

SUB-SECTORS | HOLIDAY HOME, BUNGALOW, APARTMENT & VILLA

GOVERNANCE, COMPLIANCE AND REGULATION

| | | |
|------------------------------------------------------------------------------------------------------------|-----|----|
| All Licences, Registrations and Certificates required by law are available on request | Yes | No |
| Your business complies with current accounting standards, is up to date with tax filing and record keeping | Yes | No |
| Sewerage system is compliant with the building code and all relevant legislation | Yes | No |
| Building constructed is compliant with the building code and all relevant legislation | Yes | No |
| Your business has a current Public Liability Insurance policy | Yes | No |

CULTURE AND HERITAGE

| | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----|
| Management and staff understand the Kia Orana Values and guiding principles to foster authentic Cook Islands experiences | Yes | No |
| Showcase and promote Cook Islands culture and traditions by using one or more of the key components in your product or structures, artefacts, images, videos and visual art | Guideline | |
| Encourage visitors and guests to purchase locally made products in the Cook Islands | Guideline | |
| Management and staff use of 'Reo Maori' words to create awareness on the importance of the Cook Islands Maori language on the visitor experience | Guideline | |
| Implement a cultural or community initiative that engage local partners to be a part of your business | Guideline | |
| Promote the 'Pa Enua' experience and its distinctive features in upholding Cook Islands culture and heritage | Guideline | |
| Promote local gastronomy and culinary experiences | Guideline | |
| Promote historical and cultural events for guests and customers to appreciate Cook Islands social practices, rituals, traditions, music, dance and performing arts | Guideline | |
| Ensure cultural information provided to guests are well researched, appropriate and accurate | Guideline | |
| Emulate Cook Islands culture through attire or presentation where applicable e.g. Kia Orana wear | Guideline | |

HUMAN RESOURCES

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------|----|
| All human resource matters must comply with all related labour, gender, human rights and tax laws | Yes | No |
| Recruitment of new staff must have an employment agreement and a reasonable job description | Yes | No |
| Staff engagement and satisfaction should be measured regularly as part of the performance management system | Guideline | |
| Prioritise on the job training and development of staff to ensure the workforce is competently skilled | Guideline | |
| A performance management framework or an appraisal system is available for staff to identify areas of strength and areas for development | Guideline | |

ENVIRONMENT

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----|
| Energy conservation programme is in place and communicated to staff/guests as required (e.g. turn lights/air conditioning off when not in use) | Yes | No |
| Water conservation programme is in place and communicated to staff/guests as required (e.g. reuse towels, dual flush toilets etc.) | Yes | No |
| All rubbish is collected, separated and correctly recycled | Yes | No |
| All organic waste is composted or fed to livestock etc (not burned) | Guideline | |
| Visitors are informed of environmental best practices (e.g. not to stand on corals, not to feed fish bread etc) | Guideline | |
| Visitors are informed of environmental points of interest (e.g. Kakerori bird at Takitumu Conservation Area etc) | Guideline | |
| Your business offers filtered drinking water vs. single use plastic bottles | Guideline | |
| Your business offers refillable bathroom amenities vs. single use plastic bottles | Guideline | |
| Native plants and vegetation are used in landscaping | Guideline | |
| Invasive plants and vegetation are avoided in landscaping | Guideline | |

MARKETING AND PROMOTIONS

| | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----|
| All marketing material is a true representation of the establishment and facilities offered | Yes | No |
| Ensure a cancellation policy is in place and is communicated to guests on all marketing material including website, external booking engines, all documentation etc. | Yes | No |
| Establish a marketing plan or strategy to ensure products and services are communicated through various channels to your business partners and consumers | Guideline | |
| Foster business-to-business partnerships to build a strong supply chain | Guideline | |
| Develop business-to-consumer platforms such as website and social media to reach to your consumers effectively | Guideline | |
| Leverage media partners to create greater awareness for your business and should extend to non-traditional partners e.g. social influencers, bloggers, etc | Guideline | |
| Promotions should incorporate elements of Cook Islands culture and heritage | Guideline | |

HEALTH, SAFETY AND SECURITY

| | | |
|------------------------------------------------------------------------------------------------------------------------------|-----|----|
| - GENERAL | | |
| High standards of safety, cleanliness and hygiene is observed in all areas | Yes | No |
| A register of current guests must be kept | Yes | No |
| Dust pan and brush or broom available in each dwelling | Yes | No |
| All ceilings, walls and floors are free from dirt, dust and mould | Yes | No |
| - FIRE, SAFETY & EMERGENCY PROCEDURES | | |
| Fire Evacuation procedures on display or in compendium | Yes | No |
| Employees have knowledge of fire equipment use, emergency and evacuation procedures and are able to communicate to customers | Yes | No |
| A current serviced fire extinguisher is available | Yes | No |
| First Aid Kit available | Yes | No |
| Smoke detectors installed in sleeping areas | Yes | No |
| Detailed emergency contact numbers are visible | Yes | No |
| - HOT & COLD WATER | | |
| Property has hot & cold water systems | Yes | No |
| Any solar hot water booster switch is clearly identifiable and explained | Yes | No |
| If tap water is not suitable for drinking, room compendium information advises this | Yes | No |
| Water filters are clean and properly functioning | Yes | No |
| Plans are in place in the event of water shortage | Yes | No |

SUB-SECTORS | HOLIDAY HOME, BUNGALOW, APARTMENT & VILLA

| - GUESTROOMS | | |
|----------------------------------------------------------------------------------------------------------------------|-----|----|
| Clean Bedroom linen is provided on a regular basis | Yes | No |
| Property compendium is available in all dwellings | Yes | No |
| Mattress is in good order, with mattress protector | Yes | No |
| 1 clean pillow for each sleeping position with protector and slip | Yes | No |
| All lighting and electrics have properly functioning switches, lighting and wiring | Yes | No |
| Insect screens on all bedroom windows OR mosquito coils, insect repellent provided | Yes | No |
| Pedestal fan, ceiling fan OR air conditioning is provided | Yes | No |
| Lined waste bin AND recycling bin(s) provided | Yes | No |
| Blanket or duvet available on request | Yes | No |
| - BATHROOMS | | |
| Clean Bathroom linen is provided on a regular basis OR a second fresh set of linen is provided on request | Yes | No |
| Bathroom and toilet areas are clean, hygienic and odour free on guest arrival | Yes | No |
| Toilet brush available with each toilet | Yes | No |
| Facilities have ample supply of toilet paper | Yes | No |
| Shower floor is well drained | Yes | No |
| All fixtures in proper working order | Yes | No |
| Soap, towel and mirror are provided | Yes | No |
| Adequate lighting is in place and in working order | Yes | No |
| Lined waste bin is provided | Yes | No |
| - KITCHEN (WHERE APPLICABLE) | | |
| Clean tea towels and dish/surface cleaning cloth provided | Yes | No |
| Kitchen and food storage area are clean and pest free | Yes | No |
| Hard non-porous floor surface free of debris-collecting faults | Yes | No |
| Lined waste bin AND recycling bin(s) are provided | Yes | No |
| All appliances in good working condition and clean on guest arrival | Yes | No |
| A current serviced fire extinguisher in kitchen | Yes | No |
| - SECURITY & MAINTENANCE | | |
| Dwelling(s) are lockable | Yes | No |
| Onsite secure lockable valuables storage facility available | Yes | No |
| Property is maintained and free from environmental and health hazards | Yes | No |
| Major glass panels including sliding doors with pedestrian access must have a visual indicator | Yes | No |
| Grounds are well maintained and free of rubbish, insect and rodent breeding sites | Yes | No |
| - WATER SAFETY | | |
| Sign indicating swimming pool safety/rules on display or in compendium | Yes | No |
| Swimming Pool has depth markings in place | Yes | No |
| Water Safety message on display or in compendium | Yes | No |
| Acknowledgement of risks form OR briefing for all water activities and rental equipment | Yes | No |
| Life jackets must be available if you offer kayaks, stand-up paddle boards and/or snorkel equipment at your property | Yes | No |

| CUSTOMER SERVICE | | |
|-----------------------------------------------------------------------------------------------------------------------------------------|-----|-----------|
| Manager or staff member available for contact | Yes | No |
| Staff in all areas are clean and tidy in appearance | Yes | No |
| High standards of service to customers, fulfilling contracts and agreements | Yes | No |
| Prompt responses to genuine complaints, making every effort to resolve disputes | Yes | No |
| Respect communication preferences and privacy concerns of customers | Yes | No |
| Approach business dealings, marketplace transactions and commitments with integrity | Yes | No |
| Enquiries, sales and bookings are responded to in a timely and professional manner | Yes | No |
| Ensure there is a platform that allows customers to provide feedback and reviews in order to continuously improve products and services | Yes | No |
| Ensure the information provided to customers is factual, accurate and informative | Yes | No |
| Establish and maintain a positive and ethical track record in the marketplace | | Guideline |
| Ensure all staff complete the Kia Orana Customer Service course | | Guideline |

LEGEND:

Standard refers to the **Yes | No** questions - These are compulsory standards and must be met to suffice accreditation.

Guideline - These are a guideline for best practices only (you do not need to meet these but we would love for you to indicate whether you do or not)

DISCLAIMER:

These Standards and Guidelines are effective from 01 January 2023. This document was updated May 2023. For any updates or changes, please contact Cook Islands Tourism Corporation.