Ayuntamiento de Cádiz
Delegación Municipal de Turismo

POLITICS OF QUALITY FOR TOURIST INFORMATION AND WELCOMING STRATEGIES

The Local Tourist Board of Cadiz has decided to, with the aim of improving the quality of tourism in the municipality, set up, maintain and continually improve a system of Quality Control for Tourist Information and Welcoming strategies, in accordance with the **NORM UNE-ISO 14785: 2015 "Tourist information and reception services"**, in order to fulfil the requirements of our visitors and optimise their holiday experience. This process consists of a system of activities that is to be developed in four phases: collecting, storing, processing and transmitting information.

In addition, the Local Tourist Board considers the aforementioned Quality Ruling a **management tool** which will allow them to ensure the carrying out of fundamental aspects in the process of providing a suitable information and welcoming service to visitors to this holiday destination.

Therefore, it actively commits itself to the **on-going improvement** of the tourist information and welcoming services that are provided on a daily basis to different users and visitors in the municipality, and to also improve the quality of the tourist information service by providing greater variety and cover.

The Tourist Board's principal aim is to **guarantee compliance to applicable legislation,** and to register complaints and suggestions made by those who use this tourist information service, prompting full participation by all municipal staff members and users, and promoting improvements, via professional formation and training programmes, communication at all levels.

The Tourist Board will **periodically define, establish and evaluate the required standards** of quality in the Tourist Information Office, and these will be applied in practice by the organisation.

This political notice will be communicated to all civil servants, municipal staff and any person directly or indirectly related to the provision of these services. It will be published and available to users of the Local Tourist Information Offices, as well as any other implied parties. It will be periodically redrafted to keep the information up to date.

Edition 03

Fdo. Dª Rosa María Gamboa de la Rosa
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OBSERVACIONES:

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