

info CITO

Corporation de l'industrie touristique du Québec

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ONE STOP for the entire classification process

Operators will be pleased to know that the entire official classification process is now being handled in one place. On January 25, Tourisme Québec made the CITO responsible for managing all the steps involved in obtaining or renewing classification certificates, for all the classes of establishments it classifies.

See inside for more details.

Sales Skills

ADVERTORIAL

Who needs competent salespeople?

There is no denying the important role of salespeople in the tourism industry. If you were asked whether your salespeople are equipped to make the most of their time and energy, what would you say? Have you ever asked yourself how you could better support them to do just that?

With this in mind, the CQRHT has set up a brand-new program aimed at developing and recognizing sales representatives' skills. It will give salespeople the opportunity to confirm and, if necessary, fine-tune their techniques with the help of self-training tools available online or in a workbook.

As part of the program, they will be invited to three group meetings led by an experienced facilitator, at which they will have the opportunity to discuss and share their experiences with other industry salespeople. The program ends with a written exam and a two-part performance evaluation: an interview and a mystery sales call. Participants who successfully complete the program will be awarded an *emerit* competency certificate by the *Canadian Tourism Human Resource Council*.

Without a doubt, competent salespeople who are recognized as such by all are cost effective for you and for the tourism industry as a whole. For more information on this program, contact Ms. Sylvie Desaulniers at 1 866 651-1099.



Canada Québec

This project is financed in part by the Government of Canada's Workplace Skills Initiative (WSI) program and in part by the Fonds de développement et de reconnaissance des compétences de la main-d'œuvre of the Commission des partenaires du marché du travail.

Report on a tour with the new classification scale

The CITO's most recent classification tour was a real turning point. Five of the seven classes of establishments it classifies, which were previously scored on scales of 0 to 4 stars or 0 to 3 stars, were scored on a new 5-star scale. The criteria for all classes were also updated for this tour.

See the report on the tour, inside.

Classification criteria for hotel establishments and tourist homes to be updated soon

Let us know what you think about these criteria:

- by e-mail, at ts2010@citq.qc.ca
- by fax, at 450 679-1489 or
- by mail, at 1010 De Sérigny Street, Suite 810, Longueuil, Quebec J4K 5G7.

PLEASE NOTE: You must include your name and the name of your establishment for your comments to be considered.

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 Executive Director

Bringing all aspects of tourist accommodation classification certification together in one place was certainly one of the biggest pieces of news at the CITQ in early 2010. I invite you to read the column, opposite, describing this change announced by Tourisme Québec on January 25.

The whole CITQ team is enthusiastic about this new mandate from Tourisme Québec, and I want to thank the Department for its confidence in us. In recent months, we created Xenios™, a brand new integrated computerized classification management system, specially designed to meet a single objective: simplifying all the steps involved in obtaining and renewing classification certificates as much as possible. The first few weeks of our new mandate suggest that we have met the challenge.

Another important challenge awaiting us in 2010 is updating the classification grids for hotel establishments and tourist homes. Over the next few months, we will be undertaking a broad consultation process that should take us to many regions of Quebec. In the meantime, feel free to pass along your comments and suggestions, by contacting us at the numbers or addresses on page 1 of this issue.

Lastly, I invite you to read the report on our latest classification tour, in this issue. Although it is impossible to make comparisons with the previous tour, because of the new criteria and classification scale, the fact remains that there have been constant improvements in the supply of tourist accommodation. I urge all operators to keep up the good work and to take advantage of the support services we offer to help them.

Michel Rheault

REPORT ON THE CITQ CLASSIFICATION TOUR

On January 18, the CITQ published the report on its latest classification tour.

The tour, spread out between 2008 and 2009, was the fourth since the *Act respecting tourist accommodation establishments* was adopted.

TOURIST ACCOMMODATION ESTABLISHMENTS IN OPERATION IN QUEBEC, CLASSIFIED BY THE CITQ (January 10, 2010)

CLASSES	CLASSIFICATION LEVELS (stars for Bed & Breakfasts, stars for other classes)							
	NC*	0	1	2	3	4	5	TOTAL
Hotel Establishments	31	14	294	756	566	237	19	1,917
Bed & Breakfasts	19	0	3	116	750	541	22	1,451
Tourist Homes	78	0	50	288	1170	454	8	2,048
Resorts	3	0	8	47	112	74	4	248
Youth Hostels	3	0	2	14	27	10	0	56
Educational Institutions	0	0	0	4	16	9	0	29
Hospitality Villages	0	0	0	1	6	4	0	11
TOTAL								5,760

Source: Tourisme Québec database, January 10, 2010

* Not classified yet

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ONE STOP for the entire classification process

In a letter to all tourist accommodation establishment operators, Tourisme Québec announced early this year that it would be delegating complete responsibility for classification certificates to the CITQ.

Consequently, effective January 25, operators of hotel establishments, bed & breakfasts, tourist homes, resorts, youth hostels, educational institutions and hospitality villages are asked to contact the CITQ for everything concerning:

- opening a file
- classifying an establishment
- issuing a departmental certificate (sign)
- updating contact information and the list of activities and services offered by the establishment
- changing classes or the number of units
- transferring an establishment
- ceasing operations.

Remember that in the past the CITQ handled only those aspects related to the classification of establishments, while Tourisme Québec handled all the other matters listed above.

The Department remains responsible, nonetheless, for enforcing the *Act and Regulation respecting tourist accommodation establishments*, for inspections and for withdrawing, denying or cancelling classification certificates.

READ IN THE BLOGOSPHERE

In his blog *Coups de coeur pour le Québec*, Michel Julien, a well-known photographer in the tourism industry, describes some little irritants facing guests in hotels and, we suspect, many other classes of tourist accommodation establishments. Here is one of the irritants he mentions.

NOT ENOUGH OUTLETS

Three outlets in the room, but two are taken by lamps and the radio alarm clock provided by the hotel. With our iPads, Blackberries and laptops to recharge, that means we all too often have to unplug something to be able to plug in our electronic gadgets. It would be expensive to add outlets, but just providing a power bar would be a good solution.



Source: Michel Julien, July 10, 2009, 10 petits irritants à l'hôtel, <http://coupsdecoeurpourlequebec.com>
Consulted on July 23, 2009.

Insurance

ADVERTORIAL

Wine cellars and insurance: Changes on the way

What happens if the wine kept in a small establishment is lost? How does the insurer interpret this property if an accident occurs? Are the bottles considered personal property, a collection with limitations or goods for resale? You should speak with your independent broker to make sure you have the appropriate coverage.

First of all, it is essential to determine how the operator intends to use the bottles in the wine cellar. If they are meant for sale in the dining room, the insurer will deem them merchandise and the operator will have to take out the appropriate insurance coverage with an adequate limit, so as to respect the co-insurance clause (see the column in the December 2009 issue). A very valuable wine cellar, with extremely rare and prized bottles, means that the operator must keep even closer tabs on inventory so as to maintain the insurable values, since in the event of an accident he or she will have to prove the loss.

In small establishments occupied by their owners, where the wine cellar is for their personal use and the insurance contract is a "residential" type, the insurer will consider the wine bottles personal property. If they are lost, the insurer will indemnify the policy holder up to the amount stipulated in the contract.

All the above notwithstanding, the forms issued by the Insurance Bureau of Canada are to be amended to allow insurers to apply a limitation to wine cellars. There may be a limit of \$100 per bottle, and/or of \$5,000 per claim.

It is important to emphasize that the insurer will indemnify the policy holder only for the damage covered by the insurance contract. Some events, such as mould or changes in temperature that can alter the taste of wines, are not covered. It is sometimes possible, however, to take out an insurance policy designed specifically for wine cellars.

In closing, remember that the pricing of our insurance programs will be revised downward for certain classes of establishments, making our products even more competitive. We also have a new product for MOTELS, which is proving quite popular.

Jean-François Trudel, Vice-President, Operations
514 382-6560 1 800 561-6560





Question:

What do **room-ready products** and **next day delivery** have in common?

Answer:

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Answers to your questions:

Is there a proportion applicable to the number of rooms for smokers?

Yes – The second paragraph of section 5 of the *Tobacco Act* states: “the number of rooms where smoking is permitted may not exceed 40% of the rooms available for all the clientele. Furthermore, the rooms where smoking is permitted must be grouped together so as to provide maximum protection to non-smokers given the total floor space, use and ventilation of the place.” All establishments governed by the *Act respecting tourist accommodation establishments* are also required to comply with the *Tobacco Act*.

Does the CITQ manage the tax on lodging?

No – The tax on lodging is administered by Revenu Québec. The amounts collected are then remitted to the Fonds de partenariat touristique, which redistributes them to participating regional tourism associations (RTAs). All hotel establishments, bed and breakfast establishments, tourist homes and hospitality villages in those regions are required to collect a tax of \$2, 3% or 3.5% per night, as applicable. The tax on lodging is a source of funding for promotional campaigns run by the RTAs. To sign up for the tax on lodging, visit www.revenu.gouv.qc.ca or call 1 800 567-4692.

A warning from the Insurance Bureau of Canada

The February 2010 issue of *L'actualité* carried an article entitled *Mon chalet, mes revenus* containing a warning from the Insurance Bureau of Canada (IBC). Alexandre Royer, public affairs advisor with the IBC, noted that if there is an accident and it is shown that the property was rented, and the company insuring the cottage had not been previously notified of that fact, the insurance contract can be cancelled immediately, with no claim being paid.¹

That is why the CITQ recommends that all operators of all the classes of establishments it classifies notify their insurers that their establishment is being used for commercial purposes and take out at least \$2 million in civil liability coverage.



¹ Chrétien, Daniel, *Mon chalet, mes revenus*, *L'actualité*, February 2010, pp. 56 and 57



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