



RED DE OFICINAS  
DE TURISMO DE LA  
REGIÓN DE MURCIA

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QUALITY DOCUMENT  
**QUALITY POLICY**

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Page 1 of 1

## QUALITY POLICY

### Tourist Office Network of the Region of Murcia

The aim of the Tourist Office Network of the Region of Murcia is to provide users true and updated tourist information, **local** as well as **regional**, actively taking part in the **promotion** and **commercialisation** of the **tourist destination Region of Murcia**. Besides, tourist offices work as **destination development agents**, promoting **innovation and awareness** actions among local company owners and connecting them to local and regional authorities, in order to turn the destination Region of Murcia into a 'Smart Tourist Destination'.

Under these premises, a quality system has been developed to make it possible to constantly improve the work methodology and meet the requirements of users, of the tourism industry and of the legislation applicable to its services, focusing on the following aspects:

**User Satisfaction:** The Tourist Office Network aims at—in view of constant changes of the environment and the demands of users— leading a change in local tourist information services and the tools and formats used for that purpose, including a strong technological base which makes it possible to both inform and commercialise the tourist destination in real time. Likewise, it intends to provide personalised information services which will allow for a satisfactory experience for users and will turn tourist offices into '21st Century Tourist Offices'.

**Professionalism:** The staff of the tourist offices is their most valuable resource. Qualified professionals as well as a continuous training and updating of knowledge are essential, and these can be achieved by means of specific training courses and on-site learning opportunities about the Region of Murcia's tourist resources.

**Continuous Improvement:** It is our commitment to establish demanding objectives for the professionals and the organisation in order to improve both promotion and commercialisation of the tourist destination. For this purpose, it will be essential to bet on a digitalisation of services.

**Functioning of the Network:** We are committed to provide users a positive perception of the functioning of tourist offices as members of a network, which makes it possible to ask for information about the whole Region of Murcia with the same service quality at any tourist office included in the system, setting several unifying elements such as markers, unique image, online tools, etc.

**Tourist Destination Monitoring:** Supply of data regarding tourist indicators and service quality indicators in order to analyse strengths and weaknesses of the destination and make strategic decisions at a local and regional level, actively taking part in the process of change towards the Smart Destination model.

All of it relying on shared work practices and an IT tool called RITMO, which is included in the Smart Tourist Destination Platform of the Region of Murcia (NEXO).

This working method should be transmitted by the Quality Department to all Tourist Offices within the Tourist Information Network of the Region of Murcia and, once it has been embraced, it should be applied and kept up to date by all levels of organisation.