

PRESS RELEASE - DRAFT

The Quality virus is spreading in Europe!

“Scandinavian Service and Quality Award” accredited under the European Hospitality Quality scheme of HOTREC

(Brussels / Stockholm, 10th December 2010) HOTREC*, Hotels, Restaurants and Cafés in Europe, accredited the “Scandinavian Service and Quality Award” (SSQ Award) under the European Hospitality Quality (EHQ) scheme at level 2. The SSQ Award is another quality scheme recognized at European level, after the Swiss, Hungarian and German “Q”. The EHQ scheme is the European umbrella quality scheme of HOTREC, which was developed on a voluntary basis and on the initiative of the hospitality sector itself, aiming at ensuring and improving the quality of services in the hospitality sector. Currently over 4700 establishments in Europe are entitled to display the EHQ sign.



Photo: Markus Luthé (Chair of HOTREC Quality Board), Veronica Boxberg Karlsson (Founder of SSQ Award), Anna Torres (CEO of HOTREC)

Scandinavian Service
and Quality Award™






Sweden is the fourth country to obtain the accreditation by HOTREC. The establishments participating for three years in the SSQ Award program, the EHQ accreditation of which was also supported by the Swedish Hotel and Restaurant Association, are now entitled to use the EHQ label for advertising purposes, additionally to the SSQ Award sign.

HOTREC President, Kent Nyström, explained the objectives of this HOTREC initiative as follows: *“The EHQ scheme 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”*.

* HOTREC represents the hotel, restaurant and café industry at European level. It counts 1.7 million businesses, with almost 92% of them being micro enterprises employing less than 10 people. The micro and small enterprises (having less than 50 employees) represent more than 99,5% of businesses and make up some 62% of value added. The industry provides some 9,5 million jobs in the EU alone. HOTREC brings together 40 National Associations representing the interest of the industry in 24 different European countries.

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

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

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