

## MARINE TOUR SECTOR

### SUB-SECTOR | NON-MOTORISED

#### 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
Establishment promotes the smoke free regulations	Yes	No
Food handlers and preparers must have a Public Health Certificate	Yes	No
Food preparation areas must be certified by Public Health	Yes	No
Your business has a current Public Liability Insurance policy	Yes	No

#### CULTURE AND HERITAGE

Tours in the Aavaarua Passage are restricted to operate on weekdays only (Monday to Friday)	Yes	No
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 cultural and heritage 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 'Reo Maori' words to enhance the Cook Islands cultural experience for the visitor	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	Yes	No
Water conservation programme is in place and communicated to staff/guests as required	Yes	No
All rubbish is collected, separated and correctly recycled	Yes	No
All tours must operate in a manner that protects the marine eco-system	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 activity, 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

<b>- GENERAL</b>		
High standards of cleanliness and hygiene is observed in all areas	Yes	No
A register of current clients must be kept	Yes	No
Toilet available and in a clean and tidy state (if applicable)	Yes	No
<b>- WATER SAFETY PROCEDURES - GENERAL</b>		
All guides must have a current Cook Islands - Bronze Medallion Certificate	Yes	No
Correct water safety and life saving equipment available at all times e.g. Life jackets for kayaks/stand up paddle boards etc	Yes	No

## MARINE TOUR SECTOR

### SUB-SECTOR | NON-MOTORISED

Safety and emergency briefing for all water activities and rental equipment	Yes	No
<b>- WATER SAFETY PROCEDURES - SPECIFIC TO PASSAGES</b>		
A maximum of 4 visitors per certified guide in all passages on Rarotonga and deep lagoon waters at all times	Yes	No
Tours in the Avaavaroa Passage are restricted to operate only during low tide; and up to two hours either side of low tide (only if it is deemed safe to do so)	Yes	No
Automated external defibrillator (AED) available at all times	Yes	No
Rescue tube available at all times for each certified guide	Yes	No
Acknowledgement of risks form completed by each visitor	Yes	No
Debrief, Incident Report or similar must be completed for each tour group	Yes	No
<b>- EMERGENCY PROCEDURES</b>		
All guides must have a current First Aid Certificate	Yes	No
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

<b>CUSTOMER SERVICE</b>		
Staff in all areas are clean and tidy in appearance	Yes	No
High standards of service to customers, fulfilling contracts, agreements	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
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 on May 2023. For any updates or changes, please contact Cook Islands Tourism Corporation.