



Italia

ZERTIFIKAT

Nr. 50 100 8052 - Rev. 007

Si attesta che / Hiermit wird bescheinigt, dass

IL SISTEMA QUALITÀ DI
DAS QUALITÄTSMANAGEMENTSYSTEM DES UNTERNEHMENS

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

SEDE LEGALE E OPERATIVA :
GESELLSCHAFTSSITZ UND OPERATIVER STANDORT :

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

È CONFORME AI REQUISITI DELLA NORMA
DEN ANFORDERUNGEN FOLGENDER NORM ENTSPRICHT

UNI EN ISO 9001:2015

QUESTO CERTIFICATO È VALIDO PER IL SEGUENTE CAMPO DI APPLICAZIONE
DIESES ZERTIFIKAT GILT FÜR DEN GELTUNGSBEREICH

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

**Anwendung der touristische Gastfreundschaftlichen - und
Informationsdienste in Landes Bereich (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

Für die Zertifizierungsstelle
TÜV Italia S.r.l.

Validità / Gültigkeit

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

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

Andrea Coscia
Direttore Divisione Business Assurance

Data emissione /
Ausstellungsdatum

2019-07-19

PRIMA CERTIFICAZIONE / ERSTZERTIFIZIERUNG: 2008-09-24

"LA VALIDITÀ DEL PRESENTE CERTIFICATO È SUBORDINATA A SORVEGLIANZA PERIODICA A12 MESI E AL RIESAME COMPLETO DEL SISTEMA DI GESTIONE AZIENDALE CON PERIODICITÀ TRIENNALE"

"DIE GÜLTIGKEIT DIESES ZERTIFIKATES UNTERLIEGT DER REGELMÄßIGEN JÄHRLICHEN ÜBERWACHUNG UND DER DREIJÄHRIGEN VOLLSTÄNDIGEN PRÜFUNG DES MANAGEMENTSYSTEMS DER GESELLSCHAFT"

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 accommodation facility and tourist office equipment,*
 - *service accessibility in terms of period and opening time,*
 - *quality of tourist 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