

QUALITY AND SUSTAINABILITY POLICY

The **Quality** and the **Sustainability** achieved through a proper implementation, is considered vital to ensure the cost-effectiveness and the continuity of the Tourist Information Office of Carmona. To that end, the Carmona Town Councillor of Tourism, his director and the whole office staff have decided to go for quality and sustainability improvement throughout the organization, by establishing a **System of Quality and Sustainability Management**, based on the **Quality Standard for Information Services and Tourist Reception**, published in the UNE-ISO 14785:2015, as well as the **ICTES Technical Specification for compliance with Sustainable Development Goals (SDG) in tourism organizations**.

Our Quality and Sustainability Management System commits us:

- To know and to attend to the requirements of our customers, our suppliers and our staff, to achieve their satisfaction and the Quality and Sustainability for our service.
- To meet all legal and regulatory requirements applicable to us.
- Our service should be uniform and regular in their features and attributes, in all markets.
- The process of quality and sustainability improvement should be continuous, systematic, ambitious and based on measurements and facts.
- To respect and protect the environment by controlling the environmental aspects that our office generates, as the consumption of paper, water and electricity, through the identification of good practice work and awareness to our employees in such practices.
- To improve continuously the quality and sustainability of the service designed and offered to our customers, as well as the remaining processes of our System of Quality and Sustainability Management.
- Quality and sustainability is the responsibility of the staff involved in the process, either directly or indirectly.
- To provide all human and material resources, necessary to reduce the number of mistakes from the process of design, development and production process of customer service.
- To implement an efficient and professional working way, managing the available resources with responsibility and honesty, and establishing a positive working atmosphere through the continuous improvement in the channels of communication in a horizontal and vertical manner.
- To adopt the guidelines of the 2030 Agenda and the SDGs taking into account the nature, activity, capabilities and environment of our organization.
- To make leader the management of the Tourism Office and its staff in the implementation and performance of the System of Quality and Sustainability Management and in the motivation of the staff, through the allocation of resources and the designation of the authorities and responsibilities required.
- To set this Quality and Sustainability Policy as a framework for defining, periodically, our Quality and Sustainability Objectives.

Carmona, 2024 September 18th.



Signed: Ramón Gavira Gordón
Culture, Tourism and Historical Heritage Councillor