

## THE QUALITY POLICY OF THE INFORMATION OFFICE OF ZARAUTZ

The Information and Welcome Centre of Zarautz has elected to take a firm, decisive step forwards towards a constant improvement of quality in both the tourist information and attention service offered to clients, with the aim of fully meeting their expectations and needs.

In accordance with this decision, the Information and Welcome Centre of Zarautz, as the institution in charge of the management and development of the Municipal Tourist Information Service, has committed itself to a thorough upgrading of the Office's operations by applying a System of Quality Management, which is in line with the standardised Q for Quality in Tourist Offices.

This commitment is clearly manifest in the following initiatives:

- A work dynamic will be established with the aim of optimising both the internal operations of the Office and the quality of service it offers. In order to do this, there will be deployment of whatever human and technical resources are necessary.
- The management of the office will be subject to Quality Controls at regular intervals, with the aim of attaining and maintaining the Q for Quality certification.
- Clients will be offered a service-evaluation questionnaire which allows not only for an assessment of the degree of satisfaction achieved, but also for the placing on record of any opinions, comments or suggestions offered, in order to optimise the quality of the service provided.
- All staff will be encouraged to participate in this initiative, which aims at constant, ongoing improvement.
- Equipment and support systems will be subject to renovation and expansion, in order to guarantee a constant capacity to adapt to the needs of the tourist information sector.

