


Unitat / Departament Unitat Administrativa Patronat NVIAB		
Codi de verificació  4H5I2F2Y296G6K210A47		
Codi de document PMT17I01ID	Núm. d'expedient 3831/2021	09-08-23 12:43

*Interessat de l'expedient*  
PATRONAT MUNICIPAL DE TURISME SALOU  
*Localització de l'activitat*

*Assumpte*  
Quality policy of Salou Tourism Offices.

4H5I2F2Y296G6K210A47


## QUALITY POLICY OF SALOU TOURISM OFFICES

With the aim of improving the quality of customer service at our tourist information offices, the Salou Tourism Board has decided to implement, maintain and continuously improve a Quality Management system for tourist information and reception services, in accordance with the standard UNE-ISO 14785:2015, in order to meet our visitors' demands and optimise their travel experience.

The Salou Tourism Board considers the abovementioned quality standard to be a management tool that will make it possible to ensure the fundamental aspects in the process of providing tourist information and reception services at our destination. Furthermore, it will allow us to understand and meet the requirements and needs of our users, in order to provide an optimal, satisfactory and quality service.

Our visitor information offices are actively committed to the continuous improvement of the tourist information and reception services that we provide to the different users and visitors of our town on a daily basis, as well as to increasing the quality of information with a greater variety and scope.

We work along different axes to achieve the highest possible excellence, including: service provision, visitor services, provision of information, analysis and statistics, human resources,

<i>Unitat / Departament</i> Unitat Administrativa Patronat NVIAB		
<i>Codi de verificació</i>  4H5I2F2Y296G6K210A47		
<i>Codi de document</i> PMT17I01ID	<i>Núm. d'expedient</i> 3831/2021	09-08-23 12:43

infrastructure, facilities and equipment, communication technology, environmental awareness, sustainability and accessibility.

We consider it a fundamental pillar of our organisation to guarantee compliance with applicable legislation and other obligations.

The Salou Tourism Board will define, establish and periodically evaluate the quality objectives of our tourism offices, which will be appropriate to the organisation's context and in line with the strategy set out in the organisation's master plans.

This policy will be communicated to employees and anyone who may, directly or indirectly, impact the provision of tourist information services. It will also be public and available to users of the Tourist Information Office and all stakeholders, and will be reviewed periodically to ensure it remains up to date.