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Tourism and related services — Hotels — Service requirements

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 228, *Tourism and related services*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

Choosing accommodation is one of the first issues that tourists face when they organize a trip, and hotels are the most popular accommodation choice. In fact, according to the current concept of tourism and trends, hotels are an important and motivational element of tourists' trips.

The hotel industry represents a high percentage of tourism activity and is the tourism sector that has grown the most in recent years. However, the rapid development of the sector, its high competitiveness, the role that technologies play in the tourism industry value chain and the new accommodation business models which have arisen during the last decade make the design and implementation of differentiation strategies a need not only for the hotel industry but also for the destinations themselves. In this context, offering a quality service to guests plays a major role in the differentiation strategy.

This document provides a common and attainable reference for all hotels in terms of quality service provision and has been developed considering the different types of hotels in the world, existing categorization systems, business models, sizes and services offered, as well as the current demands of guests and global trends.

This document has been conceived as a tool aimed at offering a satisfactory guest experience, promoting direct and indirect guest loyalty by ensuring the appropriate framework for providing the minimum quality service expected by an experienced global tourist.