 9001 and/or ISO 22000 or FSSC 22000 food safety system						
S12. At least 1 persons in the organisation must have been certified for First Aid by a National Authority						
2-STARS category		92	82	62	52	
Furnishings, equipments and fittings of rooms (room quality)						
Beds (recommended measures 100 x 200 cm, but at least 90 x 200 cm); per bed, there is a bedside table with bedside lamp or equivalent place to put things on it, a seating, a wardrobe or coat rack, a place for the luggage, room lighting; The minimum size is requested for 80% of all rooms	9200					
Size of rooms: single room 6 m ²	9255					
Size of rooms: double room 10 m ²	9255					
Heating and/or air condition	9201					
Visibility protection, blinds or other means of darkening	9203					
Change of bed linen at least twice a week	9202					
Sufficient number of coat hangers (not made of wire); a fireproof paper basket; information on hotel and surroundings						
Telephone (with instructions) in all rooms	9206					
Colour television (with instructions) in all rooms	9307					
One towel and one bath towel per person (to be changed at least once a week), soap, toilet paper and reserve roll, waste bin with a lid, textile bathmat (to be changed one a week)	9218					
Energy saving indications. Energy saving indications, e.g.: "Please switch off lights, radio and TV when you leave the room", "Don't let water tap run	9219					

2-STARS category	STANDARD	92	82	62	52	
needlessly", "Use water saving possibility on the toilet", "Please turn off heating when you open the windows" etc.						
Elevators						
Elevators have to be in buildings with more than three floors	8201					
Gastronomic and spatial offer						
The existence of a dining and day room is required. If there is no day room, the dining room must allow the guests to stay there also between the meals	6201					
There is a 3-course menu offered or a corresponding à la carte-meal	6202					
Meals are served from 12.00 till 14.00 hrs and from 18.00 hrs. till 21.00 hrs..	6203					
Breakfast served at least till 10.00 hrs	6204					
Wine list with at least 4 quality wines	6205					
Tablesets and paper napkins (serviettes) at all meals	6208					
Reception, hall and lounge (check in-desk and porter)						
Functional reception area if the hotel has more than 15 rooms	5201					
Some clerks with knowledge of foreign languages and a responsible person shall always be able to be reached (e.g. by phone) even during the night 5202	5202					
Central depository for valuables	5205					
Total Validated						
Additional Points (0,2 points each of □ 0901-0975						
Additional Points (1,0 point each of □ 1001- 1006)						
Required minimum number	13	6	1	4	2	
Possible maximum number	17	7	1	6	3	

Further information

The EEIG EU Standards Certification Committee - The EEIG EU Standards Certification Scheme is overseen by the EEIG EU Standards Certification Committee, whose members are senior HOTELS Centre professionals. The members bring a broad spread of knowledge and expertise relating to HOTELS Centres of all types throughout Europe. EEIG EU Standards Certification Panels, which are sub-groups of the committee, meet regularly to consider applications and returns. These decisions are reviewed at annual EEIG EU Standards Certification Committee meetings.

The assessing organisations - The organisations that assess HOTELS Centres for EEIG EU Standards Certification are Certified EEIG Quality Systems Assessors and Validators at the various EEIG National Offices. Certified EEIG Quality Systems Assessors and Validators can be registered after relevant training by EUROCOTT – ILEM, the education & training commission of the EEIG. These assessors/validators assess each HOTELS Centre's application or return. The assessments are passed to the EEIG EU Standards Certification Secretariat at PO Box 40668, Larnaca 6306, Cyprus where they are processed, quality assured and scheduled to be presented to an EEIG EU Standards Certification Panel for final issue of Certification.

Keeping EEIG Certified status - Once a HOTELS Centre has been awarded EEIG Certified status, it must prove that it continues to meet the requirements of the scheme by sending an EEIG EU Standards Certification return to the assessing organisation every two to three years, as required.

Changes to the EEIG EU Standards Certification standard - Over time, the requirements for the EEIG EU Standards Certification standard may change to make sure they remain up to date with developments in the sector and in line with current practice. When changes are made, all EEIG Certified HOTELS Centres will be given reasonable notice of the changes before they are expected to meet the revised requirements.

Changes to EEIG Certified status - If a HOTELS Centre stops meeting the EEIG EU Standards Certification requirements, the HOTELS Centre's status may be reduced to 'provisional' or it may lose its EEIG EU Standards Certification status altogether. This decision would be taken by an EEIG EU Standards Certification Panel after discussing the matter with the HOTELS Centre and the relevant assessing organisation.

If a HOTELS Centre fails to provide their EEIG EU Standards Certification returns within the timescale allowed it may lose its EEIG EU Standards Certification status.

A HOTELS Centre can ask to be removed from the EEIG EU Standards Certification scheme.

APPENDIX 1 – Staff Competency Training

Core Skill Sets

1. **Communication** - HOTELS Centre Staffs show that they can communicate effectively when they:
 - Read, retain, and apply published ideas
 - Write clearly and accurately in a variety of contexts and formats
 - Speak clearly and coherently in both formal and informal settings
 - Demonstrate active listening skills and effective interpersonal communication
 - Employ the vocabulary of the subject being studied
 - Become proficient in a second language or in an alternative form of communication
2. **Information Competency** - HOTELS Centre Staffs show that they have information competency skills when they:
 - Recognize the need for information and/or identify and clarify the question that needs to be answered
 - Differentiate between major and minor arguments or ideas
 - Find and interpret relevant information from text, tables, graphs, maps, media, personal communication, observation, and electronic databases
 - Evaluate authority, veracity and bias of information
 - Utilize the data gathered to draw conclusions or to create new sources of information that can be shared with others
 - Document their sources of information
 - Use technology to acquire and process information
3. **Critical Thinking and Problem Solving** - HOTELS Centre Staffs show that they have critical thinking and problem solving skills when they:
 - Evaluate their own beliefs, biases, and assumptions
 - Evaluate strengths, weakness, and fallacies of logic in arguments and information
 - Apply lessons from the past or learned knowledge and skills to new and varied situations
 - Apply the principles of scientific reasoning to solve problems
 - Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques
 - Devise and defend a logical hypothesis to explain observed phenomenon
 - Recognize a problem and devise and implement a plan of action
4. **Creative Expression** - HOTELS Centre Staffs demonstrate creative expression when they:
 - Generate new ideas, express themselves creatively, or solve complex problems in an original way
 - Collaborate to perform the work of others or to create original work
 - Apply feedback to improve their performance
 - Evaluate diverse artistic works in varied media
5. **Civic Responsibility** - HOTELS Centre Staffs show an ability to assume civic responsibility when they:
 - Demonstrate a knowledge of current events and social issues
 - Work effectively as a leader and/or participant in group settings
 - Assume civic, political, or social responsibilities
 - Identify their personal convictions and explore options for putting these convictions into practice
 - Accept responsibility for their own actions
 - Demonstrate respect for a diversity of ideas and the rights of others
 - Exhibit personal, professional, and academic honesty
 - Display behavior consistent with the ethical standards within a discipline or profession

6. **Social Interaction and Life Skills** - HOTELS Centre Staffs show that they have effective social interaction and life skills when they:

- Work as an effective member of a team
- Demonstrate etiquette both in face-to-face and written interactions and communications
- Use language as appropriate to the situation
- Utilize conflict resolution skills when appropriate
- Demonstrate the ability to give and receive constructive feedback
- Apply time management skills to complete a task
- Develop stress management skills and/or other skills to maintain health and wellness

Competency Skill Sets Available through EUROCOTT

THHCOR01A	Work with Colleagues & Customers
THHCOR02A	Work in a Socially Diverse Environment
THHCOR03A	Follow Health, Safety and Security Procedures
THHGHS01A	Follow Workplace Hygiene Procedures
THHGLE02B	Implement workplace health, safety and security procedures
THHGCS03B	Deal with conflict situations
THHGTR01B	Coach others in job skills
THHHCO01A	Develop and Update Hospitality Industry Knowledge

APPENDIX 2 – Glossary

Attendance Building

Marketing and promotional programs designed to increase attendance at conventions, trade shows, meetings, and events.

Attractions

General all-inclusive term travel industry marketers use to refer to products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites.

AVHRM

Association of Vacation Home Rental Managers.

Bed Tax (Transient Occupancy Tax of TOT)

City or county tax added to the price of a hotel room.

Blocked

Hotel rooms held without deposit

Booked

Hotel rooms, airline tickets or other travel services held for a specific client.

Booking

Term used to refer to a completed sale by a destination, convention center, facility, hotel or supplier (i.e. convention, meeting, trade show or group business booking).

Business Travel

Travel for commercial, governmental or educational purposes with leisure as a secondary motivation.

Buyer

A member of the travel trade who reserves room blocks from accommodations or coordinates the development of a travel product.

Carrier

Any provider of mass transportation, usually used in reference to an airline.

Chambers of Commerce

Typically, a Chamber of Commerce will specialize in local tourism promotion.

Charter Group

Group travel in which a previously organized group travels together, usually on a custom itinerary.

C of C

Chamber of Commerce

Commissions

A percent of the total product cost paid to travel agents and other travel product distributors for selling the product to the consumer. tourism marketing organizations specializing in developing conventions, meetings, conferences and visitations to a city, county or region.

Conventions and Trade Shows

Major segment of travel industry business. Trade shows differ from conventions in that they have exhibit space that provides product exhibition and sales opportunities for suppliers, as well as information gathering and buying opportunities for customers.

Conversion Study

Research study to analyze whether advertising respondents actually were converted to travelers as a result of advertising and follow-up material.

Co-op Advertising

Advertising funded by two or more destinations and /or suppliers.

Cooperative Marketing

Marketing programs involving two or more participating companies, institutions or organizations. tourism office by providing cash or in-kind contributions to expand the marketing impact of the tourism office's program.

Cover

Each diner at a restaurant.

CTRLA

Car and Truck Rental and Leasing Association.

CVB

Convention and Visitors Bureau.

Destination

A hotel, resort, attraction, city, region, or state.

Destination Marketing

Marketing a city, state, country, area or region to consumers and trade. tourism marketing organizations, such as convention and visitors bureaus or chambers of commerce.

Discounted Fare

Negotiated air fare for convention, trade show, meeting, group and corporate travel.

Discover America

Theme used by the Travel Industry Association and its marketing partners to market travel within the United States.

Fam Tours

Organized trips for travel agents, tour operators, tour wholesalers or other members of the travel trade for the purpose of educating and *familiarizing* them with tourism destinations. By seeing the destinations where they are sending travelers, the travel trade is better prepared to answer customer questions and promote travel to the location. Also called *fams* or *familiarization tours*.

Feeder Airport/City

An outlying city which feeds travelers to hubs or gateway cities.

FIT (Free Independent Travel)

Individual travel in which a tour operator has previously arranged blocks of rooms at various destinations in advance for use by individual travelers. These travelers travel independently, not in a group, usually by rental car or public transportation.

Frequency

The number of times an advertisement appears during a given campaign.

Fulfillment

Servicing consumers and trade who request information as a result of advertising or promotional programs. Service often includes an 800 number, sales staff and distribution of materials.

Gateway or Gateway City

A major airport, seaport, rail or bus center through which tourists and travelers enter from outside the region.

GIT (Groups Independent Travel)

Group travel in which individuals purchase a group package in which they will travel with others along a pre-set itinerary.

Group Rate

Negotiated hotel rate for convention, trade show, meeting, tour or incentive group.

Head in Beds

Industry slang referring to the primary marketing objective of accommodations and most destinations - increasing the number of overnight stays.

Hospitality Industry

Another term for the travel industry.

Hub

An airport or city which serves as a central connecting point for aircraft, trains or buses from outlying feeder airports or cities.

Hub and Spoke

Air carriers use of selected cities as *hubs* or connected points for service on their systems to regional destinations.

Icon

A facility or landmark which is visually synonymous with a destination.

Incentive Travel

Travel offered as a reward for top performance and the business that develops, markets and operates these programs.

Inclusive Tour

A tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)

International Marketing

Marketing a destination, product or service to consumers and the trade outside the of the United States.

Leisure Travel

Travel for recreational, educational, sightseeing, relaxing and other experiential purposes.

Market Share

The percentage of business within a market category.

Market Volume

The total number of travelers within a market category.

Mission (Sales)

A promotional and sales trip coordinated by a state travel office, conventional and visitors bureau or key industry member to increase product awareness, sales and to enhance image. Target audiences may include tour operators, wholesales, incentive travel planners, travel agents, meeting planners, convention and trade show managers and media. Missions often cover several international or domestic destinations and include private and public sector participants. Mission components can include receptions, entertainment representatives of the destination, presentations and pre-scheduled sales and media calls.

Motorcoach

Deluxe equipment used by most tour operators in group tour programs. Amenities include reclining seats, bathrooms, air conditioning, good lighting and refreshment availability.

Net Rate

The rate provided to wholesalers and tour operators that can be marked up to sell to the customer.

No Show

A customer with a reservation at a restaurant, hotel, etc. who fails to show up and does not cancel.

NTA

National Tour Association, comprised of domestic tour operators.

Occupancies

A percentage indicating the number of bed nights sold (compared to number available) in a hotel, resort, motel or destination.

Package

A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. Packages offer a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.

Peaks and Valleys

The high and low end of the travel season. Travel industry marketers plan programs to build consistent year-round business and event out the *peaks and valleys*.

Person Trip Visit

Every time a person travels more than 100 miles (round-trip) in a day or stays overnight away from their primary domicile, whether for business or leisure purposes, they make one *person trip visit*.

Pow Wow

The largest international travel marketplace held in the United States, sponsored by the Travel Industry Association of America.

Press/Publicity Release

A news article or feature story written by the subject of the story for delivery and potential placement in the media.

Press Trips

Organized trips for travel writers and broadcasters for the purpose of tourism destinations. Often, journalists travel tourism of a DMO.

Property

A hotel, motel, inn, lodge or other accommodation facility.

Rack Rate

The rate accommodations quote to the public. Group rates, convention, trade show, meeting and incentive travel rates are negotiated by the hotel and program organizers.

Reach

The percentage of people within a specific target audience reached by an advertising campaign.

Receptive Operator

Specialists in handling arrangements for incoming visitors at a destination including airport transfers, local sightseeing, restaurants, accommodations, etc. Receptive operators can be a travel agent or tour operator.

Repeat Business

Business that continues to return, thereby generating increased profits.

Reservation Systems (Automation Vendors)

Computerized systems leased to travel agencies offering airline, hotel, car rental and selected tour availability and bookings. Systems are affiliated with major carriers, including American (Sabre), United (Apollo), Eastern (System One), TWA (PARS), and Delta (DATAS II) and feature flight schedules of the sponsoring and other carriers, plus additional travel products.

Retail Agent

A travel agent.

Retailer

Another term for travel agents who sell travel products directly to consumers.

Room

Double: No guarantee of two beds; Double Double: Two double beds (or two queens or kings); Twin: Two twin beds (or two doubles or queens)

Room Blocks

Several rooms held for a group.

Sales Mission

Where suppliers from one DMO travel together to another state of country for the purpose of collectively promoting travel to their area. Sales missions may include educational seminars for travel agents and tour operators.

Sales Seminar

An educational session in which travel agents, tour operators, tour wholesales or other members of the travel trade congregate to receive briefings about tourism destinations.

Shells

A marketing and sales promotional piece that depicts a destination, accommodation or attraction on the cover and provides space for copy to be added at a later date. Usually shells fit a number 10 envelope.

Site Inspection

An assessment tour of a destination or facility by a meeting planner, convention or trade show manager, site selection committee, tour operator, wholesaler or incentive travel manager to see if it meets their needs and requirements prior to selecting a specific site for an event. After site selection, a site inspection may be utilized to make arrangements.

Spouse Program

Special activities planned for those who accompany an attendee to a convention, trade show or meeting. Note that programs today are not simply for women, but rather for men and women, spouses and friends. Programs must be creatively designed to interest intelligent and curious audiences.

Supplier

Those businesses that provide industry products like accommodations, transportation, car rentals, restaurants and attractions.

Target Audience/Market

A specific demographic, sociographic target at which marketing communications are directed.

Target Rating Points

TRPOs are a statistical measurement which allows one to evaluate the relative impact of differing advertising campaigns.

Tariff

Rate of fare quoted and published by a travel industry supplier (i.e. hotels, tour operators, etc.) Usually an annual tariff is produced in booklet form for use in sales calls at trade shows.

TIA

Travel Industry Association of America.

TOT

Transient Occupancy Tax.

Tour Operator

Develops, markets and operates group travel programs that provide a complete travel experience for one price and includes transportation (airline, rail, motorcoach, and/or ship), accommodations, sightseeing, selected meals and an escort. Tour operators market directly to the consumer, through travel agents and are beginning to be listed on computerized reservation systems.

Tour Wholesaler

An individual or company that sells tour packages and tour product to travel agents. Tour wholesalers usually receive a 20% discount from accommodations, transportation companies and attractions and pass on a 10 to 15% discount to the retail agent. Tourism

Tourist /Visitor /Traveler

Any person who travels either for leisure or business purposes more than 100 miles round-trip in a day or who stays overnight away from his/her primary domicile.

Transient Occupancy Tax

TOT or bed tax is a locally set tax on the cost of commercial accommodations and campgrounds.

Travel

Leisure and other travel including travel for business, medical care, education, etc. tourism.

Travel Agent

An individual who arranges travel for individuals or groups. Travel agents may be generalists or specialists (cruises, adventure travel, conventions and meetings.) The agents receive a 10 to 15% commission from accommodations, transportation companies and attractions for coordinating the booking of travel. They typically coordinate travel for their customers at the same or lower cost than if the customer booked the travel on his/her own.

Travel Product

Refers to any product or service that is bought by or sold to consumers of trade including accommodations, attractions, events, restaurants, transportation, etc. **Travel Seasons** - Travel industry business cycles including: Peak: Primary travel season Off Peak: Period when business is slowest Shoulder: Period between peak and off peak periods when business is stronger, but has room for growth.

Travel Trade

The collective term for tour operators, wholesalers and travel agents.

Traveler

Definitions vary, but in general a traveler is someone who leaves their own economic trade area, (usually going a distance of a minimum of fifty to one hundred miles) and stays overnight.

Visitors Center

Travel information center located at a destination to make it easier for visitors to plan their stay; often operated by a convention and visitors bureau, chamber of tourism promotion organization.

Vouchers

Forms or coupons provided to a traveler who purchases a tour that indicate that certain tour components have been prepaid. Vouchers are then exchanged for tour components like accommodations, meals, sightseeing, theater tickets, etc. during the actual trip.

Wholesaler

Develop and markets inclusive tours and individual travel programs to the consumer through travel agents. Wholesalers do not sell directly to the public.