



COOK ISLANDS QUALITY ASSURED STANDARDS & GUIDELINES

ACCOMMODATION SECTOR



SUB-SECTORS | HOTEL & RESORT

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
Non Smoking / designated smoking / vaping areas	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
Encourage visitors and guests to purchase locally made products in the Cook Islands	Guideline	
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	
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/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	
You business offers refillable bathroom amenities vs. single use plastic bottles	Guideline	
Gift shop offers reef-safe sunscreen (where applicable)	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
Guests are able to have 24 hour easy access to a telephone and directory	Yes	No
Cleaning supplies available upon request	Yes	No
Hiking Safety message on display		
All ceilings, walls and floors are free from dirt, dust and mould	Yes	No
- FIRE, SAFETY & EMERGENCY PROCEDURES		
Fire Evacuation procedures on display	Yes	No
Employees have knowledge of fire equipment use, emergency and evacuation procedures and are able to communicate to customers	Yes	No
Current fire extinguisher and a fire blanket is in place and within easy access	Yes	No
First Aid Kit available	Yes	No
Smoke detectors installed in sleeping areas	Yes	No
Tsunami and Cyclone evacuation procedures on display	Yes	No
Detailed emergency contact numbers are visible	Yes	No
Alternative lighting option available in the event of power outage	Yes	No
- WATER SAFETY		
Sign indicating swimming pool safety/rules on display	Yes	No
Swimming Pool has depth markings in place	Yes	No
Water Safety message on display	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, standup paddle boards and/or snorkel equipment at your property	Yes	No
- STAFF & GUEST BATHROOMS		
Clean and tidy	Yes	No
Utilities in good condition	Yes	No
- GUESTROOMS		
Clean bedroom linen is provided on a regular basis	Yes	No
Property compendium is available in all dwellings	Yes	No



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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	Yes	No
Pedestal fan, ceiling fan OR air conditioning is provided	Yes	No
Lined waste bin AND recycling bin(s) provided		
Blanket or duvet available on request	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) provided		
All appliances in good working condition and clean on guest arrival	Yes	No
A current service fire extinguisher in kitchen	Yes	No
- SECURITY & MAINTENANCE		
Dwelling(s) are lockable	Yes	No
Onsite secure lockable valuables storage facility available (e.g. on-site or in-room safes)	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
- 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
- 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 odor free on guest arrival	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

CUSTOMER SERVICE		
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
Manager or staff member available for contact during normal working hours	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.