

info CITO

Corporation de l'industrie touristique du Québec

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Insurance

ADVERTORIAL

Public Liability Insurance: You Can't Do Without It

My first article in this newsletter was entitled "Do You Really Need Public Liability Insurance?" In it I explained the need for such coverage. Now we have learned that your industry apparently no longer requires operators to hold public liability insurance. In view of this surprising development I would like to appeal to your common sense as entrepreneurs.

For example, who would consider it acceptable for physicians, lawyers and other professionals to practise without holding professional liability insurance? All recognized professions are subject to codes of conduct and minimal insurance requirements. Isn't it reasonable for your customers to expect the same from your institution?

Very fortunately, the vast majority of you have adequate insurance coverage. For some classes, however, such as B&Bs and tourist homes, insurance needs are occasionally underestimated. Regardless of the type of establishment you are operating, it is essential that you hold adequate insurance.

Although public liability insurance claims are rare, there are often substantial amounts involved, particularly in cases where there are injuries. Moreover, judgments generally go in victims' favour, and awards reflect not only the short-term injury, but also future losses. Make sure you are properly protected. Your financial well-being depends on it.

Jean François Trudel,
Vice-Chair of the Board, Operations
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NOTICE FROM THE DEPARTMENT OF TOURISM CONCERNING PUBLIC LIABILITY INSURANCE

Earlier this year, the Department of Tourism notified us that neither the Act nor the regulation governing the classification program allows the CITO to make a public liability insurance policy one of the criteria for obtaining a classification certificate. You will find a letter inserted in this issue from CITO Chair of the Board Marco Gendreau, asking you to think twice, however, before giving up this protection that we consider essential to your financial health.

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.



Message from the Chair of the Board

The year is drawing to a close, and this is traditionally the time to wish one and all a very happy holiday season and joy and prosperity in the coming year. I would also like to take this opportunity to express my thanks to all those who have helped the CITO accomplish its work throughout the year.

In 2006, as it does every year, the CITO carried out a successful and extensive classification tour taking it to over 3,300 establishments across Quebec – even north of the 55th parallel! Also in 2006, the CITO broadened its expertise in a very interesting way, as it produced an all-new classification program for marinas, on behalf of the Association maritime du Québec. We classified 18 marinas over the summer.

I have been a CITO Director since 2001 and Chair of the Board since March of this year, and I am well placed to say that I have seen remarkable progress by the CITO in just the past few years. As it enters its sixth year, the CITO has become an important player in our industry, and its classification work is better known and more appreciated by consumers and the different stakeholders in the industry.

This kind of success would never have been possible without the confidence placed in us by the Department of Tourism and our other partners, the devotion of my fellow Board members, the professionalism of the CITO team and the unflinching co-operation by operators. I offer you all my most sincere thanks and my best wishes for 2007.

Have a great winter!

Marco Gendreau

Chair of the Board

Food services in hotel establishments soon to be evaluated with greater precision

Once the new classification grids for hotel establishments* have been approved by the Minister of Tourism, all aspects of food services will be looked at more closely. This request came up often in the industry consultation by the CITQ in 2005.

- > Creation of a section covering food services, formerly part of the Entrance hall and services section.
- > Separate six-level evaluation of all elements of food services: menu, wine list, staff, table settings, the room, furniture, number of meals and room service. At present, with the exception of the number of meals, all these elements are covered in a single evaluation.
- > Introduction of new elements such as the evaluation of dining room furniture, and the addition of kitchen staff in the classification of food services staff.



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Come talk with us about subjects of concern to many operators. We are offering workshops on:

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**Classification of hotel establishments and B&Bs
– changes are coming**
Monday, January 22 at 11 a.m.
Tuesday, January 23 at 11 a.m.

**Sign up today, by visiting www.citq.qc.ca
or by calling 450 679-3737 or
1 866 499-0550, ext. 228.**

Changes expected to breakfast evaluations in B&Bs

Once the new classification grids for B&Bs* have been approved by the Minister of Tourism, there will be some changes in the evaluation of breakfasts. The changes were suggested by many participants in the advisory committees established by the CITQ in 2005.

- > Creation of a specific section covering breakfasts, formerly part of the Interior of the house and common rooms section, to define each evaluation criterion more precisely.
- > Introduction of new elements such as bonus marks for value-added products and services in the dining room (baby food, vegetarian meals, wheelchair seating, etc.) or special focus on local food products.

* In December 2005, following a broad-based industry consultation, the CITQ submitted new classification grids to the Minister of Tourism for the seven classes of establishments it classifies. The grids will take effect as soon as they have been approved by the Minister.



Dining trends

An article in the *Globe-veilleur* column of the Tourism Intelligence Network talked about various dining trends.

HEALTHY CHOICES In addition to warning diners about possible allergens (gluten, nuts, raw fish), many chefs are now offering choices that are low in fat, sugar, calories or cholesterol. Fresh, unprocessed, organic, healthy and locally grown foods are all popular.



lamb, Himalayan salt, wild Pacific salmon, exotic vinegars, teas from all over and homemade bread and ice cream are just some of the items popular with today's consumers.

EMPHASIS ON REFINED TASTES AND PEDIGREED INGREDIENTS As they become more knowledgeable, diners are interested in pedigreed ingredients. Charlevoix

DOWNSIZING Menus now list fewer dishes, and portions are also being cut. Tapas and snacks are in vogue and many chefs offer their clients *amuse-gueules* or a small portion of a dish as a little extra, pleasing diners and giving the chef a chance to show off his style and creativity.

FOCUS ON BREAKFAST Breakfast is becoming increasingly important, with larger numbers of menu choices, from French toast to waffles and pancakes alongside

the traditional eggs and omelettes. A number of large players in the restaurant industry also want a bite of the action: McDonald's is testing espresso and cappuccino, two pizza chains have launched breakfast pizzas, Starbucks offers variations on the Egg McMuffin, and more.

Source: Laliberté, Michèle (2006), « Les tendances en restauration », on-line, *Le globe-veilleur*, January 10, 2006, <http://www.veilletourisme.ca>

CITQ Executive Director honoured by Kéroul

At its annual benefit evening, on November 21, Kéroul awarded CITQ Executive Director Michel Rheault its prestigious Michel Carpentier Award in recognition of his ongoing, exceptional contribution to the Kéroul organization's mission and goals.



Michel Rheault

In his acceptance speech, Mr. Rheault said that: "I share this honour that I am being given today with all the operators who have made their establishments accessible, the members of the CITQ board, who enthusiastically agreed to work with Kéroul, and all the CITQ staff members who have been working for several years now to evaluate access to tourist accommodation establishments throughout Quebec." He also congratulated André Leclerc, Executive Director of Kéroul, and his colleagues, on their courage and unflagging commitment to improving services for the disabled.

Services and facilities for the disabled are now included in the classification criteria used by the CITQ. In addition to completing the Kéroul evaluation chart during a classification visit, the CITQ publishes an index of accessible establishments in its annual *Accommodation in Québec* directory.

Kéroul

Tourisme et culture pour
personnes à capacité
physique restreinte



ADVICE FROM CLASSIFIERS

- Using fabric placemats to keep a tablecloth looking good may be more hygienic than covering the tablecloth with a sheet of plastic. Even if cleaned off between each course, the plastic will always look less than ideal. Many clients will even wonder about the cleanliness of the cloths used to wipe it down. It is a good idea, though, to change fabric placemats after each use.
- There are a number of advantages to offering individual servings of fruit and cheese. It's a good way to:
 - avoid stains around a fruit or cheese platter;
 - serve your clients the freshest possible fruit and cheese;
 - add another course to breakfast, thereby raising your breakfast classification level, provided that each serving is taken individually to each client and not left on the table or buffet.

(See the "Answers to your questions" column regarding courses of a meal.)



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Restaurant design

ADVERTORIAL

When atmosphere and clientele attract one another

Opening a restaurant obviously involves risks, and several factors contribute to its success: food quality, service quality and room layout, including décor and atmosphere. These elements will impact on customer satisfaction and the restaurant's ability to attract definite client segments.

Restaurant designers should pay careful attention to décor and atmosphere since these aspects contribute to the clients' experience. They should choose them according to the restaurant concept as well as to attract the targeted clientele. Coherence between customer expectations and a restaurant's offerings is fundamental.

Since customer expectations are the basis of market segmentation, we suggest dividing it into five groups: "spectators-discoverers", "trendy hedonists", "cautious laid-back restaurant goers", "on-the-go autonomous people" and "aristocrats". These categories of clients and their expectations correspond to five types of settings: "entertaining", "trendy", "friendly", "hygienic" and "classically luxurious".

Such links between market segments and the types of sought-after settings can guide restaurant designers and influence their development strategy in order to place emphasis on the creation of powerful experiences that meet the various clienteles' expectations.

For more information, see the spring 2006 issue of *Téoros* magazine, published by the Université du Québec à Montréal.

François Pageau,
Consultant and teacher



Answers to your questions:

Does food set out on a dish or platter for customers to serve themselves count as a course?

No... Bowls of fruit and plates of cheese, cold meats or pastries set out on a table or buffet for customers to serve themselves do not count as a course of a meal.

A course is an individual portion of food taken to each customer, his or her table or room. A meal may include several courses. For instance, a three-course breakfast may be a fresh fruit cup served at the customer's table (first course), followed by eggs Benedict (second course) and a waffle with whipped cream (third course). Mmm...

Are a refrigerator and microwave enough for a kitchenette?

No... For classification purposes, a kitchenette must include the following:

- a refrigerator;
- a cooking appliance (a microwave is not considered a cooking appliance);
- a sink (the bathroom sink does not count);
- equipment for preparing and eating meals and, where this equipment is provided at the reception desk, it must be available in a quantity corresponding to the number of kitchenettes in the establishment.

If such a kitchenette is not provided, a refrigerator and microwave will be considered bonus items.

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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.

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