

Environment

ADVERTORIAL

Sustainable development in the hotel industry

Our world is changing and it's all for the best! It's on everyone's mind these days – yours and your customers. We're all looking for solutions to get the most out of products while reducing their overall environmental impact.

Simply put, the goal of sustainability is to meet the needs of the present without compromising the ability of future generations to meet their needs. It has become a crucial issue, encouraging innovative approaches to economic development, ethical and social responsibility and concrete actions to safeguard the environment.

Hotel laundry operations often conflict with environmental conservation principles. Of course we are now seeing new solutions, plenty of "green" products and sometimes ambitious declarations. But what is the real impact?

Our Formula 1[™] laundry system is a great example of our success in fostering a more sustainable world. Not only have our researchers developed a product that meets new environmental guidelines, but the Formula 1™ system helps reduce water consumption by 33% and energy consumption (for heating water) by 45% by simplifying the laundry process. As an industry supplier, we are responsible for coming up with sustainable solutions with a far-reaching impact. We also have to make well-informed decisions and give more thought to environmental protection and social responsibility.

Sustainable development is important for your customers, and Ecolab can help you reach your goals. The world is changing and a new, fresh wind is blowing!

1-800-35-CLEAN (1-800-352-5326) For more information, call your Ecolab representative today!

Nicolas Hébert, District Director





Trends come and go, but some become widely accepted standards over the years. Sustainable tourism is definitely one of these trends with staying power and will shape the tourism industry in years to come.

Tourist accommodation establishments, like many industry players, have adopted a sustainable outlook and are taking different initiatives aimed at minimizing the environmental impact of their operations and any negative consequences for neighbouring communities.

Like their counterparts around the world, tourist accommodation establishments in Quebec have adopted many good practices - some of which even hark back to our grandparents' money-saving ways!

> See inside for the rest of this article

The CITQ launches a new service to help operators

Are you thinking of making changes to your establishment, or of opening one?

Use the CITO's new planning service, and maximize your chances of obtaining the classification results you want.

See inside for more details.



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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.



info CITO



After a number of successful pilot tests, the CITQ is pleased to offer its new planning service. If you are thinking of opening a new establishment or making improvements to an existing one, this new service will help you reach the classification level you're aiming for and better target your investments accordingly.

The planning service introduced by the CITQ meets a real need expressed by many developers and operators. In recent months, some of them looking to strengthen borderline results, win back a star or sun they had lost or achieve the highest level in their class took part in pilot tests that showed how useful this new service can be.

Thanks to its classification expertise, the CITQ is the best partner for your development. That's why I urge you to take advantage of our new planning service. I'm convinced that it will be a profitable exercise for your business.

I also invite you to read about this new service in this issue and ask your Operator Relations Agent for more information about it, to see which of our services can best meet your requirements.

Michel Rheault

The CITQ launches a new planning service for operators

Operators are sometimes disappointed when their renovations have little impact on their classification results, and developers occasionally may not obtain the classification level they are seeking for a new establishment, despite sizeable investments.

That's why the CITQ, at the request of many operators, has designed its all-new planning service.

Who is it for?

All operators, developers and project managers thinking of:

- opening a new establishment;
- renovating an existing establishment;
- improving their classification results.

What is it for?

To help operators, developers and project managers:

- obtain the classification results they want;
- better target their investments to reach the desired classification.

How does it work?*

The four-step planning service is offered free of charge.

Step 1 For a new establishment, the CITQ explains the classification criteria and requirements related to the desired classification results to the operator.

For an existing establishment, the CITQ sends the operator a list of criteria on which the establishment fell short of the desired classification level during the last classification visit.

Step **2** The operator sends the CITQ a detailed description of the new establishment or, for an

existing establishment, a list of the proposed changes.

Step 3

This information is then processed using a planning tool specially designed by the CITQ, to:

- estimate the classification results for the new establishment; or
- measure the impact of the proposed changes on the classification results of the existing establishment;

Step 4 If the planning exercise does not produce the classification results the operator is seeking, the CITQ provides the operator with a list of

criteria for which some extra effort is required so as to improve the likelihood of obtaining the desired results.



Follow-up visits (paid service)

At the operator's request, at any of the above steps, the CITQ may visit the establishment or work site or meet with the project management team to:

- clearly explain the classification criteria or results of a previous classification;
- determine the shortcomings or potential of a proposed improvement or proposed new establishment, on site or on the plans;
- more accurately assess the measures that could help the operator reach the desired classification results.

A visit to an establishment or a meeting with project managers is billed on an hourly basis; travel, accommodation and meals, if applicable, are billed separately.

FOR MORE DETAILS

Contact your Operator Relations Agent, who will be happy to explain how these services, which proved successful in many pilot tests, can meet your needs.

* N.B.: To make things easier to read, "operator" here refers to the operator, project manager(s) and/or developer(s.)

THE CITQ ALSO OFFERS A TELEPHONE INFORMATION LINE

to answer all your questions on the classification program and your establishment's classification results.

Call 450 679-3737 or 1 866 499-0550, Monday to Friday, between 8 a.m. and 5 p.m.

SUSTAINABLE TOURISM IS HERE TO STAY

Composting and recycling have become standard practice at many hotels, even the most luxurious.

- Strattons Hotel Norfolk, in the United Kingdom, managed to cut the amount of waste produced between 2001 and 2006 in half by introducing a mandatory environmental policy and encouraging employees to submit their own ideas. *
- The Spice Island Beach Resort, in Grenada, takes recycling so seriously that it uses leftover soap to make detergent for washing uniforms. *
- Here in Quebec, at the Auberge des Appalaches in Sutton, leftover soap is boiled down to make new bars for the owners and staff. **
- Many local establishments donate unused food and toiletries to charities.

Making better use of resources, through re-use, buying locally or installing energy-efficient equipment, has now become a priority at many establishments.

- At Mont-Tremblant, Intrawest will be developing the Versant Soleil by 2015, with 2,100 LEED-certified units, the most prestigious label in environmental design, construction and performance. In addition, 90% of the material excavated from the site will be re-used. ***
- In Brossard, the Groupe Germain's ALT Hôtel Quartier Dix30, designed to use geothermal technology, will be recovering heat from wastewater from commercial washing machines. *
- Throughout Quebec, establishments are turning to energy-saving lighting systems, including compact fluorescent bulbs and timers for lessused areas.

Sources:

- * Barry, Claudine, (2007). "Les hôtels passent au vert !" on-line, Le globe-veilleur column, http://www.veilletourisme.ca, con-
- sulted December 13, 2007

 ** Timmons, Claudia, (2007). "Le gaspillage, connais pas !" La Voix de l'Est, Thursday, October
- 4, 2007, p. 2
 *** Dubuc, André, (2007). "Une place pour l'environnement dans les centres de villégiatures," on-line, Vision durable, http://www.visiondurable.com, consulted October 23, 2007.

SUSTAINABLE TOURISM AND CLASSIFICATION

New classification criteria have been in effect for hotels and bed & breakfasts since January 2008. The evaluation process for these establishments now includes many sustainable tourism practices.

Energy-efficient air-conditioning, heating and lighting, recycling, biodegradable, fair-trade or local products, non-chlorinated paper and offering customers the option of having their bathroom linen changed less often - these are some of the measures that account for 3% in rating hotels and just under 2% for bed & breakfast establishments.

You can consult the CITO's classification guides at www.citg.info/guides.

ADVICE FROM CLASSIFIERS

Keeping bedroom recycling bins in attractive wicker baskets can be an esthetic solution. Make sure to post a clearly visible message for your guests, asking them to put all recyclables in the bin, and remember to empty it every day.

To ensure that all these "green" measures succeed, you have to take the time to make all your staff aware of the importance of putting them into practice. Asking your employees for suggestions is another key to success.





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Training

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On Your Marks ... Get Set ... Hire!

Would you set out on a trip around the world with a stranger, without any planning? A hiring interview questionnaire is indispensable if you want to "go far" with a new employee. Answer these questions to find out whether you are a "wise traveller."

When you plan interviews, you usually:

- 1. Have a list of the tasks and responsibilities of the position close at hand..
- Start by preparing some general questions to check the candidate's suitability.
- **3.** Add a series of questions to check the person's technical knowledge, experience and attitudes.
- 4. Validate the questions by noting beside each one what you want to measure in terms of attitude (creativity, sound judgment, etc.), experience (relevance, duration, etc.) and knowledge (practical and theoretical)
- Eliminate any questions that you can't measure, because they won't be very useful.
- 6. Add a list of things to look for: punctuality, courtesy, dress, etc.
- 7. Keep information about work conditions until the end.
- 8. Plan a pleasant way to close the interview.

Recruiting personnel is one of the many skills required of supervisors and managers. To learn about and master the job of supervisor, download the *emerit Supervisory Skills Standards* free of charge from the www.emerit.ca site. Better yet, sign up for the *emerit* Professional Certification Program for supervisors, by contacting the CQRHT at 450 651-1099.



Answers

to your questions

Does making a large investment in improving an establishment automatically result in higher classification results?

NO... Not necessarily. Here are three examples in which even a substantial investment may not be reflected in the classification results:

- investing in some part of the establishment not covered by the classification criteria;
- investing in a criterion for which you have already reached the maximum score;
- investing in a criterion with little impact on the final classification results remember that not all criteria are equally important.

Before making an investment, consult your Operator Relations Agent. The CITQ has services that will help you measure the impact of your planned investments on your establishment's classification results.

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

NV... 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. For information on the sections of an evaluation, visit www.citq.info/guides.



Would your association or organization like to play a greater part in the CITQ's decisions and policies? We'd be happy to have you. All your group needs to do is join the CITQ – provided that it meets all the criteria, of course.

Membership gives you the right to vote for members of the Board of Directors, responsible for the CITO's affairs. Elections are held at the CITO general assembly, held in March each year, and only paid-up members as of January 31 are entitled to vote in Board elections.

For more details on CITQ membership criteria, visit www.citq.info/partenaires.



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