



QUALITY POLICY

MANAGEMENT RESPONSIBILITY

The quality and the safety obtained with a correct execution, is considered of vital importance to assure the profitability and continuity of Chipiona Tourist Office.

For that, the Management has decided to bet for the improvement of the quality in the whole organization, introducing the Management Quality System, based on the Quality norm for Information Services and edited by the Institute for the Tourist Spanish Quality.

- *To promise to know and fulfill the requirements of our clients, suppliers and of our staff. Their desires and expectations are the best way to obtain their satisfaction and the quality of our services.*
- *Our service is homogeneous and regular in his characteristics and attributes, on all the markets that are attended.*
- *The process of improvement of the quality performs constantly, systematic, ambitious and based on measurements and information.*
- *To promise and improve constantly the quality of the services designed and offered to our clients.*
- *The quality is a responsibility of the whole staff involved in the process, directly or indirectly.*
- *Making of the Management of the Tourist Office, leaders in the implementation and compliance of the system of quality management and motivation of all staff through the allocation of resources and designation of authorities and responsibilities required.*
- *The development of the functions with the highest level of quality within the established legal framework, trying to reach the greatest possible satisfaction of the people involved, as well as the achievement of goals.*
- *The availability of all users of the service of valuation tools that will enable us to assess the degree of satisfaction achieved, gathering their views, comments and suggestions in order to optimize the quality of our services*
- *It is the policy of the office to carry out the management of its environmental aspects, in a way that reduces their impact on the environment, as well as carry out the service in a sustainable way.*

The Quality Policy will be reviewed by the Director, annually, during the review of the system in order to adapt to the reality of the organization.

Chipiona, 1st July 2011

*Francisco Javier Díaz Jurado
Tourism Town Councilor*