GE-MOD-HOSPITALITY-1.0 / VERSION 1.0

Hospitality Assessment Framework

Organizational performance and service quality

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Assessment and certification standards.

In this document

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Use this document with its stated edition. Applications and enquiries: contact@greatentity.com. Certificate verification: verify@greatentity.com. Certification follows an assessment and an authorized decision.

Hospitality

A consistent guest experience, supported by sound operations.

Module scope

Named hospitality services and properties, identifying guest journeys, shared functions, and outsourced services.

Required application across five dimensions

L: assign operational and guest-service responsibilities. P: examine service reliability, complaint resolution, and guest experience. S: sample booking, arrival, stay or service use, and issue resolution. B: include relevant guest groups and channels. I: verify action on repeat guest issues.

Required evidence

Service standards; guest-service and maintenance records; complaint resolution; workforce preparation; supplier controls; 12-month performance; guest feedback; improvement checks. This does not award an official hotel classification.

Coverage and decision rule

Apply the common GEEF evidence period, record sampling, beneficiary-feedback protocol, scoring rubric, and mandatory gates. Record the module mapping in the evidence register. Unavailable required evidence must be resolved or the assessment deferred; it must not be silently omitted.

Certification wording

Use "Great Entity for Hospitality" only for a valid certificate that names the assessed entity, activities, locations, and GEEF version. The category name alone must not imply endorsement of activities beyond the certificate scope.