

# info CITO

Corporation de l'industrie touristique du Québec

VOLUME 4 > NUMBER 3 > JUNE 2007

## Training

ADVERTORIAL

### Action Service

Éduc'alcool and the Institut de tourisme et d'hôtellerie du Québec (ITHQ) are pleased to offer **Action Service** training. The four-hour course for owners, managers and employees of bars, brasseries and restaurants provides them with the proper tools and skills for serving alcoholic beverages responsibly.

As everyone knows, it is illegal to serve alcohol to anyone who is inebriated. **Action Service** emphasizes the legal liability of alcohol licence holders. The course also explains the effects of alcohol and dispels some myths, and looks at the impact of alcohol abuse on traffic accidents and violent behaviour. Finally, the **Action Service** course suggests ways of dealing with and talking to customers who may have had too much to drink. Evaluating such customers' behaviour is an excellent starting point, and it is surprising to see how easily employees can assess a customer's state of inebriation.

Drunken customers are not good for business. Not only is it illegal to serve them, but they often bother other patrons by talking loudly. In addition, anyone caught driving under the influence may lose his driver's licence for up to one year, so you are actually doing an inebriated customer a favour by refusing to serve him. Remember, too, that the establishment that served him may also have its alcohol licence revoked.

Become a responsible establishment! Contact the ITHQ at (514) 282-5115 or 1 800 361-5111, ext. 5115.

Monique Lallier, Consultant and Trainer  
Hotel Management, Food Services and Tourism

Institut de tourisme  
et d'hôtellerie  
Québec



## A reminder and some explanations

### Message from the Executive Director

Last September, just back from a classification tour that took me to many different parts of Quebec, I was happy to note in this column that most operators are happy to allow us to visit their establishments even when they have guests.

Since then, I have received comments from a number of operators on this topic. They all agreed that the CITO must do everything in its power to manage the resources needed to classify over 3,200 establishments a year, and must do so as efficiently as possible. The fact remains, though, that some of the operators who wrote me wondered whether evaluating a room when it is occupied might not have a negative effect on their classification results.

Although they have every right to ask the question, there is really no reason to worry. Most classification criteria remain the same, whether or not the room is occupied. This is the case for the furniture, floor area, window coverings, heating or air-conditioning system and the number of bathroom fixtures. Similarly, an unmade bed will have no impact on the assessment of the quality of bedding, the mattress or the box spring – in fact the classifier's job is even easier if the bed is not made!

As for the appearance of the premises, I must emphasize that classifiers have enough experience and know-how to distinguish between temporary and permanent conditions. For instance, they can certainly tell the difference between water splashed on a bathroom counter by guests and mould that has been growing in cracks for months.

In addition, as I mentioned in my column in September, CITO classifiers are professionals who know how to show the utmost sensitivity and discretion toward your clients, if they are obliged to classify your establishment when guests are present.

In view of all the above, I hope that I can count on your excellent co-operation once again this year, and I wish you a busy and prosperous summer!

Michel Rheault

### PLEASE NOTE

The CITO is not responsible in any way for the information in our contributors' advertorials and advertisements, and they are in no way to be considered endorsements. Although these articles and advertisements are intended to provide you with useful information on operating tourist accommodation establishments, we recommend that you shop around and make the appropriate comparisons before choosing a product or service.

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### CITQ EXECUTIVE DIRECTOR

- (no voting rights)
- Michel Rheault

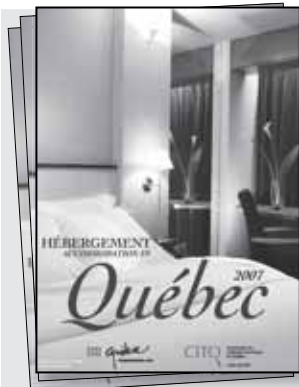
## Marina classification to continue in 2007



The Association maritime du Québec (AMQ) was pleased with the success of classification operations in 2006 and has asked the CITQ to continue classifying Quebec marinas in 2007. Eighteen marinas were classified during the first phase of this voluntary program, launched in 2006. The AMQ expects this number to double or even triple over the next several months.

The AMQ was founded in 1996, as an umbrella association not only for members of the industry but also for pleasure boaters. Over the years it has become an important voice for the nautical industry, in particular by introducing programs designed to improve the quality of infrastructures and the range of services offered by marinas.

For a list of classified marinas, see the official AMQ site,  
[www.nautismequebec.com](http://www.nautismequebec.com)



## THE 2007 EDITION OF ACCOMMODATION IN QUÉBEC IS HERE!

### If you would like a paper copy:

- call 1 866 499-0550 and order one from your Operator Relations Agent;
- pick one up from your nearest tourist information centre.

Their addresses are listed on [www.citq.info/hq](http://www.citq.info/hq).

### To consult the directory on-line:

- go to <http://www.citq.info/EN/documentation.asp> and click on the image of the directory;
- download and print out the regions you want.

# RECEPTION, ACTIVITIES AND SERVICES



*Observing customers...*

## OBSERVING CUSTOMERS TO SERVE THEM BETTER

A California travel experience design consulting firm suggests that to better understand how your customers appreciate your product, you should observe their reactions, rather than asking them outright what they like or dislike.

One of the firm's clients, for example, used this approach and decided to transform its lobbies into more welcoming spaces where customers could both relax and hold informal meetings, in an effort to attract young businesspeople. The consultants had noted that this type of customers were likely to sit in common areas to work, hold impromptu meetings or simply read the newspaper and socialize.

Source: Chevrier, François-G. (2006). "Vos clients sont-ils satisfaits?" *Le globe-veilleur*, November 7, 2006, <http://www.veilletourisme.ca>

## PERSONALIZED HOTEL ROOMS

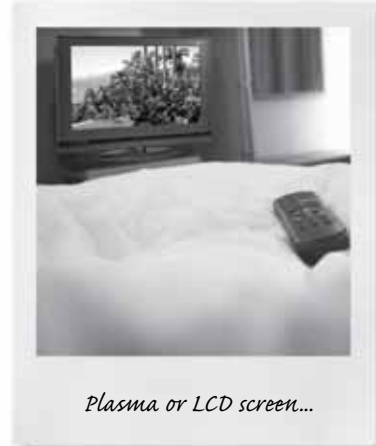
Many leading hotels are now offering customers the option of personalizing their rooms to match their tastes and needs. They can choose different pillows and scents to be diffused in the room, download family photos and display them in plasma frames, display virtual landscapes in the window to hide the view of neighbouring buildings, order up exercisers, a minibar with healthy products and so on.

Some establishments are even offering spaces in the room that can be adapted to guests' needs. When they reserve, customers can specify whether they wish their room to be a work space or whether they are more interested in relaxation, fitness or a play area for children.

Source: Laliberté, Michèle (2006). "Ce qui se passe dans l'hôtellerie, mode ou tendance." *Le globe-veilleur*, October 19, 2006, <http://www.veilletourisme.ca>



*Personalizing rooms...*



*Plasma or LCD screen...*

## FLAT SCREENS

Flat screens have taken over the market and tourist establishments are no exception. At present there are two technologies: liquid crystal displays (LCD), ranging from 15" to 65", and plasma screens, from 37" up to 103".

The proper screen size depends on how far away viewers will be sitting. A distance of three to five times the base size of the screen (and not its diagonal size) is considered necessary for proper viewing comfort. For high definition, the screen can be 50% larger for the same distance.

Today's plasma or LCD screens generally last about 60,000 hours, or 14 years of use, 12 hours a day.

Source: « Choisir son écran plat », *SMARTreport Technologies hôtelières*, November-December 2006, page 16

## ADVICE FROM CLASSIFIERS

Many operators use their premises as a showcase for regional artists and craftspeople. Works of art and local crafts are not only displayed for visitors to admire, but may also be purchased.

Keeping a display rack or notebook with complete information and addresses of local tourist attractions in the reception area is not only appreciated by customers, but also an excellent way of encouraging them to extend their stay in the region and your establishment.



A fish in a blender is like a fish out of water !  
A fish in a bowl, wouldn't you rather !



other providers



invessa

Invessa is the only brokerage firm with specially designed insurance programs for tourist accommodation establishments. Bed and breakfasts, tourist homes and hotels with fewer than thirty rooms.

1800 561-6560

## Answers to your questions:

**Does access to outdoor activities have an impact on an establishment's classification?**

*YES...* provided that the activities are offered on site or are accessible directly from the establishment. Services and activities offered nearby are included in the list of pictograms in the CITQ's *Accommodation in Québec* directory, however, as well as on the [www.bonjourquebec.com](http://www.bonjourquebec.com) site.

**Do I have to have a swimming pool to reach 4 stars ?**

*NO...* The official Quebec classification program has no minimal criteria for obtaining a classification level. Even some 5-star hotels do not have swimming pools. Your rating is based on the average of all the points in each classification section.

TAKE  
SOME  
PICTURES  
OF YOUR  
LANDSCAPING

There's nothing like photos taken in summer when everything is green and blooming, to help us evaluate your landscaping.

Give some copies to your classifier, so he or she can put them in your file, or e-mail them to [info@citq.qc.ca](mailto:info@citq.qc.ca).

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Administrator of the official  
accommodation classification program



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The masculine gender is used  
merely for simplification.  
No discrimination is intended.

Version française également disponible.



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