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GOLF COURSE CLASSIFICATION TEES OFF!



On June 28, the CITQ officially launched its classification tour for many Quebec golf courses. As of August 23, a total of 23 golf courses had been visited by a CITQ classifier, out of the 40 that have signed up for the program. At the moment there are:

- 4 courses with 3 stars;
- 14 courses with 4 stars;
- 1 course with 5 stars;
- 4 visited but not classified yet;
- 17 not visited yet.

The voluntary classification program, launched at the initiative of the Quebec Golf Course Owners Association (ATGQ), looks at the quality of facilities and the range of services available to golfers. The CITQ is proud to have contributed and pleased to be able to show how its expertise applies to all fields suited to classification and certification.

Answers to your questions:

Is the classification certificate transferable when an establishment is sold?

No - According to section 10 of the *Act respecting tourist accommodation establishments*, "Rights conferred by a classification certificate cannot be validly transferred to another person." This means that when an establishment is sold, the purchaser must request a classification certificate from the CITQ. Upon receipt of the duly completed application and supporting documents, the CITQ will issue a temporary certificate and the establishment will be marked "Evaluation pending" until it has been reclassified.

Are the new classification criteria for hotel establishments now in effect?

No - The amendments to the classification criteria for hotel establishments have been submitted to the Minister of Tourism, but will not take effect until she has approved them. In addition, the CITQ has agreed to give operators a reasonable delay once the Minister has given her approval, to allow them to familiarize themselves with the proposed changes and make any changes to their establishments they consider necessary. If the Minister gives her approval by the end of 2011, the amendments will be applied in 2013.

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.

info CITO

Corporation de l'industrie touristique du Québec

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Classification criteria for tourist homes to be updated soon



In keeping with its agreement with the Minister of Tourism, the CITQ will begin updating the classification criteria for tourist homes in the coming weeks. The exercise will be based on extensive consultations involving hundreds of operators, consumers and many industry players, both here and abroad.

As part of this consultation, the CITQ recently surveyed operators and consumers, asking their opinions on some aspects of tourist home classification. All in all, 1034 operators and 305 consumers responded.

See inside for more details on the survey results.

Training

ADVERTORIAL

WAP for Housekeeping Room Attendants: Everyone Benefits!

At a time when companies are having problems recruiting and retaining employees and there is a great need for qualified people to work as housekeeping room attendants, the Workplace Apprenticeship Program (WAP) is a winning human resources development strategy. With this program, employers have access to tools to structure apprenticeships, and employees receive recognized training **while working**.

In concrete terms, the WAP allows employees (apprentices) to build up their skills under the supervision of experienced workers (journeypersons) who share their expertise using an occupational standard that is recognized by the industry. The program, which takes place **entirely on company premises**, is developed and validated by experts in the occupation. Employees benefit, as they can obtain a Certificate of Qualification issued by Emploi-Québec. The WAP is also available for the occupation of **cook**.

Companies that participate in the WAP are eligible for a **refundable tax credit** from the Quebec government for the time the apprentice and journeyman spend on the apprenticeship program. This credit can be as much as **\$9,360** for each apprentice and even **\$12,480** for immigrants. Non-profit organizations may be eligible for financial support.*

For more information, see the Apprentissage en milieu de travail section on the CQRHT website (www.cqrht.qc.ca) or attend our presentation during the Matinée RH seminar on September 22 (www.matineeerh.com).

**In all cases, certain conditions apply.*

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info CITO



Message from the Executive Director

As is often the case at the CITQ, there will be no shortage of challenges in the coming months!

Tourist homes

One of the challenges will be a major update of classification criteria for tourist homes, which we expect to complete by the end of the year. The updating process, based on extensive consultations and inspired by practices elsewhere, will meet consumers' and operators' expectations. Adapting our standards to international practices, one of the recommendations of the Performance Committee responsible for submitting ideas for developing the Quebec tourism industry to the Minister of Tourism, is an important factor that we have to take into account.

Hotel establishments

Along the same lines, we submitted suggested changes to the classification criteria for hotel establishments to the Minister of Tourism. The suggestions were based on extensive consultations both here and abroad. As soon as they come into effect, we will be conducting a large-scale communication and support campaign for operators. Our goal is not just to make sure they understand the new orientations adopted in this update, but also to help operators adjust to them.

Amendments to the regulation

Lastly, in the coming months, we will continue our tour to meet with operators of more than one tourist home. The purpose of these meetings is to clearly explain the terms and objectives of the amendments made to the *Regulation respecting tourist accommodation establishments*, in effect since January 1 of this year. These amendments mean it is no longer possible to list several establishments belonging to different owners or located at non-adjacent addresses on a single certificate. By linking certificates more directly with establishments, the new regulation will lead to better information for consumers and greater fairness among operators of different classes of establishments.

I would like to take this opportunity to thank the managers we have already met for their warm welcome, attentiveness and openness. Just like them, we feel that proper communication and support are essential, and will continue to focus on these aspects to ensure that the classification program remains a success.



Michel Rheault

SURVEY ON TH

The CITQ surveys of operators and consumers conducted between June 15 and August 1 had a dual objective:

- to rank the sections of the evaluation of a tourist home; and
- to measure the satisfaction rate with the classification.

Consumers agree with CITQ classifications

The surveys show that 85% of the consumers who expressed an opinion on classification feel that the rankings (number of stars) assigned by the CITQ accurately reflect the level of comfort and quality of an establishment. For operators, 64% agreed.

Bedroom, kitchen/dining room and bathroom key parts of the evaluation

The survey also showed that bedrooms, kitchens, dining rooms and bathrooms were the most important sections of the evaluation of a tourist home, for consumers and operators alike (see table on next page).

Demographic data for operator respondents

- 52% operate tourist homes with 3 stars;
- close to 45% operate in the Laurentians, Charlevoix and Eastern Townships regions;
- 91% operate in a resort environment;
- 97% serve clients travelling for pleasure.

Demographic data for consumer respondents

- 70% mainly use the Internet to find an establishment;
- 60% are women;
- 52% are between 35 and 54.

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THE CLASSIFICATION OF TOURIST HOMES

The table below shows the relative importance of the sections of an evaluation of a tourist home, in the opinion of **operators** and **consumers** and depending on whether the establishment is in an urban environment or a resort (1 being the most important, and 6 the least important).

OPERATORS		SECTIONS	CONSUMERS	
Resort	Urban environment		Resort	Urban environment
6 th	6 th	<< Exterior of building >>	6 th	6 th
2 th	1 st	<< Bedroom >>	1 st	1 st
1 st	2 th	<< Kitchen and dining room >>	2 th	3 th
3 th	3 th	<< Bathroom >>	3 th	2 th
4 th	4 th	<< Lounge >>	5 th	5 th
5 th	5 th	<< Services offered >>	4 th	4 th

PHOTOS OF YOUR ESTABLISHMENT PUBLISHED FREE ON bonjourquebec.com



Over the next few days, the CITQ, in co-operation with bonjourquebec.com, will be inviting operators to update the information on their establishments as is done every year: contact information, prices, list of units, etc.

As part of this exercise, operators will also be invited to publish on bonjourquebec.com (or update the information if it is already there):

- a short description of their establishment;
- up to six photos of it;
- a promotional brochure;
- a discount coupon; ★ **NEW**
- a video link. ★ **NEW**

Please note, however, that this material can only be submitted by Internet. An e-mail or a letter explaining how to take advantage of this exceptional offer will be sent out soon to all operators.

Insurance

ADVERTORIAL

Reminder about liability for tourist homes and bed & breakfast establishments

For some time now, we have noted that many operators of tourist homes and bed & breakfast establishments wrongly believe that their home insurance covers their commercial operations. It is important to realize that home insurance policies exclude commercial activities – such as short-term rentals, in particular. These exclusions apply to both property damage and general liability. For example, if a fire occurred in a rented cottage, and the insurer had not been informed that it was being used for short-term rentals, he could refuse to pay for losses because of the unauthorized use, even if the fire did not occur while the cottage was rented. The same applies if someone visiting the cottage had an accident involving bodily damage and sued the owner. The insurer would refuse to cover the owner's defence and any indemnity. So don't keep it a secret! Your short-term rental operations must be clearly indicated in your insurance contract. For over 20 years now, Invesa has been offering customized insurance products for many kinds of accommodation establishments, at highly competitive rates.

New kinds of theft

There are often surprises in the insurance industry, and the summer of 2011 was no exception. We had to deal with a number of thefts of outdoor spas, mainly from cottages. The thieves, with the appropriate equipment, quickly emptied and disconnected the hot tub, loaded it on a truck and took it away! Help us spread the word about this new threat. Outdoor spas and swimming pools can be covered for this kind of risk, but must have specific insurance clearly indicated in the contract.

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