

 <p>TUI MAGIC LIFE Penelope Beach</p>	Form	Ref: ID- FOR- MGT- 28
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Over the past decade, the tourism industry has undergone profound changes imposed by political, economic and even security factors.

Around the Mediterranean, the tourist map undergoes frequent and sometimes abrupt changes making the activity vulnerable and exposed to numerous risks or threats

This new context has generated and/or strengthened:

1. The acceleration of competition, relative to the destination TUNISIA on the one hand and on the internal market on the other hand.
2. A change in the customer relationship due in particular to the fact that the digital economy and social networks, have made that “the customer has taken power”.
3. The extension of the customer-supplier relationship to stakeholders and the emergence of expectations levels related to the entire ecosystem.
4. The concept of satisfaction, which is no longer enough to retain the customer.

Faced with this context, our company MAGIC HOTELS & RESORTS NORTH AFRICA decides to strengthen its commitment to further align its strategy, resources and organization with best management practices, Supported by the most recognized international standards in this field, the feeding standards ISO 9001, ISO 14001 and ISO 22000 are for us tools of compliance but also of confidence and progress.

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

**Our vision is to be an all inclusive tourism operator of world class by appropriating the mission to propose and implement services of tourism in accordance with the standards of quality, safety and respect for the environment, defined by regulation, customers and partners, and continuously improved.**

The issues that the hotel considers relevant and priority are:

1. **The development of a successful, profitable and sustainable company.**
2. **The positioning as a leader in all-inclusive hotel services.**
3. **Contribution to the preservation of the ecosystem in relation to the activity.**

Consistent with our vision and defined issues, **our strategic objectives are:**

1. **Maintain growth, improvement and operational excellence strategy at all levels:  
Cost-effectiveness, profitability, impeccable food safety, minimisation and good waste management, and optimization of the consumption of electricity and water resources.**
2. **Support a differentiating positioning of the all-inclusive offer with cost optimization, quality maintenance and food and consumer safety.**
3. **To reconcile the development, the control of environmental impacts, the satisfaction of the needs and expectations of our customers, partners including in the food chain and employees.**

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

1. **Fair marketing, information and contract practices.**
2. **Respect for customers, partners and employees.**
3. **Proactive communication with stakeholders including in the food chain.**
4. **Slight impact of the activity on the ecosystem by adopting a preventive approach.**
5. **Human capital development and wealth and income creation for our employees and partners.**
6. **Teamwork and integrity.**

The Branch invites all Department Heads and employees at all levels to ensure that:

1. **Respect our working standards.**
2. **Get involved in the implementation of our Management Systems: Quality, Food Safety and Environmental.**
3. **Make customer satisfaction our priority on a daily basis.**
4. **Work to control operating costs and reduce or eliminate waste.**
5. **Be active in contributing to the performance improvement of our processes.**
6. **Drive for operational excellence.**