



ESTONIAN  
ASSOCIATION  
FOR QUALITY



**57th EOQ Congress**

**Quality Renaissance – Co-creating a Viable Future**

June 17-20, 2013 Tallinn, Estonia

**HOTEL & TOURIST DESTINATIONS QUALITY  
TANGIBLE AND INTANGIBLE FACTORS OF HOSPITALITY**

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Estonia  
Positively surprising



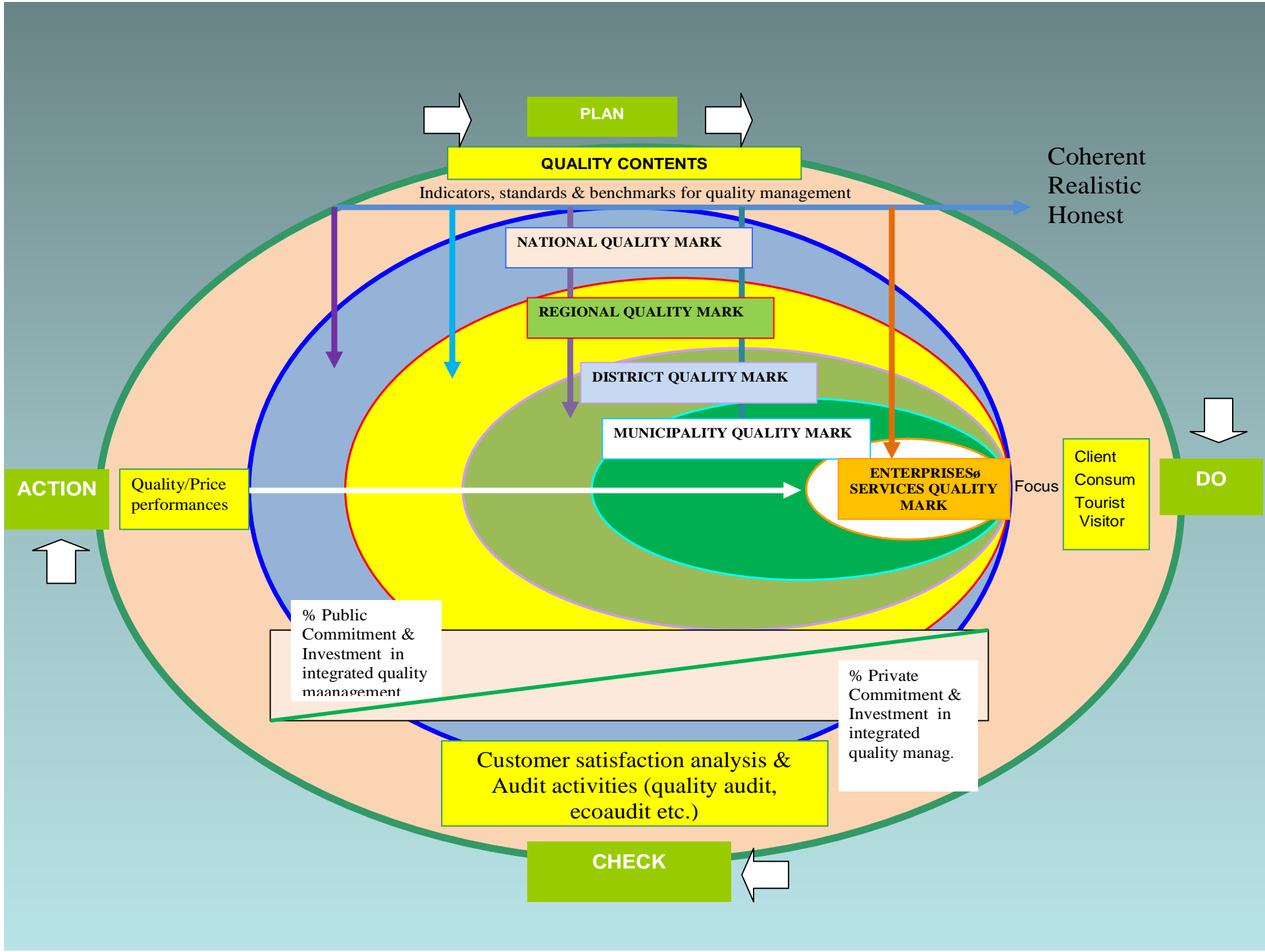
European Union  
Regional Development Fund



Investing in your future

## **CORE QUESTION**

Value chain in tourism is much more complicated and multifaceted than in the industrial organisations. Players are both social and natural, and success factors are environmental, cultural, educational, professional and temporal. The excellence of the tourist services delivery and the processes therein, require a very good human resources and very high level of competencies.



PLAN

QUALITY CONTENTS

Indicators, standards & benchmarks for quality management

Coherent  
Realistic  
Honest

NATIONAL QUALITY MARK

REGIONAL QUALITY MARK

DISTRICT QUALITY MARK

MUNICIPALITY QUALITY MARK

ENTERPRISES  
SERVICES QUALITY  
MARK

Focus

Client  
Consum  
Tourist  
Visitor

DO

ACTION

Quality/Price  
performances

% Public  
Commitment &  
Investment in  
integrated quality  
management

% Private  
Commitment &  
Investment in  
integrated  
quality manag.

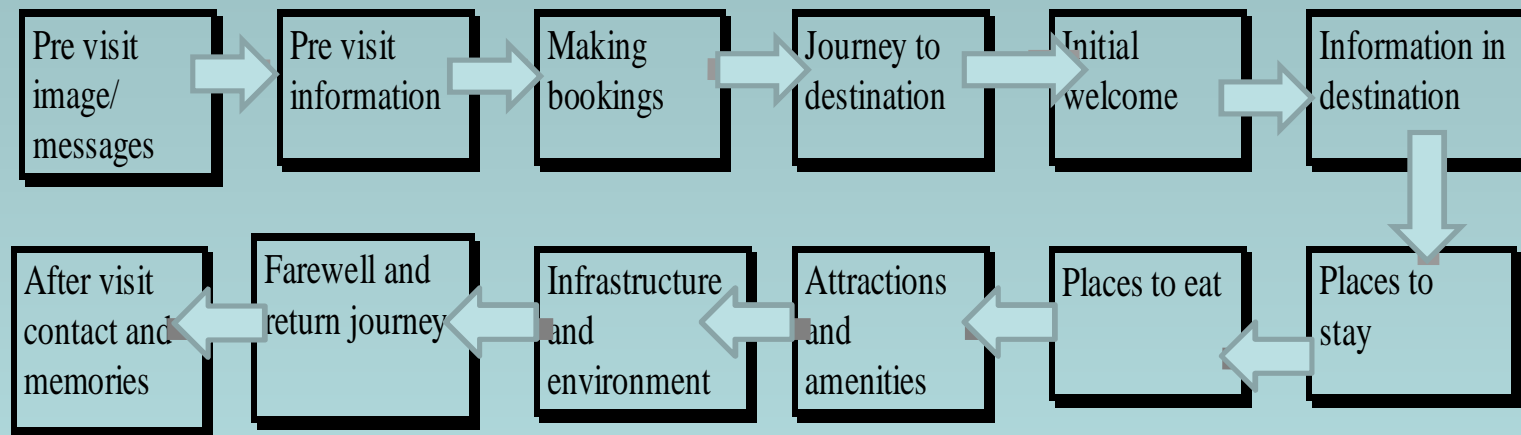
Customer satisfaction analysis &  
Audit activities (quality audit,  
ecoaudit etc.)

CHECK

Axis PLAN . CHECK (AUDIT): it is the axis of the **branding** that is the dignified part of destinations. Everything is involved in planning and improving the quality marks through specific and appropriate indicators, rules, standards and benchmarks. We create quality design and we verify in progress its **compliance** conformity, thanks particularly to customers

Axis DO . ACTION: it is the axis of the **delivery** that is the effective offer and its price (quality offer and related price are not separable as well for successful advertising, trading and sales actions).

In tourism all the components of the value chain need almost equivalent quality to ensure quality for consumer



# CASE STUDY

Stakeholders  
management for  
excellence :

- Motivation
- Communication
- Network



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# DESTINATION PROFILE

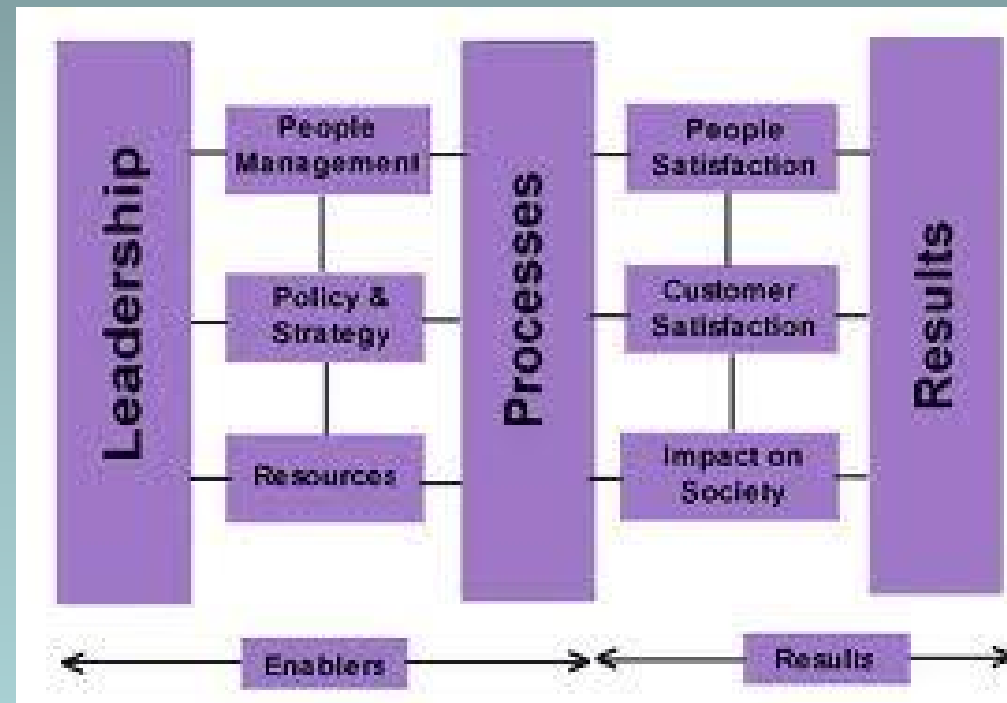
## Tangible Quality Factors



# INTANGIBLE QUALITY FACTORS

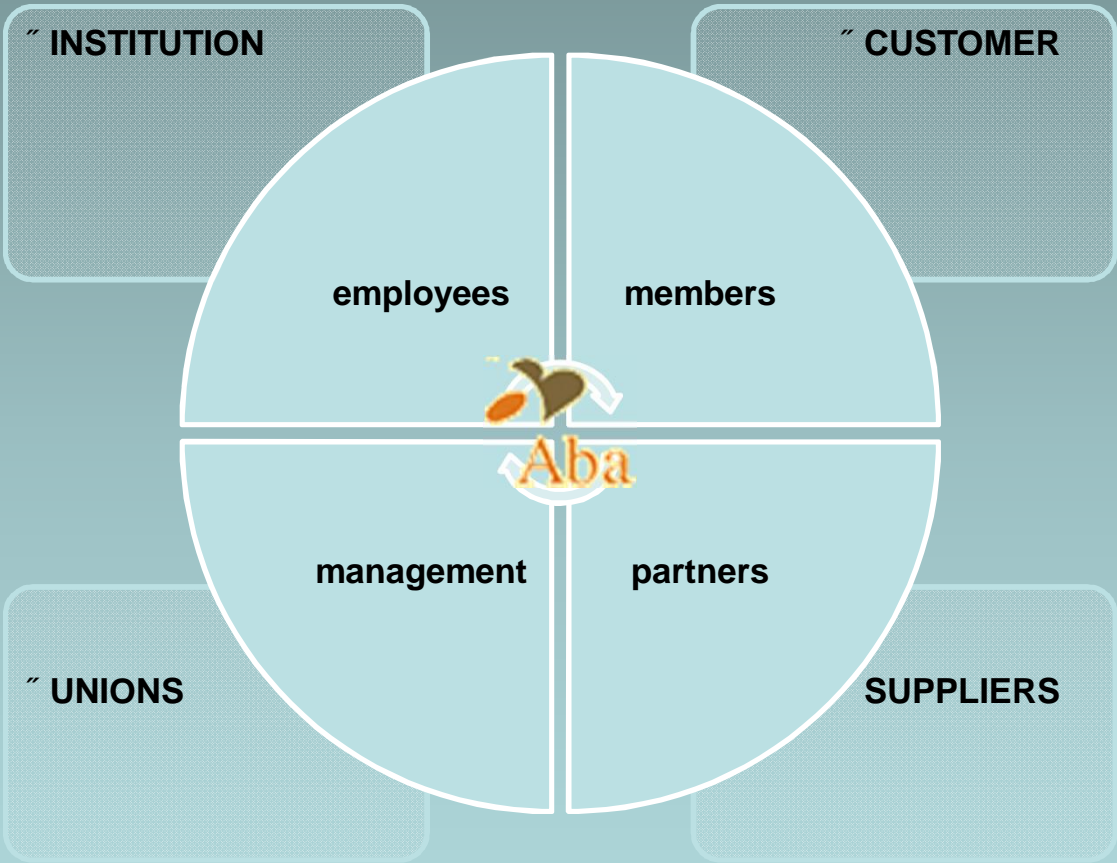


Leadership  
Partnership  
Processes





# STAKEHOLDERS ANALYSIS



# COMMITTED TO EXCELLENCE

Focus group



Workshop



**THANK YOU FOR ATTENTION !**