

## General principles



The Hotels that are associated with Consorzio Piccoli Alberghi di Qualità (Consortium of Small Quality Hotels) must underwrite a Statute and a set of Rules with which they agree to adhere to the philosophy and the welcoming hospitality spirit through the personalisation of services and a respect for quality (that are set out in the Rules).

The Aim of the Consortium is also to **highlight the culture of the area** by communicating values and by enhancing top quality products like the local ones, as well as the art, nature and traditions.

### Summary of the membership protocol:

- **Enhancement of the local area** through the use of its **typical local products**.
- Paying utmost attention to the gastronomic aspects when making dishes and when choosing quality ingredients,
- Providing correct information on the portal of the Consortium and on one's website, to guarantee and protect the promotional and marketing information,
- Employing suppliers who have been checked to ensure their correctness and the quality of their products and services, and who have been sought and found by the members themselves in order to maintain the best quality to price ratio,
- Employing technology linked to the Web and Social Media Marketing,
- Development of a core spirit and working on common projects together,
- Training courses for the staff in order to ensure professional competence

### WHAT IS QUALITY CERTIFICATION

**The Consortium is certified ISO 9001** for the services it provides to its Members and to external Clients, maintaining standards of quality that are verified annually by a Body that is in charge of issuing a certificate that is valid for a year. The Hotels become "Quality Partner Hotels".

**MISSION**



The **Piccoli Alberghi di Qualità (Small Quality Hotels)** are 1 to 4 star hotels that have no more than 40 rooms, so they are of a **small size** and they are mostly **family run**.

All the hotels afford a **special atmosphere**, with warm, familiar environments that are usually personalised by the "**Azdora**" **the lady owner of the hotel** and they offer a quality of service that is not linked to the number of hotel stars.

The atmosphere is that of a place of meeting: this is where an **exchange of ideas and values** between the guests and the hosts takes place.

**The hotel owners communicate** to the guests, through their personal way of running the business, **their own philosophy, roots and traditions**, as well as the **culture of the local area** and of the community they belong to.

The **quality of the Small Hotels** is made up of many factors, but the most important one is the human aspect that turns each service into something more, from the **recipes** to the **comfort of the rooms**, taking time out to listen and give advice on **what to do in the evening**, where to go when it is cloudy, and **where to go shopping**.

**Human relationships are fundamental**, not just between the hotel owners and their guests, but also between the hotel owners themselves, who take part with a **spirit of friendship and collaboration** in the life of the consortium through meetings, training, workshops etc.

The **success of this formula** has been confirmed by the **loyalty** with which for decades people have been choosing, and continue to choose these hotels for their holidays.