



**A BRAND OF QUALITY
CERTIFIES THE SERVICES
OF YOUR HOTEL**



**Welcoming
and Total Quality are Here!**

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EDITORIAL

In an ever-measurable context between of Price, Offer of Service and Service, make the choice to identify in the **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** is an opportunity for Business Development.

Getting involved in the **BRAND**, you will be part of a Circuit of Hotels d'élite, you will acquire a new visibility in the world for new way to do Hospitality and be Providing High-Quality Services, possible through only by raising of the Quality Standards and constant Professional Training that maintains a high degree of Employees Professionalism, by ensuring the high degree of Customer Satisfaction, pursuing the Development and Business return.

The **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** aims to make know the Italian Hospitality in the World and to acquire Five Star and Four Star Superior Hotel Structure, independent or belonging to Small or Medium Hotel Groups, for to release after the Hotels Structures have reached the Excellence, the **Quality Total Certification of Hotel Services**.

The Hotels while receiving from the **BRAND**, Services of Group, they will continue to maintain their independence and customization by applying Standards, that are not designed for to uniform, but to assure the Excellency in each Hotel Structures.

I am convinced that by choosing to become a **C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE**, you will give to your Hotel Structure an Added Value keeping everything that it have you did distinguished.

L. BAGOLIN

Chief Executive Officer e Managing Director C.O.T.A.hotels s.r.l.



OUR HISTORY

C.O.T.A.hotels was founded in 1993 as a Society of Management Consulting, Organization and Professional Training for the Hotels and for make available the own Know How matured in International Groups of Hotels, Five Star and Five Star Luxury within the Corporate Operating Directions of Food & Beverage and Room Division where, the Management that today makes up C.O.T.A.hotels, has implemented: Standards of Quality and Service, the Image - the Development - the Marketing - the Organization and Processes – The Management and Control of Costs Management and the Professional Training to the Staff.

The many hotel structures built, restructured and positioned on the market, during the Consulting of Management and the Management, over the years, have allowed C.O.T.A.hotels to be identified for the excellent quality, the high professionalism of the Management and of the Collaborators and the accurate Service to the point of soliciting the birth of the **Quality Brand: C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE.**

C.O.T.A. hotels operates in compliance of the Law No. 4 of 14/01/2013 which regulates non-Ordinistic Professions and in compliance with the Code of Professional and Deontological Ethics of C.O.T.A. hotels to ensure, through the constant professional updating made mandatory, the Quality of the Consulting and Management Services offered.



OUR MISSION

Our Mission is: **to make know the Italian Hospitality in the World** and through the **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** and to reach of Hotels Structures, the "**Total Quality of Services**", to create a Circuit of Hotels d'élite, so that the Guest identify the Hotels for the Excellence of Italian Hospitality, the high Standards of Service, the high Professionalism of the Management and the Quality of the Product offered, that compared to the price sustained, confirm the right relationship with the Quality and the Service received



ORGANIZATION AND FUNCTIONALITY

The Hotels Structures affiliated to the **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** are committed to applying the principles of the Group philosophy as observing the predefined Operational Standards included in the **BRAND** Operational and Quality Manual that will be delivered in order to pursue the homogeneity of Total Quality, maintain their legal, financial and administrative autonomy as well as their personalization.



THE COMMERCIAL STRATEGY

With the increasingly active development of the Web and Digital Marketing the Brochures, a unique and indispensable time for the marketing of the Hotels Structures, have lost share of their value.

For this reason, the Hotels Structures will have beyond to the Brochures, the marketing support, of the website dedicated and placement on the **BRAND**, divided into macro areas and they will have the visibility of **HOTELS GROUP**.

The **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** intends to acquire Five Star and Four Star Superior Hotels, or belonging to Medium and Small Hotels Group, to issue, after the structures have achieved the Excellence in the Service the **Total Quality Certification for the Hotels Services offered**.

Membership to the **BRAND** will allow to the Hotels Structures, through the use of the Booking Engine and Channel Manager system provided by the Affiliate at no cost, to replace the Hotel Management System in use, the Increase of Reservations Hotels, Monitoring and Analysis of Sales.

In addition, to the Hotels Structures they will be delivered for the Affiliation period: the Plaques to be placed outside the Hotels Structures and on the desk of the Reception, and the **BRAND** and be placed according to the various sizes of sizes, the Menus, Letters, Envelopes, Brochures, Bath and Courtesy Products and also the Badge to Apply on staff uniforms.



TOTAL QUALITY POLICY

As anticipated in the Mission, the goal is to consistently pursue Total Quality; therefore, the Quality Policy of **BRAND C.O.T.A.hotels** **PROFESSIONAL MANAGEMENT QUALITY SERVICE** it can not be that finalized achieving Excellence, with the commitment of all Affiliates and with the vigilant monitoring of the Affiliate, which, with inspection visits in addition to special online evaluation cards, will have in real time the index of customer satisfaction and will suggest to the Affiliates any corrections to the issues that will emerge which will also be addressed with support for the research, evaluation and / or replacement of personnel and during the Professional Training, that will be including in the annual membership fee, and which will be made by C.O.T.A.hotels Management.

In order to safeguard and enhance the image of the Hotels Structures, the **BRAND** will make available Subscription Agreements with the Primary Producers of Equipment, Food Products and Others Producers, specially made for the purpose of raising and maintaining Quality and Containing Management Costs.



THE DEFINITION OF TOTAL QUALITY

The Total Quality is summarized with the following definition:

That way of governing a quality-focused organization based on the participation of all its members, conducive to profitability, obtained through customer satisfaction and inclusive of benefits for both the organization and the Company.

Total Quality as a Business Strategy that generates benefits to the of people and / or the Company through the new way of working, changing the culture and intervening on the individual elements that form this culture: from the Top Management to the single employee.



SERVICES INCLUDED IN THE AFFILIATION FEE

Affiliation to **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** includes in the annual memberships' fee, the following services:

- Definition of Operational Standards that are granted under the terms of the duration of the Affiliation;
- Control and Monitoring of Total Quality and Services and Customer Satisfaction;
- Staff Professionalism Assessment and Management and Personnel Training (Financed if Company requirements are fulfilled);
- Organizational and Advice for the Management;
- The presence of **C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** at the main national and European Tourism Exhibition (Milan - Rimini - London - Madrid - Berlin);
- The Visibility of the Hotels Structures on the dedicated page present inside the **C.O.T.A.hotels** website;
- The increase hotel bookings through the use of the “**Booking Engine**” and “**Channel Manager**”, provided by **BRAND C.O.T.A.hotels** at no cost, system allowing, after replacing the Hotel Management System to monitor and analyze your sales.
- The Privileged Purchase Service through “Agreements” made with Primary Production Companies in order to be able to contain the Costs of Management;
- Affiliation without Entry Fee;
- The Certification of Total Quality of Services with the assignment of the Certificate for the Quality of Excellence achievement and the Crowns.



HOW TO BECOME A C.O.T.A.hotels P.M.Q.S.

The Admission Procedure provides to fill out the application form, asking for the initial inspection of the hotel structure aimed to evaluate the Requirements.

The conditions of admission are:

- To be a Hotel Structure with a minimum of 25 and a maximum of 150 Rooms, with or without Restaurant;
- Have a minimum Five Star or Four Star Superior could be also annexed Hotels Structures of Four Star of particular value, that will be carefully evaluated by to **the C.O.T.A.hotels Management**;
- To be listed in the register of the local Chamber of Commerce and to be member of a Hotel Professional Association;
- To be a Hotel Structure preferably open for at least one year;
- Be a Hotel, located in a City, Art City, Sea, Mountain, Spa, Country, and being part of the segment Business or Leisure or Wellness and SPA;
- Admission, after favorable opinion of the **C.O.T.A.hotels Management**, end with the subscription of the Affiliation Agreement and the payment of the annual memberships' fee.



HOW TO BECOME A C.O.T.A.hotels P.M.Q.S.

The Affiliate must:

- When signing the contract, comply with all the rules contained therein, in particular: the duration of the contract itself (three-yearly) and the payment of the fees at the due agreed;
- To commit to the application and observance of the predefined Operational Standards, included in the handbook of the Quality BRAND;
- To commit to the Staff Training, diversified by Production Sector during the three years of Affiliation, even for the Management Officers, related to issues identified during the inspection and monitoring by C.O.T.A.hotels Management and / or that emerged from eventually complaints raised by the Guests.



THE BENEFITS TO BE PART OF BRAND C.O.T.A.hotels P.M.Q.S. AND THE ANNUAL AFFILIATION FEE

The membership of the **BRAND** offers all the benefits listed in the "Services Included in Affiliation fee" and is reflect with the Value Added in the Increased of Business - Revenue, the restraint of Management Costs and the resulting confirmation of Profit Margin in positive.

The Hotels Structures that have choose or they will choose the **BRAND** in order to be identified by the Guest for the Total Quality, protect their Image, which evolves and aims to be winning a unlike those who believe that Quality is not important and they look at the Investment not as an Added Value, but like wasting money, don't considering that nowadays, more than yesterday, without the Quality there is no increase or consolidation of Occupancy and without Occupancy there can be no Business Development, or much less Positive Business Margin.

The Annual Fee of Affiliation is made up of a Fee for the granting of the **BRAND**, a Fee calculated on the number of Hotel Rooms and a Fee for the Professional Training calculated on the number of the Employees to Consider for the training

- The entry fee is not required.



CERTIFICATION OF TOTAL QUALITY C.O.T.A.hotels P.M.Q.S.

The **C.O.T.A.hotels P.M.Q.S.** which will strictly respect and apply the predefined Operational Standards included in the Quality Operations handbook, after a year of membership in the **BRAND**, will receive the **TOTAL QUALITY CERTIFICATION for SEERVICE** that will only be performed to confirm the achievement of the Measurable Excellence through the Customer Satisfaction, which will be characterized by the award of the Crowns, according to the individual Hotel Classification, as follows and will have an annual value:



CERTIFICATION OF TOTAL QUALITY - C.O.T.A.hotels P.M.Q.S. 3 Stars Superior



CERTIFICATION OF TOTAL QUALITY - C.O.T.A.hotels P.M.Q.S. 4 Stars e 4 Stars Superior



CERTIFICATION OF TOTAL QUALITY - C.O.T.A.hotels P.M.Q.S. 5 Stars 5 Stars Luxury



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