

POLICY OF THE MANAGEMENT SYSTEM

The Lepe's town hall in ordinary session of the plenary session of 8th September 2011, approved the Review of the **Quality Policy for the management of the beach La Antilla** that below is transcribed.

Lepe's town hall understands that the quality is the set of characteristics of a product or service that he is awarded by the necessary aptitudes for satisfying the established and implicit needs of the user or client and that the above mentioned quality is priority in the activities developed by this entity.

In order that the above mentioned quality could be offered from Lepe's town hall there are established a few guidelines of action related to the reliability of the information, the capacity of response, the professionalism of staff, the credibility that offers the organization and the comprehension and knowledge that the entity has between his users.

The Mayoralty (or Presidency) of Lepe's town hall, assumes the responsibility and the commitment to carry out the formal establishment of the quality policy, being entrusted the management with the person in charge of the quality and summing up in the following commitments:

- Establish, document, implement, keep and continuously improve a quality management system, preserving, increasing and strengthening innovation and learning in the knowledge management processes.
- Coordinate the actions as regards quality with the proposals and approaches that exist at level of other provincial, autonomous and state administrations.
- Communicate the implementation of the above mentioned system, as well as encourage the participation in it of the other members of the organization, facilitating, promoting and encouraging their involvement.



- Spread the idea of quality management among business community in the area, promoting their involvement in the processes that are carried out and motivating his participation and commitment to individual certifications that allow the attainment of the Q of tourist quality as Destination.
- Improve the sensitizing and training, as much of the town hall's staff as their dealers and providers, involving them firmly in the proposed quality objects.
- Guarantee the user's satisfaction fulfilling the commitment of constant improvement, assuring his confidence in the reliability, technical ability, diligence, accessibility and safety in the development of our processes.
- Prioritize the definition of preventive measures as suitable procedure of prevention of problems or faults in the quality management, against the prioritize of corrective measures.
- To have enough flexibility to adapt to the fulfillment of the current regulation, as well as to the requirements of our users in a dynamic, changeable and competitive environment, considering the technological advances necessary for it.
- To define those indicators that allow us to make concrete the quality in relation with the given services, the accessibility, with the preservation and protection of the environment and the satisfaction of people who visit us.

Also, it makes a review of the above mentioned policy of quality, being passed this one for the Deputy Mayor of Culture and Tourism of Lepe's Town hall, that below is transcribed.



POLICY OF THE TOURIST QUALITY SYSTEM

The Lepe's town hall, as direct responsible of the beach of La Antilla management and the services which are offered in it, launched a Tourist Quality System, according to the norm UNE "Management System of the Public Use of Beaches", established by the ICTE (Institute for the Spanish Tourist Quality).

The **commitment** for the Lepe's town hall is based on:

- The guarantee and the **consolidation of the quality** as behaviour rule.
- The **continuous improvement** in the management of the La Antilla's Beach System.

To achieve that, this beach offers services, quality equipments and facilities, that expects to guarantee the full satisfaction of the users and focuses on the collection of the proceedings to develop under the criteria of competitiveness, profitability, accessibility and sustainability.

For that, mechanisms of continuous improvement, are established assuring the development of environmental quality as in the quality of services offered, and promoting the cooperation of all staff and users in the protection and improvement of the coast, by mechanisms of training and sensibility, and emphasizing the communication in all levels.

The Lepe's town hall defines and assesses periodically the objectives of the quality system that must be achieved with the effort of everybody and the fulfillment of the management and organization criteria established:

- 1.- To increase the perceived information's grade by the users as regards the services offered at the beach of La Antilla and the implemented Management System, supporting a due documentation of the same ones.



2.- To increase the separation of the wastes produced by the users on the sand and sensitize to the users of the natural environment which they enjoy and the environmental care of the same one

3.- To establish the technical and economic necessary methods, to prevent in the origin and minimize the pollution and the hygienic – sanitary risks, as well as any impact that can cause in the area guaranteeing a control of all those activities which will carry out along the coast's strip, establishing continuous improvement's mechanisms in cooperation with all sectors in the municipality, assuring the development in the environmental quality of the area, as well as the quality in the offered services.

4.- To guarantee the fulfillment of the applicable legislation, the legal requirements, as well as the requests of the users of the beach with the purpose of increasing the satisfaction of the residents, visitors and tourists and to value their perception for the adopted measures.

These policy has been passed by the President of the Governing Beach's Management and by Plenary Session of the town hall, it is spread adequately and explained to the whole Organization, as well as translated into english for his dissemination among residents, visitors and/or foreign tourists.

Deputy Mayor of Culture and Tourism of Lepe's Town hall
Ana Delgado Morgado

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