



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



**Welcoming  
and Total Quality are Here!**

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## EDITORIAL

In a context that is always measurable between Price, Offer and Service, making the choice to identify yourself in the **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** represents an opportunity for Development and Business.

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 increase of the Business.

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 Luxury, Five Star, Four Star Superior, Four Star and Three Star Superior Hotel Structure, independent or belonging to the Hotel Groups, of medium dimensions, after appropriate verification of the requirements of the Service provided by them, the **Certification of Total Quality of Hotel Services, Safety and Service H.A.C.C.P. and Safety of Service and Behavior COVID -19**.

The Hotels while obtaining from the **BRAND**, Services of Group, they will continue to maintain their independence and their own personalization, applying Standards, that are not designed for to uniform, but to assure the Excellence for the Guest in each Hotel.

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 while maintaining everything that has distinguished you up to now.

L. Bagolin

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

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## 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 Stars 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, only all-Italian BRAND that Certifies the Services provided by the Hotel Facilities.**

**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 essential 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 dedicate and placement on the **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE**, 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 Luxury, Four Star Superior, Four Star and Tree Star Superior Hotels, belonging to the Hotels Groups, of medium dimensions, for to release, after appropriate verification of requirements of Service provided by them, the **Certification of the Total Quality of Hotel Services**.

Membership to the **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** 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 C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** 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 C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** 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.



## QUALITY - HYGIENE & SAFETY H.A.C.C.P. & SAFETY COVID -19

In order to pursue Total Quality in all aspects, the **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** puts in place, through **C.O.T.A.hotels Management Consulting Organization for Hotels**, their Own Guidelines and Standards that allow the individual Hotel Units, in compliance with Legislative Decree no. lgs 197/2007, the drafting of the H.A.C.C.P. Hygienic Sanitary, Service and Safety Procedure.

At the same time, the **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** to ensure maximum Safety of COVID -19 for Operators Employees and Guests of Hotel Structures belonging to the **BRAND**, through **C.O.T.A.hotels Management Consulting Organization for Hotels**, puts in place Own Guidelines that allow, the individual Operating Units, in compliance with and observance of the provisions issued by the World Health Organization (OMS), the National Institute for Work Accident Insurance (INAIL) and the Italian Superior Institute of Health (ISS), the draw up of specifics Procedures and Standards of Behavior and Service, for the Protection, Safety and Serenity, of all Operators Employees and Guests.



## 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;
- Own Guidelines for Safety and Hygiene of Service H.A.C.C.P. and Own Guidelines for Safety of Services and of Behavior COVID - 19;
- 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 System provided by **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** at no cost, system allowing, which after replacing the Hotel Management System in use, allows you to monitor and analyze 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 Classification of Three Superior Star, of particular value, which the C.O.T.A.hotels Management will carefully evaluate;
- 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 or Resort Hotel located in a City, Art City, Sea, Mountain, Country, Thermal and being part of the segment Business or Leisure or Wellness & SPA or Thermal;
- 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 C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE.**
- 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 C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** 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.

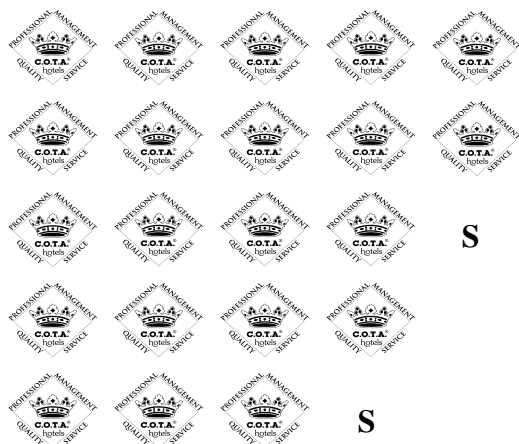
The Hotels Structures that have choose or they will choose the **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** in order to be identified by the Guest for the Total Quality, protect their Image, which evolves and aims to be winning a unlike those who believe that Quality is not important 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 entry fee is not required.



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

The **C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** which, after proper verification of the requirements of the Hotel Facilities and the Services provided by them, will respect and apply the Operating Standards predefined by the **BRAND C.O.T.A.hotels PROFESSIONAL MANAGEMENT QUALITY SERVICE** will be able to receive the **TOTAL QUALITY CERTIFICATION OF HOTEL SERVICES PROVIDED** which will take place as confirmation of the achievement of the Excellence measurable through the monitoring of the Customer Satisfaction of the Guests and which will be distinguished by the assignment of the Crowns, according to the individual Hotel Classification, as reported:



**L**

**TOTAL QUALITY CERTIFICATION HOTEL SERVICE PROVIDED  
C.O.T.A.hotels P.M.Q.S. - FIVE STAR LUXURY**

**TOTAL QUALITY CERTIFICATION HOTEL SERVICE PROVIDED  
C.O.T.A.hotels P.M.Q.S. - FIVE STAR**

**S**

**TOTAL QUALITY CERTIFICATION HOTEL SERVICE PROVIDED  
C.O.T.A.hotels P.M.Q.S. - FOUR STAR SUPERIOR**

**TOTAL QUALITY CERTIFICATION HOTEL SERVICE PROVIDED  
C.O.T.A.hotels P.M.Q.S. - FOUR STAR**

**S**

**TOTAL QUALITY CERTIFICATION HOTEL SERVICE PROVIDED  
C.O.T.A.hotels P.M.Q.S. - THREE STAR SUPERIOR**



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