



UNE* STANDARD 188001

*Spanish standard

Golf Services

TOURIST QUALITY



Introduction

The UNE Quality Tourism Standard 188001 is a management tool especially created for **Golf Services** industry.

The implementation of this standard and its subsequent certification is a **differentiating factor** that goes beyond the service of the tourist establishment, providing added value to the management body, improving their image and competitiveness.

Who is it addressed to?

This standard is addressed to both **9 and 18 holes (and multiples of 9)** and pitch and put. It takes into account both services offered by the establishment as their facilities and equipment.

This standard applies to all golf courses no matter what their operating model is: **social, pay & play or mixed**.

Why certify?

The Q label as promotion

- “Q” is a guarantee of **quality tourist service** and brings prestige, differentiation, reliability and rigor.
- It has a huge impact on the **consumer’s perception** and entails the authorities’ recognition.

The Q label as a tool for improvement through the UNE 188001 standard

- Facilitates compliance with the applicable legislation.
- Enables **opportunities for improvement** through the annual audits by expert auditors.
- It pays special attention to **accessibility** and respect for the **environment**.
- It offers an **effective and efficient control of resources** and internal processes, which leads to greater motivation of staff.
- The implementation of this standard helps to **improve service** and to identify the needs of customers, favouring their loyalty.



What requirements must I meet to obtain the Q tourist quality label?

BUSINESS MANAGEMENT

It lays down the requirements to comply with reference to the management commitment, golf service management systems, resource management process, measurement, analyses and continuous improvement, environmental management, safety management and marketing..

INFORMATION MANAGEMENT AND USER SERVICES

It establishes the minimum requirements to comply with related to basic information and attention to the user and information about the state of the golf courses.

SALES AND RESERVATION

It identifies the requirements of application for the management of sales and reservations services.

THE GAME MANAGEMENT

It sets minimum levels of quality for the game management services.

COMPLEMENTARY GAME SERVICES

It defines the principal activity ancillary services of the golf services and how they should be managed: services managed by the golf course, outsourced

services to a third party, independent services, rental and sale of equipment, golf teaching, golf cart rental, club room and locker rooms. It is not obligatory to provide some of these services; although in case of having them, the established requirements must be complied with.

ADDITIONAL GAME SERVICES

It defines the requirements of the additional game services: social lounge, restaurants, bar or cafeteria, meal service, vending machines, parking and rest rooms. It is not obligatory to provide some of these services; although in case of having them, the established requirements must be complied with.

CLEANING AND MAINTENANCE

The management of water resources, fertilization, plague control, cultivation practices, products storage, equipment maintenance, emergency systems maintenance, water, heating and electricity supplies requirements is included in this section.

COURSE DESIGN

It establishes the recommendations and obligations regard to course design.

What do I have to do?

Visit www.profesionales.calidadturistica.es to obtain extra information about the audit and certification process, as well as rates and approved auditing firms to obtain the Q certification.

Or contact our technicians:

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