



**TUI QUALITY SUPPORT**  
INDIVIDUAL HOTEL  
CONSULTING FOR  
YOUR SUCCESS



# TOGETHER SUCCESSFUL

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## DEAR PARTNER,

high quality and all round perfect service: that is what our guests expect of their holidays. And for more than 40 years this is what the holiday world of TUI has stood for. Because we want to inspire our customers, we are working constantly to improve ourselves. And that is why we have been leading the quality market for many years now.

It is only in cooperation with you that we can attain our most important goal – satisfied guests. For you, too, quality is the precondition for your hotel's success. Only satisfied guests will book their next holiday again with you; it is only with satisfied guests that you generate acceptance and

trust among your customers and retail channels, and it is only with satisfied guests that you can establish your hotel as a successful and stable brand over the long term.

We place a range of instruments at your disposal to help you identify the improvement potential in your hotel and to further increase your quality and competitive edge over the long term. Our whole experience goes into supporting you to ensure that together we can be even more successful in the future.

We are looking forward working with you.



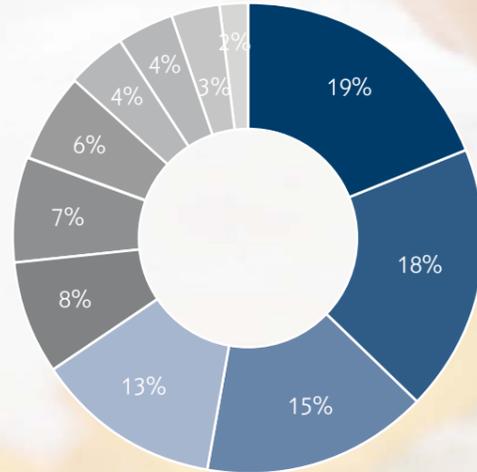
*Britta FaHL*

**BRITTA FAHL**  
Head of TUI Quality Management  
and Hotel Consulting

## QUALITY CAN BE MEASURED.

Every year we acquire some 500,000 opinions from the TUI guest survey – certified by German TÜV. The guest questionnaires provide a steady stream of important information on the level of satisfaction of our customers – with the holiday in general, the tour operator, travel agency or booking portal, destination, flight, hotel and travel representative. The chart shows the impact of individual factors on overall satisfaction with the hotel: service, hotel hardware and quality/taste of the food account for almost 50 percent of overall satisfaction.

- Food and Beverage
- Service of staff
- Condition/facility of hotel
- Condition/facility of room
- Absence of noise
- Cleanliness of hotel
- Pool and pool area
- Guest mix
- Daytime activities
- Evening entertainment
- Wellness portfolio



Source: TUI Guest survey, Summer 2015

## YOUR OPPORTUNITY FOR MORE GROWTH AND PROFIT

Analyses show that a high level of guest satisfaction drives growth in bookings, whereas a lower level leads to serious losses. Our evaluations show that you need a guest satisfaction rate of over 8.7 to achieve growth in bookings.

| Guest satisfaction summer 2012* | Development of participants middle haul summer 13 vs. summer 12 |
|---------------------------------|-----------------------------------------------------------------|
| between 8.7 and 10              | 10,1%                                                           |
| between 8.2 and 8.7             | -2,69%                                                          |
| under 8.2                       | -16,92%                                                         |

\* Displayed are the average values („satisfied“ and „very satisfied“)

How guest satisfaction influences the development of bookings

## QUALITY AND CUSTOMER ANALYSES



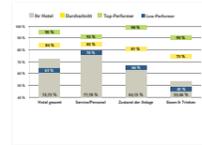
### TUI HOLLY / TOP QUALITY BLITZANALYSIS CLASSIC

Regular comparison of your hotel's performance to other hotels in the TUI Holly and Top Quality ranking (see page 6)



### TUI HOLLY / TOP QUALITY BLITZANALYSIS PREMIUM

Comparison of your performance to other hotels in the TUI Holly and Top Quality ranking and evaluation of your five most important performance drivers (see page 6)



### TUI BENCHMARKING

Regular comparison of your hotel's performance to competitors of your destination/target group (see page 7)



### GUEST SATISFACTION ANALYSIS

Detailed evaluation of your hotel's performance on the basis of the TUI guest survey: competitor benchmarking, original guest comments and strengths and weaknesses analysis (see page 8)



### GUEST STRUCTURE ANALYSIS

Analysis of guest socio-demographics, holiday motives and expectations as well as comparison to the destination (see page 9)

## TRAINING

### F&B CULINARY TRAINING

One-week training of your kitchen team in optimised kitchen workflows, sophisticated menu planning and optimal selection of dishes and drinks (see page 12)

### BEVERAGE EXCELLENCE

A three-day staff training course on preparing and presenting high-quality drinks in bars and restaurants (see page 12)

### FRONT OFFICE TRAINING

Three-day training on the tasks and duties of the front office team, optimised workflows and complaints management (see page 14)

### GUEST RELATIONS TRAINING

Three-day training on tasks and duties, communicating with guests and reporting standards (see page 14)

### SERVICE EXCELLENCE TRAINING

Three-day training for all staff interfacing with guests to ensure professional communication with guests and optimised service (see page 16)

### F&B SERVICE TRAINING

Three-day training of the service team in optimised restaurant workflows and perfect guest interaction (see page 13)

### HOUSEKEEPING TRAINING

Three-day training on quality standards, optimised workflows and handling materials (see page 15)

## MYSTERY CHECK

Check your hotel's performance from the guests' perspective. Preparation of a report with photo documentation and concrete recommendations (see pages 10 and 11)

## CONSULTING SERVICES

### F&B CONSULTING

Three-day consulting on the various F&B outlets, review of workflows, recommendations for improving efficiency (see page 13)

### QUALITY LEADERSHIP CONSULTING

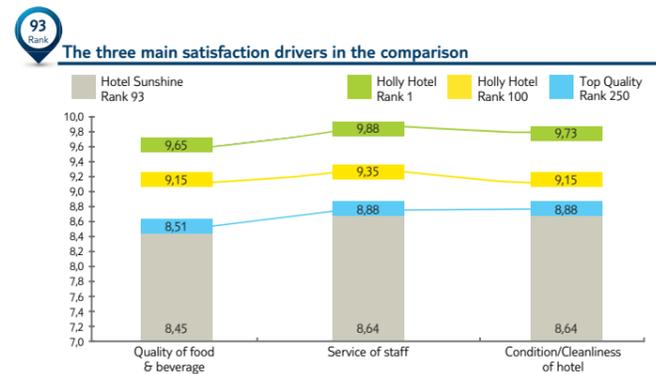
Two-day consulting on excellent service, personnel management, team building and staff motivation (see page 17)

# TUI HOLLY / TOP QUALITY BLITZANALYSIS

Every year the 100 most popular TUI hotels around the world receive the TUI Holly and the 250 most liked the Top Quality award. For travel agencies and their potential customers the TUI Holly / Top Quality guarantees high quality. With the TUI Holly / Top Quality Blitzanalyse you get an overview during the season where and how you can significantly improve your ranking.

## CONTENT OF THE ANALYSIS

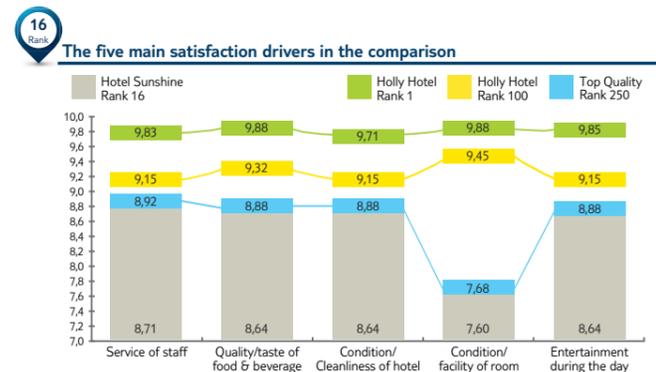
- Regular update on your TUI Holly and Top Quality ranking
- Evaluation of the three main satisfaction drivers compared to hotel No. 1 and No. 100 in the TUI Holly and No. 250 in the Top Quality ranking
- Average ranking values



Visualisation of the three main satisfaction drivers compared to hotel No. 1 and No. 100 in the TUI Holly and No. 250 Top Quality ranking.

## FACTS

- Visualisation: online at [www.tui-quality.net](http://www.tui-quality.net)
- Analysis, either on a monthly (10 analyses/year) or bi-monthly basis (5 analyses/year)
- Precondition: at least 30 feedbacks from the TUI survey
- € 1,000 (bi-monthly/5 analyses/year)
- € 1,750 (monthly/10 analyses/year)



Visualisation of the most important improvement potential compared to performance of hotel No. 1 and No. 100 in the TUI Holly and No. 250 in the Top Quality ranking for the individual satisfaction drivers.

## FACTS

- Visualisation: online at [www.tui-quality.net](http://www.tui-quality.net)
- Analysis, either on a monthly (10 analyses/year) or bi-monthly basis (5 analyses/year)
- Precondition: at least 30 feedbacks from the TUI survey
- € 2,000 (bi-monthly/5 analyses/year)
- € 3,000 (monthly/10 analyses/year)

# TUI BENCHMARKING ANALYSIS

This individual evaluation shows exactly where your position is compared to your competitors and provides a concise and clear sight of the satisfaction of your guests. You can choose your benchmarking (target group and/or destination).

## CONTENT OF THE ANALYSIS

- Quick overview of current position of your hotel in your region or with respect to your target group
- Comparison of your scores against low performers, the average and top performers in your category
- Evaluation of your four main satisfaction drivers compared to your competitors
- Valuable information on your improvement potential and on your competitors – local or target group



Evaluation of guest satisfaction compared to destination average and with low and top performers.

## FACTS

- Visualisation: online at [www.tui-quality.net](http://www.tui-quality.net)
- Analysis every two months (6 analyses/year)
- Precondition: at least 30 feedbacks from the TUI survey
- € 1,000 (6 analyses/year)

# CLASSIC



You get a detailed overview and see your main satisfaction drivers as well as your overall performance compared to hotel No. 1 and No. 100 in the TUI Holly and to No. 250 in the Top Quality ranking.

## CONTENT OF THE ANALYSIS

- Regular update on your TUI Holly and Top Quality ranking
- Individual evaluation of your five most important satisfaction drivers with the biggest improvement potential and biggest contribution to overall satisfaction
- Benchmarking of the most important satisfaction drivers compared to the performance of the best TUI hotels worldwide

# PREMIUM



# GUEST SATISFACTION ANALYSIS

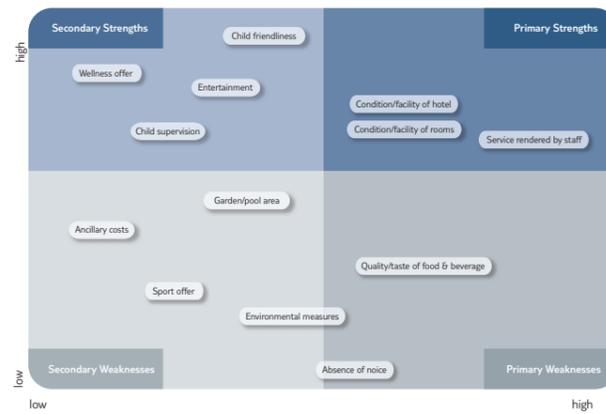
This innovative and detailed quality overview gives you a differentiated evaluation of guest satisfaction, key performance figures on individual services and information on the most important service drivers. The clearly laid out visualisation provides concrete recommendations on actions to be taken.

## CONTENT OF THE ANALYSIS

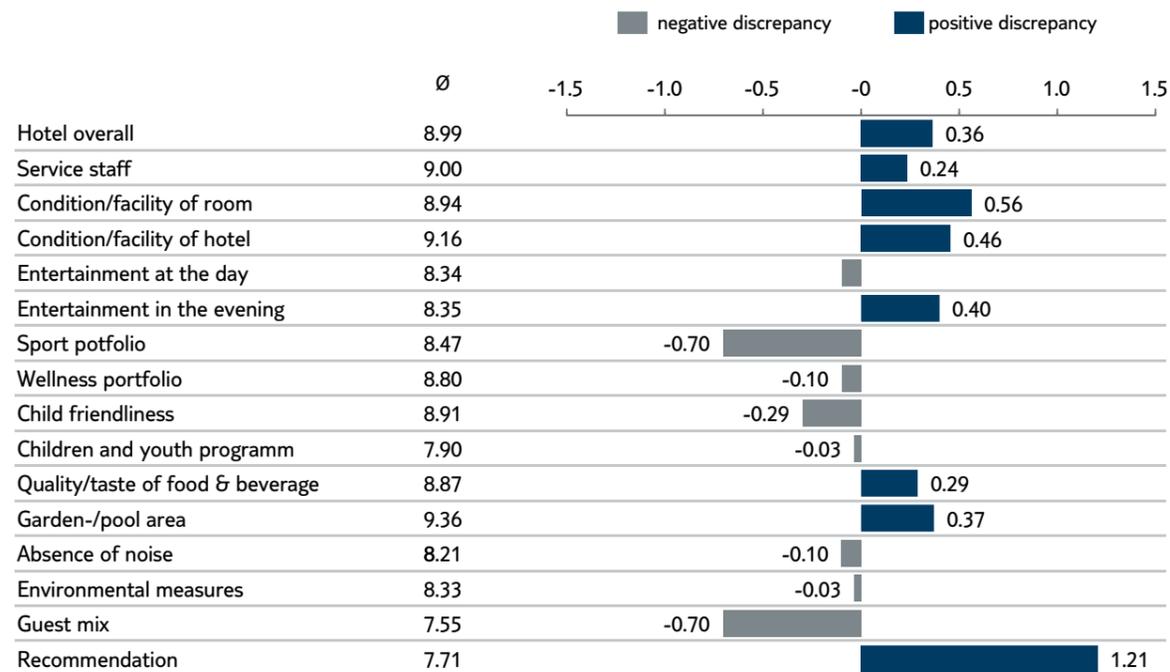
- Comparison of 12 month view; easily understandable presentation of fluctuations within the season
- 12 month report: comparison of TUI guest survey data over the year, highlighting the areas with key improvement potential
- Monthly report: comparison of the guest survey data – subject to monthly analysis rapid evaluation in event of changes in performance
- Evaluation of “speaking frankly” – counting of the concrete comments made by guests
- Destination comparison: informative facts and comparison to overall performance and all 15 satisfaction drivers
- Recommendations on action to be taken: identify where action is needed and impact of individual services on overall guest satisfaction

## FACTS

- 5 x DIN A4 brochures and PDF file
- Analysis, either for a calendar year or a season
- Precondition: at least 30 feedbacks from the TUI survey
- € 2,500



Action relevance matrix: Which individual services have the greatest impact on overall guest satisfaction?



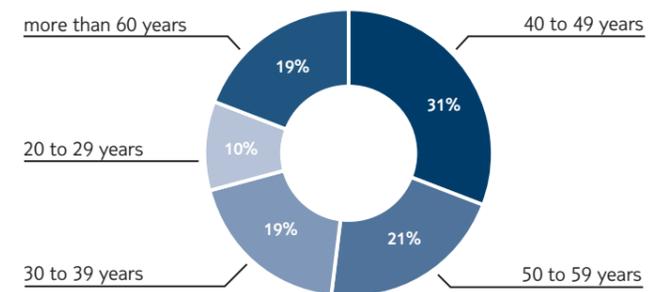
Deviation of individual services compared to the destination or target group

# GUEST STRUCTURE ANALYSIS

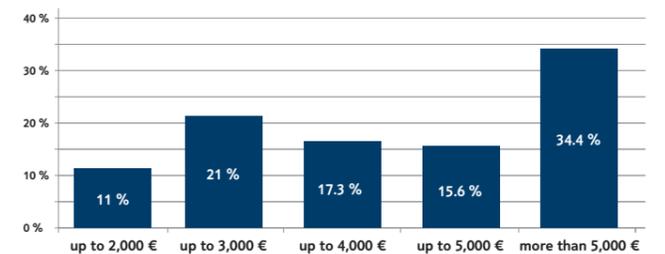
You have to know your guests well to be able to fulfil their needs and wishes. When do your guests book? What do they expect? What are their requirements? How old are they? With our analyses and comparisons to the competition you are in a position to decide on the most suitable sales and marketing measures.

## CONTENT OF THE ANALYSIS

- Detailed guest information
- Socio-demographic characteristics
- Expectations and holiday motives
- Holiday and booking behaviour
- Analysis of the competition
- Recommendations for action tailored to your hotel



Visualisation of age structure of guests at your hotel



Visualisation of monthly net household income of your guests

## FACTS

- 5 x DIN A4 brochures and PDF file
- Analysis either for a calendar year or for two seasons
- Comparison to the competition
- Precondition: at least 30 feedbacks from the TUI survey
- € 3,500

# MYSTERY CHECK

“Think like the customer thinks – see what the customer sees.”  
The Mystery Check gives you an unique opportunity of seeing your hotel from the guests’ perspectives and making objective evaluations. Selected, trained TUI specialists with experience in the hotel industry thoroughly document the quality standards of all services and facilities and recommend valuable improvement measures.

## CONTENT

- Audit on basis of a TUI criteria catalogue with 2,500 items
- Documentation of all quality requirements from check-in, room facilities, staff and service, to the garden
- Evaluation of the individual categories to a standardised scoring system
- Additional photographic material and detailed descriptions
- Concrete recommendations

## BENEFITS

- The practical and objective analysis can be turned to a competitive advantage:
- identify and rectify faults and weaknesses directly
  - benefit from the concrete recommendations for improvement
  - profit from individual proposals for increasing customer loyalty



Review of KPIs and customer review portals in preparation for the check

3 days stay at the hotel as a guest

Checking all departments and outlets

Entering results using standardised checklist

Presentation of the results in the hotel

Producing documentation and writing the final report

Recommendations for steps to be taken

### FACTS MODULE A

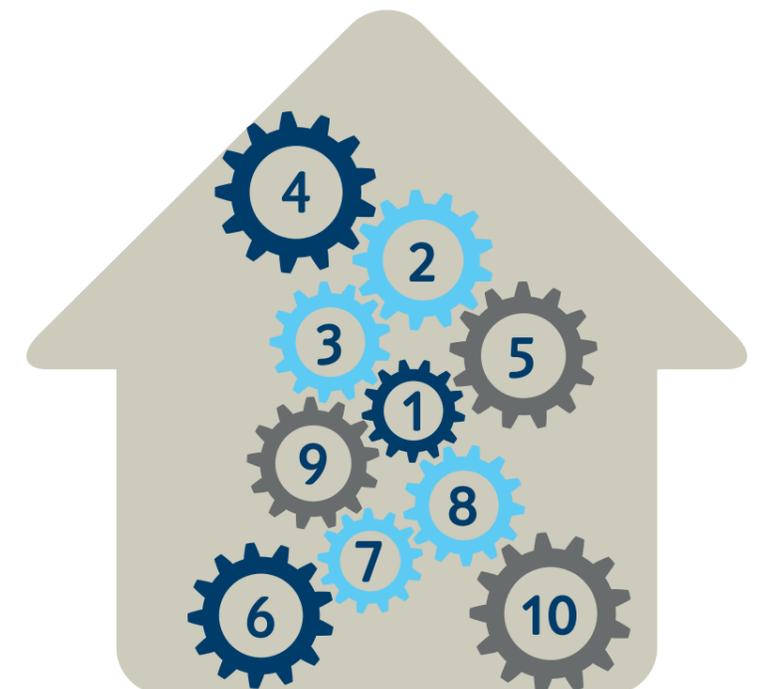
- Detailed preparation on basis of quality data and websites
- Three-day visit by checker
- Written and photographic documentation & analysis
- Personal debriefing on findings at the hotel
- Detailed, comprehensive report – approx. 150 pages
- € 3,000\* per hotel plus travel expenses

### FACTS MODULE B

- In addition to Module A
- Three-day follow-up visit within six months
- Review of measures implemented since last Mystery Check
- Modules A and B: € 5,500\* plus travel expenses

### OVERVIEW OF CHECKED OUTLETS

1. Hotel appearance
2. Entranceway and entrance
3. Reception & lobby
4. Hotel rooms: Standard bungalow room
5. Gastronomy: main restaurant, pool bar, main bar
6. Corridors, stairways, lifts
7. Hotel interior areas
8. Outdoor facilities: poolscape, garden, beach and public lavatories
9. Sports and entertainment: group fitness courses, fitness centre, daytime activities programme, evening entertainment
10. Wellness & Spa



\* Surcharge long-haul € 500

# TRAINING & CONSULTING: F&B

## F&B CULINARY TRAINING

The path to a satisfied customer is via the taste buds. In a hotel, after service, the quality and taste of food is the second most important factor determining overall guest satisfaction. Support your kitchen team in serving your guests unforgettable culinary delectation. Under the instruction of an experienced international chef, your kitchen staff will develop new ideas and more effective workflows.

### CONTENT OF THE TRAINING

- Analysing and optimising daily kitchen workflows
- Theory of nutrition
- Menu planning and international recipes
- Inspiration on buffet layout and attractive presentation of the dishes
- HACCP/food hygiene
- Requirements on the staff (code of conduct, etiquette, appearance)
- Safety at work (accident prevention, first aid)



### FACTS MODULE A

- One-week intensive training
- Practical focus with background theory
- Providing international recipes
- Debriefing and report
- € 5,950\* plus travel expenses

### FACTS MODULE B

- In addition to Module A
- Three-day follow-up visit within six months
- Monitoring contents from Module A
- Reviewing the measures since the first training
- Modules A and B: € 7,950\* plus travel expenses

## BEVERAGE EXCELLENCE

You want to inspire your guests with tasty drink creations – be it in the lobby bar or by the pool, in the evening or during the day. In your restaurant you want to be a good host in all things beverage. You want to generate more sales in your bars and a la carte restaurants or get practical tips for the presentation and the quality of drinks? Train your employees to master optimised procedures at the bar and in the restaurant, to create a stylish ambience, and deal perfectly with guests when it comes to drinks.

### CONTENT OF THE TRAINING

- Product training: spirits, wine, cocktails (alcoholic/nonalcoholic)
- Set up: bar material, accessories, tableware, decoration
- Sales promotion: sales talks, up-selling, motivation
- Psychological skills: guest types, conduct and communicating with guests, body language
- Innovation: current bar trends



### FACTS MODULE A

- Target group: hotels with half-board or all incl. meal plan
- Three-day training course
- Focus on best practice with theoretical foundations
- Debriefing and report
- € 3,850\* plus travel costs

### FACTS MODULE B

- Add-on to Module A
- Three-day follow-up course within six months
- Refreshing contents in Module A
- Module A and B: € 6,000\* plus travel costs

## F&B SERVICE TRAINING

Individual service and high service standards are growing in importance to ensure satisfied guests and help you stand out from the crowd. We coach your staff in their daily tasks and duties and provide them with an effective tool so that they can attend their guests with style, fulfil wishes in a service oriented manner and handle complaints professionally.

### CONTENT OF THE TRAINING

- The perfect service employee
- Service principles
- Workplace culture (HACCP and mise-en-place)
- Table decoration and layout
- Guest attention in the restaurant
- Complaints management



### FACTS MODULE A

- Three-day training
- Practical focus with background theory
- Debriefing and report
- € 3,850\* plus travel expenses

### FACTS MODULE B

- In addition to Module A
- Three-day follow-up within six months
- Refreshing content from Module A
- Service for professionals
- Modules A and B: € 6,000\* plus travel expenses

## F&B CONSULTING

We provide qualified consulting to support you in optimising the structure of your F&B department. Our experienced specialists analyse all processes in detail and together with your team develop realistic solutions and improvement measures.

### CONSULTING CONTENT

- Detailed analysis of F&B outlets (process analysis, buffet design, menu planning)
- Detailed analysis of F&B department (hygiene, F&B concepts, communication, sales promotion)
- Improvement of buffet: workflows, planning and design
- Valuable advice to raise efficiency, improve quality and harness existing potential



### FACTS MODULE A

- Three-day consulting
- Debriefing and report
- € 3,850\* plus travel expenses

### FACTS MODULE B

- In addition to Module A
- Two-day follow-up within six months
- Review of standards implemented
- Further and more far-reaching recommendations for F&B department
- Modules A and B: € 6,000\* plus travel expenses

\* Surcharge long-haul € 500

\* Surcharge long-haul € 500

# TRAINING & CONSULTING

## FRONT OFFICE TRAINING

Your front office is your hotel's business card – the first interface with your guests and most important point of contact for questions and problems. Well trained employees are crucial and play a key role in ensuring guest satisfaction.

### CONTENT OF THE TRAINING

- Tasks and duties of a front office employee
- Communicating with guests: from general advice to basic code of conduct
- Check-in/check-out workflows
- Optimising collaboration with other departments, such as housekeeping and facility management
- Body language and role playing

### FACTS MODULE A

- Three-day training
- Practical focus with background theory
- Debriefing and report
- € 3,850\* plus travel expenses

### FACTS MODULE B

- Alternative to Module A
- Four-day training including Front Office Manager coaching
- Practical focus with background theory
- Debriefing and report
- € 4,850\* plus travel expenses

### FACTS MODULE C

- In addition to Module A or Module B
- Two-day follow-up within six months
- More far-reaching recommendations for the front office
- Refreshing and reviewing implemented standards
- Modules A and C: € 6,000\* plus travel expenses, Modules B and C: € 7,000\* plus travel expenses

## GUEST RELATIONS TRAINING

The guest relations team is one of the most important interfaces between the guest and the management. Improve the professional competence of your guest relations team and fine-tune effective communications with guests.

### CONTENT OF THE TRAINING

- Professional profile
- Etiquette and behaviour
- Tasks and duties
- Complaints management
- Reporting system
- Authentic examples and practical tasks

### FACTS MODULE A

- Three-day training
- Debriefing and report
- € 3,500\* plus travel expenses

### FACTS MODULE B

- In addition to Module A
- Two-day follow-up within six months
- Refreshing and reviewing implemented standards
- Further and more far-reaching recommendations for F&B department
- Modules A and B: € 5,700\* plus travel expenses



\* Surcharge long-haul € 500

## HOUSEKEEPING TRAINING

Housekeeping contributes crucially to guest satisfaction. That is why it is so important that your employees are perfectly trained in this area too. Make the most of the opportunity to fully harness the potential of your housekeeping team.

### CONTENT OF THE TRAINING

- Most important quality standards
- Efficient sequence of jobs to be done
- Working with checklists
- Rational stacking of shelved trolleys
- Guest safety and privacy
- Materials handling
- Special focus on coaching the head housekeeper with advice on personnel management and planning
- Positive and effective collaboration with other departments, such as front office or facility management

### FACTS MODULE A

- Three-day training
- Practical focus with background theory
- Debriefing and report
- € 3,250\* plus travel expenses

### FACTS MODULE B

- In addition to Module A
- Two-day follow-up within six months
- Refreshing and reviewing implemented standards
- Further and more far-reaching recommendations for housekeeping
- Modules A and B: € 5,000\* plus travel expenses



\* Surcharge long-haul € 500



# TRAINING & CONSULTING

## CONSULTING SERVICES

Over recent years changes have occurred to the demand behaviour of our customers as well as to market conditions and the competitive climate. This means you as hotelier and we as tour operator have to confront ever-changing challenges. We support you to adapting your products to the needs of your target group, to improve your guest satisfaction, increase your efficiency and align your structural/workflow organisation to the new requirements.

### POSSIBLE AREAS OF FOCUS

- Hotel management
- Developing and implementing hotel strategy
- Hotel controlling
- Target group segmentation and hotel positioning
- Product portfolio
- Optimising hotel processes
- Innovation management

### FACTS

- Duration: adapted to suit your requirements
- Price on request

## SERVICE EXCELLENCE TRAINING

### TARGET GROUP: STAFF IN DIRECT GUEST CONTACT

Service is the most important driver for overall guest satisfaction – and this does not mean just service in the restaurant, but rather in all areas that involve contact with the guests, such as reception, entertainment, spa & wellness. Gear up your team for excellent service.

### CONTENT OF THE TRAINING

- Guest expectations
- Verbal and non-verbal communication: important rules on body language and vocabulary
- Small talk: the art of enhancing guest loyalty
- Service behaviour and communication
- Service in stressful situations
- Dealing professionally with guests making complaints
- Intercultural competence

## QUALITY LEADERSHIP CONSULTING

### TARGET GROUP: MANAGEMENT AND HEAD OF DEPARTMENTS

This consulting builds on two pillars: satisfied guests and satisfied employees. The focus is on innovative service to keep on wowing guests. This involves getting your top managers to sensitise your employees on the importance of outstanding service and motivating them to deliver it.

### CONTENT OF THE BASIC CONSULTING

- Excellent service
- Current service trends
- Management training and coaching
- Conversing with and motivating employees
- Team building

### FACTS MODULE A

- Three-day training
- Practical focus with background theory
- Debriefing and report
- € 3,850\* plus travel expenses

### FACTS MODULE B

- In addition to Module A
- Two-day follow-up within six months
- Refreshing and reviewing implemented standards
- Further and more far-reaching service recommendations
- Modules A and B: € 6,000\* plus travel expenses

### FACTS BASIC CONSULTING

- Two-day basic consulting with bookable add-on modules
- Target group: heads of department and top hotel managers
- Debriefing and report
- € 3,250\* plus travel expenses

### MODULE A

- Staff loyalty: how can I keep good staff at my hotel?
- One day
- € 1,100

### MODULE B

- Holding successful team meetings
- Half-day
- € 600

### MODULE C

- Team motivation: how can I incentivise my team to perform at its best?
- Half-day
- € 600

### MODULE D

- Target agreements: success by setting concrete targets
- Half-day
- € 600

\* Surcharge long-haul € 500



PLEASE FIND FURTHER INFORMATION  
[WWW.TUI-QUALITY-SUPPORT.EN](http://WWW.TUI-QUALITY-SUPPORT.EN)

# IMPRESSIONS FROM THE REAL HOSPITALITY WORLD



**Sonia Martínez Alcalá, Director HR & Quality Coordinator, GLORIA Thalasso & Hotels, Gran Canaria**  
 "We at Gloria Thalasso & Hotels believe in continuous development and improvement. That is why it is so important to us to keep constantly up to date. The TUI Hotel Consulting training courses we have taken part in for the last three years help us to achieve this. So far the courses have covered leadership, reception and F & B. Our employees are very satisfied with the trainings and the trainers. Together we build a great team - and this is reflected in the satisfaction of our guests."



**Onofre Pascual, owner and General Manager of the Pabisa Group, Mallorca**  
 "In our hotels the TUI Quality Leadership training has helped us creating a real good team of leaders. With this well trained team and a lot of effort we were gradually able to increase the satisfaction of our guests even further. Therefore, we can only confirm that the training has been of high practical benefit to us. We thank TUI Hotel Consulting and their trainers for their support."



**Çağlar Bayrakçı, General Manager of the Spice Hotel & Spa, Turkey**  
 "We were very pleased with the content of the training and the cooperation with the trainers. The housekeeping team is now highly motivated thanks to the helpful training, which was attended by the entire team. I'm sure we will benefit from considerable added value gained on the basis of this training - not only appreciated by TUI guests but by all guests. The planning, content and duration of the training have met our expectations."



**Halil Özcan, Barut Hotels, Turkey**  
 "We commissioned the TUI Holly Blitzanalysis for five hotels and we are very happy. This gives us a regular detailed overview of how satisfied our TUI guests are and where we can leverage the most improvements to be in the running for a TUI Holly."



Everyone participating in a training session by TUI Hotel Consulting is the proud holder of a personal certificate – left the members of Quality Leadership Consultings of Pabisa Hotels, Mallorca, and right the Housekeeping Team of Spice Hotel & Spa, Belek.



## OUR TEAM

### BRITTA FAHL

Qualified business administrator in international tourism

- Languages: English, Spanish
- Head of Quality Management & Hotel Consulting
- Contact: +49 (0) 511 567 2238, britta.fahl@tui.de



### SABINE BARTSCH

Graduate in business studies, business management of tourism/travel

- Languages: English, Spanish, French, Portuguese, Italian
- Responsibility: Spain, Portugal, Italy, Cape Verde Islands, Long haul West
- Contact: +49 (0) 511 567 6123, sabine.bartsch@tui.de



### ELKE C. JANSSEN

Graduate in business studies, specialising in tourism

- Languages: English, Spanish, French
- Responsibility: Turkey, Greece, Egypt, Morocco, Tunisia, Bulgaria, Cyprus, Croatia, Long haul East
- Contact: +49 (0) 511 567 2203, elke.janssen@tui.de



### ELKE RYSTOK

Quality Assistance

- Languages: English
- Responsibility: Controlling, Organisation, Reporting
- Contact: +49 (0) 511 567 3221, elke.rystok@tui.de



**TUI Deutschland GmbH**

Hotel Consulting

Karl-Wiechert-Allee 23

D-30625 Hannover

Web: [www.tui-quality-support.en](http://www.tui-quality-support.en)

Email: [qualitysupport@tui.de](mailto:qualitysupport@tui.de)

