



## GENERAL POLICY

The tourism industry has undergone profound changes over the past decade, driven by political, economic and even security factors.

Around the Mediterranean, the tourist chart recognizes frequent and sometimes abrupt changes making the activity vulnerable and exposed to several risks, even threats;

This new context has generated and / or strengthened:

1. The acceleration of competition, in relation to the destination of TUNISIA on one hand and the internal market on the other.
2. A change in the customer relationship due to the fact that the numerical economy and social networks have made 'the customer took power'.
3. The extension of the customer-supplier relationship to stakeholders and the emergence of levels of expectations related to the entire ecosystem.
4. The concept of satisfaction that is no longer sufficient to build customer loyalty.

In light of this context, our TUI MAGIC LIFE Africana Club has decided to reinforce its commitment to align its strategy, resources and organization more closely with the best managerial practices, supported by the most recognized international standards in the field, the standards of ISO 9001, ISO 14001 and ISO 22000 Management System are for us the tools of compliance as well as confidence and progress.

The development of the performance of our Club must always be in line with the fundamentals of sustainable development, in its economic, social and environmental dimensions.

**Our vision is to be the All Inclusive International Club Brand by providing a magical stay experience while being profitable**

The challenges that the hotel considers relevant and priority are:

1. **The development of a successful, profitable and sustainable business.**
2. **The positioning as one of the leaders in all-inclusive hotel services**
3. **The contribution to maintaining a stable, learning and productive workforce**
4. **The consideration of environmental requirements, production, energy management and the best value for money during new acquisitions**
5. **The contribution to preservation of the ecosystem in relation to the activity**
6. **The consideration of compliance requirements and those related to relevant interested parties**

In coherence with our vision and the defined challenges, **our strategic objectives are:**

1. **Profitability:** Maintain the strategy of growth, profitability, and sustainability of the company.
2. **Development:** Support a differentiated positioning of the All-Inclusive offer with cost optimization, maintenance of quality and safety of the consumer and foodstuffs.
3. **Customer satisfaction:** Reconcile development, control of environmental impacts, meeting the needs and expectations of our customers, partners and employees.
4. **Fit for the future:** We develop our brand in a profitable, innovative and customer-oriented approach
5. **Control of environmental impacts:** Constantly improve measures to protect the environment and promote good environmental practices, by preventing the risks of pollution, reducing the consumption of natural resources (energy and water) and waste management.
6. **Communication:** Communicate internally and externally with relevant interested parties

**Our values** for achieving our goals are:

1. **Hospitality**
2. **Variety**
3. **Sociability**
4. **Enthusiasm**

The General Management invites all Department Heads and all Employees at all levels to ensure:

1. **Respect of our work standards.**
2. **Involvement in the implementation of our Management Systems: Quality, Food Safety and Environmental.**
3. **Make customer's satisfaction our daily priority.**
4. **Work for the control of operating costs and the reduction or elimination of waste.**
5. **Be active in contributing to the improvement of the performance of our processes.**
6. **Aim for operational excellence.**

30.12.2019

The General Manager

