
**Tourism and related services — Hotels
— Service requirements**

Tourisme et services connexes — Hôtels — Exigences du service

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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).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

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.

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Tourism and related services — Hotels — Service requirements

1 Scope

This document establishes quality requirements and recommendations for hotels regarding staff, service, events, entertainment activities, safety and security, maintenance, cleanliness, supply management and guest satisfaction.

The requirements are applicable regardless of their classification and category, and whether the services are provided directly by internal staff or by a subcontractor.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>

3.1

accommodation service

provision of at least bedroom/s and bathroom in which a guest may stay

3.2

à la carte

menu system in which all dishes offered are individually priced, listed generally in food groups (e.g. starters, main course, dessert or meats, fish, vegetarian dishes) and prepared freshly to guest order

3.3

buffet

self service offer displaying beverages and food of which the guest can freely choose in variety and quantity

Note 1 to entry: This offer is generally associated with a flat rate.

3.4

courtesy service

service offered by the hotel that enhances guest care

EXAMPLE Offering a drink when the room is not ready, looking after luggage, offering late check-out, fruit in the room or free drinks, giving access to hotel services before check-in or after check-out and providing airport shuttle services.

Note 1 to entry: Hotel management can define which service is more appropriate depending on the situation or guest needs.

**3.5
entertainment**

leisure, sporting or amusement activity provided by the hotel

EXAMPLE Board games, shows, live music.

**3.6
event**

experience which takes place at a specific time and location

EXAMPLE Celebration, meeting, conference.

**3.7
amenity**

item offered to guests placed in guestrooms for convenience and comfort

EXAMPLE Shower gel, body lotion, shampoo.

Note 1 to entry: Toilet paper, hygienic bags and towels are not considered amenities.

**3.8
hazard analysis critical control points
HACCP**

system which identifies, evaluates and controls hazards which are significant for food safety

[SOURCE: Codex Alimentarius]

**3.9
hotel**

commercial establishment providing at least reception, accommodation and guest services, recognized or registered as such in the applicable legislation

Note 1 to entry: A hotel might also offer food and beverage services and/or other ancillary services.

**3.10
VIP service**

special privilege given to certain guests

4 Staff requirements

4.1 General requirements

All staff shall be trained and qualified for their intended field of work.

Qualification shall be ensured by one of the following:

- a) an apprenticeship (training on the job) that is guided and supervised by a person that has the skills regarding the relevant subject as well as the skills to communicate this knowledge with respect to the apprentice;
- b) experience in the field of work (ideally documented with references from the former employer(s) or the related authority);
- c) vocational training;
- d) experience in a related field of work combined with a training program that ensures that any missing qualifications can be addressed. Such an additional training course can be undertaken alongside the work or sometimes simultaneously;
- e) academic training related to the intended field of work (ideally supplemented by practical experience during the studies).

Certain profiles related to particular tasks may be developed by accredited staff (e.g. entertainment activities, handling of chemicals).

4.2 Organizational structure and definition of responsibilities

The hotel management shall identify and document the chart and the job descriptions for the most relevant job positions.

There shall be a person responsible for:

- a) monitoring the provision of the services;
- b) identifying and recording any incident related to the provision of the services;
- c) initiating actions to ensure guest satisfaction.

4.3 Training program

A training program shall be designed, implemented and periodically reviewed by the hotel management to improve staff competence, according to the identified needs. The training program shall meet the following requirements:

- a) after recruitment of the new member of staff, a training or orientation period shall be provided;
- b) for staff in contact with guests, guest service training, including instructions on how to welcome different types of guests, shall be provided;
- c) emergency training (e.g. what to do in an emergency, evacuation plan) and basic life support (BLS) or first aid training shall be included;
- d) other training, such as environmental good practices, hygiene and safety issues, IT skills, foreign languages and sign language, can be considered.

NOTE ISO 10015 and ISO 29993 can be used in this respect.

4.4 Guest service

All staff are responsible for the quality of guest service and shall:

- a) be polite and courteous;
- b) be clean, tidy and well groomed;
- c) provide service promptly and diligently in accordance with the hotel's procedures;
- d) be identifiable; it is recommended that the staff member's name is displayed on a tag;
- e) avoid making loud noises as much as possible or raised voices during the performance of tasks;
- f) not enter rooms without the authorization of the guest when he/she is in the room;
- g) know how to act in case of emergency;
- h) be aware of the tips policy defined by the hotel management;
- i) be aware of any specific accommodation/arrangements available for guests with any kind of disability.

4.5 Services and facilities for staff

The hotel management shall define the services and facilities offered to staff and conform to the following:

- a) if the hotel management decides that the staff use uniforms, the defined uniforms shall be provided by the hotel;
- b) if staff need to change clothes for their job position, there shall be changing facilities; if needed, the changing facilities should provide separate men's and women's employee locker rooms and vestibule entrances to block sightlines into the locker rooms;
- c) there shall be bathrooms and closets with toilet paper, paper towels or hand dryers, soap or sanitizer, wastepaper baskets and hangers. Solid soap shall be avoided;
- d) if the hotel offers staff transportation, this service shall be covered by an accident insurance;
- e) all staff facilities shall be clean and well maintained.

The hotel should provide the adaptation of the workplace if it employs a person with any kind of disability.

4.6 Subcontracted services

The hotel management shall have a procedure for subcontracting, which shall include details of the obligations of the services being contracted, associated terms and conditions and the rules of engagement of staff. This procedure shall be followed by the responsible staff at the premises and include at least the following:

- a) the hotel shall have a service contract with the subcontractors;
- b) a means of identifying staff who work for a subcontractor should be provided;
- c) if the subcontractor's staff provide a service at the hotel facilities on a frequent basis (e.g. cleaning, maintenance, entertainment activities), the hotel shall inform the subcontractors of the internal rules which could affect them (e.g. uniform, courtesy rules, name tags);

If the hotel has specific facilities (e.g. spa, gymnasium, restaurants) run by a subcontractor, the guests' complaint management procedure should be agreed with the subcontractors concerned.

4.7 Concessionaires

If there are concessions in the hotel premises (e.g. shops, hairdressers, restaurants), the hotel management shall define and document the relationship between both parties (concessionaire and hotel), including rights and duties.

5 Service requirements

5.1 Information and communication

The hotel shall:

- a) provide accurate details of the available services, prices and applicable taxes (if not included in the price) to the guest through different means such as website, advertisement or brochures;
- b) provide to the guest, prior to reservation, details of the different room types, prices, cancellation policy, deposits, pre-payments, accepted payment methods and other relevant information regarding reservations;

- c) identify which of its services are accessible, providing the necessary information when requested by the guest. This information should be communicated through the website;
- d) respond promptly and specifically if there is a possibility of interacting directly with the guest through digital channels;
- e) provide other relevant information for the guest (e.g. smoking policy, pet policy, prevention of sexual exploitation of children).

5.2 Front desk services

5.2.1 General requirements

The hotel entrance and the hotel's name shall be clearly identifiable from outside and the access area shall be clean and illuminated. There shall be adequate levels of lighting for safety and comfort in all public areas, including access to the rooms, light on the stairways and the landing at night.

The space in the reception area shall conform to the following:

- it shall be signposted, as shall access to the rooms and other spaces used to attend guests (e.g. bell stand, cash desk) if they are not easy to identify;
- the different methods of payment shall be clearly displayed;

The following general requirements related to front desk services shall be met:

- a) The front desk staff shall be able to communicate with the guests in at least the local language and in the most relevant languages for the hotel's target market.
- b) The hotel shall define and implement courtesy rules, as well as a protocol for telephone attention (including aspects such as prompt assistance, identification of the hotel and staff on the phone and recover calls).
- c) The front desk staff shall have an in-depth knowledge of the hotel, including the location of all the facilities and services, their accessibility characteristics and, specifically, the characteristics of the rooms.

NOTE ISO 21902¹⁾ can be used in this respect.

- d) The front desk services staff shall be capable of giving information about the destination and arrange services accordingly.
- e) If the hotel offers the currency exchange service, it shall have an authorization (if applicable) and inform the guest about the currency exchange rate. Receipts indicating the type of exchange applied shall be given to the guest.
- f) Messages of congratulations, complaints and suggestions shall be collected and managed for further reference or action. There shall be the possibility to receive complaints in oral and written forms.
- g) The hotel shall have a communication system between the guest and the front desk staff in case the reception is not manned 24 h a day (e.g. in-room/public area telephone system).
- h) Security procedures (e.g. verification of the identity of the guest when making a copy of the key card) shall be addressed by the front desk service.

1) Under preparation. Stage at the time of publication: ISO/DIS 21902:2019.

5.2.2 Reservation service

The hotel shall have a documented procedure which shall include:

- a) instructions on how to attend, register, cancel, guarantee (by, for example, pre-payment, deposit, credit card) and confirm reservations, considering the following:
 - requests for reservations shall be answered within 24 h. Once accepted, they shall be recorded, identifying who made the reservation, the number of rooms and persons, dates, number of nights to be spent and contact details (if available from the reservation partner), as well as the applicable price, methods of payment, earliest and latest arrival time, conditions of early check-in and late check-out if applicable, and possible additional requests such as transfers;
 - the acceptance of the reservation, as well as any change, shall be registered and communicated in writing to the guest when there is enough time between the booking and arrival;
 - the hotel shall define and communicate to the guests the first possible check-in time, which should not be later than 2:00 pm.
- b) the analysis of the forecast of reservations and actions (e.g. promotions and offers, closing sales), including:
 - a control of the level of expected occupation to avoid overbooking. There shall be a system which defines how to act in these situations, offering the guest a service of equal or higher quality and with the least possible disturbance. Compensation should also be defined, if applicable;
 - allocation of rooms in line with the system defined by the hotel, considering the allocation of specific rooms (e.g. returning guests, requests for specific rooms, facilities for guests with disabilities).
- c) the access by front desk staff to the information on occupancy forecast, list of arrivals, assignments and the breakfast list;
- d) dealing with special cases (e.g. groups, waiting list, no shows) or guests' requirements (e.g. bedding type, early check-in, baby cribs).

As far as possible, the hotel should have a historical file of guests that may be used for the allocation of rooms or for the personalization of the services, taking legal requirements on national data protection into consideration.

5.2.3 Check-in service

The following requirements shall be met:

- a) the check-in service staff shall give priority to direct guest contact over other reception duties;
- b) check-in shall be as quick as possible. The following information shall be communicated to the guest:
 - how to locate his/her room and the most relevant facilities;
 - unusual circumstances (e.g. works, limitations in timetables or services);
 - additional services and prices (except for confidential rates) upon request;
 - the latest possible check-out time, which should not be earlier than 12:00 pm;
 - the appropriate indications and the conditions of use if a parking service is offered.
- c) the hotel shall register guests upon arrival;

NOTE Some form of identification document, such as ID, passport or driving license, can be required in some countries.