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concejalía de turismo

Charter of Services
Tourism Department
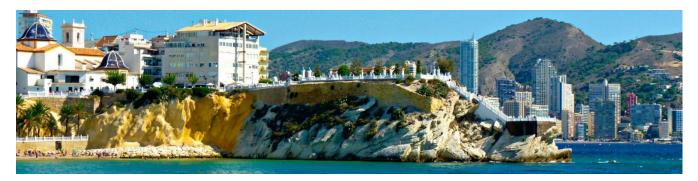
Presentation

Benidorm has been and continues to be one of the reference destinations in Spain in the tourism sector, specialized in sun and beach tourism, thus becoming a highly developed destination from a vacation point of view.

In recent decades, Benidorm has undergone a major transformation at the tourist level, the result of the introduction of new resources, theme parks, new hotel establishments and the development of new endowments and holiday resorts.

In this way, its wide tourist offer, based on the weather, its beaches, an important hotel industry and a notable leisure offer, has allowed it to position itself and become one of the most demanded sun and beach destinations.

Likewise, the Tourism Department aims to strengthen the offer of the destination and value tourism resources in the destination, while tourism promotion outside the city is planned and promoted from Benidorm Tourism Foundation, with the collaboration of the Department.

Fundamental Principles of the Service Charter

The Charter of Services of the Tourism Department is an informative document aimed at users, citizens and visitors of Benidorm in which the services provided by the Department are collected as well as the rights that assist them while assuming the commitment to the provision of such services and the corresponding corrective measures are established.

What is the Department of Tourism?

The mission of the Department, in general, is to strengthen tourism as a strategic economic sector, consolidating a sustainable and dynamic economic model, balanced and guarantor of the coexistence between residents and visitors.

To do this, the functions of the Department include meeting the tourist information demands of the destination, updating and valuing the tourist resources of the city; coordinating with other municipal services, administrations and companies of the holiday sector the constant updating of information and data collection, to promote our destination and contribute to the qualification of the tourist product; Continuously schedule an offer of events that allow attracting visitor demand flows throughout the year.

What is our vision of the future?

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The Tourism Department aims to make an excellent promotion at destination, to meet the requirements and demands of tourists, providing a personalized response to each demand, based on the preferences and main motivations of visitors and the existing offer, with the in order to position ourselves as a brand and provide an excellent tourist experience included in the different phases of the travel cycle, and position Benidorm with a specialized and differentiated tourist offer based on the tourism brand, through promotional and commercialization actions resulting from public –private collaboration.

Benidorm must respond to the challenges and opportunities of the market, adapting and enriching current products and designing new ones. It is about creating more value for tourists in traditional products, and designing new proposals that present an attractive offer of experiences differentiated from the competition, and in line with the new demands of the market. Developing action plans aimed at achieving proper management and revitalization of the tourism sector in the city, and the continuous use of new technologies.

Services we provide

- Destination tourist promotions
- Update and edition of promotional material
- Acquisition of merchandising to advertise the destination
- Correspondence Log Reports
- Training and practices
- Collaboration Agreements
- Advertising campaigns
- Benidorm Gastronomic
- World Tourism Day
- Tourism Forum
- Pedro Zaragoza Chair
- DTI
- Collaborations and implementation of projects in collaboration with other departments
- Implementation of the SICTED Quality System
- Quality Q Maintenance
- Face-to-face service for groups, students and professionals
- Material storage and distribution

Commitments and Indicators

Commitments	Indicators
1. Promote "Benidorm Gastronomic" brand and generate new possibilities	Number of events Number of participating establishments Number of users of Gastroeventos App
2. Interact with tourism sector associations	Number of courses taught Number of Attendees
3. Encourage the promotion of other market nichesthat differentiate us	Number of actions taken Number of participants
4. Creation, reissue and update of advertisingmaterial	Number of printed material Number of publications edited Number of new creations
5. Analyze the degree of satisfaction and needs ofour visitors	Number of queries made Number of users in social networks Number of surveys Number of meetings of the group improves
6. Promote new products that arouse interest	Number of events in which we collaborate
7. Offer a better quality n the destination, through improvements in infrastructure and water resources	Growth and evolution of establishments adheredto SICTED
8. Improve process management and simplificationof tasks through the implementation of technology	Number of improvements in processes by incorporation of technology
9. Establish a more efficient internal organizationat the municipal level	Number of reused screens Number of events broadcast
10. Improve communication with the different municipal areas and the municipality	Number of improvements made

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11. Move towards an "Intelligent Tourist Destination"	Number of meetings attended
	Number of actions taken
	Evolution hotel beds by category (1, 2, 3, 4 and 5 stars)
	Evolution of hotel beds by total category
	Number of hotel beds / 100 DTI residents
	Average annual hotel occupancy
	Camping occupation
	Annual average occupancy
	campingHotel overnight stays:
	residents in Spain and abroad
	Total monthly overnight stays
	Average hotel stay
	Apartment occupancy:% of available inhabitantAverage
	occupancy apartments
	Overnight stays apartments: residents of Spain and abroad
	Total overnight stays monthly and annual apartments
	Medium stay apartments
	Evolution national / foreign hotel overnight stays
	Total hotel overnight stays
	Average total volume of tourist spending in the municipality
	Percentage of tourist employment over total employment in the municipality
	Tourist GDP Generated / Total GDP
	Tourist Unemployment Rate / Total UnemploymentRate
12. Adapt tourism offices to S XXI offices, through the implementation of information screens, queue management, Wi-Fi zones ...	Number of queue manager users
	Number of virtual office users
13. Support for the implementation of SICTED	Growth of the number of affiliated establishments

14. Promote courses aimed at continuing educationin the tourism sector	Number of courses proposed Number of courses taught Number of Attendees
15. Training and qualification of personnel as destination managers	Number of people trained
16. Delivery of awards and quality badges to the sector rewarding excellence	Number of acts
17. Promote the accessibility of the destination, resources and tourist establishments	Number of audited establishments
18. Creation of proposals for accessible tourism routes	Number of edited plans accessible Number of plans delivered accessible Number of routes created accessible
19. Collaborate with other departments for the development of tourism experiences	Number of creative sessions held Number of experience products created
20. Promote that tourism offices are increasingly accessible	Number of improvements made in accessibility Number of accessibility guide queries
21. Request "Tourism Development Center" specific courses for our informants	Number of courses Number of course attendees
22 Encourage the participation of tourist informantsin the training provided in the TouristInfo Network	Number of courses requested Number of attendees to the requested courses
23. Inform the tourist of the prevention measures tobe taken in health and safety issues	Number of brochures edited Number of leaflets distributed
24. Disseminate the provision of tourist service "SATE"	Number of brochures edited Number of leaflets distributed
25. Work towards the achievement of an XXIcentury office	Number of revisions of the updated screen content Number of brochures or listings updated online

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26. Maintain quality certifications implemented inthe offices	Tourist Satisfaction Surveys
	Satisfaction degree Tourists Habilitur
	Number of postal items
	Number of face-to-face tourism demands
	Number of tourist demands by e-mail
	Number of tourist demands by phone
	Number of tourist demands by whats app
	Number of suggestions for improvement
	Number of visits to the website of the Department of Tourism / Tourism Office
	Number of users of the virtual office 24h / 7 and demands made

Rights of visitors and users

Visitors and users have the right to:

1. Clearly identify the administrative unit that is competent for the provision of the required service.

2. Receive general administrative information in person, by telephone and electronically, efficiently and quickly.

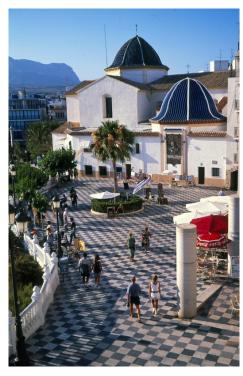3. Be treated with respect and consideration.

4. Receive correct administrative information.

5. Choose the channel through which to interact with the Department.

6. Obtain information through electronic means of the procedures and procedures necessary to access the activities of the service and for its exercise.

7. The security and confidentiality of the data contained in the files, systems and applications of the Department.

8. The quality of public services provided electronically by the agency.

9. Collaborate and participate with the Department of Tourism by making inquiries, proposals or comments through email, by phone or by mail.

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10. Submit suggestions and complaints in person, through the electronic office or by mail.

Breach of commitments

In case of breach of the commitments contained in this Charter of Services, the Department of Tourism proposes the following measures:

•   Preferably execute the procedures that are affected by the commitments acquired in this Charter ofServices without prejudice to the citizen's right to submit the pertinent complaints and suggestions.

•   Communication of apologies from the head of the organization in which the corrective measures are reported to correct the breach.

•   At the request of the affected , meeting with the head of the organization in which they will be giventimely information of the corrective measures to remedy the breach.

•   The communication will be carried out, preferably via email or through the electronic headquarters to make the response more flexible and faster.

Schedules, location and contact

Department of Tourism

Address: Plaza de Canalejas, 1, First Floor

03501 Benidorm (Alicante)

Office Hours: From 08.00 to 14.00 hours

Tel: 966813003

E-mail: turismo@benidorm.orgWeb:

http://www.benidorm.org/

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Tourist Info Centro

Plaza de Canalejas 1, Edificio Municipal Torrejó

Office Hours:

- From Monday to Friday: from 9 to 21 hours
- Saturday, Sunday and bank holidays: from 10 to 17.30 hours

Tel: 96 585 13 11 and 96 585 32 24

E-mail: turinfo_centro@benidorm.org

Tourist Info Rincón

Calle Gerona Esq. Derramador

Summer office hours (from 1 June to 30 September):
- From Monday to Friday: de 09 a 21 hours
- Saturday, Sunday and bank holidays: from 10 to 14 hours

Winter office hours (From 1 October to 31 May):
- From Monday to Friday: from 09.30 to 17.30 hours
- Saturday, Sunday and bank holidays: from 10 to 14hours

Tel: 966 805 914

E-mail: turinfo_rincon@benidorm.org

Tourist Info Europa

Temporarily closed

The Benidorm Tourist Offices provide accurate and up-to-date tourist information of a regional, municipal and local nature. The service and distribution (maps, brochures, schedules...) is available in spanish, valencian, english, french, german, italian and dutch.

In addition, Benidorm Tourist Office responds to tourist inquiries through WhatsApp messaging system, which makes the city one of the first to implement this service. The number that has been enabled is +34 672 110 188, and is operational every day of the week at the same time as the tourist information officesin the city.

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