



1st MEETING OF THE COMCEC TOURISM WORKING GROUP



HOTEL UPGRADING PROGRAM

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April 25th, 2013, Ankara

A New Trend in Sustainable Tourism Development:
Community Based Tourism in the COMCEC Region



II. PRESENTATION OF HUP

INTERVENTION PLAN

I. HUP Background

II. Presentation of HUP

III. Achievements of HUP



I. HUP BACKGROUND

TUNISIE, TOUS LES RÊVES POSSIBLES.
BIENVENUE À DJERBA.



Tunisie
www.bonjour-tunisie.com

TUNISIE, TOUS LES RÊVES POSSIBLES.
BIENVENUE À MAHDIA.



Colisée d'El Jem.

Tunisie
www.bonjour-tunisie.com

TUNISIE, TOUS LES RÊVES POSSIBLES.
BIENVENUE À TUNIS.



Village et port de plaisance de Sidi Bou Said.

Tunisie
www.bonjour-tunisie.com

TUNISIE, TOUS LES RÊVES POSSIBLES.
BIENVENUE À TABARKA.



Tunisie
www.bonjour-tunisie.com

Tunisia counts **856** hotels with a lodging capacity of **241,000** of beds, this hotel infrastructure is supported by **747** travel agencies, **386** touristic restaurants, **10** golf courses, **7** marinas,...

Tourism : a key sector of Tunisian economy

- Tourism is a pillar of Tunisia's economy, contributing up to **5%** of GDP and directly or indirectly employing nearly **400,000** people
- Current income from this sector totaled nearly **2 billion dollars** and cover about **56%** of the national trade deficit
- **7 millions** visitors and more than **38 millions** hotel overnight stays
- European market with more than **85%** of overnight stays and **83%** of client receipts

The new strategy for new ambitions

- The Tunisian tourist industry is now at the crossroads. Of course, the tourist destination of Tunisia achieves good performance after a difficult period. But competition in the Mediterranean continues to strengthen and further more distant destinations have conquered significant market share
- It is in this context that the Government has decided to implement a strategy of tourism development based mainly on the Hotel Upgrading Program (HUP)



II. PRESENTATION OF HUP



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Le PMNH : un engagement, une conviction

Le Programme de Mise à Niveau des établissements Hôteliers (PMNH) est une initiative de l'Etat pour améliorer la qualité des services, augmenter le rendement de l'entreprise hôtelière et renforcer sa compétitivité et sa capacité à résister aux aléas extérieurs afin de consolider le positionnement du secteur touristique à l'échelle mondiale.

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- › [Cahier des charges de l'étude](#)
- › [Fiche d'adhésion au PMNH](#)
- › [Fiche actions PMNH](#)
- › [Fiche de candidature AIP](#)
- › [Fiche actions AIP](#)

“HUP is a state initiative to improve the quality of services, increase the efficiency of the hotel business and strengthen its competitiveness and its ability to withstand external hazards to consolidate the positioning of tourism worldwide”

HUP objectives

Objectives

- Improvement of the competitiveness and the profitability of the hotel sector
- Re-enforce the capacity of resisting the external risks and boosting the development in terms of financial results, receipts in foreign currencies and job creation
- Help in emerging a new model of development based on demand
- Diversifying the product and re-qualifying the existing offer
- Quality should be guaranteed in all the sectors related to the touristic product
- A commercialization adapted to the diverse segments of the market using appropriate channels

Strategic axes of HUP

Strategic Axes

1. Human Resources Development
2. Development of ICT
3. Protection of the environment
4. Saving energy and water
5. Total Quality
6. Financial restructuring
7. Implementation of business intelligence tools

Institutional framework of HUP

Steering committee

- Examines the upgrading programs of hotels taking into consideration the granted bonuses
- Counts 15 members who represent respectively the Administration, the professional organizations and the financial institutions

Tourism Upgrading Office

- Responsible for the management of HUP
- Consists of 2 units:
 - Unit of admissibility of upgrading records and unlock rewards
 - Unit of technical evaluation, economic and financial upgrading projects

Instruments of HUP

Upgrading

Upgrading has several components:

- A "diagnosis / upgrading plan" mission which purpose is to position the hotel in its internal and external environment, to identify its strengths and weaknesses and to extricate the actions to be taken in order to improve its performance and enhance its competitiveness
- An investment subsidy to encourage hoteliers to upgrade their institutions on the one hand and to appeal, on the other hand, to the expertise and consult to help them to implement the necessary actions (intangible component of the investment)
- An enhanced credit line of 50 million € granted to the State available to Tunisian banks in order to refinance upgrading plans represented by hotels (tangible and intangible investments)

Immaterial Priorities Actions (IPA)

IPA mechanism can respond 3 concerns within HUP:

- Failure of intangible investment: in particular because of a little incentive bonus system for intangible investments
- Length of procedure: hotels can take action and receive intangible rewards, without going through the process of obtaining the agreement at first, and validation plan upgrade in a second stage
- The difficulty of mobilizing investment financing scheme upgrade: hotels have the opportunity to present intangible actions without an investment plan with a scheme of financing approved by the bank



Immaterial Priorities actions (IPA)

Intangible actions have been prioritized and which could have a direct positive impact on improving the performance of hotel companies. These actions are immaterial priority articulated around three strategic areas:

- I. Quality Plan: implementation and certification of quality systems and labels, setting up a system for assessing satisfaction, security and hydraulic audit,...
- II. Development of organizational device and Human Resources: Development of human resources management and performance improvement, development of organizational device, ERP software and hotel management
- III. Development of the Marketing, Promotion & Communication function: Implementation of a Marketing commercial Action Plan, exploration and survey of new markets, webmarketing and webcommunication, building communication activities and advertising.

III. ACHIEVEMENTS OF HUP



After more than 7 years of existence, the HUP has created a dynamic investment in the Tunisian hotel and contributed to the development of tourism in deprived and marginalized areas

Global results

HUP has created a modernization and upgrading of hotels dynamic through:

- Creating a dynamic investment in the Tunisian hotel through the mobilization of a total budget of over € 200 million for the modernization of 107 hotels
- The modernization of the infrastructure of a sample of hotels representing nearly 25% of the total capacity available nationwide and more than 29% of total overnights
- Taking measurement plans upgrade that revolved primarily around major themes: the policies of differentiation, enrichment and diversification, development of device managerial and organizational skills development and expertise of staff, financial restructuring, implementation of quality plans
- Awareness professionals need to address the shortcomings identified by the diagnostics in the various aspects of hotel management: organization, marketing, human resources, quality, information systems,...
- Contributed to the development of tourism in deprived and marginalized areas

Specific results

- Implementing ISO 9001, quality management system in 69 hotels
- Implementing ISO 14001, environmental management system in 50 hotels
- Implementing ISO 22000, food safety management system in 82 hotels
- Energetic audit and hydraulic audit respectively in 46 and 11 hotels
- Implementing Yield management system in 19 hotels
- Developing webmarketing in 86 hotels

Repositioning marketing

Seasonnality

- Develop and promote new products: wellness, MICE , culture, golf, adventure, sports, leisure,...
- Develop the senior market in winter
- Focus on specialized agencies for the winter markets

Dependance on TO

- Develop webmarketing and webcommunication
- Develop the website, increase its ranking and integrate the ebooking
- Diversify partnerships
- Communicate and market on Web 2.0

Succes stories

- ENVOI
- CHAMBRES & SUITES
- LE SPA
- GASTRONOMIE
- AVANTURE & DECOUVERTE
- TARIFS & RESERVATION
- AUTRES SERVICES
- DECORER LA SEMAINE



Where we are

> Location

The renowned hotel - Sabil Alaharaj Beach Golf & Spa is located in an 11 acres park, between gardens & olive trees, directly on the beach and bordering a magnificent 36-hole El Kantara's Golf Course. The hotel has won in 1963 Agha Khan Architecture prize. Its neo-Moorish style inevitably brings back recollection of eternal Andalusia (charm and tradition merge with space and comfort).

- 20 minutes away from Sidi-Monastir International Airport (27 km / 16.7 Miles)
- 30 minutes away from The new Erbilha International airport (45 km / 27.9 Miles)
- 100 km away from Tunis - Carthage International airport (120 km / 74.16 Miles)
- 8 km from Sousse City Centre (5.12 miles)
- 15 minutes within walking distance from El Kantara harbor.
- 5 minutes within walking distance from El Kantara Golf course (300 m / 0.186 miles)

Book your stay

BOOK your stay with your desired room type, date arrival and the number of nights you wish to book.



WELCOME TO TUNISIA

