

## PROJECT SUMMARY

**Project title:** RE-EVALUATION OF HOTEL ESTABLISHMENT ACCORDING TO EXISTING HOTEL CLASSIFICATION SCHEME

**Country:** BAHRAIN

**Region:** MIDDLE EAST

**Current status:**  Ongoing  Concluded

**Duration (est./)dates:** August 2009 – September 2009

**Category:**  Tech. Cooperation  MDG-F

**Partner entities:** Ministry of Culture and Information of the Kingdom of Bahrain

**Main project objectives:**

The Ministry of Culture and Information of the Government of Bahrain have been working in partnership for the development of a new hotel classification system for the country to develop improved quality standards, benchmarks and strengthened assessment procedures in line with international standards. The project was launched to undertake a detailed evaluation of each of the 31 hotels according to the existing classification scheme. An approximate of 30 hotels have applied to upgrade their classification from 2 to 3 stars. The Ministry carried out a survey in June 2009 to determine which of these hotels would meet the criteria to receive an upgrade status. In view of these findings, the Ministry sought to further evaluate and validate the results of the initial survey through the technical assistance of UNWTO, through conducting a programme of assessments according to the existing classification system.

**Project focus (Choose all applicable):**

- Policy Planning & Economic Development**
  - Tourism Policy/Master Plans & Strategic Development Plans
  - Legislation & Regulation
  - Physical Planning/Infrastructure/Resort Development
  - Institutional Strengthening & Public-Private Partnerships
  - Economic Impact/Value Chain Analysis & Local Development
- Human Resource Development**
  - Manpower Planning
  - Capacity Building Programmes/Hospitality Skills & Tourism Business Development
- Statistics**
  - Statistical Strengthening
  - Development of Tourism Satellite Account (TSA)
- Quality Standards**
  - Hotel Classification
  - Destination Quality Performance
- Product Development, Marketing and Promotion**
  - Marketing & Promotion Planning
  - Product Development & Diversification

**Main project outputs/deliverables:**

UNWTO provided a detailed report to the Ministry on the evaluations of each hotel and its recommendation for upgrade, if applicable. An implantation strategy for conducting assessments included the assessment procedures to be applied when carrying out individual assessments of establishments (i.e. length of visit, communication with hotel proprietors, accompanying officials, day/overnight visits, announced/unannounced visits) and the layout and criteria of assessment forms to be used by the consultant. Based on the discussions and findings, and in collaboration with officials from the Tourism Sector, Ministry of Culture and Information, a suitable schedule of assessments was carried out. A final report outlining the overall results of the assessment was presented, including individual recommendations for awarding upgraded ratings to the hotels. The report as well highlighted the any notable observations with regard to hotel facilities and quality standards both on individual and collective basis.