

PRISMA

Positivity

We're a company, We're a team, and, above all, We're one big family, working together with joy and optimism because we believe in a better world.

Respect

towards our customers, towards our staff, and towards any and all communities where we have a presence.

Innovation

in our methods of understanding and communicating with our customers, in our ideas, in our business models, in our processes, and in technology.

Sustainability

We aim to meet our current objectives while looking towards the future, protecting the environment, and contributing to social welfare and economic growth.

Multiculturalism

Our activity builds bridges between Africa, the Canary Islands and Europe. We're one big family wherein many different races and cultures live together with respect and tolerance.

Ambition

Our will to succeed, our vision and our enthusiasm drive us to grow as a company and as people, and to assure the well-being of our community.



QUALITY AND ENVIRONMENTAL POLICY

At LA ISLA Y EL MAR we are committed to achieving standards of quality and environmental respect in order to meet the expectations of all our customers and interested parties.

To this end, LA ISLA Y EL MAR has developed an integrated System of Quality and Environmental Management, which is structured according to our different service units.

The management system is intended to be a driving force for continuous improvement. All sections, including this policy, may be revised as many times as necessary to improve the orientation of processes and increase their efficiency.

This policy is proposed as a frame of reference for reviewing the quality and environmental objectives at LA ISLA Y EL MAR, with the following guidelines:

- Achieve customer satisfaction at LA ISLA Y EL MAR.
- Develop a desire for continuous improvement within the eco-friendly hotel.
- Flexible and fast service, constantly respecting commitments made to customers, as well as meeting customer expectations and profit levels stipulated by the property.
- Improve the level of understanding with regard to customer needs and expectations.
- Implement staff training efforts.
- Comply with the Quality and Environmental System requirements, current regulations and other environmental requirements, and with the commitment to prevent pollution.
- To encourage all personnel to participate in improving the system, a task which is promoted by the entire management team.



SUSTAINABILITY

After 35 years' experience in the hospitality sector, lots of hard work, sacrifice and humility, we've achieved landmark status on the magical island.

HUMAN RIGHTS

La Isla y El Mar Boutique Hotel feels responsible for defending and protecting the rights of both the people who work within our company and those who shape the environment around it. One of our main objectives is to contribute positively towards global efforts to ensure that human rights are understood and applied.

Have a company policy committed to fulfilling our obligation to respect human rights.

- Participate in due diligence to identify, prevent, mitigate and account for how the company addresses its impacts on human rights. Bottom-up communication procedures have been established to handle any fundamental issues.
- Avoid complicity in human rights violations.
- Investigate complaints regarding human rights violations.
- Provide access to a grievance mechanism for raising concerns or identifying possible human rights violations. When appropriate, La Isla y El Mar Boutique Hotel will interact with relevant communities and other stakeholders in order to better understand any questions or concerns regarding our activities and their possible impact. The evidence of said consultation with interested parties will be documented and reported through the established procedure, by drafting the minutes of the consultation.



CHILD PROTECTION

La Isla y El Mar Boutique Hotel is committed to promoting children's rights, including their right to protection from detrimental influences, abuse and exploitation. The Hotel takes active measures to ensure the protection of fully exercising children's rights.

La Isla y El Mar Boutique Hotel acknowledges the expectation that its employees and all those who work with the company, including its customers, regard all children's best interests as the basis of their relationship with the hotel. This Child Protection Policy reflects our commitment to safeguard children from any damage, and clearly defines that which is required from all levels of the organisation, including anyone who comes into contact with the company, with regard to child protection, clearly stating that the company does not tolerate any form of child abuse.



INTEGRATED POLICY

LA ISLA Y EL MAR HOTEL belongs to the Hermanos Martínez Business Group, which has been managing it for XX years.

The Group's tourism division, which is called Martínez Hotel Group (MHG), manages and markets tourist establishments in Spain and Africa.

The Martínez Group is committed to sustainable tourism; our 5* La Isla y el Mar Hotel is proof of this: an innovative, eco-friendly establishment.

Martínez Hermanos Lanzarote is a family business, founded in 1927, which stands out for its core values of professionalism, honesty and simplicity, as well as the distinctive way in which it strives for excellence in everything it does, a symbol of guaranteed quality.

HOTEL is aware that the tourist activity takes place in a privileged environment and is focused on daily intercourse with its customers, as well as personalised customer service. To this end, we have implemented an integrated System of Quality and Environmental Management in all our establishments, based on international standards ISO 9001 and ISO 14001, as well as other sustainability standards such as TraveLife, always keeping the following commitments in mind:

- To meet all requirements, whether legal or voluntarily acquired, that are applicable to us because of our activity.
- To increase customer satisfaction, offering the highest quality service, and adapting to customer expectations.
- To develop our work ensuring continuous improvement in our services, in our methods of action, and in our relationships with customers and stakeholders.
- To respect the environment through actions aimed at preventing any type of pollution that may result from the development of our activity, emphasising the control of significant environmental aspects.
- To protect workers' rights, respecting their collective agreements, and guaranteeing the development of their rights of affiliation and representation.
- To foster a safe, pleasant environment for our clients, staff, and collaborators through actions which guarantee occupational safety and health protection throughout the development of our activities.
- To engage in the protection of human rights against any type of abuse and, in particular, to implement actions to protect minors from possible situations of sexual exploitation.
- To participate with the local community through collaborations that promote the dissemination of culture and traditions, and economic improvement and development.



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HOTEL BOUTIQUE

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