

An aerial photograph of a vast, terraced vineyard in Antioquia, Colombia. The rows of green grapevines are neatly planted on a steep, sunlit hillside. The background shows a dense forest of taller trees, creating a rich green landscape. The text is overlaid on the central part of the image.

Quality and sustainability for hotels in Antioquia

Sustainable tourism

Forum on 18.02.2021

Medellin, Antioquia



A warm
welcome

- THANK YOU for the invitation
- Project start: September 2019
- End of project: February 2020.
- Project description

Initial situation

- Globalisation and digitalisation of the markets have changed the competitive situation in the hotel business.
- Increased demands and expectations of tourists on the one hand and increasing competition on the other hand force us to act
- => Quality & Sustainability



Objectives

- Primary objective:
Introduce and review sustainable quality standards
- Other objectives:
 - Qualification of the staff
 - Consolidation of sustainability
 - Increasing economic efficiency and the
 - Image of the project hotels.

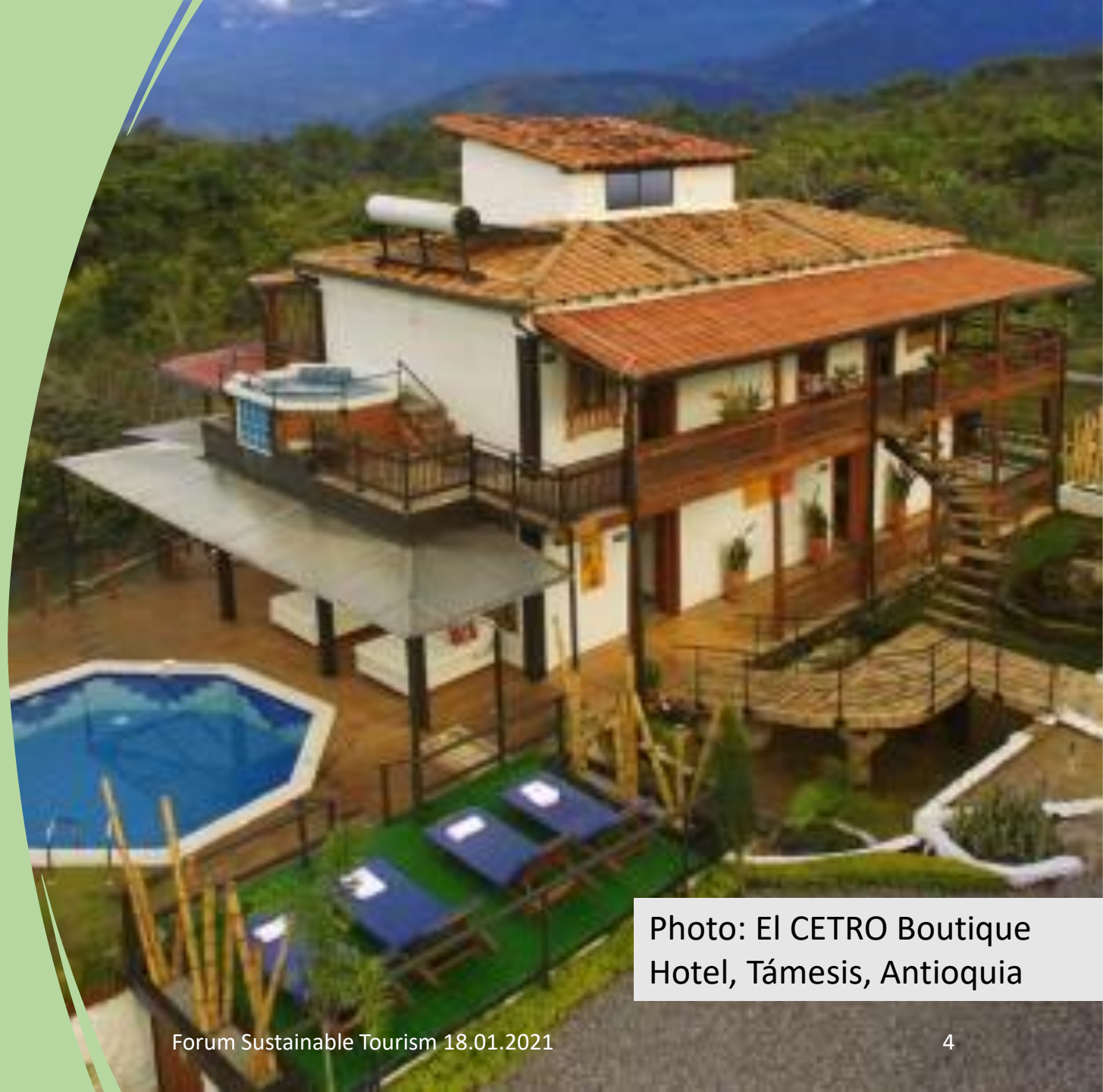


Photo: El CETRO Boutique Hotel, Támesis, Antioquia

Project sequence in three stages



Topics of the training courses

Management	Hotel area	Restaurant area
Operations management	Reservation	Kitchen & catering
Quality representative	Reception	Breakfast
Office & administration	Housekeeping	Restaurant
Human Resources management	Technology	Banquet
Marketing & sales	Wellness	Events
Sustainability: What can I do, what must I do, Checklist with 180 sustainability criteria		

Participants: 3 Groups, 60 Professionals & Managers



Sur-
Oeste

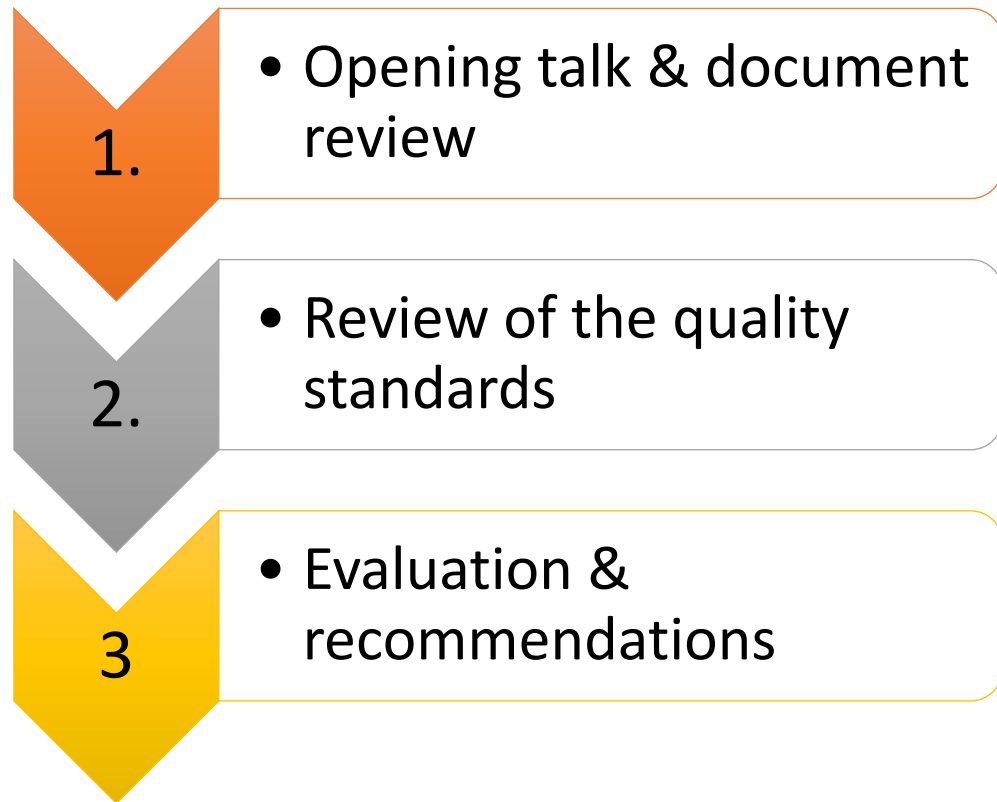


Medellin



Aburra
Sur

Audit procedure



Digital checklists

- Management check
- Occupational safety check
- Act sustainably
- Hotel & room check
- Bathroom check
- Restaurant check
- Kitchen hygiene check
- Marketing check



Suroeste

6 Hotels

1 Hostel

Finca El Diamante, Boutique
Hotel, Salgar, Antioquia

MEDELLIN

7 Hotels
2 Hostels



5* Hotel BINN,
Medellín, Antioquia

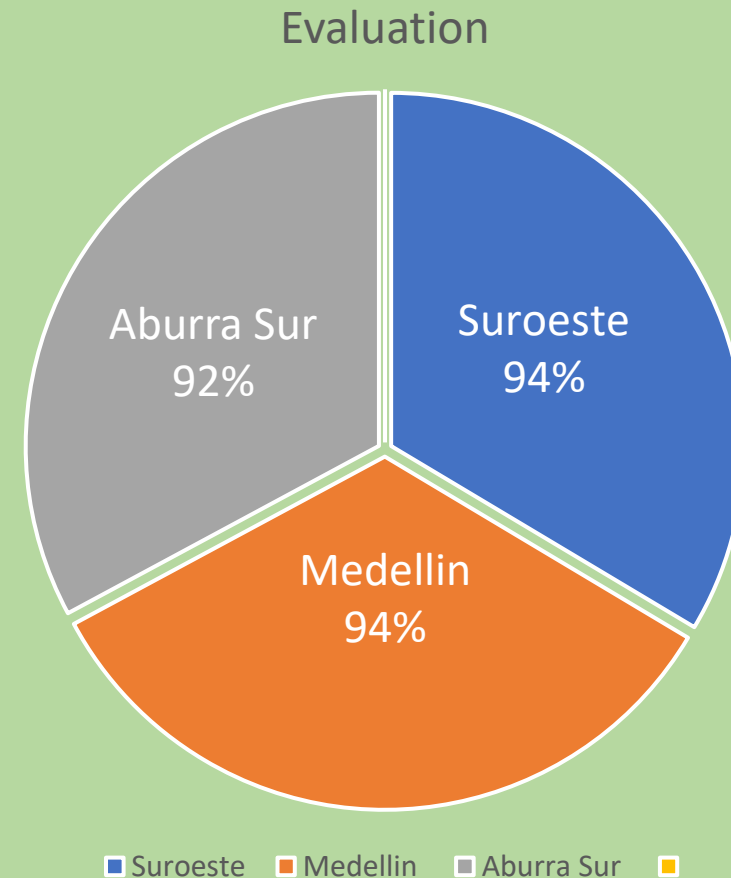
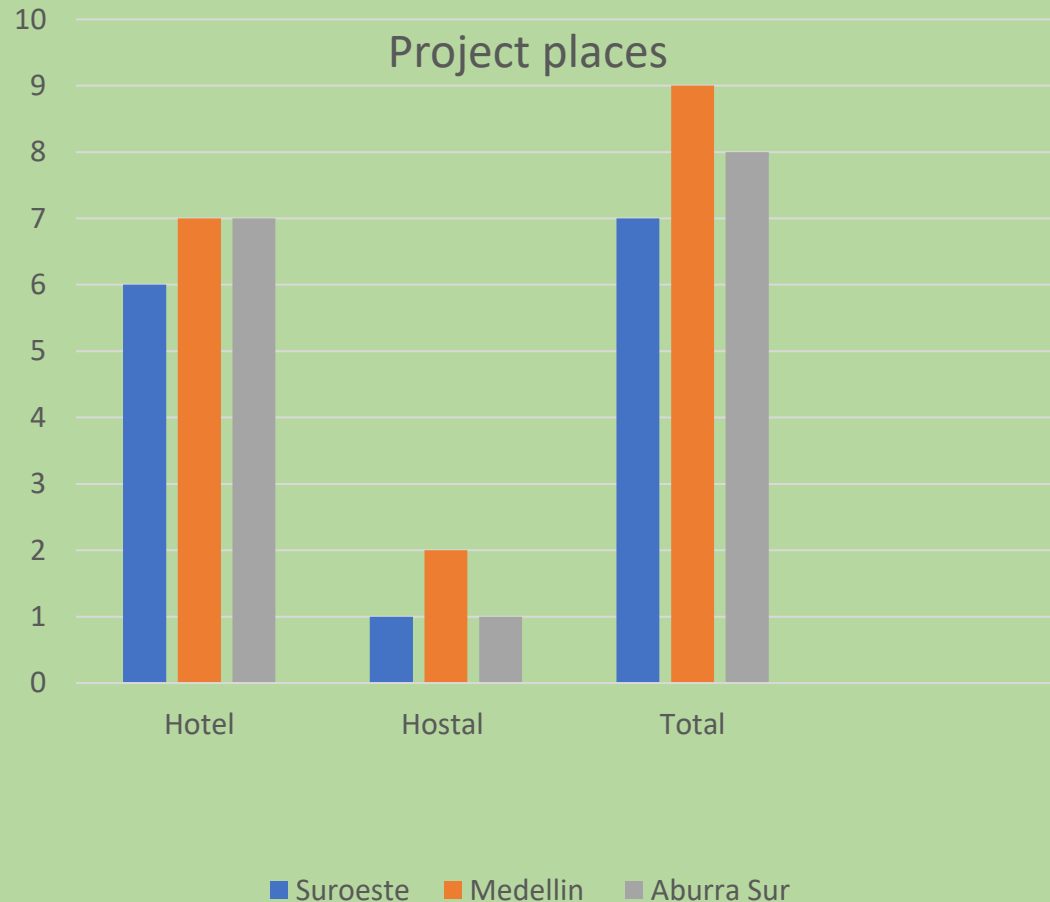
Aburra Sur

7 Hotels

1 Hostel

Hacienda La Extremadura, Hotel & Convention Centre, Sabaneta

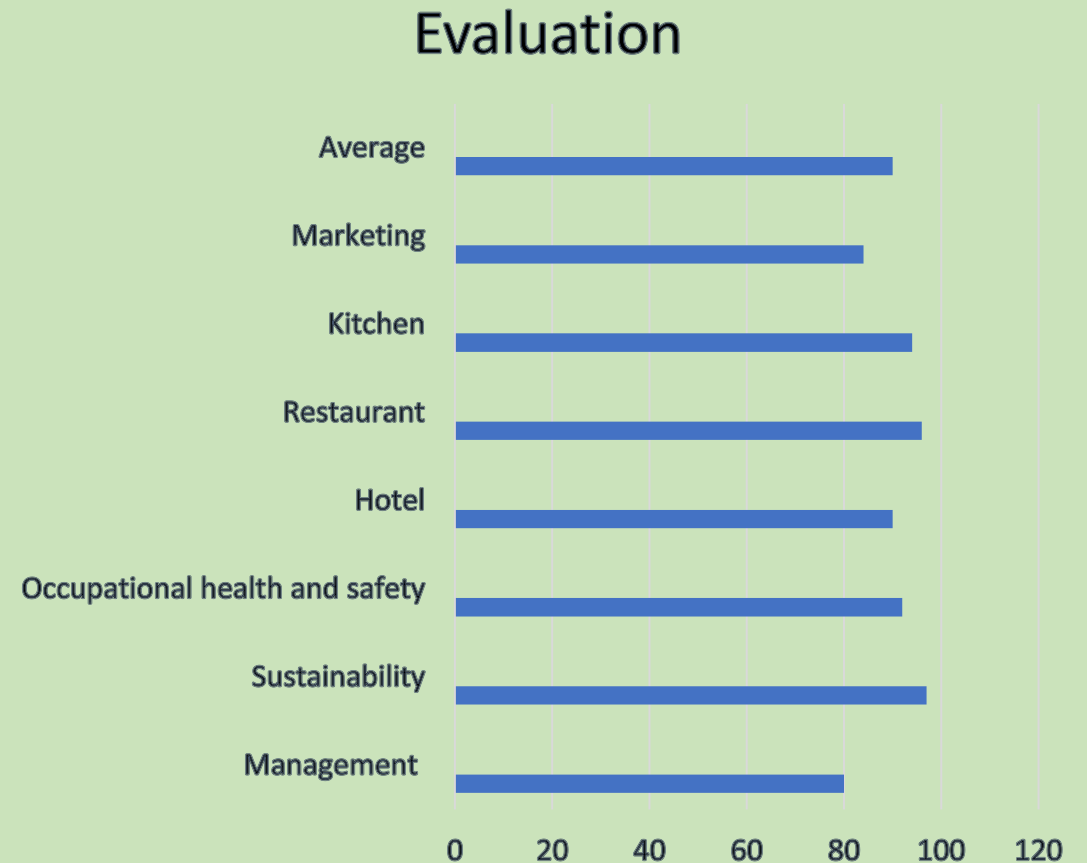
Project Operations & Assessments



Example of a hotel evaluation & recommendations

Recommendations:

- Hotel description
- House Rules/AGB (publish)
- Gas cylinders (occupational safety)
- Temperature lists daily
- Develop a marketing plan
- Adapt quality standards



Audit Summary (USP)

STRENGTHS	WEAKNESSES
Good communication	Offline marketing
Quality awareness	Housekeeping
Social media activities	Temperature lists
Unique Selling Proposition / Uniqueness	
The will and willingness of managers and staff to promote quality and sustainability unconditionally	

Certificate

1

- Certification audit by HOTQUA on site

2

- Monitoring audit through online tests (self-assessment)

3

- Monitoring audit through online tests (self-assessment)

4

- Re- certification audit by HOTQUA on site





Advantages for Certified hotels

- Optimisation of processes
- Decrease in errors by 80%
- Cost and time savings of 30% per year
- Added value through quality & sustainability

Added value through quality standards

Example: Hotel with 10 employees

Source: EU project EUROB / HOTQUA	Savings/year
House cleaning: 10 min. time saving/room maid	-7 days
Savings through waste reduction	-30%
Repair of scrap lawn tractor	-18 days
Increase in regular guests through improved service quality	+20%
Schlemmer - Card / Gourmet Card	+30%
Reduction of water consumption	-50%
Saving "small attentions" for the guest	-50%

Energy consumption in hotels with environmental management (EM)

Stars & Savings	Hotel without EM		Hotel with EM	
	kWh/ON (overnight)	Percentages	KWh/ON	Savings in percent
2 stars	96,4	100%	58,6	-40%
3 stars	83,5	100%	34,2	-60%
4 stars	77,8	100%	33,7	-57%
5 stars	74,8	100%	33,4	-56%

Source: DEHOGA and own calculations

Water consumption of hotels with environmental management (EM)

Stars (H with R)	Hotel without EM		Hotel with EM	
	Litres per Overnight stay	Percentages	Litres per Overnight stay	Saving in percentages
2 stars	454	100%	293	35%
3 stars	424	100%	210	50%
4 stars	335	100%	201	40%
5 stars	594	100%	310	48%

Source: DEHOGA and own research

Goodbye

- Frank Höchsmann
- Speerweg 11
- 13465 Berlin



H O T Q U A[®]

