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## PRESS RELEASE

### ***“Hungarian Tourism Quality Award”, the second national quality scheme to be accredited at European level by HOTREC***

(Brussels / Budapest, 22 November 2007) HOTREC\*, the Confederation of National associations of hotels, restaurants, cafés, and similar establishments in Europe, accredited the Hungarian quality label “Hungarian Tourism Quality Award” under the European Hospitality Quality scheme (EHQ) at EHQ level 2. The Hungarian “Q” is the second national quality scheme to be recognized at European level, after the Swiss “Q”. The EHQ scheme is the umbrella quality scheme, developed and managed by HOTREC, on a voluntary basis and on initiative of the hospitality sector itself. It serves as a reference model at European level for national and regional quality schemes aiming at ensuring and improving the quality of services in the hospitality sector.

HOTREC Vice-President, Kent Nyström, explained the objectives of this new HOTREC initiative as follows: “*The EHQ is not intended to replace the numerous existing schemes at national or regional level. It rather provides a system for evaluating them as well as information on their meaning*”.

Hungary is the second country to obtain the accreditation by HOTREC of its “Magyar Turizmus Minőségi Díj” under the European Hospitality Quality scheme. Enterprises entitled to bear the Hungarian “Q” are now entitled to use additionally the EHQ label for advertising purposes.






On the occasion of the annual general assembly of the Hotel Association of Hungary in Budapest, Kent Nyström, Vice-President of HOTREC presented the EHQ certificate to Dr. Péter Wolf, President of the Hungarian National Tourism Board. The accreditation is valid for a five years period. The EHQ label is in the process of being registered as a Community trademark (CTM) with protection within the European Union and beyond, in countries such as Switzerland, Norway, FYR of Macedonia, Liechtenstein and Monaco.

\* HOTREC represents the hotel, restaurant and café sector at European level. This sector counts 1.5 million businesses and provides 8 million jobs in the EU alone. HOTREC brings together 40 National Associations representing the interest of the sector in 25 different European countries.

In spring 2007, the Hungarian National Tourism Board, together with the Hotel Association of Hungary, decided to apply for the accreditation of the Hungarian “Q” under the HOTREC EHQ scheme. On 5 October 2007, István Kovács, Secretary General of the Hotel Association of Hungary, presented the Hungarian programme in detail to the HOTREC Quality Board in Budapest. He also answered the various questions of the Board.

Earlier in the year, in July, a delegation of the Quality Board had already visited the head office of the Hungarian Q-label at the Hungarian National Tourism Board, in Budapest and, on the basis of their audit, had recommended the accreditation of the programme under EHQ level 2. The Hungarian quality programme, which was elaborated by the Hungarian National Tourism Board with the active participation of the Hotel Association of Hungary, has been working satisfactorily for three years already and has gained an increasing reputation in Hungary: these arguments led HOTREC to make the Hungarian Q one of its pilot EHQ projects!

The EHQ includes three levels (Q’, Q’’, Q’’’) with criteria setting practical requirements for proper quality management.

 <p>European Hospitality Quality</p>	<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 establishment,</li> <li>• Internal/self-assessment of the establishment,</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>European Hospitality Quality</p>	<p><b><u>Second level of quality:</u></b></p> <ul style="list-style-type: none"> <li>• Criteria of basic level of quality and additionally</li> <li>• Revision of the action plan on the basis of             <ul style="list-style-type: none"> <li>○ Guest surveys and</li> <li>○ Written report of mystery check,</li> </ul> </li> <li>• Employees’ involvement.</li> </ul>
 <p>European Hospitality Quality</p>	<p><b><u>Total Quality Management (TQM):</u></b></p> <p>Implemented and documented by</p> <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>

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