



Italia

# CERTIFICATO

Nr. 50 100 8052 - Rev. 007

Si attesta che / This is to certify that

IL SISTEMA QUALITÀ DI  
THE QUALITY SYSTEM OF

**ENTE TURISMO LANGHE MONFERRATO ROERO S.c.a.r.l.**

SEDE LEGALE E OPERATIVA:  
REGISTERED OFFICE AND OPERATIONAL SITE:

**PIAZZA RISORGIMENTO 2  
I-12051 ALBA (CN)**

È CONFORME AI REQUISITI DELLA NORMA  
HAS BEEN FOUND TO COMPLY WITH THE REQUIREMENTS OF

**UNI EN ISO 9001:2015**

QUESTO CERTIFICATO È VALIDO PER IL SEGUENTE CAMPO DI APPLICAZIONE  
THIS CERTIFICATE IS VALID FOR THE FOLLOWING SCOPE

**Erogazione di servizi di accoglienza ed informazione turistica  
nell'ambito territoriale (IAF 39, 35)**

**Provision of hospitality and tourist information services in the area of  
competence (IAF 39, 35)**



SGQ N° 049A

Membro degli Accordi di Mutuo Riconoscimento  
EA, IAF e ILAC  
Signatory of EA, IAF and ILAC Mutual  
Recognition Agreements

Per l'Organismo di Certificazione

For the Certification Body  
**TÜV Italia S.r.l.**

Validità / Validity

Dal / From: **2019-07-19**

Al / To: **2020-09-24**

**Andrea Coscia**

Direttore Divisione Business Assurance

Data emissione / Issuing Date

**2019-07-19**

**PRIMA CERTIFICAZIONE / FIRST CERTIFICATION: 2008-09-24**

"LA VALIDITÀ DEL PRESENTE CERTIFICATO È SUBORDINATA A SORVEGLIANZA PERIODICA A 12 MESI E AL RIESAME COMPLETO DEL SISTEMA DI GESTIONE AZIENDALE CON PERIODICITÀ TRIENNALE"

"THE VALIDITY OF THE PRESENT CERTIFICATE DEPENDS ON THE ANNUAL SURVEILLANCE EVERY 12 MONTHS AND ON THE COMPLETE REVIEW OF COMPANY'S MANAGEMENT SYSTEM AFTER THREE-YEARS"

## **QUALITY POLICY** **of the LANGHE MONFERRATO ROERO TOURISM BOARD**

The Board of Directors of the **LANGHE MONFERRATO ROERO TOURISM BOARD** (hereinbelow referred to as "Direction") has defined the need of outlining and preserving a Quality Management System. Such a system should be applied to all the activities directly or indirectly required to provide an *"Accommodation and Tourist Information Service within the territory controlled by the Tourist Office of Alba (CN)"*. Starting from 2021, the management's intention is to extend the SGQ to the Asti office.

In view of such considerations, the quality strategy should be kept up with by taking the following actions:

- Ensure that the requirements of the tourist and the needs and expectations of the "interested parties" (employees, tour operators, shareholders, legislative Authorities and regulatory bodies, suppliers and collaborators, partners and local tourist offices) are identified and understood for the purpose of increasing satisfaction of the tourist with particular effort to achieve a high-quality standard of the reception service and tourist information in terms of:
  - *promptness, accuracy and exhaustiveness in replying to requests for information,*
  - *courtesy, expertise, and professionalism of the staff in charge of the service,*
  - *appropriateness of the accomodation facility and tourist office equipment,*
  - *service accessibility in terms of period and opening time,*
  - *quality of turist information delivered through the web, printed documents, digital information, giving priority to digital communications through computer systems and new channels of communication (social networks);*
  - *communication to local operators of the tourism sector to publicize initiatives and events in order to enhance the information provided to tourists;*
  - *coordination of local tourist offices in order to align the standards of information;*
  - *uniqueness of the communication image in order to unify the two territorial areas (Langhe-Roero and Monferrato).*
- to introduce, develop and follow a system for improving the Quality Management System effectiveness;
- to define and periodically update the Quality Policy and its targets by re-examining them in view of the above-mentioned steady improvement.

The Quality Management System complements the other tools already used by the **LANGHE MONFERRATO ROERO TOURISM BOARD**, thus increasing the overall value of services provided to its clients, and therefore of the work carried out.

In order to ensure the enforcement, support and development of the Quality Management System, the Board of Directors will outline, settle and keep up with the better organization and co-operation conditions.

As a first step, the management will try to make each collaborator (employee or external collaborator) understand, also through the support of this document, the important role played by the Quality Policy which is disclosed to "interested parties" through exposure in the spaces of the ATL and on the website.

**The Director**  
**Mauro CARBONE**