



## Hospitality Europe Business Newsletter - Issue N°12 - 20 July 2017

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## DIGITAL ISSUES

### Interview with Kay Schwabedal, CEO HoReCa Digital, METRO Wholesale & Food Specialist AG



METRO Wholesale & Food Specialist AG

With a diverse background in Business System Innovation and Technology, Kay Schwabedal leads METRO's initiative supporting the digitization of the hospitality industry, including the METRO accelerators, investment activities and startup sales support. He has previously held various positions in IT, telecommunications, FMCG and consulting including CCO at E-PLUS, COO at Vodafone Arcor and CEO at Computacenter AG as well as various positions at McKinsey & Company and Procter & Gamble. A Harvard Business School graduate, Mr. Schwabedal is an experienced board member, avid investor and mentor.



**METRO Wholesale & Food Specialist AG has established a subsidiary focused on digitalization of the hospitality industry, and is investing into hospitality tech. What is the purpose?**

Customers of restaurants and hotels have had consistent expectations when it came to their experience for quite a while. Hospitality industry operated in the same way for dozens of years and there had been no pressure to change. Recently, however, customer behavior and expectations changed. The hospitality industry is experiencing an increase in pressure to become more efficient, high-tech, integrated, customized, and innovative. Since independent hospitality businesses are one of the main customer groups of METRO, it was a natural move for the company to support its customers in facing the challenges of digitalization.

We believe that technology can bring various advantages to the industry, both in front of house and back of house operations, it helps support the business owner in addressing such issues as profitability management, supply chain efficiency, personal planning, customer satisfaction, etc. All these are critical areas that ensure the survival and successful

operations of an independent business owner.

**Hospitality industry is known for being traditional in many ways. How do you overcome this when introducing new digital innovations?**

It is important to view digitalization as a process, and not as a change that can be done overnight. While it is true that, the more we educate hospitality business owners about innovation and digital the more enthusiasm and interest we receive, it remains pivotal to do so in a way that supports their way of operations. We are running pilots and tests both on the product side, as well as in the way that we sell digital solutions to hospitality operators.

We are also able to build on the knowledge of the industry that is coming from our 50+ years of wholesale operations. For example, we offer a unique product – web-site builder designed specifically for the hospitality business owner. One can build a web-page for his bar or restaurant in less than 5 minutes online following a simple process that fits the business reality. We are fully aware that independent restaurant owners have no time and very often little interest in complicated tech solutions, so products that we offer are easy to grasp and fast to deploy. Creating flawless customer experience is the only way to overcome technology adoption resistance.

**Where do you see the hospitality industry in the next 4-5 years? What role will you play in its development?**

Digitalization of hospitality will go further. It will most likely enable the industry both to operate in a qualitatively new efficiency mode, as well as enhance customer experience through wider spread of digital services – be it payment, ordering or loyalty programs. We expect that there will be wider spread and adoption of digital services across independent businesses, as they will discover the benefits. We intend to continue supporting this trend by partnering with hospitality tech startups and developing our own solutions in-house.

## SOCIAL AFFAIRS

### 6th Edition of the Campaign to Fight Child Malnutrition



For the sixth consecutive year, the International Humanitarian Organisation Action Against Hunger, FEHR and Mocay Café of Calidad Pascual have developed, during June 2017, the campaign "Operación Café" – "Operation Coffee", in order to raise funds to fight against hunger.



Nearly 600 cafes took part in the initiative, donating 10 cents for each coffee served in the establishments in this period of time. In 2016, "Operación Café" obtained 37,700 €. Furthermore, customers can also show their solidarity by making a donation of €1,20 by sending an SMS with the word 'Cafe' to the telephone number 28010. All customers contribute to the campaign, as the money raised will be directly applied to the fight against child malnutrition. A search engine on the website of Operation Café ([www.operacioncafe.org](http://www.operacioncafe.org)) allows to locate the attached coffee shops so that anyone can choose during the month of June where they will drink their daily coffee and thus contribute to this solidarity campaign. In order to inform its clients of their participation in "Operation Café" and to encourage them to collaborate, Action Against Hunger provides the registered premises with distinctive material that identifies them as collaborating coffee shops.

## EDUCATION & TRAINING

### New Vocational Education and Training in Slovakia for 2020



The Slovak Association of Hotels and Restaurants in cooperation with the Slovak Tourism Association is starting a new project funded by the Ministry of Education. The main goal of the project is to adjust the entire vocational education system to reflect the recent and future needs of employers and of the labour market, which face changes in demand and technology



This project is going to include all parts of the educational system where vocational education and training are involved. Newly appointed team of experts, nominated by governmental bodies and by employers, will analyse the current situation, whereof it is expected that major changes are going to be implemented, such as:

- selected specialisations will be joined into more general and complex specialisations;
- analysis of the structure of the vocational courses with the aim to identify those courses, which are relevant for the future needs of the labour market and those that are not;
- analysis and proposals regarding changes to the vocational curriculum, which are in line with the needs of employers.

This will result in the most important change in the vocational education and training system since 1989. Within this change, the most significant aim is to implement the present and future needs of the labour market and employers into the school system (focused at high school level).

The team of experts is going to create new standards for high school education - with the use of knowledge from the Vocational Education and Training (VET) program as well as from other EU country programs and experiences. The Slovak Association of Hotels and Restaurants would welcome any suggestions or materials related to the vocational education and training issue from other HOTREC members.

## Vocational skills competition 'Young Master 2017' (Noor Meister 2017)



Young Master is an Estonian national vocational skills competition covering skills competitions in many different fields. This year the competition took place on 4-5th May in Tallinn and counted with 400 participants in thirty-one different specialities (e.g: IT-services, building, hospitality, hairstyling, logistics, web-development etc.).



The purpose of the event is to promote and popularize vocational training and offer young people possibilities to compare their skills. EHRL's General Manager, Mrs. Maarika Liivamägi, was in the jury of the 'Hospitality Service Person' competition. The event is becoming more and more popular among participants and visitors with more than 10 000 visits during the two-day event.

## INNOVATION & TECHNOLOGY

### Hotel of the Future



In May the fifth edition of the book 'Hotel der Zukunft – Trend Guide Schlafen' (Hotel of the Future – trendguide sleeping) was presented in Vienna. Sleep – the hotel's core product – is an important issue in times of digitalisation and being online 24/7.



The book authors Harry Gatterer and Christiane Varga from the 'Zukunftsinstitut Austria' (institute of the future of Austria) highlight interesting scientific and cultural aspects and enlist application-oriented examples on how to improve the guests' sleep. <http://www.hotelderzukunft.at/handbuch-hotel-der-zukunft.php>



## Hotline and blitz audit ready for you!



THE CZECH ASSOCIATION<sup>®</sup>  
OF HOTELS  
AND RESTAURANTS

In response to the continuously broadening obligations that affect the hospitality segment, AHR – the Czech Association of Hotels and Restaurants, in co-operation with the company UNICONCONSULTING, have prepared a toll-free helpline and a blitz audit opportunity exclusively for the AHR members.



The aim of this service is to help members navigate through the changing areas of hygiene, food safety, life and health safety, fire safety, disinfection, sanitation, etc. These obligations are typically enforced by SZPI (CAFIA - Czech Agriculture and Food Inspection Authority), COI (CTIA – Czech Trade Inspection Authority), State Veterinary Administration or by the various public health enforcement bodies.

In this context, a help **HOTLINE** has been established for the AHR members, through which the specialists providing services to the AHR members will help members resolve their crisis situations – e.g. inspections and competencies of the enforcement bodies, with suitable arguments. This service is provided free of charge and is available 7 days a week. In order for AHR members to have the necessary contact details always at hand, AHR has prepared a self-adhesive sticker to be displayed in the kitchens, which contains the phone numbers of the UNICONCONSULTING specialists.

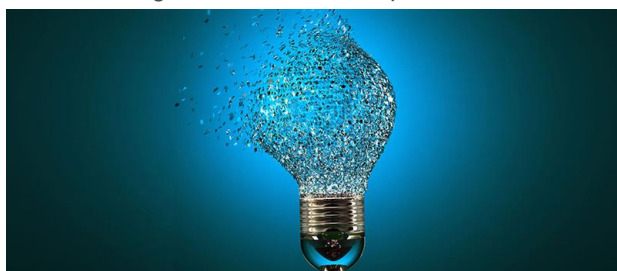
In addition, AHR is offering a **BLITZ AUDIT** – a half-day tour through the legislation coupled with a consultancy service and a plan designed to eliminate the problems potentially not conformable with the existing legislation which might otherwise be viewed as hazards by the government inspectors. The price of the audit is CZK 4,000. Having completed the audit, the restaurant will obtain a "Safe Restaurant" certificate.

For more information, please contact AHR Secretariat.

## Young Hotelier Award



The 14th Young Hotelier Award took place in April in Vienna. A total of 18 candidates presented their ideas on three different categories under the competition:



- High Tech versus High Touch: where can/should technology replace personal interaction, how much personal interaction are customers prepared to give up for technological innovation?

- Attracting and retaining the best available human talent is more essential to Vienna's hotels than ever: how can hotels tap into non-traditional pools to attract new talent and why should they do so? Can the problem of shortage of skilled staff and high level of staff turnover be alleviated via managing diversity?

How can the city of Vienna better manage tourist flows to avoid adverse effects on the destination? which tools do you deem suitable for a Marketing Organisation such as the Vienna Tourist Board?

The assessment criteria include the substantive implementation and presentation skills, communication and the study method used. The competition exclusively addresses all hotels belonging to the General Manager Council Vienna and any other 5-star classified hotel in Austria. The Young Hotelier Award is an initiative of the General Manager Council Vienna.

<http://www.younghotelier.at/startseite.html#.WS0-FmyweHk>

## LOBBYING

### City-tax in Freiburg: short term accommodation rental platforms must provide information to the city authorities



For the purpose of identifying potential borrowers of the city-accommodation-tax, the City of Freiburg is allowed to request information about the landlord registered in STR-platforms like Airbnb, if the description of the rented properties, the full name and the address of the landlord or of the rented property is not apparent.



This has ruled the Administrative Court of Freiburg in a judgment (5<sup>th</sup> April 2017 - 4 K 3505/16). The verdict is not yet legally binding. In its judgment, the Administrative Court allowed the appeal.

### Bavaria wants to prevent misuse of living space by applying stricter law



Bavaria is pushing forward the fight against short term rental platforms such as Airbnb and medical tourism specialists. The Bavarian Parliament (Landtag) has considerably tightened an existing law and significantly increased all the fines.



In the future, the misuse of living space will be punished with a fine of up to 500.000 €. A misuse of living space is present, if more than 50 percent of the living space is used for commercial and professional purposes or if the apartment is rented as tourist accommodation for more than **eight weeks** a year.

## GNI-Synhorcat on the way to legal proceedings against shadow restaurants



During 2017, 12000 offers of shadow restaurants in online platforms have been spotted in France (8000 of which are offers done in Paris).



The French law does not allow for this kind of commercial business inside the home place, as they can't be controlled. Sadly, online platforms make use of European jurisprudence to be considered only as web hosts without any liability. After warning French authorities to this public health problem without reaching outstanding results, the GNI-Synhorcat have selected a legal officer who will be in charge of listing all breaches of rules that shadow restaurants could potentially do. On this basis, the GNI-Synhorcat will consider the possibility of starting legal proceedings.

## Slovenia becomes the 17th Member of Hotelstars Union



At the latest meeting of the Hotelstars Union, on the occasion of the General Assembly of HOTREC in Tallinn, the Hotelstars Union was pleased to welcome a new Member.



Indeed Slovenia joined the group, and Hotelstars will count with one more European country which will commit itself to the implementation of the harmonised classification system which will be introduced mandatorily for every Slovenian Hotel this year.

<https://www.hotelstars.eu/news/news-detail/hotelstars-union-welcomes-slovenia-as-its-newest-member-1/>

## Law on short term rentals approved in Italy!



On 16th June 2017, the Italian Parliament has finally approved the new law on short-term rentals.

In a nutshell, the key points of the new framework are:

- short-term rentals (up to 30 days) are subject to a 21% flat tax;
- short-term rentals are also subject to the bed tax, according with the rules of each city;
- if the client pays through an intermediary, the intermediary is obliged to



collect the 21% flat tax and the bed tax (this rule involves all kind of intermediaries: platforms and real estate brokers, online and offline);

- the intermediaries must also communicate to the Tax Agency the data concerning the short-term rentals transactions (the data must be sent also in the case that the intermediary doesn't collect the money).

The new Law is already in force, with effect from 1st June 2017.

## Judgement of the Spanish Supreme Court on sharing economy platforms – no more in the shadow!



The relation of the Barcelona City Council with Airbnb has been tense for many months, due to the null predisposition of the platform to comply with the legislation of the Generalitat de Catalunya (regional government) which obliges the platforms to indicate the tourist registration number, and to withdraw all the accommodations that do not have this license number.



This obligation has been appealed by Homeaway. The appeal has been rejected in the first instance by the High Court of Justice of Catalonia and the Spanish Supreme Court ratified the judgment on 19th May 2017. This recent judgment of the Spanish Supreme Court generates an excellent legal precedent. Now the rest of Spanish regions can legislate in this matter.

In parallel with this important judgement, the issue of sublease of apartments has "exploded" in Barcelona. An owner of a flat in the Barcelona's seafront quarter Barceloneta, an area with a very serious history of annoyances with

tourist flats and repeated demonstrations, has been forced to rent her own apartment from Airbnb to regain the control over the apartment, since the tenant after renting the flat to live in it, had put the flat for tourist rental in Airbnb with a monthly profit of €8,000.

This case has had a huge media impact. The case has brought out other victims of the same Airbnb's host, and the council has made public that there are more than 300 cases of unauthorized sublease of apartments for tourist accommodation. This implies the aggravating fact that it is the owner of the apartment who is responsible in the first instance for the fines that are generated. As a result of recent events, the Barcelona city council has activated the fine of €600,000 to Airbnb which was announced last October 2016.



# MARKETING & COMMUNICATION

A passion for business owners



METRO Wholesale & Food Specialist AG

Whether at a trendy café, the corner kiosk or a local bed and breakfast, independent small business owners provide indispensable services to millions of customers every day. With their devotion to their trades, they enrich the economic and social life of cities, urban districts and villages.



METRO Cash & Carry has instituted a special day to honour their initiative: in celebration of the first international Own Business Day on 11 October 2016, the 25 METRO Cash & Carry countries invited independent business owners to present unique offerings to customers and guests. METRO Cash & Carry itself showed great dedication by implementing a platform for the campaign in the run-up to the event, through which it helped participants promote their actions and specials. For example, the wholesaler called on all of its employees to shoot "ownies" – selfies with the participating business owners – and share these with friends on social media. In Bulgaria, France, India, Italy, Croatia, Austria, Romania and Spain, METRO Cash & Carry added memorable highlights, transforming central plazas of major metropolises for the day with floating kiosks and pop-up restaurants, all under the Own Business Day banner. The multifaceted operation paid off as around

20,000 business owners worldwide delighted their guests with creative offerings – from two-for-one restaurant vouchers to free haircuts and even pub concerts.

Own Business Day will now become an annual fixture on the calendar of millions of independent business owners around the world. On the 2nd Tuesday of each October, we celebrate dedicated business owners by giving them an extra strong selling day. In the run-up days we use all METRO Cash & Carry capacities to promote our customers, to assure their recognition and truly fulfil our purpose as Champions for Independent Business. The Own Business Day aims at drawing the attention to a great number of small businesses who will launch special offers for the public.

In preparation for the event, METRO will provide participating business owners with comprehensive support. The online platform at [www.own-business-day.com](http://www.own-business-day.com) features the most up-to-date information and a growing number of special offers made available by the participating business owners for the local public. Customized marketing support measures vary



from country to country to benefit the participants. In some countries, for example, registered business owners will be able to order merchandising material free of charge, provided by the local METRO subsidiaries, to support their own marketing activities. In others, participants will even have access to regular updates on special deals, workshops and promotion material, including supplier and media cooperation.

## Promotion at World Bridge Tourism and ITB 2017 Shanghai China



In May 2017, China hosted its first World Bridge Tourism (WBT) and ITB travel fair, in Shanghai. Year 2018, is announced to be EU-China Tourism Year and this initiative provides "a unique opportunity to increase visitors' flows and investments on both sides".



EHRL participated in the events, attended the conference, participated in B2B-meetings and was part of the ITB fair. This was the opportunity for EHRL to introduce Estonia as a new travel destination and to promote member hotels and restaurants for Chinese tourism representatives. During half of the meetings EHRL was interested to hear that Chinese locals had already visited northern Europe, including Estonia and would like to come back soon. The other half, was looking for new destinations for second and third-time travellers and in lot of cases Estonia caught their attention.

## Horeca Vlaanderen alerts smoking customers on their responsibilities!



Horeca Vlaanderen launched an awareness raising campaign to alert customers on the possibility of being fined when caught smoking in a bar or restaurant. The customer should know he risks a fine when he breaks the law, and as a final result maybe his favourite bar will have to close.



At the same time, Horeca Vlaanderen calls upon the inspection authorities to perform thorough and consistent inspections.

When caught breaking the no-smoking law, entrepreneurs also risk fines that can go from 500€ until a temporary closing of the business. The client can be fined for a minimum of 200€. There are examples of situations where entrepreneurs have taken all possible measures to ensure costumers respect the rules. If the inspection spots a cigarette butt on the floor, the 'guilty' owner of the business is often dealt with harshly. Horeca Vlaanderen pleads for leniency in those cases and asks to punish the real guilty.

Horeca Vlaanderen distributed 6.000 posters in Dutch, and offers entrepreneurs to download them in French, English and German.

## Belgian Beer Culture recognised by UNESCO!



In November 2016, the Belgian Beer culture was officially recognised by UNESCO as Intangible Cultural Heritage. And of course, there is no better place to experience the typical beer culture then in the hospitality sector.



To promote this recognition, Horeca Vlaanderen and the Belgian Brewers developed a 'Fier op ons Bier' ('Proud of our Beer')-package which was directly distributed to more than 1.000 Flemish bars. Moreover, all Belgian hospitality entrepreneurs can freely download it via the website. The package includes posters, a Belgian beer flag, coasters, a certificate and a high-quality metal plate so entrepreneurs can point out to their customers that in their establishment they can socialise and be part of the famous Belgian Beer culture.



## José Luis Yzuel was elected new President of FEHR



José Luis Yzuel was elected President of the Spanish Hospitality Federation (FEHR) by Electoral Assembly held on 21 June 2017. Yzuel replaces José María Rubio, who after twelve years at the helm of FEHR has concluded his career having exhausted the maximum period allowed by FEHR's statutes to held the presidency seat, although he continues his commitment to the hospitality industry, remaining in the new Executive Committee.



José Luis Yzuel is President of the Federation of Entrepreneurs of Hotels and Restaurants of Zaragoza (Horeca) and of the Confederation of Entrepreneurs of Hospitality and Tourism of Aragon, in addition to being a member of the FEHR Executive Committee for the last 12 years. Coming from Sariñena (Huesca) José Luis is an entrepreneur with restaurants in Zaragoza and Madrid, show halls in Zaragoza and banquet halls in the same city. It belongs to the fourth generation of hospitality businessmen. For the next 4 years, he wants to focus his work at the national level on four fundamental points: sectoral defence, labour relations and collective negotiations, training and employment, promotion and gastronomy, as well as greater participation and services to the associations that integrate FEHR.

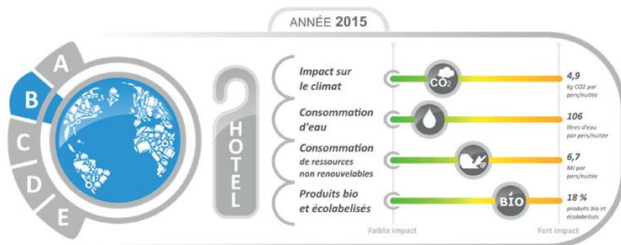
# SUSTAINABILITY

## Environmental posting in hotels

SYNHORCAT

*Syndicat National des Hôteliers  
Restaureurs, Cafetiers et Traiteurs*

Since 2011, the Ministry of Ecology, with the involvement of GNI-Synhorcat, has experimented an environmental posting for touristic accommodations.



The aim is to communicate to consumers the level of the main environmental impacts in the hotel of topics such as the climate impact, water consumption, use of unrenewable resources and use of bio or eco-certified products. For the hotel, there are many benefits, for example, to limit their environmental impacts, to reduce the costs of working and to promote their eco-friendly commitment. Thanks to this process hotels could more easily obtain the European eco-label.

## The TafelBox – use the new take away box!



The TafelBox is a take-away box (made from bioplastic) for catering buffets, in restaurants, designed for guests to take away the left over from the buffet or from their plates. It is a take away that has a social meaning too, as 20 cent from each box are donated to the Austrian foodbanks and hence help foodbanks to perform their daily work. Partners of the TafelBox are the Austrian C&C market "Kastner", the ministry of environment, the WKO (chamber of commerce) Gastronomy and WKO (chamber of commerce) Hotels as well as the initiative "United against waste".



Do something good with the TafelBox. It's as easy as this:

Take some leftover food in the TafelBox with you!;  
Enjoy the delicious food at home, at work or wherever you are;  
For every TafelBox used, the "Austrian Tafeln" receives 20 cents.  
With 1€ they can take care of 10 people in need with saved food products.

Important information: You are packing up the leftover food yourself to consume at your earliest convenience – you are taking it with you at your own risk you and are assuming liability by doing so. The TafelBox is food safe and biologically degradable. Do not heat over 50°C. Not suitable for the microwave.

A project initiated by the "Wiener Tafel".



## EVENTS & TRADE SHOWS

### Estonian Hotel and Restaurant Association (EHRL) 25th anniversary



EHRL's General Assembly and 25th anniversary took place on 2nd of March 2017, and counted with over 120 participants. The General Assembly is an annual event where all EHRL members- hotels, restaurants, affiliated members and schools- come together to discuss the latest news, trends and overall situation in hospitality field.



Among guest speakers the Minister of Economic Affairs and Infrastructure, Mrs. Kadri Simson, emphasized that governments' plans of increasing accommodation VAT from 9% to 14% would have crippled competitiveness in Estonia. Deputy Mayor of Tallinn, Mr. Arvo Sarapuu, presented EHRL with a special gift -Tallinn City honorary coins - as a result of the good cooperation and Mr. Markus Luthe, Chief Executive of German Hotel Association, gave a presentation about best practices concerning 'sharing' economy and online booking platforms.



### HOTREC General Assembly, 27-28th April, Tallinn Estonia



Estonian Hotel and Restaurant Association hosted its first HOTREC's General Assembly, in Tallinn, on 27-28th April. EHRA was very proud to organise such an important event in Estonia, which gathered more than 100 European hotel organization's high representatives



As the hosting country will celebrate its 100th anniversary on February 24 2018, and as the celebration period started already in April, EHRL had the opportunity of showing a bit of the country touristic offer and culture to all participants. EHRA transmits their deepest gratitude to HOTREC for the opportunity and support during the preparation and hopes that all participants enjoyed their stay and hopefully will return soon. And, don't forget to keep in your mind the word spread in one of our events: "Terviseks!"



## German Hotel Association (IHA) is the new exclusive partner of INTERGASTRA



The German Hotel Association (IHA) is a new exclusive partner of the trade fair **INTERGASTRA** in Stuttgart. INTERGASTRA is one of the most important international trade fairs in Europe for the gastronomy and hotel industry.



The event takes place on a surface area of 100.000 m<sup>2</sup>, at Messe Stuttgart, and counts with around 1,300 exhibitors. In fact, it is the largest meeting point for the industry in Germany. IHA will be actively involved in the design of the specialised framework program for the large HoReCa trade fair, which takes place on 3<sup>rd</sup> to 7<sup>th</sup> February 2018 in Stuttgart. More information about INTERGASTRA can be found here: [www.messe-stuttgart.de/en/intergasttra/](http://www.messe-stuttgart.de/en/intergasttra/)

## Austrian national championship of apprentices in tourism



Like usual, once a year, apprentices from the nine Austrian federal states compete against each other. Every federal state sends three representatives for the categories of „kitchen“, „service“ and „reception/back office“. The preselection usually occurs through regional championships.



Depending on the results all participants receive either gold/silver/bronze medals or a confirmation of participation. This year a total of 27 gold medals, 37 silver medals and 17 bronze medals were awarded. The national winners can participate in the qualification for Euroskills and Worldskills. For more info visit:

<http://www.lehrlings-staatsmeisterschaften.at/>

© Andreas Kolarik Fotografie

Our champions 2017, from left: Siegfried Egger (President APHA), Vicepresident of the Austrian Economic Chamber Martha Schultz, Magdalena Eschelmüller, Franziska Kullmann, Stefanie Bauernhofer and Mario Pulker (President APRA)

## World Tapa Day



FEHR, in cooperation with its Association Tasting Spain, organised the 6th edition of the World Tapas Day - an international celebration of small dishes that takes place every year on the third Thursday of June. On this occasion, the celebration has been linked with the 4th Centenary of the Plaza Mayor, in Madrid. Therefore, the presentation took place in the incomparable setting of the Royal Hall of the Madrid House Bakery.



The celebrations were held in more than 30 countries in collaboration with 733 restaurants and counted with more than 100 sponsors and partners to commemorate and enjoy the Spanish gastronomy around the world, with a full itinerary which included tastings, cooking demonstrations, and other activities in local markets. This year Rome hosted the celebration of a special event in which a group of Spanish chefs have elaborated some representative tapas of various Spanish regions.

From early June to the end of July more than 800 bars and restaurants of different regions around Spain will be offering tapas at special prices.

Furthermore, the photography competition "Momentos de sabor: saborea tu tapa" - "Moments of flavour: taste your 'tapa'" has been organized again, to portray the moments when clients share the tapas with their families or friends.

This year, Tasting Spain wants to take another step in its tribute to this gastronomic Spain event, by creating the Club of the Tapa's Friends. The mayor of Madrid, Manuela Carmena was the first to join this Club, which has also been incorporating large institutions and personalities from different fields.

## The Spring meeting of hoteliers and HORECA conference 2017



The spring bi-annual meeting of hoteliers from Slovakia has been extraordinary due to the topics discussed and the election of a Board of directors of the Slovak Association of Hotels and Restaurants (ZHRSR).



Mr. Peter Pellegrini, the Deputy Prime Minister of the Slovak Republic for Investments and Informatization, fervently supported and partnered with the ZHRSR as the main theme of the spring conference was **Digital revolution in hotels and restaurants - Hotel Industry 4.0.**

Moreover, the State Secretary of the Ministry of Transport and Construction of the Slovak Republic, which oversees tourism agenda in Slovakia, addressed the attendees at the conference. He informed ZHRSR members and other participants about activities that the ministry is undertaking in order to support tourism sector in Slovakia.

The conference counted with the highest number of participants ever: 304 persons, out of which 102 were exhibitors from 40 companies. The majority of the attendees were members of the ZHRSR.

During the General Assembly, that took place on 16<sup>th</sup> May 2017, just before the start of the Spring meeting a new Board of Directors and a new President of the SAHR have been elected. **The new President of the ZHRSR is Tomáš Ondrčka**, general manager of Hotel Devín\*\*\*\*.