

THE QUALITY APPROACH AT THE HEART OF THE STRATEGY

The Valmorel and Vallées d'Aigueblanche Tourist Office's area of intervention is made up of a multitude of tourist sites that are exceptionally complementary: ski resorts, Nordic areas, spas, high mountains, etc.

Structured through three Tourist Information Offices, the Tourist Office ensures the promotion of tourism in the territory of the Communauté de Communes des Vallées d'Aigueblanche.

Composed of a permanent team of 11 people and numerous seasonal reinforcements, the Tourist Office is at the service of the accommodation providers, shopkeepers and socio-professionals of the community territory.

If the existence of an "inter-communal" Tourist Office seems obvious, given the complementary nature of the territory's attributes, it is nevertheless necessary for our structure to build an action plan that will allow us to promote all the assets of the territory. But this action plan must be accompanied, from its conception to its implementation, by a commitment and rigour at all times.

The fact that the Board of Directors decided in 2015 to work towards obtaining the "Quality Tourism" mark is proof of this commitment and of this desire to bring rigour and method to the Tourist Office. Since then, the various actions implemented have been consistent with the Quality Standard, and the renewal of the "Quality Tourism" mark is therefore the logical continuation of the work undertaken over several years.

The Tourist Office is therefore committed to the following:

- To provide a physical welcome based on listening to the customer, understanding his or her request and responding as precisely as possible by producing information that is adapted, updated, qualified and accessible via paper and digital media,
- Offer complementary services to our local and tourist customers: shop, ticket office, guided tours, events, etc.
- To set up a promotion of the destination based on the local actors and values of the territory,
- Take into account comments and analyse quality indicators to improve the quality of services,
- To have a continuously trained staff, committed and involved in this participative quality approach with an appointed quality referent.

The qualification and upgrading of our offer, the preservation of our landscapes and our heritage are major challenges for the development of our territory.

The image to be conveyed must be that of a territory resolutely turned towards quality. The renewal of the "Quality Tourism" mark should confirm our desire to position our region as a place that seeks efficiency, professionalism and performance in the satisfaction of our customers on a daily basis.

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Director OTVA