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Mr. Jacob Holmblad
ISO TMB Board Chairman

For the Members of ISO TMB
ISO Central Secretariat
1 rue de Varembe, case postale 56
CH 1211 Geneva

CC:
Mr. Rob Steele, Secretary General, ISO
Mr. Michael A. Smith, TMB Secretary, ISO
Ms. Sophie Clivio, Technical Group Manager, ISO

Ms. Elena Ordozgoiti, AENOR
Mr. Mohamed Abdelkefi, INNORPI
Secretariat of ISO TC 228

Brussels, 14 June 2010

Dear Sir, dear Madam,

RE: Business Plan and scope of ISO TC 228 “Tourism and related services”

We would like to express the concerns of HOTREC* about possible developments in relation to the field of work of TC 228. The issue of scope (i.e. inclusion / exclusion of accommodation and catering services) was addressed, once again, at the 5th plenary meeting of TC 228, which took place in Brazil on 23 April 2010.

On that occasion, Ms. Clivio of the ISO Central Secretariat expressed the view that the limitation introduced by the ISO TMB Resolution 14/2007, requesting that “*the initial Business Plan covering the period to 2010 comprises only those work items where there is a known support amongst the stakeholders*”, would no longer apply after 2010.

*HOTREC represents the hotel, restaurant and café industry at European level. It counts 1.7 million businesses, with almost 92% of them being micro enterprises employing less than 10 people. The micro and small enterprises (having less than 50 employees) represent more than 99,5% of businesses and make up some 62% of value added. The industry provides some 9,5 million jobs in the EU alone. HOTREC brings together 40 National Associations representing the interest of the industry in 24 different European countries.

This implies that New Work Item Proposals in relation to accommodation and catering services could soon be circulated for ballot, without waiting for the revision of the current Business Plan adopted in September 2007. HOTREC can not accept this approach. “*The initial Business Plan*” was intended to cover “*the period to 2010*”; therefore a new Business Plan is now needed, before considering standardisation activities in “controversial” areas.

As advocated since the setting up of TC 228, HOTREC is of the opinion that accommodation and catering services should be excluded from the scope, taking into account the total lack of support of the main stakeholders representing the sector (see statements by Liaison organisations annexed to the TC 228 [Business Plan](#)).

The Business Plan of 2007, itself, states in section 2.1.6. “*Concerns and perceptions of stakeholders*” that TC 228 will not address standards development without the express support of the industries concerned:

“Deep misgivings have been expressed by many NSBs and liaison bodies regarding the scope of ISO TC 228 to standardise in certain areas. The reservations are wide ranging but specifically concern the development of standards for accommodation, catering, travel agents and tour operators.

ISO TC 228 acknowledges these concerns and will not address standards development in these areas without the express support of the industries concerned.

...

ISO TC 228 will therefore seek to avoid controversial fields of tourism such as the classification of accommodation and catering and concentrate on areas where there is support and consensus for development”.

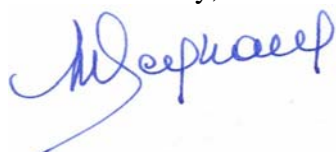
A broad commitment and unequivocal support from the industry concerned is indeed essential for the development of globally relevant and widely used standards.

Finally, we take the opportunity to thank the ISO TMB for the initiative “Market Relevance Task Force” (MRTF) and for having selected TC 228 to pilot test the MRTF recommendations. HOTREC welcomes this positive initiative. However, we regret that some of the recommendations in the TMB letter (ISO TC 228 N265) are not properly reflected in the ISO “Member Body Proposal Form” (ISO TC 228 N267). We miss in particular references to the following recommendations:

- *“ISO member bodies... conduct appropriate consultation with relevant stakeholders on such proposals.*
- *The approval of proposals for new work demonstrates substantial support and adequate committed participation”.*

We hope that you will take our remarks into consideration and we are looking forward to hearing from you.

Yours sincerely,



Marguerite Sequaris
CEO of HOTREC