

# info CITO

Corporation de l'industrie touristique du Québec

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## Maintaining one's classification is a constant challenge

**Message from**  
the Executive Director

As most operators know, reaching a classification level is one thing – keeping it is another, especially when the rating was borderline in the first place.

Experience has shown that just normal wear and tear is enough to cost an establishment a sun or star if its results are within 2% of the lower limit of their classification level.

At the suggestion of many operators who have experienced this unpleasant surprise, the CITQ now warns operators whose classification is considered "at risk." In the letter confirming classification results for their establishment, the CITQ suggests that they pay particular attention to upkeep and maintenance, so as not to jeopardize their classification. Remember, in that connection, that appearance is worth more than 20% of the rating for most of the categories classified by the CITQ.

The CITQ offers valuable support services. One of our main objectives is to help operators better understand classification criteria, and even to consolidate or improve their evaluations if appropriate.

I invite all operators to consult our representatives whenever they have questions. Above all, I want to emphasize that our various initiatives are not intended as value judgments of their establishments, but simply further proof of our goal of helping to maintain and enhance the quality of accommodation in Quebec.

Michel Rheault

## BATHROOMS in the spotlight

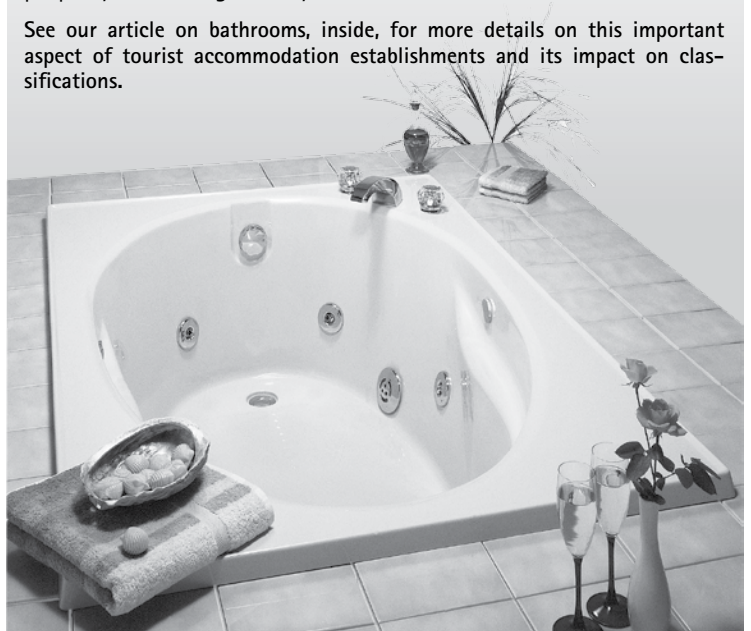
Bathrooms are becoming more and more fashionable. No longer merely utilitarian, they have become veritable spas, what with new features including multi-head showers, whirlpool baths and therapeutic baths.

### The ABCs of bathroom fittings

When it comes to bathroom fittings, high prices and fancy designs aren't always a guarantee of quality. Make sure that the finishes are strong and sturdy. Metal fittings will stand up longer than plastic with a metal finish, which can get chipped all too soon.

Similarly, mechanisms with ceramic cartridges are stronger and much longer lasting than mechanisms using rubber washers. Ceramic cartridges usually come with a lifetime warranty and work out to be cheaper in the long term – provided that they remain the property of the original buyer.

See our article on bathrooms, inside, for more details on this important aspect of tourist accommodation establishments and its impact on classifications.



### PLEASE NOTE

The CITQ 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.



# BATHROOM in the spa

## Certification

ADVERTORIAL

### The Route Verte officially opens in summer 2007: great news for bicycle-friendly establishments!

Establishments with *Bienvenue cyclistes!* certification from the Vélo Québec Association will see some significant benefits from the media coverage of the official and international opening of the *Route Verte*, a huge 4,000 km bikeway network. The network is among the longest on the planet, linking 16 Quebec regions and rolling through more than 320 municipalities. It will be a focus of festivities in summer 2007, with official inaugurations, organized bicycle trips, international visitors and so on.

Over 300 tourism establishments and campgrounds, most of them located near the *Route Verte*, have received *Bienvenue cyclistes!* certification for 2007. Touring cyclists can find them on the [www.velo.qc.ca](http://www.velo.qc.ca) and [www.routeverte.com](http://www.routeverte.com) Websites. New this year: a listing of certified establishments is to be included in the June issue of *Vélo Mag* and will be available at 300 bike shops across Quebec.

Information on the program of events for the official opening of the *Route Verte* in summer 2007 and *Bienvenue cyclistes!* certification criteria is available on the [www.routeverte.com](http://www.routeverte.com) Website, along with all the forms necessary to apply for certification. Sign up by April 6, 2007 to make sure your establishment appears on the Websites and in the *Bienvenue cyclistes!* listing.

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#### "Green" toilets

There are various models of toilets on the market these days with water-saving features. Unlike the old style of toilet that flushed away about 13 litres of water every time (or even 20 to 30 litres, for pre-1980 models), the new designs use at most 6 litres. That adds up to lots of savings for the environment!

The new toilets are not only more environmentally friendly, but also take up less room, so you can make optimal use of bathroom space. Some manufacturers have developed one-piece toilets with smaller tanks, while others let you conceal the tank in the wall.

There are also models with longer seats for greater comfort.

#### High-quality surfaces are a promise of durability

Although ceramic tile is definitely the most widely used material, today's bathrooms include a number of other materials, too. More and more, they mix and match ceramic tile, glass, concrete and wood to create "zen" or exotic atmospheres. Whatever the effect you're looking for, though, the main concern is quality, if you want to make sure the bathroom stands the test of time.

For the sink and counter, materials like granite, marble, ceramic

## ADVICE FROM CLASSIFIERS

- Regardless of how fancy a bathroom is, customers need somewhere to put their clean-up kits. A shelf under the mirror or a sink set on or built into a large enough surface are worthwhile solutions.
- Using carpets as floor coverings in bathrooms has serious drawbacks. They retain moisture, making them a perfect breeding ground for mould. It's better to add a bath mat to the rest of the bathroom linens and wash it after every use, for the sake of hygiene and your clients' comfort.



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# ROOMS Spotlight



tile and laminate are more apt to stand up to splashing and keep their appearance longer. Experts feel that laminate remains the most economical yet still aesthetic solution.

For walls and floors, shiny finishes are easier to clean and also reflect more light. Around the bath or in

the shower, surfaces with joints call for regular upkeep in order to keep mould at bay. Many operators choose smooth acrylic finishes to simplify maintenance.

By the way, a bit of vinegar and water can perform miracles when it comes to removing deposits on taps and shower heads.

## Environment

ADVERTORIAL

### Going green: a vital trend

Experts agree that environmental protection is **the** major concern of late and one that customers of tourism establishments consider more important all the time.

In response to this trend, at the latest Association des hôteliers du Québec (AHQ) trade show, the CITQ announced certain planned changes to classification criteria as a way of ensuring sustainable tourism. Once they have been approved by the Minister of Tourism, the new classification grids will include products and initiatives designed to protect the environment.

In keeping with these upcoming changes, Carrousel Packaging is pleased to offer you a wide range of ecological products. Jean-René Dufresne, our hotel industry specialist, has been concentrating all his efforts over the past few years on positioning the company, not only within the hotel industry, but also as a firm that is ecologically responsible and respects the environment.

What's more, Carrousel is an entirely Quebec-owned family business established in 1971, with a vast distribution network across the province, from Hull to Tremblant and Percé. Carrousel also offers a wide variety of products for lunchboxes, kitchens, hotel rooms and maintenance in general.

By choosing our "green" products, you will be respecting the wishes of clients who are increasingly concerned with the environment. At the same time, you will be joining the ranks of all those working hard to protect our beautiful planet.

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Answers

### to your questions:

**Are hairdryers, irons and ironing boards available at the reception desk included in an establishment's classification?**

**NO...** CITQ classification grids give bonus points for each of these items, but only if they are available in each room or rental unit.

**Do shared bathrooms among several rooms influence classification results?**

**YES...** In all classes of establishments classified by the CITQ, bathroom ratings are divided by the number of rooms or occupants using these bathrooms. For example, a bathroom with a level 5 classification (stars or suns) used by three rooms could end up with a level 2 score, since the results for the bathroom are divided by three.

CITQ classification grids, drawn up by advisory committees consisting of many operators, industry representatives and consumers, are based on the principle that shared bathrooms offer less comfort than private ones.

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**Human resources**

ADVERTORIAL

**Coaching? Why not?**

What manager doesn't dream of a work team that's able to anticipate needs, exceed objectives, get things done ahead of schedule and keep corporate objectives front and centre, all the time?

Coaching can help make that dream come true.

The idea is to stop directing the action and become part of it. Give your team room to manoeuvre. Support them, don't control them. As a coach, your skills in advising, guiding, training, reacting to and motivating your team are sure to make the most of their theory and technical knowledge and skills.

**Getting your work team on board.** Working from corporate objectives, make a commitment to support your work team, establishing goals, determining means and tools, setting deadlines and identifying their respective levels of responsibility.

**Boosting their performance.** Tell them about results as soon as they become available. Keep your work team centred on their ultimate objective. Share information, make sure they know your expectations, show your interest and recognize each member's contribution.

**Keeping them motivated.** Listen to them and step in whenever problems arise. Clearly decode the messages you receive, by making each team member aware of the expected results and identifying training needs.

Leave behind your traditional management paradigms. Trade authority for co-operation, talking for listening, discipline for accountability, management of human resources for management of human potential. In other words, dare to put your coaching abilities to the test. It's sure to pay off in terms of results and pride.

The ITHQ's Industry Services offer regular coaching workshops. See [www.ithq.qc.ca](http://www.ithq.qc.ca)

Jocelyne Savignac  
Consultant, Coaching Trainer



**Insurance**

ADVERTORIAL

**Sad but true stories**

If you've ever wondered why people need public liability insurance, here are a few examples of situations in which establishment owners have had to call on our services. These sad tales are sure to convince you to think twice before giving up this essential protection.

At a bed and breakfast, a vehicle parked on a slope rolled down the hill, striking and unfortunately killing a passer-by. Although the vehicle was not running and the weather conditions that day were exceptionally bad, the victim's family brought a lawsuit against the owners of the bed and breakfast, claiming that they had not maintained their property. After a few years of suspense, the judge ruled in favour of the operators, releasing them from all liability. The insurer had to cover major expenses, though, for their defence.

At a small inn, a customer asked permission to use the phone. The owner, eager to be of service, invited the customer to use the phone behind a counter – where an employee fetching goods from the basement had left a trap door open. The customer fell through the trap door and suffered serious injuries. He sued, the owner was found liable, and the owner's insurance company paid the victim damages in the hundreds of thousands.

A young man and his girlfriend took advantage of a lovely summer day to go swimming at a rented cottage. Despite the sign stating "Shallow water – No diving," the young woman dove off the end of the dock and suffered injuries that left her disabled for life. They sued, and reached an out-of-court agreement with the insurer of the cottage owner for \$800,000.

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Jean François Trudel, Vice-President, Operations  
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The masculine gender is used merely for simplification. No discrimination is intended.

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