

HOTQUA®  
short  
presentation

# Foundation



HOTQUA = Hotel Tourism Quality

1999 founded in Montevideo

2001 registered in Germany

2003 head office in Berlin Frohnau

2019 HOTQUA registered as trademark

# Our Vision & Mission

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Through our expertise, reliability, availability and individual assistance, we want to give our clients, customers, seminar participants, employees and also society a measurable added value.



# Founding members

Martha Cecilia Höchsmann,  
née Lozano Mendoza

- Is a business economist in tourism and quality manager (according to ISO 9000 ff).
- At HOTQUA, she is in charge of quality management, compilation of seminar documents and preparation of HOTQUA certificates.

Frank Christian Höchsmann

- Has a degree in tourism management and is a quality auditor (according to ISO 9000 ff).
- He can draw on many years of international experience in the quality sector
- Over the years, he has worked for internationally active organizations and has
- trained more than 10,000 specialists and managers.

# HOTQUA® Offers

Education &  
Training

Quality -  
Standards

Marketing-  
Concepts

Data  
Protection

Digitalisation  
Online Checks

Certification  
QM/UM/CSR

Clean & Safe  
Anti Covid 19



H O T Q U A®

# Education & Training

## Form of training

- Workshops
- Webinars
- Online courses
- In House
- Coaching

## Benefits & Advantages

- High practical relevance
- Short time required
- Sustainable teaching
- Interactive teaching methods
- Consolidation of your service concept
- Rapid implementation of knowledge

# Training topics for professionals

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- Service quality
- Guest complaints
- Successful communication
- Professional sales
- Correct telephoning
- Hygiene in kitchen & service
- Housekeeping & House Cleaning



# Training topics for managers

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- Hygiene management
- Housekeeping Management
- Hotel Management
- Conflict Management
- Personnel Management
- Sales Management
- Quality Management





# Quality Standards

- HOTQUA helps companies to standardize workflows and processes appropriately and to describe them in a quality manual.
  - Through the introduction of these standards and subsequent training measures, the guest always receives constant service quality at a high level.
- Hotels and restaurants that have introduced our standards can be audited and certified by HOTQUA.
  - Audited establishments that have achieved more than 75% receive a Quality & Sustainability Certificate from us.

# Sustainable quality standards

## Customer benefits and advantages:

- Documentation of service and quality standards
- Low effort when using HOTQUA standards
- Adaptable to individual requirements
- Constantly high service quality
- Independence from staff and shift changes
- Rapid introduction of new staff
- Quick implementation in practice

# Quality Management ISO 9001

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- We are happy to help you set up and introduce a quality management system in accordance with ISO 9001, to review and optimize it and to prepare the company for official certification.



# Quality tests/ Mystery Test

The quality tests can be carried out by the businesses themselves using the HOTQUA® online test or by Hotqua inspectors as part of an anonymous test (mystery test).

Your advantages at a glance:

- Objective assessment of service quality
- Systematic evaluation in text and images
- Early detection of weak points
- Detailed recommendations in the test report

# HOTQUA® ONLINE (IKP) Information & Communication Platform

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Start & News



Management &  
Operations



Hotel & House-  
Keeping



Restaurant &  
Kitchen/Catering



Education &  
Training



Manuals &  
Documents



Environment &  
Sustainability



Online tests for all  
departments

# The HOTQUA® Online Platform helps.....

## 1. Manage sustainably;

You save 2,500 to 5,000 pages of quality standards documentation per year.

You avoid 1,000 to 3,000 pages of forms and templates

## 2. Reduce energy;

By acting in an environmentally conscious way

With targeted use of your resources

## 3. Promote knowledge management;

Provide online training

Expand knowledge base

## 4. Achieve employee retention;

With permanent appreciation and motivation promotion

**CONCLUSION: Paperless into the future**

Frank Höchsmann



## Qualitätsstandards Hotel

Optimierung der Abläufe, Prozesse und Stellenbeschreibungen in Hotels



Erfolg ist unser Ziel

Frank Höchsmann




## Qualitätsstandards Restaurant

Optimierung der Prozesse und Arbeitsabläufe in Restaurants und Gaststätten




Our  
Quality-  
Standards  
in German  
and Spanish

# Our Marketing- concept and Hygiene- Management


Frank Höchsmann 

**Hygiene Management in  
Kitchen and Service**

HACCP made easy




**Your success is our aim**

Frank Höchsmann 

**Efficient Marketing Concept  
for hotels and restaurants**

Marketing strategies for the future-oriented  
host



**Your success is our objective**



Frank Höchsmann



## Housekeeping Management

Manual for Successful Housekeeping & Cleaning



Frank Höchsmann



## Service quality from the guest's view

Manual for more service quality in hotels and restaurants



Our Service  
Quality and  
Housekeeping

# Our data protection concept

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- Personal data
- Technical and organizational measures
- Data Protection (DP) Management and data protection guidelines
- Company Data Protection Officer
- Processing and DP impact assessment
- Online marketing and social media
- DS for employees and data protection mishaps
- Data protection checklists and DS notices



# Our Marketing Concept

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We develop a company-specific marketing concept for you in four steps:

Step 1: Inform & Analyze

Step 2: Define & Decide

Step 3: Plan & Combine

Step 4: Introduce & Check

The marketing concept should not exceed 20-30 pages and should be prepared in approx. 1-2 months.



# Thank you & Goodbye

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