

SUB-SECTOR | WITHOUT FOOD

GOVERNANCE, COMPLIANCE AND REGULATION

All Licences, Registrations and Certificates required by law are available on request	Yes	No
Your business complies with current account standards, is up to date with tax filing and record keeping	Yes	No
Building constructed is compliant with the building code and all relevant legislation	Yes	No
Establishment promotes the smoke free regulations	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 position description	Yes	No
Staff engagement and satisfaction should be measured 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 off lights etc)	Yes	No
Water conservation programme is in place and communicated to staff/guests as required	Yes	No
All tours must operate in a manner that protects the natural environment	Yes	No
All rubbish is collected, separated and correctly recycled	Yes	No
All organic waste is composted (not burned)		Guideline
Visitors are encouraged to bring reusable drink bottles Vs. single use plastic bottles		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

MARKETING AND PROMOTIONS

All marketing material is a true representation of the establishment and facilities offered	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
Toilet available and in a clean and tidy state (if applicable)	Yes	No
- FIRE SAFETY PROCEDURES		
Employees have knowledge of fire equipment use	Yes	No
Current fire extinguisher and a fire blanket is in place and within easy access	Yes	No
- EMERGENCY PROCEDURES		
First Aid Kit available	Yes	No
Emergency response/standard operating procedures in place and available	Yes	No
Employees are able to communicate emergency response/standard operating procedures and evacuation procedures to customers	Yes	No
There is always an employee on each tour who holds a First Aid Certificate	Yes	No



COOK ISLANDS QUALITY ASSURED STANDARDS & GUIDELINES

LAND TOURS SECTOR



SUB-SECTOR | WITHOUT FOOD

CUSTOMER SERVICE

Staff in all areas are clean and tidy in appearance	Yes	No
High standards of service to customers, fulfilling contracts, agreements and expectations	Yes	No
Prompt responses to genuine complaints, making every effort to resolve disputes	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
Access to an owner, manager or similar during operating hours	Yes	No
If you have a cancellation policy in place, this is detailed on any marketing material in writing	Yes	No
Understand privacy and using all information collected as it was intended	Yes	No
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 on May 2023. For any updates or changes, please contact Cook Islands Tourism Corporation.



COOK ISLANDS QUALITY ASSURED STANDARDS & GUIDELINES

LAND TOURS SECTOR



SUB-SECTOR | WITHOUT FOOD