



TRC



Appendix

Tourism Accreditation and
Biodiversity Conservation Projects
An assessment of indicators and targets
for the Ridge to Reef Project

COOK ISLANDS

August 2020



This report was prepared by TRC Tourism for National Environment Service (NES) and Ridge to Reef (R2R) project with the support of United Nations Development Programme (UNDP) and funding from Global Environment Facility (GEF).

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The COVID-19 outbreak was declared a pandemic by the World Health Organization (WHO) on 11 March 2020. Travel to the Cook Islands was restricted and the assessment of the R2R indicators and targets was undertaken through desktop research, consultation with the client and partners through on line meetings and an on line survey for tourism businesses.

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**Appendix 1 – Tourism Operators
Certified with MTEC in 2019**



MTEC 2019

1. Arcadia Retreat Rarotonga
2. Ariki Adventures
3. Ariki Holidays
4. Aro'a Beachside Inn
5. Blue Lagoon Villa (Cook Islands Holiday Villa's)
6. Club Raro
7. Discover Marine and Wildlife Eco Centre
8. Dive Rarotonga
9. Etu Moana
10. Ikurangi Eco Retreat
11. JJ's Retreat
12. Kaireva Beach House
13. Kia Orana Villas
14. KiteSUP
15. Magic Reef Bungalows
16. Manuia Beach Resort
17. Moana Sands Group
18. Muri Beach Club Hotel
19. Muri Beach Resort
20. Muri Beachcomber
21. Muri Lagoon Villa (Cooks Islands Holiday Villas Group)
22. Nautilus Resort Rarotonga
23. Nirvana Cottage
24. Pacific Resort Rarotonga
25. Palm Grove & The Yellow Hibiscus
26. Paradise Holiday Homes
27. Rarotonga Daydreamer Resort
28. Royale Takitumu
29. Sanctuary Rarotonga -onthebeach
30. Sands Villas Rarotonga
31. Sea Change Villas
32. Serenity Villas
33. Storytellers Eco Cycle Tours
34. Te Manava Luxury Villas & Spa
35. Te Puka Estate

MTEC 2019

36. The Cooks Oasis Holiday Villas
37. The Rarotongan Beach Resort & Lagoonarium
38. Tuoro Holiday Villas (Cook Island Holiday Villas Group)
39. Turama Pacific Travel Group
40. Turangi Lagoon Villas (Cook Island Holiday Villas Group)
41. Whitehouse Apartments

Appendix 2 – Survey Analysis





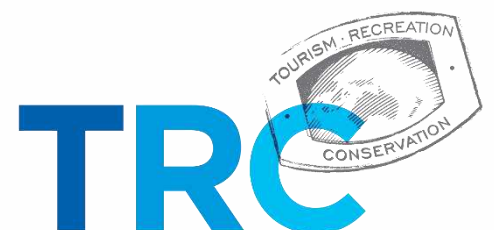
NATIONAL ENVIRONMENT SERVICE
TU'ANGA TAPOROPORO
COOK ISLANDS



Sustainable Tourism Adviser Cook Islands

Survey Analysis

June 2020



This report was prepared by TRC Tourism for National Environment Service (NES) and Ridge to Reef (R2R) project with the support of United Nations Development Programme (UNDP) and funding from Global Environment Facility (GEF).

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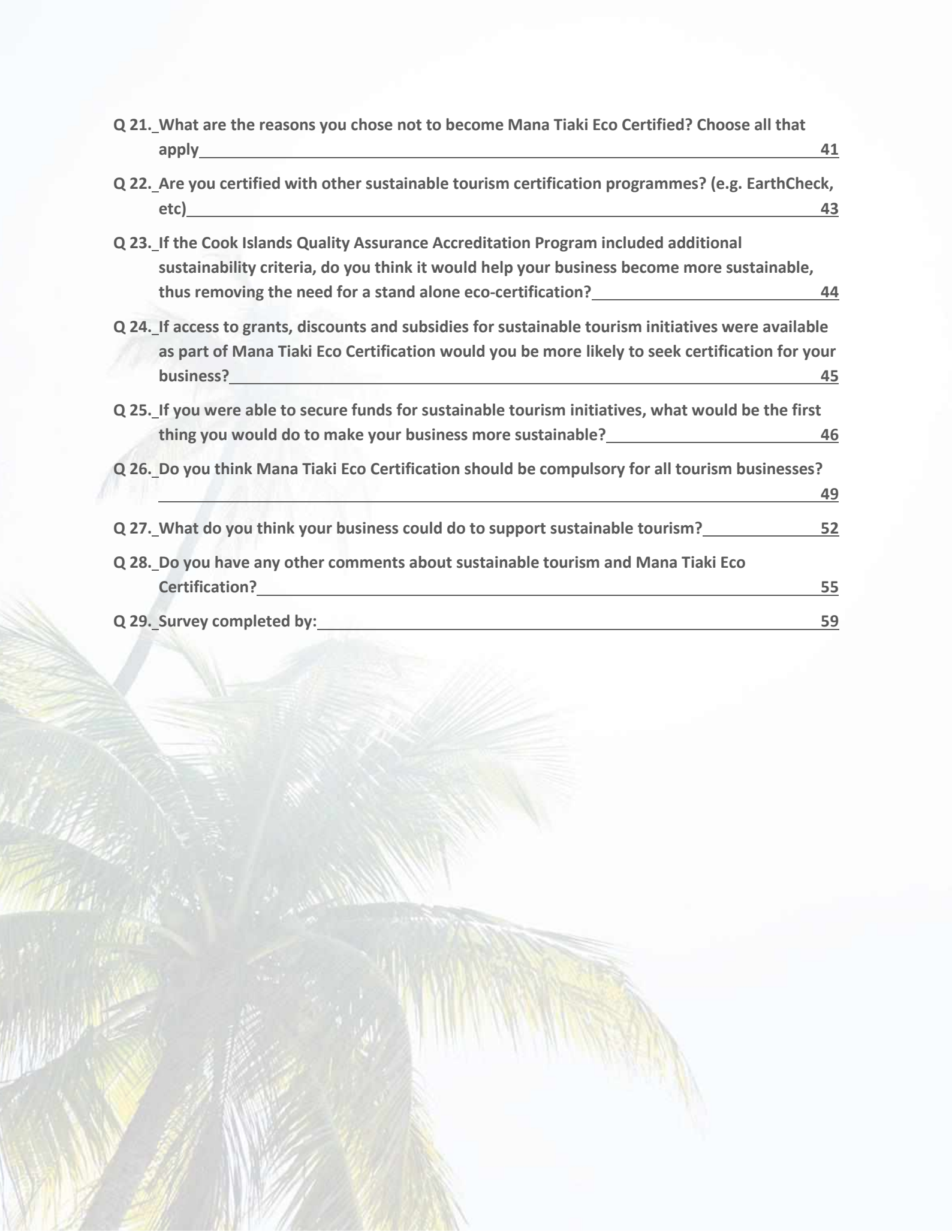
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| | |
|--|----|
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Introduction

The aim of the survey was to collect information on sustainable tourism and eco certification in the Cook Islands. The opening date for the survey response was Friday 8 May 2020 and the closing date Friday 22 May 2020. The survey was promoted through various channels including on the Mana Tiaki website, Cook Islands Tourism weekly EDM and the Cook Islands Tourism weekly TV news slot. There are currently 394 tourism operators in the Cook Islands, we assume that the survey reached the majority of these operators. There was a total of 142 survey responses received, however only 99 of these responses were valid. The survey took on average 17 minutes to complete. There was a prize incentive to go in the draw for a \$300 voucher to Paradise Supplies for all respondents. Liana Scott from Muri Beach Club Hotel won the voucher.

The following analysis is categorised based on question 14 *Is your business currently certified / or has in the past been certified with Mana Tiaki Eco Certification?*

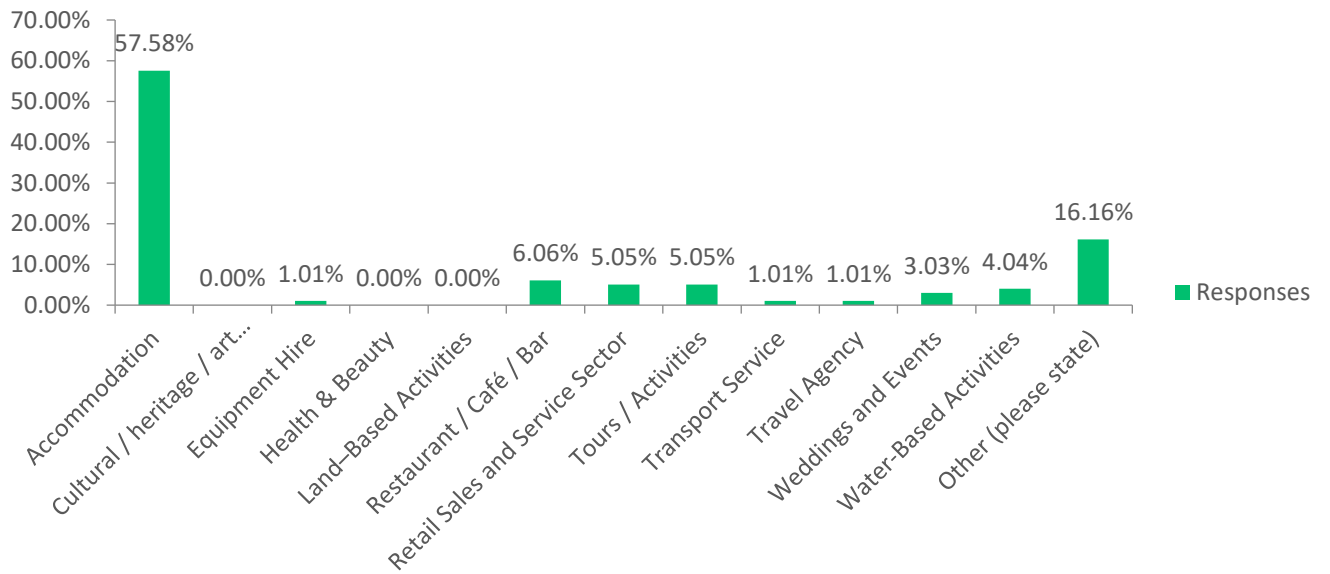
The following analyses displays **Certified** businesses in green, **Not Certified** businesses in red and respondents that **Skipped** question 14 in purple.

Q 1. What is the primary focus of your business? (select from list)

| Answer Choices | Responses | Certified | Not Certified | Skipped |
|--------------------------------------|-----------------|-----------|---------------|-----------|
| Accommodation | 57.58% | 57 | 26 | 5 |
| Cultural / heritage / art attraction | 0.00% | 0 | | |
| Equipment Hire | 1.01% | 1 | 1 | |
| Health & Beauty | 0.00% | 0 | | |
| Land-Based Activities | 0.00% | 0 | | |
| Restaurant / Café / Bar | 6.06% | 6 | 1 | 4 |
| Retail Sales and Service Sector | 5.05% | 5 | 4 | 1 |
| Tours / Activities | 5.05% | 5 | 1 | 4 |
| Transport Service | 1.01% | 1 | | 1 |
| Travel Agency | 1.01% | 1 | | 1 |
| Weddings and Events | 3.03% | 3 | 2 | 1 |
| Water-Based Activities | 4.04% | 4 | 2 | 1 |
| Other (please state) | 16.16% | 16 | 1 | 11 |
| | Answered | 99 | | |
| | Skipped | 0 | | |
| | Total | | 31 | 53 |
| | | | | 15 |

| Other (please state) | |
|----------------------|---|
| Certified | multi toursim supplier - all of above but 3 and 4 above |
| Not Certified | Value added agriculture (food processing) |
| Not Certified | Electrical |
| Not Certified | Massage |
| Not Certified | Construction |
| Not Certified | Early Childhood Education |
| Not Certified | CITTI |
| Not Certified | Craft Items |
| Not Certified | Electrical |
| Not Certified | Accommodation and water based activities |
| Not Certified | Business Services |
| Not Certified | Integrated Hospitality (Hotel, restaurants, bars, niteclubs, spas, holiday homes. |
| Skipped | Manufacturing / Retail sales |
| Skipped | Professional services |
| Skipped | Internet Development NGO |
| Skipped | Accom, marine tours, cafe and takeaways |

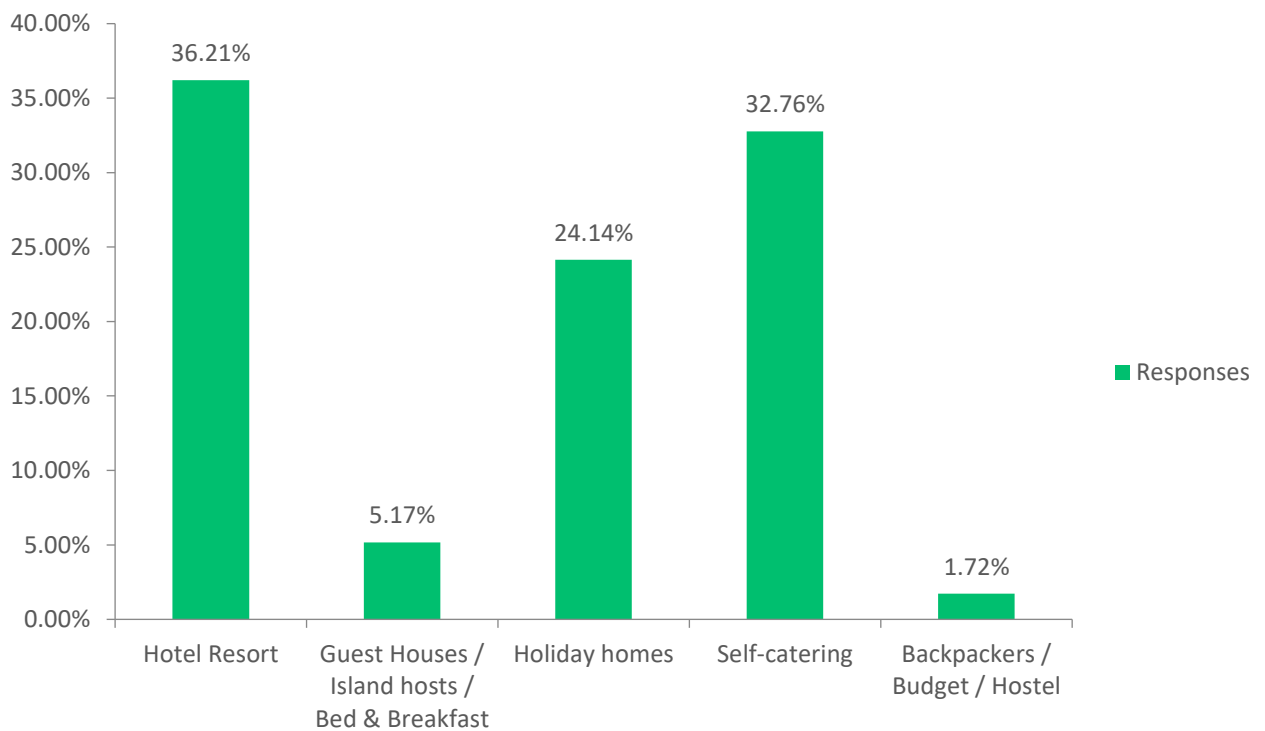
What is the primary focus of your business? (select from list)



Q 2. Which type of Accommodation?

| Which type of Accommodation? | | Certified | Not Certified | Skipped |
|---|--------------------|-----------|---------------|----------|
| Answer Choices | Responses | | | |
| Hotel Resort | 36.21% 21 | 15 | 5 | 1 |
| Guest Houses / Island hosts / Bed & Breakfast | 5.17% 3 | | 3 | |
| Holiday homes | 24.14% 14 | 3 | 9 | 2 |
| Self-catering | 32.76% 19 | 8 | 9 | 2 |
| Backpackers / Budget / Hostel | 1.72% 1 | | 1 | |
| | Answered 58 | | | |
| | Skipped 41 | | | |
| | Total | 26 | 26 | 5 |

Which type of Accommodation?



Q 3. What type of Land-Based Activity?

| Answer Choices | Responses | Certified | Not Certified | Skipped |
|--------------------------------|-----------|-----------|---------------|---------|
| 4WD or all terrain buggy tours | 0.00% | 0 | | |
| Cultural or Scenic Tours | 0.00% | 0 | | |
| Other (please specify) | 0.00% | 0 | | |
| | Answered | 0 | | |
| | Skipped | 99 | | |
| | Total | 0 | 0 | 0 |

Q 4. Which type of Water-Based Activity?

| Answer Choices | Responses | Certified | Not Certified | Skipped |
|-----------------------------------|-----------|-----------|---------------|---------|
| Diving / Snorkelling etc | 25.00% | 1 | | |
| Charter Boats – Cruises / Fishing | 25.00% | 1 | 1 | |
| SUP / Kayaking / Watercraft | 25.00% | 1 | | |
| Reef walks | 0.00% | 0 | | |
| Other (please state) | 25.00% | 1 | | 1 |
| | Answered | 4 | | |
| | Skipped | 95 | | |
| | Total | 2 | 1 | 1 |

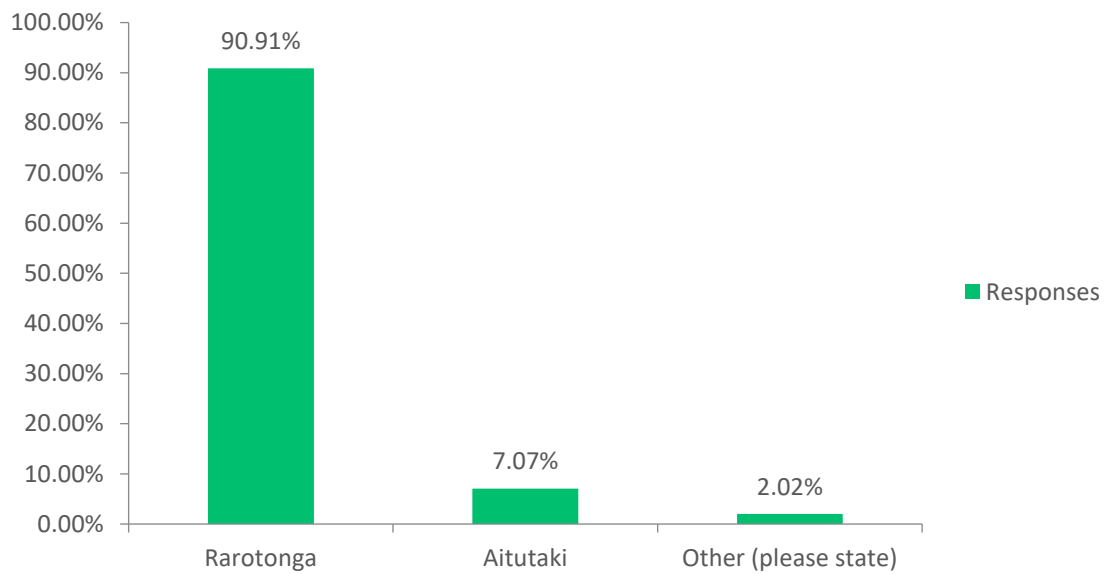
| Other (please state) | |
|----------------------|---------------|
| Skipped | Kite boarding |

Q 5. Where is your primary business located?

| Answer Choices | Responses | Certified | Not Certified | Skipped | |
|----------------------|-----------|-----------|---------------|---------|----|
| Rarotonga | 90.91% | 90 | 29 | 48 | 13 |
| Aitutaki | 7.07% | 7 | 2 | 3 | 2 |
| Other (please state) | 2.02% | 2 | | 2 | |
| | Answered | 99 | | | |
| | Skipped | 0 | | | |
| | Total | 31 | 53 | 15 | |

| Other (please state) | |
|----------------------|----------|
| Not Certified | Enuamanu |
| Not Certified | Mauke |

Where is your primary business located?



Q 6. How many years has your business been in operation?

| | | Certified | Not Certified | Skipped |
|----------|----|-----------|---------------|---------|
| Answered | 99 | 31 | 53 | 15 |
| Skipped | 0 | | | |

| Certified | Years | Not Certified | Years | Skipped | Years |
|-----------|--------|---------------|-----------|---------|------------|
| Certified | 31yrs | Not Certified | 26 years | Skipped | 15 years |
| Certified | 30 yrs | Not Certified | 2 | Skipped | 14 |
| Certified | 7 | Not Certified | 2+ | Skipped | 3 years |
| Certified | 15 | Not Certified | 2 | Skipped | Since 2005 |
| Certified | 2.5 | Not Certified | 2 years | Skipped | 23 |
| Certified | 50+ | Not Certified | 7 years | Skipped | 9 |
| Certified | 10 | Not Certified | Four | Skipped | 16 |
| Certified | 42 | Not Certified | 1 | Skipped | 9 years |
| Certified | 18 | Not Certified | 11 MONTHS | Skipped | 5 |
| Certified | 15 | Not Certified | 9 | Skipped | 15 years |
| Certified | 21 | Not Certified | 3 | Skipped | 15 |
| Certified | 6 | Not Certified | 12 | Skipped | 30 |

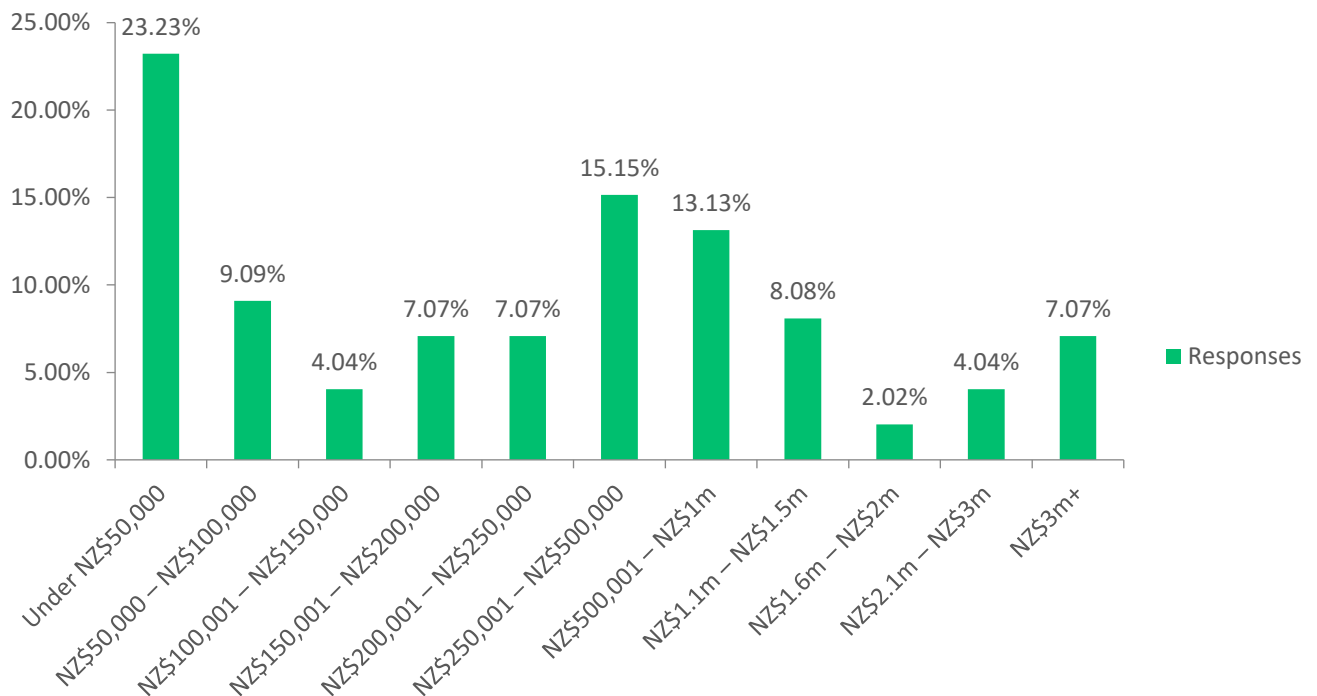
| Certified | Years | Not Certified | Years | Skipped | Years |
|-----------|--|---------------|----------------------|---------|----------|
| Certified | 16 | Not Certified | 14 | Skipped | 25 |
| Certified | 9 | Not Certified | 20 | Skipped | 12 years |
| Certified | 4 | Not Certified | 30 | Skipped | 4 |
| Certified | 15 | Not Certified | Over 50 | | |
| Certified | 8 | Not Certified | 50 years | | |
| Certified | 25 years | Not Certified | 40 | | |
| Certified | 18 | Not Certified | 8 | | |
| Certified | 13 years | Not Certified | 5 | | |
| Certified | Unsure of previous owners. 2 years for current ownership | Not Certified | 18 | | |
| Certified | 35 | Not Certified | 12 | | |
| Certified | 20 | Not Certified | 20 years | | |
| Certified | 20 | Not Certified | 1 | | |
| Certified | 20 | Not Certified | 20+ years | | |
| Certified | 2 | Not Certified | 17 | | |
| Certified | 8 | Not Certified | 11 | | |
| Certified | 1.5 (since we bought it) | Not Certified | 10 | | |
| Certified | 6 | Not Certified | Two and a half years | | |
| Certified | 30 | Not Certified | 13 | | |
| Certified | 21 | Not Certified | 16 | | |
| Certified | | Not Certified | 5 years | | |
| | | Not Certified | 3 | | |
| | | Not Certified | 7 years | | |
| | | Not Certified | 7 | | |
| | | Not Certified | 4 | | |
| | | Not Certified | 19 | | |
| | | Not Certified | 5 | | |
| | | Not Certified | 6 | | |
| | | Not Certified | 1/2 year | | |
| | | Not Certified | 15 | | |
| | | Not Certified | 12 | | |
| | | Not Certified | 15 | | |
| | | Not Certified | 25 | | |

| Certified | Years | Not Certified | Years | Skipped | Years |
|-----------|-------|---------------|----------------------------------|---------|-------|
| | | Not Certified | 4 | | |
| | | Not Certified | 5 | | |
| | | Not Certified | 21 years | | |
| | | Not Certified | 5 | | |
| | | Not Certified | 25 YEARS | | |
| | | Not Certified | 12 | | |
| | | Not Certified | 10 years, 7 under our ownership. | | |
| | | Not Certified | 3 years | | |
| | | Not Certified | 30 | | |

Q 7. What was your annual turnover in the last financial year? (select from options)

| Answer Choices | Responses | | Certified | Not Certified | Skipped |
|---------------------------|-----------------|-----------|-----------|---------------|-----------|
| Under NZ\$50,000 | 23.23% | 23 | 1 | 18 | 4 |
| NZ\$50,000 – NZ\$100,000 | 9.09% | 9 | 1 | 6 | 2 |
| NZ\$100,001 – NZ\$150,000 | 4.04% | 4 | | 3 | 1 |
| NZ\$150,001 – NZ\$200,000 | 7.07% | 7 | 3 | 2 | 2 |
| NZ\$200,001 – NZ\$250,000 | 7.07% | 7 | 3 | 4 | |
| NZ\$250,001 – NZ\$500,000 | 15.15% | 15 | 5 | 8 | 2 |
| NZ\$500,001 – NZ\$1m | 13.13% | 13 | 5 | 6 | 2 |
| NZ\$1.1m – NZ\$1.5m | 8.08% | 8 | 5 | 2 | 1 |
| NZ\$1.6m – NZ\$2m | 2.02% | 2 | 1 | 1 | |
| NZ\$2.1m – NZ\$3m | 4.04% | 4 | 4 | | |
| NZ\$3m+ | 7.07% | 7 | 3 | 3 | 1 |
| | Answered | 99 | | | |
| | Skipped | 0 | | | |
| | Total | | 31 | 53 | 15 |

What was your annual turnover in the last financial year? (select from options)



Q8. How many full and part-time staff did you employ last financial year?

| Answer Choices | Responses | | Certified | Not Certified | Skipped |
|----------------|-----------|----|-----------|---------------|---------|
| Full time: | 100.00% | 99 | 29 | 44 | 12 |
| Part time: | 100.00% | 99 | 26 | 33 | 8 |
| | Answered | 99 | | | |
| | Skipped | 0 | | | |

| Certified | | Not Certified | | Skipped | |
|-----------|-----------|---------------|-----------|-----------|-----------|
| Full Time | Part Time | Full Time | Part Time | Full Time | Part Time |
| 7 | 3 | 20 | 0 | 9 | 0 |
| 3 | 7 | 19 | 8 | 1 | 0 |
| 4 | 9 | 7 | 4 | 2 | 0 |
| 4 | 6 | 2 | 2 | 3 | 1 |
| 5 | 10 | 7 | 1 | 7 | 0 |
| 78 | 12 | 3 | 1 | 3 | nil |
| 2 | 2 | 3 | 0 | 75 | 10 |
| 2 | 4 | 2 | 2 | 0 | 2 |
| 3 | 0 | 1 | 1 | 1 | 1 |
| 22 | 5 | 7 | 1 | 4 | 8 |
| 60 | 10 | 2 | 0 | 12 | 6 |
| 14 | 2 | 3 | 3 | Nil | Two |
| 47 | 3 | 3 | 0 | Nil | Nil |
| 1 | 1 | 5 | 2 | 15 | 25 |
| 1 | 1 | 1 | 2 | 3 | 0 |
| 4 | 0 | 1 | 2 | | |
| 1 | 1 | 3 | 0 | | |
| 6 | 0 | 5 | 0 | | |
| 0 | 0 | 6 | 3 | | |
| 7 | 3 | 5 | 6 | | |
| 4 | 4 | 100 | 100 | | |
| 37 | 5 | 88 | 12 | | |
| 33 | 1 | 48 | 3 | | |
| 35 | 30 | 0 | 0 | | |
| 1 | 2 | 1 | 0 | | |
| 7 | 1 | 1 | 3 | | |
| 5 | 1 | 2 | 1 | | |
| 3 | 6 | 1 | 0 | | |
| 2 | 5 | 1 | 0 | | |
| 7 | 0 | 6 | 4 | | |
| 0 | 2 | 20 | 2 | | |
| | | 5 | 0 | | |
| | | 11 | 6 | | |
| | | 2 | 1 | | |

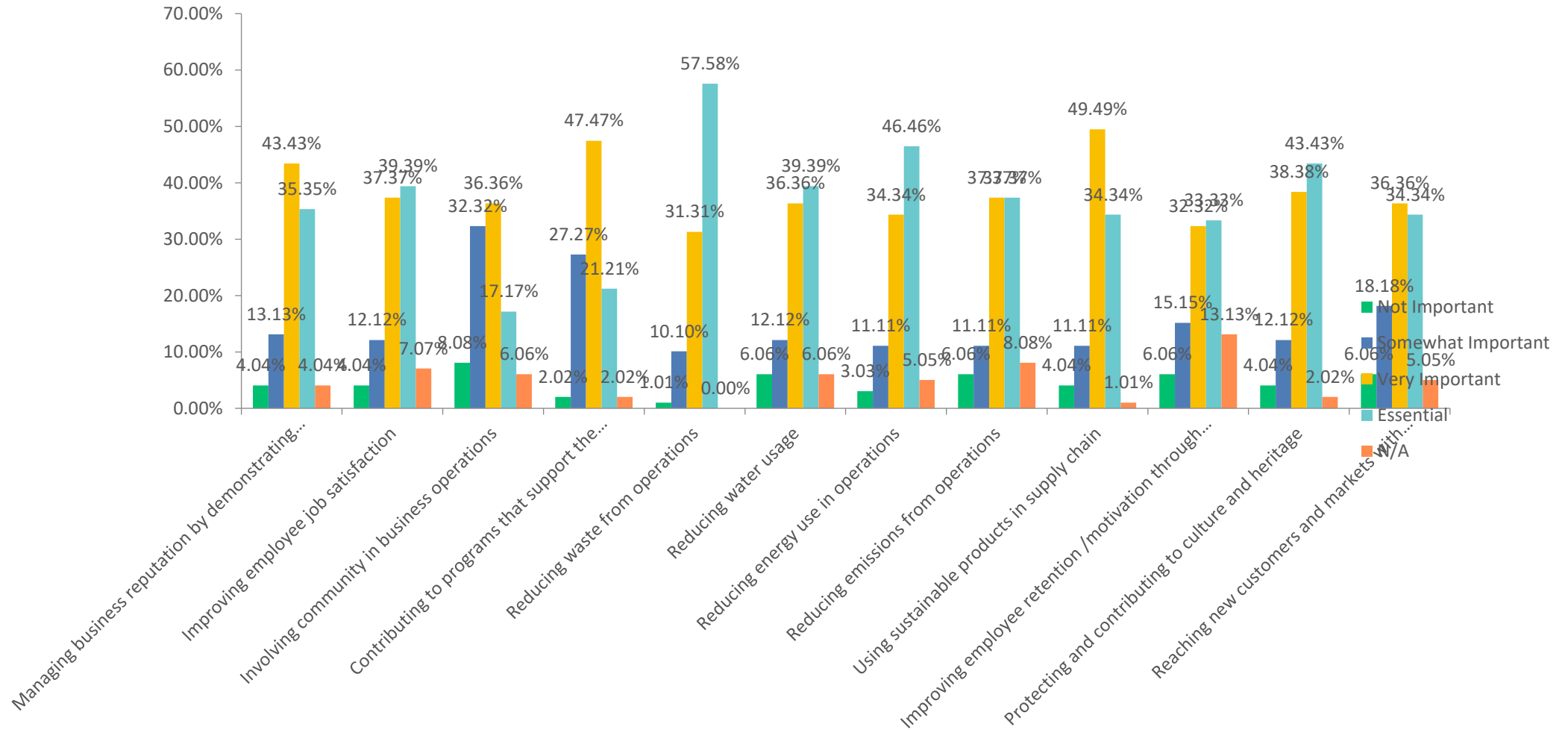
| Certified | | Not Certified | | Skipped | |
|-----------|--|---------------|------|---------|--|
| | | 15 | 3 | | |
| | | 1 | 1 | | |
| | | 0 | 0 | | |
| | | 0 | 0 | | |
| | | 1 | 1 | | |
| | | 0 | 2 | | |
| | | 1 | 1 | | |
| | | 1 | 1 | | |
| | | 2 | 0 | | |
| | | 1 | 1 | | |
| | | one | one | | |
| | | 0 | 0 | | |
| | | 8 | 10 | | |
| | | 1 | 0 | | |
| | | 1 | 0 | | |
| | | 0 | 3 | | |
| | | 0 | 0 | | |
| | | None | None | | |
| | | None | None | | |

Q 9. Please rate how important the following factors are to the environmental sustainability of your business

| | | Not Important | | Somewhat Important | | Very Important | | Essential | | N/A | | Total |
|---|----------------------|---------------|---|--------------------|----|----------------|----|---------------|----|-------|---|-----------|
| Managing business reputation by demonstrating sustainable operations | | 4.04% | 4 | 13.13% | 13 | 43.43% | 43 | 35.35% | 35 | 4.04% | 4 | 99 |
| | Certified | | | | 1 | | 12 | | 18 | | | 31 |
| | Not Certified | | 4 | | 10 | | 27 | | 11 | | 1 | 53 |
| | Skipped | | | | 2 | | 4 | | 6 | | 3 | 15 |
| Improving employee job satisfaction | | 4.04% | 4 | 12.12% | 12 | 37.37% | 37 | 39.39% | 39 | 7.07% | 7 | 99 |
| | Certified | | 1 | | 1 | | 15 | | 12 | | 2 | 31 |
| | Not Certified | | 3 | | 9 | | 17 | | 19 | | 5 | 53 |
| | Skipped | | | | 2 | | 5 | | 8 | | | 15 |
| Involving community in business operations | | 8.08% | 8 | 32.32% | 32 | 36.36% | 36 | 17.17% | 17 | 6.06% | 6 | 99 |
| | Certified | | 5 | | 10 | | 13 | | 5 | | | 31 |
| | Not Certified | | 5 | | 16 | | 20 | | 8 | | 4 | 53 |
| | Skipped | | | | 6 | | 3 | | 4 | | 2 | 15 |
| Contributing to programs that support the environment | | 2.02% | 2 | 27.27% | 27 | 47.47% | 47 | 21.21% | 21 | 2.02% | 2 | 99 |
| | Certified | | | | 4 | | 18 | | 9 | | | 31 |
| | Not Certified | | 2 | | 19 | | 24 | | 7 | | 1 | 53 |
| | Skipped | | | | 4 | | 5 | | 5 | | 1 | 15 |
| Reducing waste from operations | | 1.01% | 1 | 10.10% | 10 | 31.31% | 31 | 57.58% | 57 | 0.00% | 0 | 99 |
| | Certified | | | | | | 10 | | 21 | | | 31 |
| | Not Certified | | 1 | | 9 | | 16 | | 27 | | | 53 |
| | Skipped | | | | 1 | | 5 | | 9 | | | 15 |
| Reducing water usage | | 6.06% | 6 | 12.12% | 12 | 36.36% | 36 | 39.39% | 39 | 6.06% | 6 | 99 |
| | Certified | | | | 5 | | 12 | | 12 | | 2 | 31 |
| | Not Certified | | 6 | | 7 | | 20 | | 19 | | 1 | 53 |
| | Skipped | | | | | | 4 | | 8 | | 3 | 15 |

| | | Not Important | | Somewhat Important | | Very Important | | Essential | | N/A | | Total |
|--|----------------------|---------------|---|--------------------|----|----------------|----|-----------|----|--------|-----------------|-----------|
| Reducing energy use in operations | | 3.03% | 3 | 11.11% | 11 | 34.34% | 34 | 46.46% | 46 | 5.05% | 5 | 99 |
| | Certified | | | | 2 | | 10 | | 18 | | 1 | 31 |
| | Not Certified | | 3 | | 8 | | 19 | | 21 | | 2 | 53 |
| | Skipped | | | | 1 | | 5 | | 7 | | 2 | 15 |
| Reducing emissions from operations | | 6.06% | 6 | 11.11% | 11 | 37.37% | 37 | 37.37% | 37 | 8.08% | 8 | 99 |
| | Certified | | | | 3 | | 10 | | 17 | | 1 | 31 |
| | Not Certified | | 5 | | 6 | | 24 | | 13 | | 5 | 53 |
| | Skipped | | 1 | | 2 | | 3 | | 7 | | 2 | 15 |
| Using sustainable products in supply chain | | 4.04% | 4 | 11.11% | 11 | 49.49% | 49 | 34.34% | 34 | 1.01% | 1 | 99 |
| | Certified | | | | | | 13 | | 18 | | | 31 |
| | Not Certified | | 4 | | 9 | | 28 | | 12 | | | 53 |
| | Skipped | | | | 2 | | 8 | | 4 | | 1 | 15 |
| Improving employee retention /motivation through sustainability | | 6.06% | 6 | 15.15% | 15 | 32.32% | 32 | 33.33% | 33 | 13.13% | 13 | 99 |
| | Certified | | 1 | | 4 | | 10 | | 13 | | 3 | 31 |
| | Not Certified | | 4 | | 11 | | 16 | | 16 | | 6 | 53 |
| | Skipped | | 1 | | | | 6 | | 4 | | 4 | 15 |
| Protecting and contributing to culture and heritage | | 4.04% | 4 | 12.12% | 12 | 38.38% | 38 | 43.43% | 43 | 2.02% | 2 | 99 |
| | Certified | | | | 3 | | 11 | | 17 | | | 31 |
| | Not Certified | | 4 | | 8 | | 22 | | 18 | | 1 | 53 |
| | Skipped | | | | 1 | | 5 | | 8 | | 1 | 15 |
| Reaching new customers and markets with sustainable products | | 6.06% | 6 | 18.18% | 18 | 36.36% | 36 | 34.34% | 34 | 5.05% | 5 | 99 |
| | Certified | | | | 3 | | 12 | | 16 | | | 31 |
| | Not Certified | | 5 | | 14 | | 21 | | 11 | | 2 | 53 |
| | Skipped | | 1 | | 1 | | 3 | | 7 | | 3 | 15 |
| | | | | | | | | | | | Answered | 99 |
| | | | | | | | | | | | Skipped | 0 |

Please rate how important the following factors are to the environmental sustainability of your business



Q 10. Please list up to 3 sustainable tourism activities or initiatives that you undertake within your business:

| Answer Choices | Responses | Certified | Not Certified | Skipped |
|----------------|-----------------|-----------|---------------|-----------|
| 1. | 100.00% | 86 | | |
| 2. | 95.35% | 82 | | |
| 3. | 86.05% | 74 | | |
| | Answered | 86 | | |
| | Skipped | 13 | | |
| | Total | | 31 | 51 |
| | | | | 2 |

| Certified | | |
|--|--|---|
| 1 | 2 | 3 |
| Wetland development | Compliant waste water management | Beach cleanup |
| Recycling programs | Solar panels | Composting green waste |
| complimentary drinking bottles (aluminium) and should bags for shopping (no plastic) | | natural nikau roofing, environmental and sustainable for economy (pay for plaited fronds \$ in community) |
| | Laundry runs on water tank collection and environmental cleaning products | All guest condiments are now environmentally packaged |
| | Sewage treatment system | Solar Hot water |
| Market gardens | Marine education activities | Refuce restaurant waste - bottles and plastics |
| cultural experience | ocean and land preservation | Initiate government to control burning of rubbish by permit |
| | electric vehicles | organic principles |
| UV Water filtration For guests to refill bottles | Reusable shopping bags | Reusable jam/butter containers |
| Environmentally friendly take away containers and no single use plastics at our restaurant | Eco friendly linens and cleaning products | Bulk/reusable toiletry containers |
| | Eco Product Use | |
| | Free daily Cultural Activities as a part of our guest inclusions | Commitment to employee Cook Islanders first and foremost where possible |
| | Planting of native trees and trees with seeds to attract/feed wood pigeons | |
| | solar power | Water reduction strategies |
| Key-cards for air-conditioning to reduce power usage | Electric vehicle for business | enhanced sewerage system |
| Coral transplant frames | Recycling | Water conservation cards placed in bathrooms |
| | Use eco products | Picking up litter whilst on dives |
| Purchasing eco friendly bulk products | Reusing grey wayer | Gold Member of TIS |
| | | Solar hot water panels |

| Certified | | |
|---|--|--|
| 1 | 2 | 3 |
| | Eco fitout | Sharing these with guests, encouraging them to do so |
| | Kitesurfing | Beach Clean ups |
| | Power management | Waste water management |
| First Tertiary Sewage System on Island | Collection of Rain water | Recycleing |
| Breakfast PCU units all removed & replaced | Pig & Dog food daily pick up | Discounts for using reusable cups, eg coffee |
| reusable aluminium water bottles - no plastic | solar power | eco-friendly products only in house |
| No disposable / single-use products used | Minimise GHG emissions as much as possible | Talking about and showing people / visitors primarily about the local enviornment |
| State of the art sewage system | banned plastic on the property | LED light bulbs |
| solar system for 5 car charging e bikes all power tools ice machibe | rainwater collection with treatment system for drinking, ice machine and washing machine | all gardens bordered with coral and heavily mulched plant many fruit trees on resort |
| | Paper straws | Eco-friendly cleaning products |
| | use of efficient power systems | purchase local made products |
| waste water treatment | no single use plastics | eco friendly cleaning products |
| Encourage reduction of plastic waste | Recommend green suppliers/activities | |

| Not Certified | | |
|--|--|--|
| 1 | 2 | 3 |
| Sort rubbish every week | Reduce waste of materials | Recycle |
| Early Elimination of plastic straws/offering paper straws on request | Food scraps to pig farmer /sort streams waste | Support TIS |
| In-house waste control | responsible tour activities | Private facilities |
| waste disposal | energy | culture |
| Grey water system | Solar power | |
| Biodegradeable packaging | Local labour | Home made eats |
| Recycling | Collection of kitchen waste | Energy efficient appliances |
| lagoon snorkeling tours | educating while doing tours | sustainable fishing, release what is not required for food |
| recycling waste | Minimising water usage | Minimising power usage |
| we are not | in | tourism |
| . | . | . |
| E-bike rentals | Tours using electric vehicles | |
| Promote local eco systems | Solar polar | Promote local tourism that support sustainability |
| Cave, Burial, Eco and bird tours, snorkelling | Crush glass bottles and use as a sand substitute in concrete | Conversion of vehicles and rentals to 100% electric. |
| Recycling | hiking | |
| | Water Saving | Solar Energy |

| Not Certified | | |
|---|---|--|
| 1 | 2 | 3 |
| on all our dive tours, we collect rubbish from the ocean | Raemaru mountain trek involves cultural and environmental education | bicycle rental is one of the most ecofriendly ways to explore the island |
| 0 | 0 | 0 |
| Use on paper bags. Never used plastic | Use enviro friending inks | Do not accept plastic packaged garments from customers |
| improve maintenance of vehicles | change supply of water containers for tourists | promote to tourists enviromental awareness |
| Recycling | Cultural Awareness | Planting |
| We use phosphate free eco friendly aides for laundry, cleaning, kitchen, and general hygiene. | All lights are LED. Outdoor lights are connected to sensors. Sensors will be applied to interiors soon. | We use cloth napkins, eco-friendly takeout packaging, use minimal single use plastics. |
| Solar power | Dumping of waste is managed | |
| Solar energy | | |
| Solar power to run house | The separation of waste for recycling | Rain water capture tank. |
| Make waste separation and recycling and composting easy waste management | Use refillable amenities including for reef-sensitive sunscreen | Provide guidance to guests on how to be environmentally sensitive here eg wear rashguard instead of sunscreen, avoid disturbing coral, minimise waste, etc |
| Eco tours | water management | |
| solar heating | recycle waste. | |
| Reducing price of coffe for customers who bring in their own reusable cup | Buying only eco friendly inventory, packaging | Reusing coffee grinds as fertilizer |
| Refillable bathroom products | Removed bottled water from units | Placed a glass collection bin on our beach for public |
| Recycling | low level water use systems | low level LED lighting |
| Bring your own cup. Reduce coffee cup waste | Stop selling soft drinks w high sugar. Switch to soda water an adding syrup to reduce sugar | Rubbish sorting |
| We supply product in recycled bottles | We discourage overuse of mileage in vans | We bring in environmentally friendly products |
| RECYCLABLE FOOD UTENSILS | ENVIRONMENTALLY FRIENDLY CLEANING PRODUCTS | REDUCING NON BIODEGRADABLE WASTAGE WHERE POSSIBLE |
| Recycle all the rubbish | Reduce power/water consumption | Try to not print when not necessary |
| environmentally friendly products for cleaning & laundry | free bicycles to reduce car or bike usage | providing reusable water bottles, containers and shopping bags |
| Promotion of sites to see | Promotion of visit to markets | Promotion of proper waste disposal |
| Recycle rubbish correctly plastics, cans, paper, general | Purchase large cleaning products and refill bottles | Use scraps for pigs or the garden |
| Accommodation | Snorkeling | Swimming |
| Provide essential starter pack n fruit bowl with nu | Welcoming flower eis or flower jar | Hiost night local dinner |
| Provide filtered bottled water in villa to reduce plastic bottles, drop | Giving leftover food scraps to nextdoors for feeding to pigs | Use of eco cleaning products and kitchen and bathroom supplies |

| Not Certified | | |
|--|--|---|
| 1 | 2 | 3 |
| off of all glass bottles to local coconut sauce provider | | |
| Fresh local vegan foods as much as possible | Mulching and composting in the whole property | Reducing consumption in all areas when possible |
| Turning off lights, appliances. | Use of biodegradable products for cleaning (when possible) | Water conservation |
| using organically grown produce | using recycled jars | packaging using recycled boxes & wooden crates that are reused repeatedly |
| Recycled materials | Eco-friendly products | Zero carbon emission |
| recycle and reuse | sort rubbish | compost |
| Recycling Wood | | |
| local sourced food products | water conservation | eco friendly cleaning products |
| customer service | food handling | food service |
| Use of natural materials | Recycling | Reuse |
| Recycling material | Leaving no waste | Keeping environment pristine |
| Looking after staff | Paying staff properly | Perfect hygiene in work places |

| Skipped | | |
|----------|--------------|--------------|
| 1 | 2 | 3 |
| Not sure | | |
| diving | water sports | game fishing |

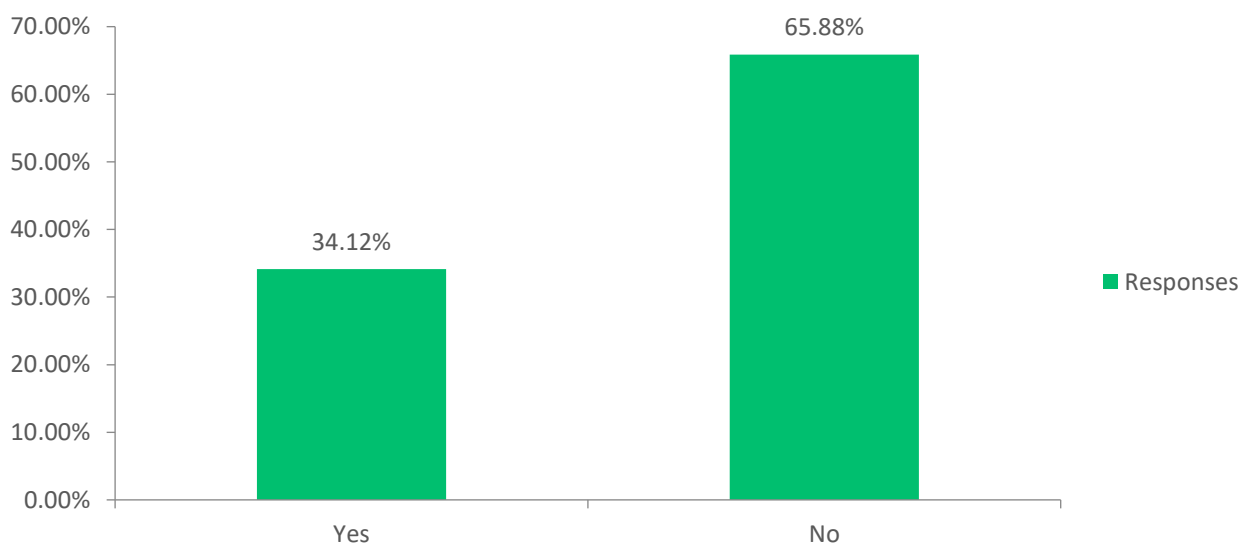
Q 11. Is your business involved in or support any biodiversity or conservation projects?

| Answer Choices | Responses | Certified | Not Certified | Skipped | |
|--|-----------|-----------|---------------|---------|---|
| Yes | 34.12% | 29 | 15 | 14 | 0 |
| No | 65.88% | 56 | 16 | 39 | 1 |
| If Yes, Please provide a brief description of each project | | 29 | | | |
| | Answered | 85 | | | |
| | Skipped | 14 | | | |
| | Total | | 31 | 53 | 1 |

| If Yes, Please provide a brief description of each project | |
|--|---|
| Certified | Bronze member of Te Ipukarea society |
| Certified | Mana Tiaki donations from guests - included in departure procedures |
| Certified | Biodegradable laundry soap use of "VICTORY" for cleaning bathrooms, showers, removing mold and kills germs |
| Certified | TIS clean ups of beaches , roadsides and lagoons |
| Certified | TIS - Gold Sponsor |
| Certified | Mana Tiaki Silver sponsor of Te Ipukarea Society Inc |
| Certified | Coral transplant frames - attaching fragments of broken coral found on the seabed to frames to allow it to attach and develop. This has been in development for a year whilst waiting for permission to put the frames into the water. They are now in and we intend to take divers to see them, and involve divers in coral transplants. We also run PADI distinctive speciality courses which focus on methods of monitoring marine life. |
| Certified | Goldmember of TIS thus providing \$ for promoting sound environmental practises |
| Certified | Gold sponsor Te Ipukarea Society |
| Certified | We support Te Ipukarea via membership. We also organize and support Beach Clean up projects. |
| Certified | Removal plastic bottles Ipukarea Society |
| Certified | Member of TIS |
| Certified | supporting the rau'i systems restructuring water collection, storage and reticulation investing is solar power |
| Certified | Te Ipukarea Society |
| Certified | We contribute financial support for the neutering of domestic pets and website help for Te Ipukarea Society |
| Not Certified | Through our support to TIS and also preservation of our heritage building site. Also massive investment and ongoing cost of septic systems to preserve marine environment. |
| Not Certified | We support and get involved in community clean-up initiatives |
| Not Certified | Kakerori (Rarotonga Fly catcher) bird sanctuary. Ship rat predator survey. Reintroduction of the the Kura (Rimatara Lorikeet). Eradication of the Indian mynah bird. |
| Not Certified | We have TIS donation boxes at all our venues to collect funds from visitors. We also provide catering packs for village cleanup projects. We also maintain waterfront and riverside and general environment around our businesses. |

| | |
|---------------|---|
| Not Certified | (with parent company) Silver Member of TIS. |
| Not Certified | Recycling project Solar power |
| Not Certified | We have planted vetiver grass for reef to ridge. Been involved jn world oceans day |
| Not Certified | TE IPUKAREA SOCIETY- MEMBER LAGOON CLEANUP |
| Not Certified | Energy conservation solar power n solar hot water systems |
| Not Certified | Planting trees, flowers et herbs. Using permaculture and much more. |
| Not Certified | Own family gp kiaTAERIA (Towards Awareness of Environ Responsibility & Individual Action) still working behind scenes, presentations & by lifestyle promotion. Support TIS financially & practically. |
| Not Certified | Homegardening |

Is your business involved in or support any biodiversity or conservation projects?



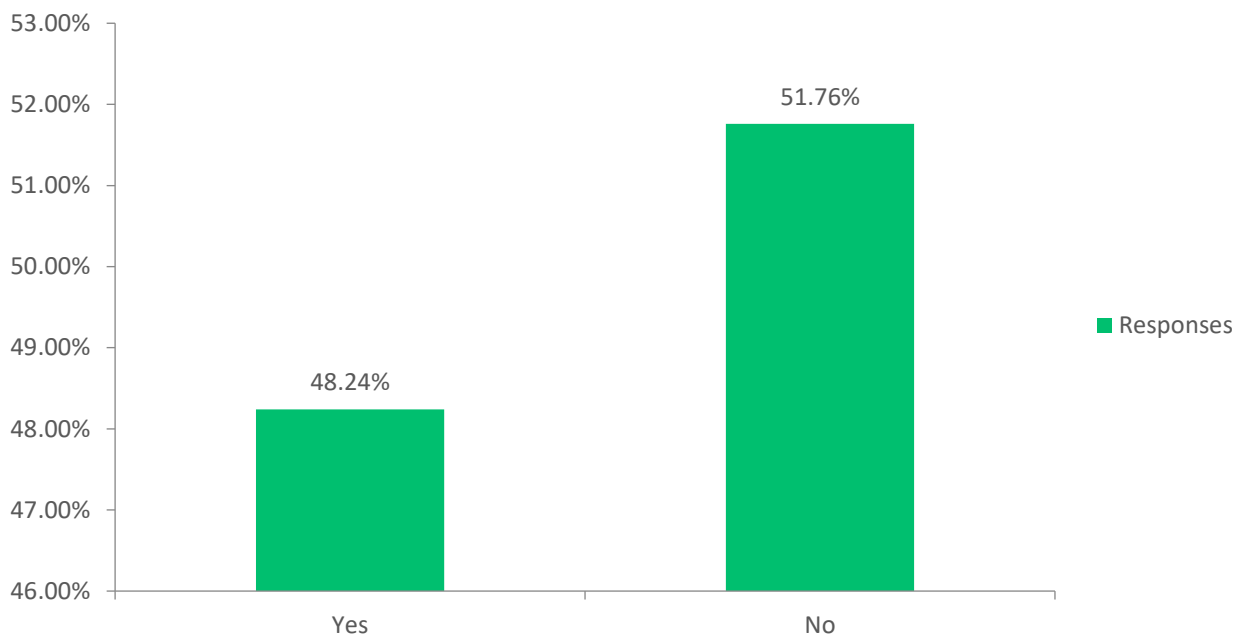
Q 12. Are you planning to undertake any biodiversity or conservation projects in the future?

| Answer Choices | Responses | Certified | Not Certified | Skipped | |
|---|-----------------|-----------|---------------|-----------|----------|
| Yes | 48.24% | 41 | 21 | 20 | 0 |
| No | 51.76% | 44 | 10 | 33 | 1 |
| If Yes, Please provide a brief description of each project | | 40 | | | |
| | Answered | 85 | | | |
| | Skipped | 14 | | | |
| | Total | | 31 | 53 | 1 |

| If Yes, Please provide a brief description of each project | |
|--|---|
| Certified | Wetland development |
| Certified | Installation of solar panels for power, once Te Aponga allows solar installation again |
| Certified | Club Raro would like to introduce a Raui by 2021. We are also in the process of sourcing bee hives and will train two staff to be bee keepers. |
| Certified | |
| Certified | Waste reduction and sewage disposal through tertiary systems |
| Certified | |
| Certified | Food security |
| Certified | planting more fruit trees and possibly seeding coral in our patch of lagoon |
| Certified | Sustainable planting & appropriate to location. Composting project on site. |
| Certified | Solar power |
| Certified | VICTORY- For all general cleaning and disinfecting ECO products , hand washing, Laundry, shampoo & bathing Vinegar - general cleaning and glass |
| Certified | Priorities |
| Certified | Training in Cook Islands native flora and fauna |
| Certified | |
| Certified | We would like to extend our conservation project to a wider area if it proves to be successful, and provide more opportunities for tourists to be involved in this. |
| Certified | Continuing landscape planting including fruit trees, and planting of vegetable gardens (using our new worm farms fertilizer). |
| Certified | |
| Certified | |
| Certified | |
| Certified | Te Ipukarea Society |
| Not Certified | Usage of detergents etc |
| Not Certified | Switch to solar power |
| Not Certified | we would consider it.. just need to think about this a bit more to see how we can |
| Not Certified | Provide reusable water bottles to replace non reusable plastic bottles for all our tourist arrival at the airport |
| Not Certified | Currently keen to get involved with Eco and Sustainable Tourism. Coastal Erosion and Sustainable procedures into the workplace |
| Not Certified | When possible supporting Te Ipukarea Society with their conservation initiatives |
| Not Certified | I would if I knew one |
| Not Certified | Not sure |

| | |
|----------------------|--|
| Not Certified | sustainable packaging, gardening |
| Not Certified | Increase use of local foods |
| Not Certified | When opportunities arise |
| Not Certified | Would like to plant more endemic species in our garden. |
| Not Certified | Replace single use products in cafe Sponser TIS |
| Not Certified | Permaculture Centre |
| Not Certified | Extending gardens for business, but also to encourage life e.g. native birds and good insects/bugs etc (term won't come to me right now) |
| Not Certified | Encouraging home garden and community garden tours |

Are you planning to undertake any biodiversity or conservation projects in the future?



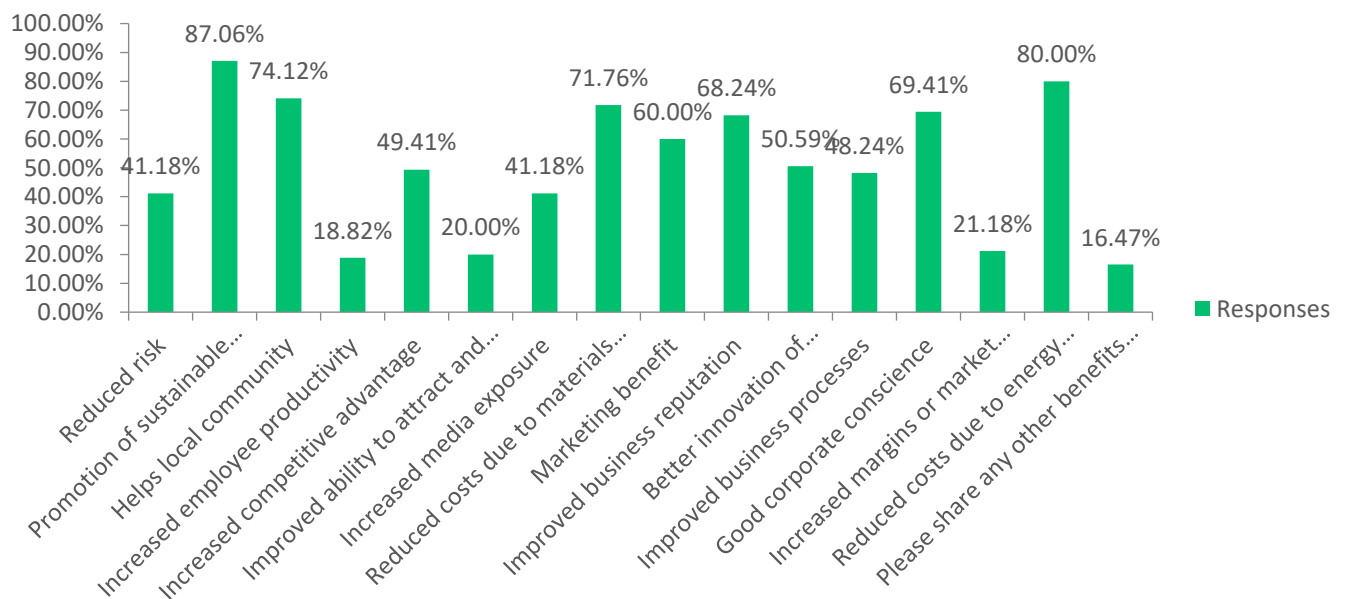
Q 13. When thinking about eco - certification, what do you consider as potential BENEFITS? (Choose all that apply)

| Answer Choices | Responses | Certified | Not Certified | Skipped |
|--|-----------------|-----------|---------------|---------|
| Reduced risk | 41.18% | 35 | 11 | 24 |
| Promotion of sustainable business practices in the Cook Islands | 87.06% | 74 | 31 | 43 |
| Helps local community | 74.12% | 63 | 24 | 39 |
| Increased employee productivity | 18.82% | 16 | 4 | 12 |
| Increased competitive advantage | 49.41% | 42 | 20 | 22 |
| Improved ability to attract and retain staff | 20.00% | 17 | 6 | 11 |
| Increased media exposure | 41.18% | 35 | 16 | 19 |
| Reduced costs due to materials or waste efficiencies | 71.76% | 61 | 24 | 36 |
| Marketing benefit | 60.00% | 51 | 26 | 25 |
| Improved business reputation | 68.24% | 58 | 26 | 32 |
| Better innovation of product/service offering | 50.59% | 43 | 18 | 25 |
| Improved business processes | 48.24% | 41 | 17 | 24 |
| Good corporate conscience | 69.41% | 59 | 25 | 34 |
| Increased margins or market share | 21.18% | 18 | 8 | 10 |
| Reduced costs due to energy efficiency, better waste management, water use etc | 80.00% | 68 | 25 | 42 |
| Please share any other benefits you think are important | 16.47% | 14 | 1 | 10 |
| | Answered | 85 | | |
| | Skipped | 14 | | |

| Please share any other benefits you think are important | |
|---|---|
| Certified | Not Certified |
| Leading by example | Reusing material. Using as much green material as possible. Leaving no waste. |
| | All these should potential benefits |
| | Employees practice business sustainability at home with family. |

| Please share any other benefits you think are important | |
|---|--|
| Certified | Not Certified |
| | If done right (not just green washing) can help with consistency in accreditation and its value. |
| | Preserving natural resources for the future generations, reducing the toxicity of the little paradise because it s getting so bad. |
| | Staff personal satisfaction & pride |
| | No benefits just money making scheme |
| | reduced dependence on imports |
| | healthier life style for guests and us, the people of the island |
| | Looking after our Environment is important to protect our future |

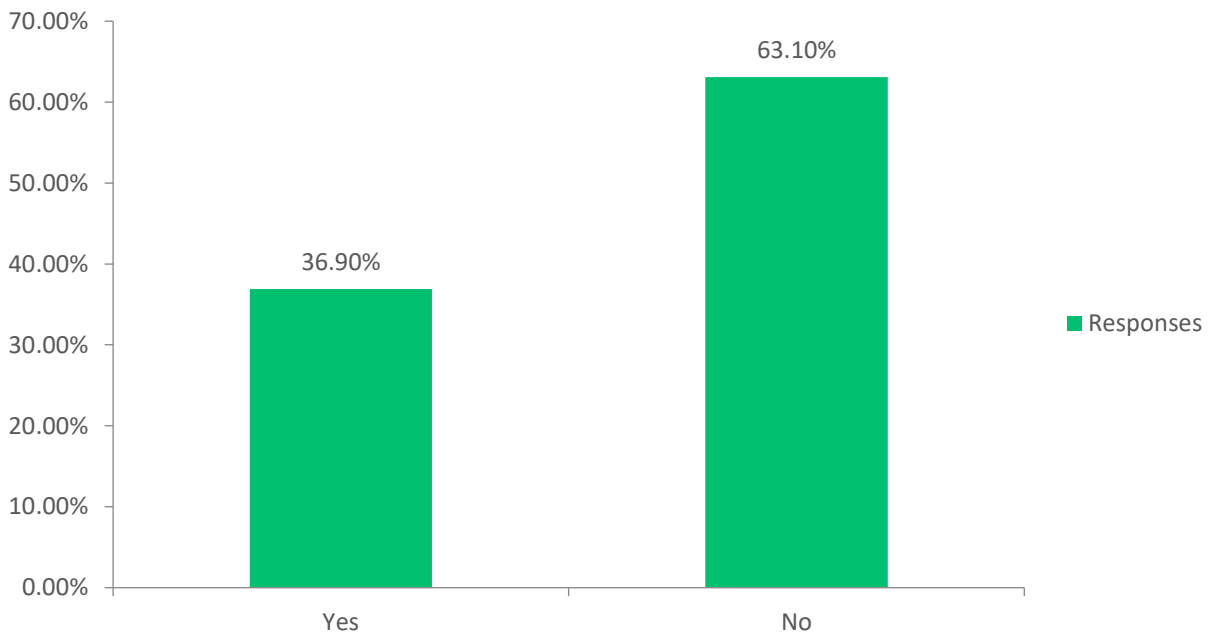
When thinking about eco - certification, what do you consider as potential BENEFITS? (Choose all that apply)



Q 14. Is your business currently certified / or has in the past been certified with Mana Tiaki Eco Certification?

| Answer Choices | Responses | | Certified | Not Certified | Skipped |
|----------------|-----------------|-----------|-----------|---------------|-----------|
| Yes | 36.90% | 31 | 31 | 53 | 15 |
| No | 63.10% | 53 | | | |
| | Answered | 84 | | | |
| | Skipped | 15 | | | |
| | Total | | 31 | 53 | 15 |

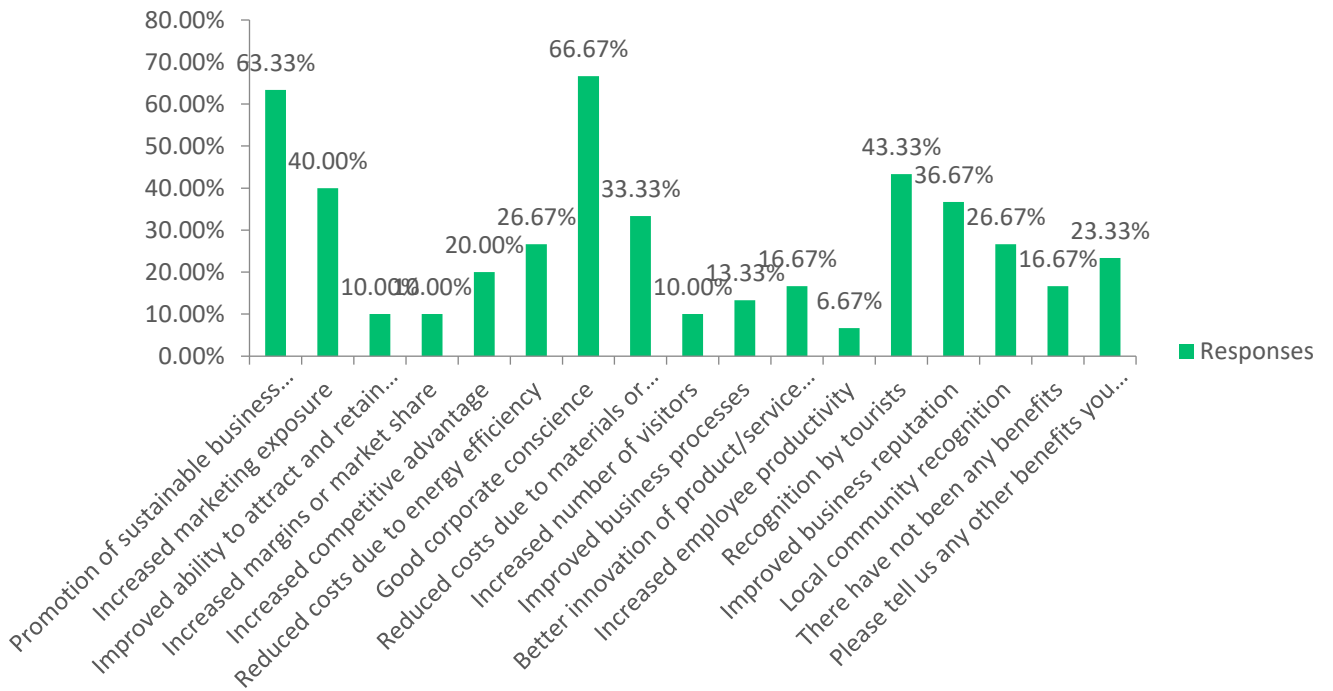
Is your business currently certified / or has in the past been certified with Mana Tiaki Eco Certification?



Q 15. What benefits have you experienced as a result of Mana Tiaki Eco Certification? (tick all that apply)

| Answer Choices | Responses | | Certified |
|---|-----------------|-----------|-----------|
| Promotion of sustainable business practices in Cook Islands | 63.33% | 19 | 19 |
| Increased marketing exposure | 40.00% | 12 | 12 |
| Improved ability to attract and retain staff | 10.00% | 3 | 3 |
| Increased margins or market share | 10.00% | 3 | 3 |
| Increased competitive advantage | 20.00% | 6 | 6 |
| Reduced costs due to energy efficiency | 26.67% | 8 | 8 |
| Good corporate conscience | 66.67% | 20 | 20 |
| Reduced costs due to materials or waste efficiencies | 33.33% | 10 | 10 |
| Increased number of visitors | 10.00% | 3 | 3 |
| Improved business processes | 13.33% | 4 | 4 |
| Better innovation of product/service offering | 16.67% | 5 | 5 |
| Increased employee productivity | 6.67% | 2 | 2 |
| Recognition by tourists | 43.33% | 13 | 13 |
| Improved business reputation | 36.67% | 11 | 11 |
| Local community recognition | 26.67% | 8 | 8 |
| There have not been any benefits | 16.67% | 5 | 5 |
| Please tell us any other benefits you have experienced? | 23.33% | 7 | 7 |
| | Answered | 30 | |
| | Skipped | 69 | |

What benefits have you experienced as a result of Mana Tiaki Eco Certification? (tick all that apply)



Q 16. Please tell us briefly what first MOTIVATED you to seek Mana Tiaki Eco Certification for your business?

| | | Certified | Not Certified | Skipped |
|----------|----|-----------|---------------|---------|
| Answered | 30 | 30 | N/A | N/A |
| Skipped | 69 | N/A | N/A | N/A |

| Certified | Please tell us briefly what first MOTIVATED you to seek Mana Tiaki Eco Certification for your business? |
|-----------|---|
| Certified | Social conscience |
| Certified | It is just how we think about the world |
| Certified | To make a difference by supporting initiatives such as Mana Tiaki Eco Certification. Enables platforms for competitive points of difference. |
| Certified | The desire to see an independent party assess what we built and what we do as being very good practice in helping sustain our little piece of paradise. |
| Certified | To work towards the sustainability of our environment. As a marketing advantage with the increasing number of guests who take notice of these practices in making choices |
| Certified | It makes complete sense as it is an eco-tourism business, and I would love to see more eco-tourism on the island as there are some businesses who are not very environmentally friendly or constructive at all |
| Certified | To help insure the awareness and the importance of the survival of " Earth Our Ship In The Universe" |
| Certified | Commitment to ensuring we look after our environment and to reduce impact by tourism and to inspire others to follow suit i.e. staff in their homes and other business owners |
| Certified | Being seen to be doing the right think environmentally wise and to encourage other accommodators to join |
| Certified | The need to increase sustainable practices and eco awareness |
| Certified | responsibility to the tourism industry |
| Certified | It was free and we were already doing it anyway. |
| Certified | Good idea |
| Certified | Eco tourism has a huge untapped market here in the Cooks we wanted to be part of that. As well as knowing we are trying to help preserve our precious environment and feel good about it, so visitors can se the real Beauty of the island. |
| Certified | Being part of the awareness of looking after the Cook Islands |
| Certified | To contribute as a business, to conservation & reduce our environmental footprint |
| Certified | our ethos is sustainable tourism, caring for our environment, especially on the island of Aitutaki, it affects all areas of our operation |
| Certified | A no brainer. Good for our environment and good for overseas presence. |
| Certified | Recognition of our commitment to the environment |
| Certified | I first looked at it to see if we could qualify, and I was pleased to see we could meet the minimum standards. |
| Certified | I guess the desire to do the right thing, but not really know where to start or what practices are both practical and beneficial. Also the knowledge that the waste disposal area is completely overfilling. |
| Certified | good for business and our world |
| Certified | Already an accredited business and already undertaking the majority of the sustainable/eco-friendly practices. |
| Certified | We support the way Mana Tiaki work - they are help businesses achieve rather than just saying what you are doing wrong. Pro active advisors |
| Certified | To be responsible and be encouraged to improve Eco practices. To use as a marketing tool. |
| Certified | Conservation and maintaining biodiversity is essential to the diving industry. We hoped our efforts might be promoted in some way by Tourism, and that also the Mana Tiaka Eco |

| | |
|-----------|---|
| | Certification would be promoted to tourists as something of particular importance within the Cook Islands. I'm not sure if efforts have been made to promote it, but none of the tourists I have spoken to seem to be aware of the certification or of it having any significance. |
| Certified | Aligns with our Mission and Vision as a company. |
| Certified | We are the guardians of our country and prior covid - numbers had been the focus of many. Our destinations survival as a Tourism destination from discerning travellers is as a boutique and self eco regulating nation - something Cooks can become and dont think any country could match us. It is a winning formula for the future and the development of our islands |
| Certified | Good motivation to review our operation and ensure we have the basics covered |
| Certified | The Mana Tiaki to standards where a practical guide to review our business practices |

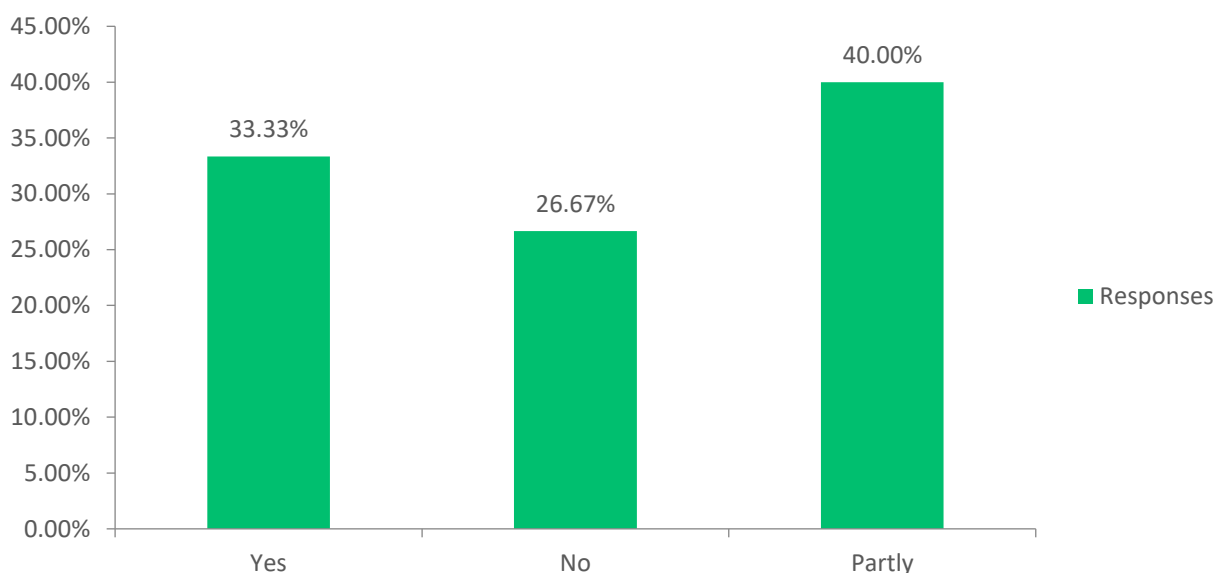
Q 17. Have you changed your business practices as a result of going through the Mana Tiaki Eco Certification process?

| Answer Choices | Responses | Certified | Not Certified | Skipped |
|-------------------------------|-----------------|-----------|---------------|---------|
| Yes | 33.33% | 10 | N/A | N/A |
| No | 26.67% | 8 | | |
| Partly | 40.00% | 12 | | |
| Please explain your selection | | | | |
| | Answered | 30 | | |
| | Skipped | 69 | | |
| | Total | 30 | | |

| Certified | Please explain your selection |
|-----------|--|
| Certified | Mana Tiaki informs decision making on reducing waste, recycling, best practices for water and energy reduction. |
| Certified | We received a very high score following independent assessment. It reinforces that what we are doing is good. |
| Certified | More awareness to Eco practices |
| Certified | I was already thinking about what I could do and how to do it prior to the certification scheme, given environmental research and teaching is my background and passion |
| Certified | To always be aware (Malama) of what is sustainable for the good of us and the environment. |
| Certified | We have always been environmentally conscious in our choices about how we run our businesses. |
| Certified | We now compost all compostable waste, have a worm farm, have planted more fruit trees and vegetables gardens, and supply filtered water to guests to reduce use of plastic water bottles |
| Certified | Makes you more aware but we were always on the environment awareness regardless |
| Certified | We always look for eco friendly products and always try to conserve energy and water where we can. |
| Certified | we already had some good practices but there is always room for improvement and having set guidelines and standards to meet gives an opportunity to revisit what we do and measure our results |
| Certified | Fine tuned some processes. Relooked at what we could do better environmentally wise. |
| Certified | We met the minimum standards and were not immediately in a position to change further business practices to meet more standards - ie, replacement of furniture. |
| Certified | Absolutely more conscious of best practice and useful having the helpful hints. |
| Certified | limited roundup use and fertilizer. rainwater use and collection, all ecostore products dispensed in bungalows reusable stainless drink bottles with very good drinking water available |
| Certified | We have changed to green cleaning practises and recycle a lot more |
| Certified | more concious of doing the right thing |

| Certified | Please explain your selection |
|-----------|--|
| Certified | We applied for the certification because we felt we were already ticking a lot of the boxes. Continual improvements in sustainability were already a significant part of our development plan so I wouldn't say the Mana Tiaki process has made a lot of difference to that. |
| Certified | I would say it's an improvement of practices. The certification process offers a structured list for opportunities to improve areas of the business that needed sprucing up. |
| Certified | we were always striving for this and in the early years belonged to Green globe and were certified before it became a commercial entity. we put a lot of sustainable changes into our building plan 17 years ago - saved 40,000 tonnes GH gases per year |
| Certified | We went to bulk and refill amenities in our rooms after signing up with Mana Tiaki |

Have you changed your business practices as a result of going through the Mana Tiaki Eco Certification process?

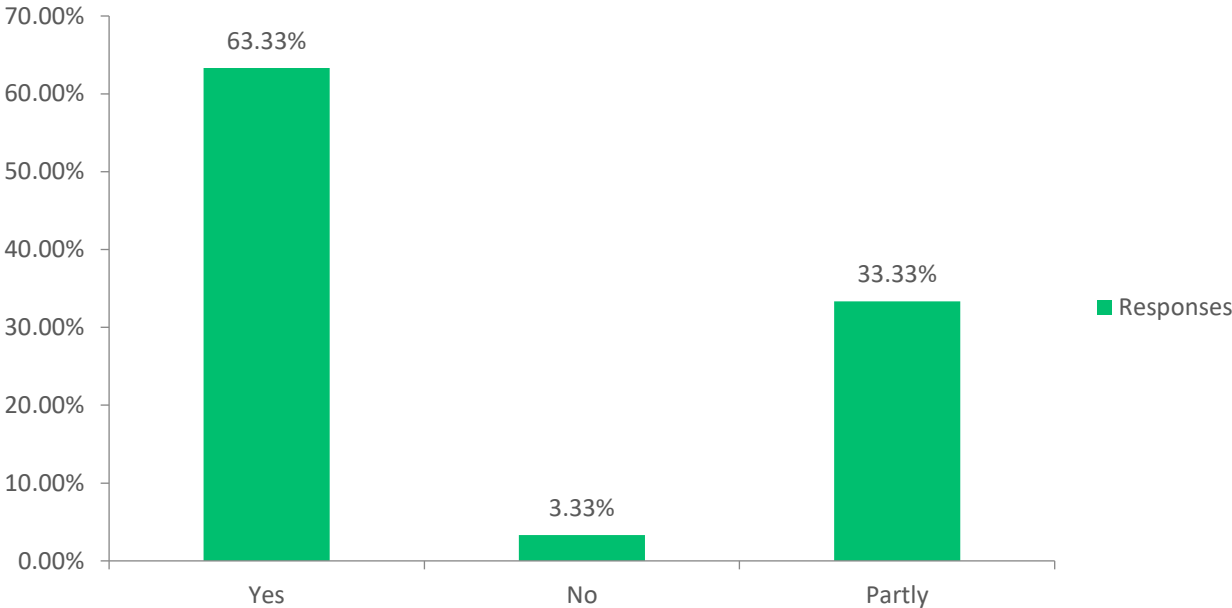


Q 18. Do you feel the Mana Tiaki Eco Certification standards are easy to achieve for operators?

| Answer Choices | Responses | Certified | Not Certified | Skipped |
|-------------------------------|-----------------|-----------|---------------|---------|
| Yes | 63.33% | 19 | N/A | N/A |
| No | 3.33% | 1 | | |
| Partly | 33.33% | 10 | | |
| Please explain your selection | | 17 | | |
| | Answered | 30 | | |
| | Skipped | 69 | | |
| | Total | 30 | | |

| Certified | Please explain your selection |
|-----------|--|
| Certified | Availability of some products on the island is limited e.g. lack of solar panel installation options |
| Certified | No on site assessments are done, so fairly easy for one to tick a box, even without complying. |
| Certified | I feel that the bar is too low, the questions too open to interpretation and response. But, if these get tightened year on year as respondents improve that would be good. |
| Certified | Yes, in most cases with readily available resources and support. We have a pristine environment and just need to protect it. |
| Certified | Really depends on what operator you are talking about - def possible for all but for some I imagine it would be seen as too much of a hassle |
| Certified | It would be difficult to to rid ourselves of the many caustic products that are to easy to obtain over the shelf |
| Certified | The criteria should be slightly harder to achieve |
| Certified | Small steps, I would like to believe we're all trying to help preserve our environment |
| Certified | ideally would be a little more strict, but financials and realistic goals have to be considered also |
| Certified | Possibly too easy |
| Certified | Getting 100 points is realistic for accommodations and some other businesses that own their own premises. But I have heard from restaurants and cafes in particular that they can't achieve 100 points because they don't have control over whether their rented premises. |
| Certified | the bar needs to be set higher to improve acceptance and credibility plus a rigorous process in place to ensure standards are met and kept, preferably overseas auditing |
| Certified | Some of the standards are unreasonable. e.g. requirement to write measures into job descriptions and have employees performance-managed. This is surely not the business of an accreditation scheme to dictate how a business is managed. |
| Certified | They are reasonable |
| Certified | It was easier at the beginning to and we expect to see more requirements and perhaps a grading system |
| Certified | Nobody checked it so operators could just tick all the boxes, pay their fee and receive the certification without actually doing anything. We expected somebody to come and check we were actually meeting the standards we claimed to be! |
| Certified | Yes |

Do you feel the Mana Tiaki Eco Certification standards are easy to achieve for operators?

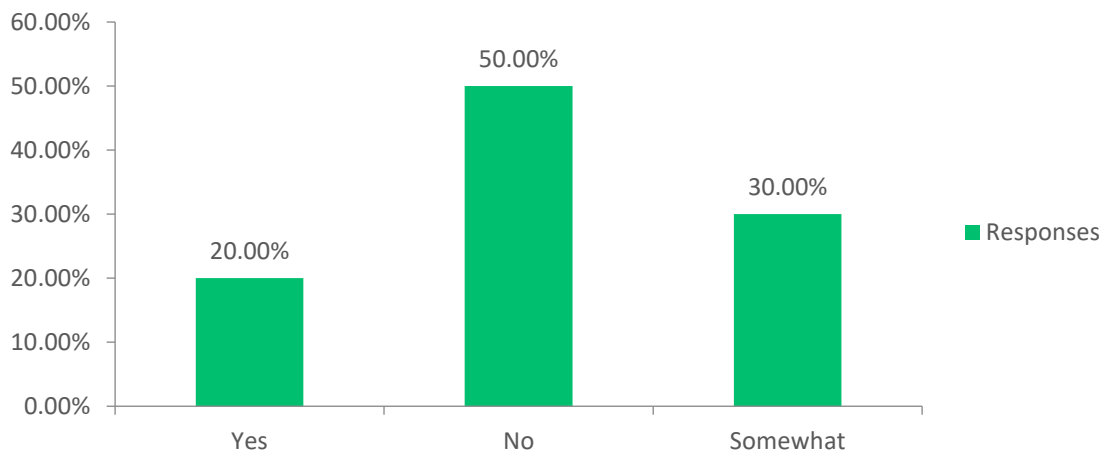


Q 19. Do you think the Mana Tiaki Eco Certification is too easy to achieve thereby reducing its value?

| Answer Choices | Responses | Certified | Not Certified | Skipped |
|----------------------|-----------|-----------|---------------|---------|
| Yes | 20.00% | 6 | | |
| No | 50.00% | 15 | | |
| Somewhat | 30.00% | 9 | | |
| Any further comments | | 17 | | |
| | Answered | 30 | | |
| | Skipped | 69 | | |
| | Total | 30 | N/A | N/A |

| Certified | Any further comments |
|-----------|---|
| Certified | Given my answer in 16, there is no assessments done, therefore easy to achieve. But the criteria can be difficult. Appreciate that one has to start somewhere given Tourism Accreditation. |
| Certified | As per previous question, the bar is too low. This certificate should be something to strive for and achieving it is something to applaud and it benefits the environment. |
| Certified | Just needs additional monitoring to ensure you are doing what you say. There does not appear to be any follow up inspections after you achieve this. Based on honesty? |
| Certified | See answer to previous question - really depends on the operation and motivations too I guess of the operators |
| Certified | none |
| Certified | Whilst it could be an incentive to make it easy, I feel it should not be granted until property owner has attended a course on eco opportunities. |
| Certified | We were doing it anyway but people can claim whatever they like, no one checks any claims. |
| Certified | as previously said, it is a really good step in the right direction |
| Certified | Ticking a box is not the same as actually doing a waste audit. |
| Certified | I don't understand this question? Is the value not to get others practicing sustainable methods thereby reducing waste? |
| Certified | Existing accreditation schemes are not efficiently monitored. Nobody properly checks what is being stated. Requirement for only some businesses to be accredited (ie. overseas investors) is discriminatory. |
| Certified | This is a leading question and not well put! |
| Certified | Yes, because nobody check if operators are actually doing what they claim to be. The standards are very easy to achieve. Maybe there should be an Elite level, for those operators that have additional projects on the go, rather than just meeting the basic standards. |
| Certified | I only viewed the area that is relative for my business so I can't speak about accommodation or other sectors. |
| Certified | I would like to see more development of achievable goals for members to be part of process - targets and rewards in terms of membership status. How can we get properties or suppliers to make some changes voluntarily to achieve further mana tiaki goals |
| Certified | It is not a competition as to what business is greener. It is a mindset and it is always positive to have businesses think about their operation, whether they fully comply or not. |
| Certified | This question is leading. The Mana Tiaki Cert has sensibilized many operators on the island that have never thought about the protection of the environment. Putting the environment on the agenda is the main achievement of the cert. Compared internationally? Of course it is way too easy to achieve and if it wants to have an impact should be much stricter which would protect the environment but kill off the business. i bit of a catch 22, really. Problem with a survey that asks for novel answers is that you cannot possible extract data to actually work with. |

Do you think the Mana Tiaki Eco Certification is too easy to achieve thereby reducing its value?

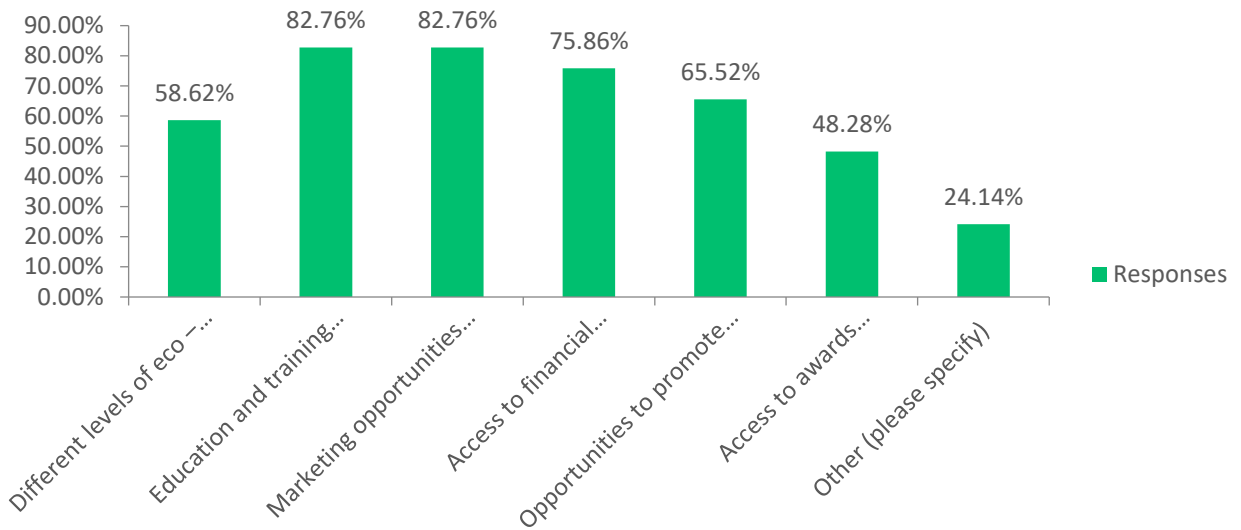


Q 20. Do you think the benefits of Mana Tiaki Eco Certification could be strengthened by offering the following to operators (please tick all that apply)

| Answer Choices | Responses | | Certified | Not Certified | Skipped |
|---|-----------------|-----------|-----------|---------------|---------|
| Different levels of eco – certification with different criteria and benefits (eg Bronze, Silver and Gold) | 58.62% | 17 | 17 | N/A | N/A |
| Education and training programs to support sustainable operations | 82.76% | 24 | 24 | | |
| Marketing opportunities specifically for Mana Tiaki Eco certified operators such as free product listings | 82.76% | 24 | 24 | | |
| Access to financial incentives to support sustainability initiatives (eg discounts grants, subsidies or low interest loans) | 75.86% | 22 | 22 | | |
| Opportunities to promote operations and encourage shared practices amongst industry | 65.52% | 19 | 19 | | |
| Access to awards specifically designed to recognize Mana Tiaki Eco Certified operators | 48.28% | 14 | 14 | | |
| Other (please specify) | 24.14% | 7 | 7 | | |
| | Answered | 29 | | | |
| | Skipped | 70 | | | |

| Certified | Any further comments |
|-----------|--|
| Certified | Could it be built into the Tourism Accreditation Program. Is there a risk of having too many programs for a small island community - is this duplication? |
| Certified | Break the link to the CITIC accreditation. That is of no benefit to us (time, cost, no value) but we had to become accredited to get to this certification. |
| Certified | Training on native flora and fauna and how to access native plants |
| Certified | Make the industry want to be part of Mana Tiaki and feel proud you are trying to protect our environment. |
| Certified | all of the above thinking the grant mentality existing here would attract for the wrong reasons all practices need to be robust and transparent with open reporting for your organisation and its members, suggest interest groups with common issues, we all need to get together sometime very soon..... |
| Certified | Workshops would be extremely useful to increase awareness, for example, in the Mana Tiaki film clip that has been shared on social media an operator is handling marine life - this is something tourists really should not be encouraged to do, both for their own safety and that of the animal. |
| Certified | This is the path to our future as a nation in Tourism if we are to have an industry that builds our nation and the future for our children |

Do you think the benefits of Mana Tiaki Eco Certification could be strengthened by offering the following to operators (please tick all that apply)

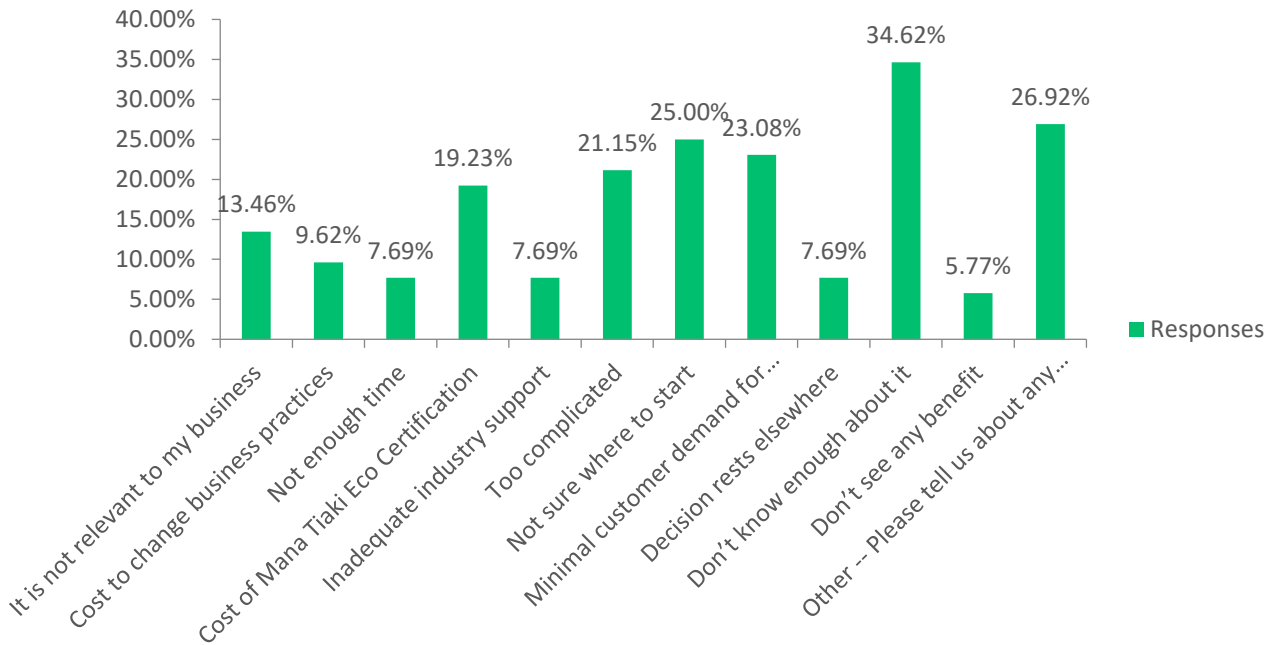


Q 21. What are the reasons you chose not to become Mana Tiaki Eco Certified? Choose all that apply

| Answer Choices | Responses | Certified | Not Certified | Skipped |
|---|-----------------|-----------|---------------|---------|
| It is not relevant to my business | 13.46% | 7 | N/A | 7 |
| Cost to change business practices | 9.62% | 5 | N/A | 5 |
| Not enough time | 7.69% | 4 | N/A | 4 |
| Cost of Mana Tiaki Eco Certification | 19.23% | 10 | N/A | 10 |
| Inadequate industry support | 7.69% | 4 | N/A | 4 |
| Too complicated | 21.15% | 11 | N/A | 11 |
| Not sure where to start | 25.00% | 13 | N/A | 13 |
| Minimal customer demand for sustainability | 23.08% | 12 | N/A | 12 |
| Decision rests elsewhere | 7.69% | 4 | N/A | 4 |
| Don't know enough about it | 34.62% | 18 | N/A | 18 |
| Don't see any benefit | 5.77% | 3 | N/A | 3 |
| Other -- Please tell us about any additional barriers | 26.92% | 14 | N/A | 14 |
| | Answered | 52 | | |
| | Skipped | 47 | | |

| Other -- Please tell us about any additional barriers | |
|---|---|
| Not Certified | We would like to know more about the program and its costs. We already practice smart eco-saving measures in our businesses. If certification fees are too high, will avoid paying for a sticker or title. But will maintain smart eco-saving measures across our business. |
| Not Certified | I have started the process, just haven't completed it yet |
| Not Certified | We are so small, this isn't something I've ever given thought to. Our lifestyle is about mana tiaki |
| Not Certified | Having been into sustainable practices for the past 40 years of my life I don't need to be monitored and certified. |
| Not Certified | Currently power in Rarotonga is diesel generated. I currently rent a commercial property which has no renewable energy options (still a work in progress with my landlord), and therefore to me it would be ethically wrong to be eco-certified when I am charging my vehicles and e-bikes with diesel generated power. |
| Not Certified | hypocritical practice of "buying a certification" |
| Not Certified | Money making scheme |
| Not Certified | It didn't seem to apply to me, it seemed it was for accommodators not service providers, we don't have guests or visitors we are a wholesale supplies business, running largely online or via emails |
| Not Certified | I have gone through the documents and identified those areas missing in my business and am working on it before applying. It certainly is an important tool. |
| Not Certified | did not know that it existed. |
| Not Certified | Isn't it just for tourism sector |
| Not Certified | Have to get more information |
| Not Certified | business too small in operations |
| Not Certified | I plan to register the business |

What are the reasons you chose not to become Mana Tiaki Eco Certified? Choose all that apply

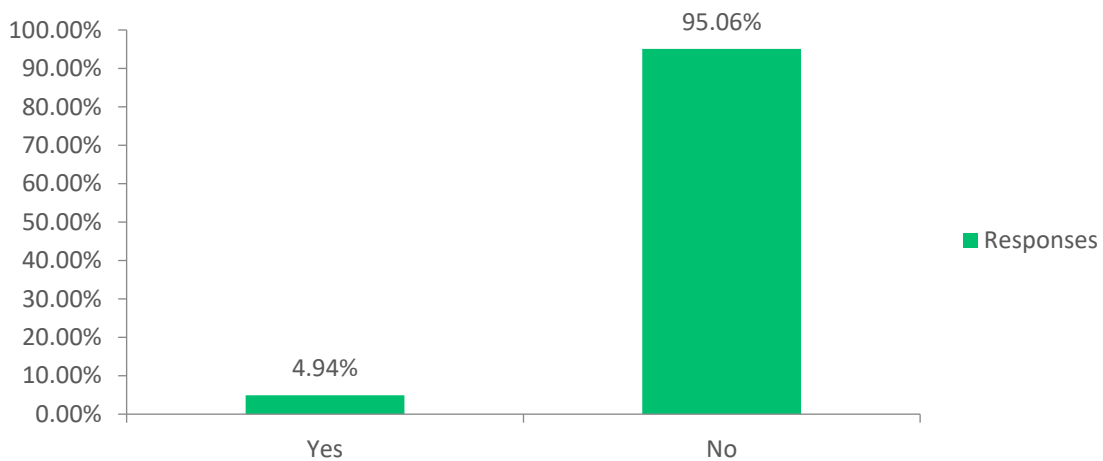


Q 22. Are you certified with other sustainable tourism certification programmes? (e.g. EarthCheck, etc)

| Answer Choices | Responses | | Certified | Not Certified | Skipped |
|------------------------|-----------|----|-----------|---------------|---------|
| Yes | 4.94% | 4 | 3 | 1 | N/A |
| No | 95.06% | 77 | 26 | 51 | N/A |
| If yes, please specify | | 5 | | | |
| | Answered | 81 | | | |
| | Skipped | 18 | | | |
| | Total | | 29 | 52 | |

| If yes, please specify | |
|------------------------|---|
| Certified | Te ipukarea |
| Certified | Travelife |
| Certified | we are planning to apply when all our systems and best practices are in place still more to do... |
| Certified | Project Aware |
| Certified | Were with Greenglobe until it became commercial |

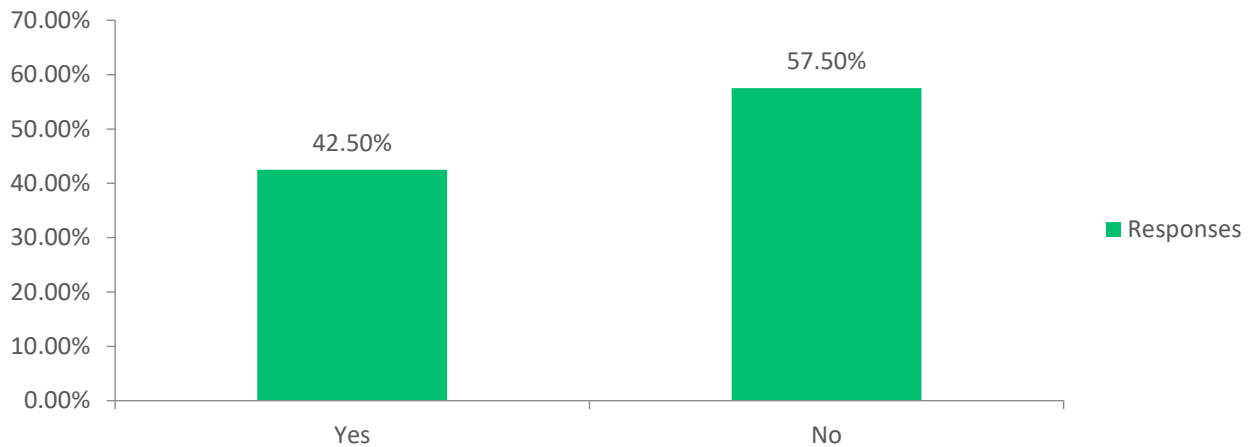
Are you certified with other sustainable tourism certification programmes? (e.g. EarthCheck, etc)



Q 23. If the Cook Islands Quality Assurance Accreditation Program included additional sustainability criteria, do you think it would help your business become more sustainable, thus removing the need for a stand alone eco-certification?

| Answer Choices | Responses | | Certified | Not Certified | Skipped |
|----------------|-----------------|-----------|-----------|---------------|------------|
| Yes | 42.50% | 34 | 10 | 24 | N/A |
| No | 57.50% | 46 | 19 | 27 | N/A |
| | Answered | 80 | | | |
| | Skipped | 19 | | | |
| | Total | | 29 | 51 | N/A |

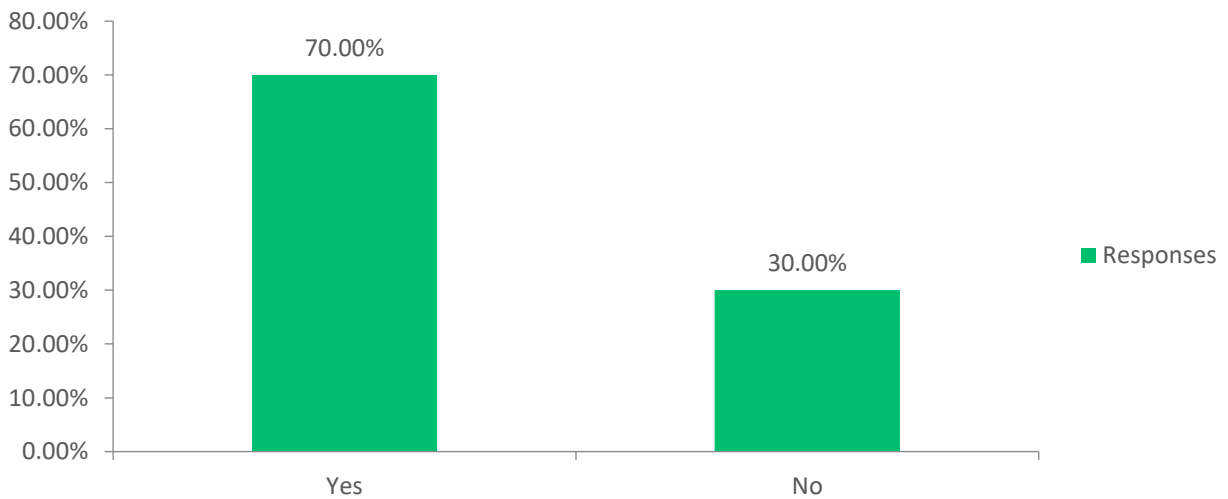
If the Cook Islands Quality Assurance Accreditation Program included additional sustainability criteria, do you think it would help your business become more sustainable, thus removing the need for a stand alone eco-certification?



Q 24. If access to grants, discounts and subsidies for sustainable tourism initiatives were available as part of Mana Tiaki Eco Certification would you be more likely to seek certification for your business?

| Answer Choices | Responses | | Certified | Not Certified | Skipped |
|----------------|-----------------|-----------|-----------|---------------|------------|
| Yes | 70.00% | 56 | 18 | 38 | N/A |
| No | 30.00% | 24 | 11 | 13 | |
| | Answered | 80 | | | |
| | Skipped | 19 | | | |
| | Total | | 29 | 51 | N/A |

If access to grants, discounts and subsidies for sustainable tourism initiatives were available as part of Mana Tiaki Eco Certification would you be more likely to seek certification for your business?



Q 25. If you were able to secure funds for sustainable tourism initiatives, what would be the first thing you would do to make your business more sustainable?

| | | Certified | Not Certified | Skipped |
|-----------------|-----------|-----------|---------------|---------|
| Answered | 79 | 29 | 50 | N/A |
| Skipped | 20 | | | |

| | Answer |
|-----------|---|
| Certified | Installation of solar water heating |
| Certified | Go off grid for power generation and storage. We have been waiting for 4 years to be able to install solar panels and we are still waiting. |
| Certified | Switch to an e-vehicle and build a solar power charging station for it |
| Certified | Insist on importers to bring in ONLY eco certified products and insist that all laundries on the island use these products & best principles & practises in their businesses. Ban all laundries on the main road, includes tourism properties laundries. They need to be relocated inland. In fact best would be to say 3 laundries on island only, not laundries on site of properties. A check should be done on all the current laundries and their practises. |
| Certified | Solar panels so that we could be energy self sufficient |
| Certified | staff training and reward system for sustainable and environmentally friendly work practices |
| Certified | Not an incentive for me. |
| Certified | invest in an incinerator or glass bottle crusher. |
| Certified | Solar power |
| Certified | solar power |
| Certified | I actually think we do a pretty good job of sustainability. We are a small company and only offer what we can offer consistently and sustainably. |
| Certified | Waste reduction Energy efficiency Organic biodiversity |
| Certified | Purchase the required equipment to avoid taking anything to the landfill including a commercial glass crusher. |
| Certified | Improve current practices and Eco facilities |
| Certified | Promoting a program with the government to create a burning permit that can be controlled to reduce harmful emissions in the Cook Islands |
| Certified | Solar power |
| Certified | solar power and storage staff training |
| Certified | Projects to prevent coastal erosion. |
| Certified | Doing as much as we can right now |
| Certified | Not sure, I would have to have a good think about it |
| Certified | Unsure |
| Certified | Develop a large scale wetlands conservation area |
| Certified | With Te Aponga's approval, the installation of up to 5 solar installations (of 8 panels each). |
| Certified | increase rain water collection storage and treatment , increase solar panel and battery storage. improve lagoon coral in our patch more composting of organic waste |
| Certified | Planting/landscaping/building initiatives to minimise coastal erosion and protect the existing environment. |
| Certified | Install further solar panels for pool heating |
| Certified | More Solar power - we have most other things in place |

| Answer | |
|---------------|--|
| Certified | Install solar panels at least for hot water & power for the laundry. |
| Certified | Go solar |
| Not Certified | Packagingb |
| Not Certified | Solar power |
| Not Certified | None |
| Not Certified | . |
| Not Certified | No |
| Not Certified | Na |
| Not Certified | Clear out all broken glasses on the beach and in lagoon in Betela. These glasses appear more after king tides and storms. It is evident that these beer bottle glasses have been buried years ago |
| Not Certified | I do not have enough information. |
| Not Certified | Improve waste disposal. |
| Not Certified | Less staff |
| Not Certified | Sort a better sewerage system that has less effect on the lagoon. |
| Not Certified | Acquire electric scooters/vehicles along with a solar recharge system. |
| Not Certified | REDUCE WATER WASTAGE |
| Not Certified | Lessen use of unbiodegradable products. |
| Not Certified | Solar panels, lighting, hybrid vehicles, |
| Not Certified | Solar power generation on the roof tops of our businesses. Re-engineer all machinery equipment to heat water for hotel / restaurant usage. Invest in technologically advanced exterior paint that can repel grime, dirt, dust, salt, and heat. |
| Not Certified | Provide a new reusable bottle for all our tourists arriving at the airport. |
| Not Certified | Improve my recycling system I currently have and invest in a proper compost system and green system. Ill also invest in print material to place in my holiday home for guests, encouraging, reusing towels, save water, put small scrap containers in the kitchen and invest in a cleaning products dispenser system from Pacific Supplies for operations. |
| Not Certified | Install solar power |
| Not Certified | Switch to solar electricity (already have solar thermal water heating). Obtain product like www.airconoff.com.au to ensure guests don't waste energy by leaving aircon on with doors or windows open or when they are out. Reduce plastic consumables. eg replace at end of life plastic toilet brush/dish scrubbers/bins etc with bamboo/natural bristle/biodegradable versions. Even better if locally produced. Restock locally made resafe sunscreen and insect repellent (in cardboard tubes). Have a range of rashguards in sizes available to reduce guest sunscreen use. |

| Answer | |
|---------------|---|
| Not Certified | Our biggest issues are not being able to get enough recycled jars and as we are about to launch online sales, how to get jars of product overseas at reasonable cost and without having to bring in plastic bubble wrap for packaging. I'm right now trying to think of a better sustainable packaging solution or wondering if the CI embassy in NZ could perhaps help if we can send packaged orders in cartons via ship where there is no need for bubble wrap. Posting from Raro means all goes in mail bags onto the plane, so not safe for fragile items. But then does NZ have an affordable way to send packages on from Auckland port? |
| Not Certified | Pay for solar panels to be installed on my landlords roof so that I don't have to rely on diesel generated power. |
| Not Certified | Add more solar power to reduce Energy and using natural resource |
| Not Certified | uprade boat engines to modern standards |
| Not Certified | Composting for gardens. |
| Not Certified | Get Eco Vehicles |
| Not Certified | solar energy and waste disposal |
| Not Certified | ?? |
| Not Certified | Solar panel power |
| Not Certified | Improve my waste water recirculation and use of gardens into mire fruits and vegetables. Upgrade power system to include solar panels. Restore our traditional bread oven so we can use it as a feature of the village bread oven. Recreate the cooking hut that was once over the bread oven. Use a function/ tour venue. |
| Not Certified | Change waste system for beach bungalows |
| Not Certified | improve the process in which we deal with waste products |
| Not Certified | I am not sure |
| Not Certified | Reduce the need for hard copy documents |
| Not Certified | To achieve in eco and certification cook islands |
| Not Certified | Whatever is essential |
| Not Certified | Look at a minimising waste programme |
| Not Certified | Improve our power saving e.g. get more solar sufficient. |
| Not Certified | energy : wind and solar |
| Not Certified | Be inclusive for everyone |
| Not Certified | Nothing we have already put into place adequate initiatives |
| Not Certified | Set up a grey water system Set up solar panels |

| Answer | |
|---------------|---|
| Not Certified | energy conservation |
| Not Certified | Measures in reduced energy costs |
| Not Certified | solar energy power |
| Not Certified | Source product supply in bulk to create an ongoing supply locally. |
| Not Certified | Switch to Solar Power |
| Not Certified | Improve water "harvesting" by getting tanks and guttering on house and units |
| Not Certified | find alternative products to use that didn't require coming in a packet or box, reducing waste & carbon footprint |
| Not Certified | Remove all portion controlled units provided to guests in accommodation units and cafe area. |

Q 26. Do you think Mana Tiaki Eco Certification should be compulsory for all tourism businesses?

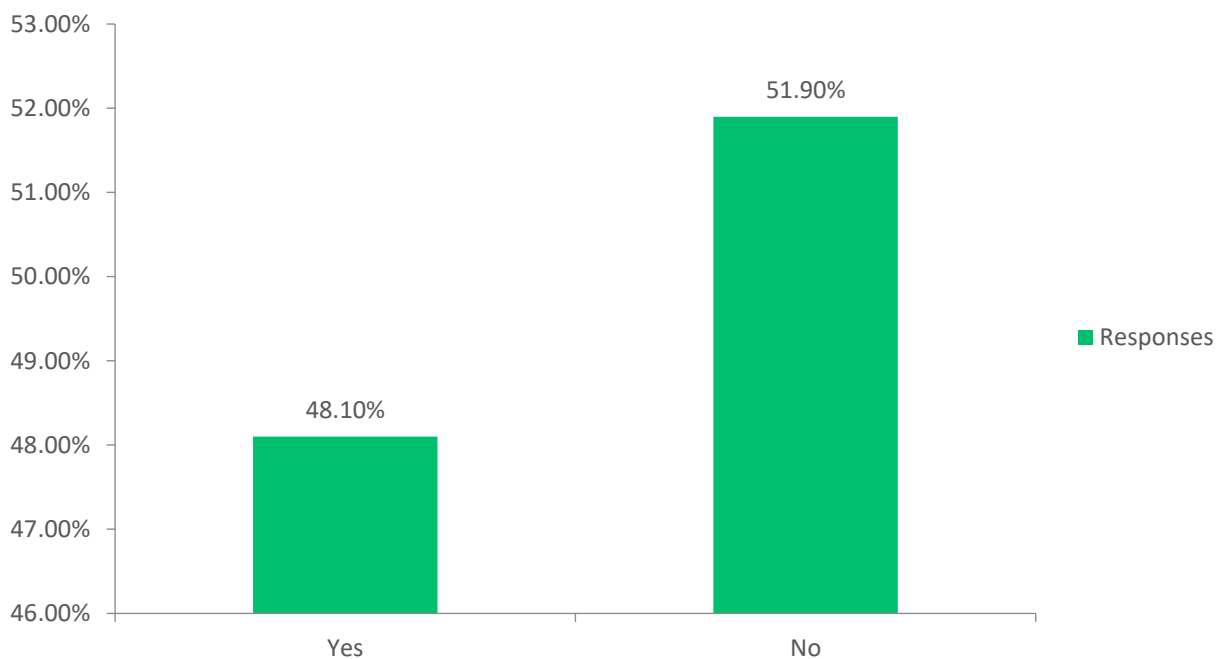
| Answer Choices | Responses | Certified | Not Certified | Skipped | |
|--------------------------|-----------|-----------|---------------|---------|-----|
| Yes | 48.10% | 38 | 16 | 22 | N/A |
| No | 51.90% | 41 | 13 | 28 | |
| If No, please state why? | | 40 | | | |
| | Answered | 79 | | | |
| | Skipped | 20 | | | |

| Answer | |
|-----------|--|
| Certified | We think changing business practices are things should come from the deep desire to do it - not from compulsion |
| Certified | Market separator. I can see a time where travelers will choose to stay at eco friendly places. Also, compliance can become a burden to all parties involved. |
| Certified | It would not be possible for all businesses to achieve it |
| Certified | Because then you would need various categories to achieve relevant to each sector. I think operators should feel they want to be the best they can be and aim for a Gold Certification and encouragement offered to show why important and how to do it. Not just basic and a money collecting operaton. |
| Certified | encouraged yes, compulsory not necessarily |
| Certified | Voluntary involvment ensures buy in |
| Certified | I think MTEC needs to be built into the accreditation program. If compulsory, some tourism businesses will think that this is the bench mark, when it is one key and essential part of the bigger picture. |
| Certified | If it was compulsory it wouldn't make any difference. The amount of burning green waste that happens here is a total disgrace. |
| Certified | Not in it's current form, specifically because of the difficulties i mentioned previously for businesses that rent their premises. |

| Answer | |
|---------------|---|
| Certified | It should be a choice of the individual business. There is already a lot of legislation that is not adhered to and is ignored because it is not policed. This is already very frustrating for any business that tries to 'do the right thing'. |
| Certified | No because it is not free - if businesses have to pay for it, it is basically just an additional tax on tourist operators. Also if everybody has it then what's the point of anybody having it? This would completely devalue the certification. It should be a free certification awarding operators that are really shining in their efforts to become more sustainable and eco-friendly - not a paid for and compulsory additional tax, especially when it is likely already costing more for operators to meet the standards. |
| Certified | I would like more top see the value of Mana Tiaki drive businesses to it - that way people understand what they are doing and not just doing to make more \$\$ |
| Not Certified | To hard |
| Not Certified | too much red tape for the business |
| Not Certified | Money making scheme |
| Not Certified | There are bigger problems and few choices in ways of doing things |
| Not Certified | Up to the owner or client to decide |
| Not Certified | Does not have strong following ----- It would just become another system of rules/regulations/fees for little return. |
| Not Certified | I do not believe monitoring or an Eco accreditation is the answer. Education, education, education is! People are intelligent enough to make good choices - but they can only do so if and when they have been educated in regards to the truth about the situation re sustainability and what actions they can take. |
| Not Certified | already too many rules/regulations in tourism and certifications that are not always easy to adhere to, too much paperwork involved in your certification espeially, these certification requirements appear to be imposed by people who don't understand the challenges of operating some types of businesses. |
| Not Certified | Cost and competition.... not all businesses care, so only those that care have the cost and there is no awareness at customer level and it reduces ability to compete with other non accredited road style shacks and cafes and food outlets |
| Not Certified | I think there is enough stress. Kind education and sustainable benefits is a better approach. This comes with so much cost, it will affect families livelihoods and earnings. It should be a choice. |
| Not Certified | It probably is not feasible for all tourism businesses to achieve in the current economic climate. It might not achieve return on investment. For example I know of another business which has spent over 40000 trying to address its septic tank issues in line with the public health guidelines (and advice from 3 plumbing companies on island) and it still smells intermittently which is not good for a restaurant. Ongoing costs include monthly emptying - which is not financially sustainable. |
| Not Certified | Allow business to "opt-in" and make that decision themselves rather than making it compulsory. |
| Not Certified | Businesses should work towards these practices but need to make decisions on their own budgets and operations. |
| Not Certified | The criterias are too generic. Standards would have to differ dramatically between business sizes and categories. Small buisnesses cannot be made to meet the same standards as bigger ones. On top the eco certification would not mean anything anymore, as all businesses would automaticly be eco certified. Otherwise they would not be allowed to conduct buisness at all |
| Not Certified | Some maybe small businesses |
| Not Certified | Why would tourism businesses have to comply but other businesses don't? |

| Answer | |
|---------------|---|
| Not Certified | Insufficient funding will mean a lot of businesses would need to close in unable to obtain certification. |
| Not Certified | i need to understand more about it... |
| Not Certified | Need to see more criteria to make a decision |
| Not Certified | It is not fundamental to business operation. If it costs money it is an added expense to an a really expensive fixed cost market. If u make it compulsory businesses will not commit for the right reason. They should be encouraged and given assistance to see the benefits. The current tourism accreditation is already flawed and doesn't have a great benefit to restaurants. There seems to be more interest in promoting the unaccredited market vendor. Now the food industry is over loaded w low cost food outlets. The market is saturated and restaurants are forced to lower prices to compete but have a way higher fixed cost. This is a international problem. We need to identify thos and work to correct this COVID19 offers this chance. Hope tourism identifies this and looks to support better this industry in the future. |
| Not Certified | It could be part of the certification. Also I do not know enough about Mana Tiaki Eco Certification to answer responsibly. |
| Not Certified | |
| Not Certified | New and/or small start up businesses do NOT need another layer of compulsory bureaucratic bullshit! |
| Not Certified | I think people need to have a genuine commitment themselves |

Do you think Mana Tiaki Eco Certification should be compulsory for all tourism businesses?



Q 27. What do you think your business could do to support sustainable tourism?

| | | Certified | Not Certified | Skipped |
|----------|----|-----------|---------------|---------|
| Answered | 79 | 29 | 50 | N/A |
| Skipped | 20 | | | |

| Answer | |
|-----------|---|
| Certified | Can't think of anything for this one |
| Certified | Already doing it. Systems and practices plus the "induction" chat we have with all of our guests where we encourage them to respect the environment. |
| Certified | What we are doing at present |
| Certified | Guide and remind staff everyday why important to be eco focused. Encourage others to participate. Support training programmes. |
| Certified | To be honest I don't know enough about what our business could specifically do, but open to suggestions. |
| Certified | support a country policy to restrict numbers |
| Certified | Explore ways to reduce our footprints and that of our visitors. |
| Certified | We are doing all that we can. |
| Certified | We're happy with our business practices but we could be (and plan to be) doing more to educate our visitors: don't buy single use plastic bottles, don't run your aircon all day when you're not in your room, properly dispose of your rubbish and sort your recycling, etc. |
| Certified | attract more enviromentaly focussed guests |
| Certified | Continue doing what we are doing and support current legislations. |
| Certified | We will continue to encourage safe and sustainable practices by reducing our plastic use, recycling, composting, picking up litter in the ocean, teaching our divers about the importance of marine ecology and how to interact with it to minimise our impact on the marine environment. We will continue our coral transplating project and deliver marine education through this, as well as through dive briefings and courses. We would love to deliver this further, perhaps through videos and presentations, if this was something Tourism and resorts were willing to get on board with. |
| Certified | Provide guidance - particularly for Outer Islands. Our marketing offshore already focuses on businesses that are certified and customers as we move forward will be much more discerning in regards sustainable destinations so we must lead the Pacific |
| Certified | Basically continuing what it is doing: offering eco-friendly, educational tours to visitors |
| Certified | After attending a Sustainable Tourism workshop on HOW and WHY I would change our habits as required to , continue best practises and be checked annually that we are doing so. and informed of enhancements that can be added. |
| Certified | we already are, but promoting Cook Islands as THE best practice sustainable tourism operation in the Pacific would give us a good lead when people are deciding which island to visit, and many make their choice based on the environment, we must be champions and sing it out loud |
| Certified | Support Mana Tiaki |
| Certified | Support the initiatives set up by the various organizations already established, i.e. Environment Service, R2R, Te Ipukarea. |
| Certified | Reduce waste Exucation programs |
| Certified | Support this concept as we are and improve all our product deliveries of service and presentation |

| | Answer |
|---------------|---|
| Certified | To sustain an indelible awareness of ecological preservation of the Cook Islands and hope this mindset spread throughout the entire planet Earth |
| Certified | training for other resorts to follow some of our ideas |
| Certified | all of the above |
| Certified | Get behind the program as a national program for all accommodation owners small and large |
| Certified | Maintains our standards |
| Certified | Unsure of new initiatives |
| Certified | Pressure government to legislate for the banning on the importation and use of environmentally destructive chemicals (such as phosphates) and improved waste management practices. Environments sustainability and assistance seem to have a low priority here, just look at the merry go round manner in which the wastewater management and lagoon degradation have been conducted, comical to say the least. |
| Certified | Reached a higher paying customer thus reducing numbers. Share part of the profit with the community, with focus on education |
| Certified | Difficult, since we all depend on aviation. On the smaller scale we are removing all of our wasteful spa baths and replacing them with walk in showers thus reducing the freshwater usage on the property |
| Not Certified | N/A |
| Not Certified | Encourage returnees by by treating guest as family... |
| Not Certified | . |
| Not Certified | Na |
| Not Certified | I don't know. |
| Not Certified | Close |
| Not Certified | Electric cars for rental |
| Not Certified | Nothing right now ----- we would just like some business !!!!!!!!!!!!! |
| Not Certified | Been into sustainable practices for 40 years and am doing my part. |
| Not Certified | mostly use common sense |
| Not Certified | close |
| Not Certified | Stop using plastic bottles |
| Not Certified | Promote the importance on our booking channels before guests arrive, to be aware of this during their visit. Its not enforced from their origin, so this is important. Education our neighbours and friends not practicing. Word of mouth is stronger. |
| Not Certified | Provide information to and communicate/promote sound practices/going local informally with our guests. Choose cleaning products, equipment, etc with sustainability in mind. |
| Not Certified | All our products and services currently support sustainable tourism. |
| Not Certified | We will be implementing sustainable practices with all ongoing maintenance and upgrades to support the island and planet where affordable |
| Not Certified | There is not much we could do more. Educating guests or customers in their behaviour encountering underwater life, how to protect their surrounding from them, proper behavior... |

| Answer | |
|---------------|---|
| | it is already part of every day life and all tours! But maybe to get rid of the slogan "Pump more out of Raro"! No plastic bottles anymore in the Cook Islands would be a dream! |
| Not Certified | Advise guest more about the program and surroundings that they maybe living in whilst on holiday. |
| Not Certified | Get a wider knowledge into the community of the excellent products we have which are environmentally friendly and super concentrated, give more training to housekeeping teams so they are using product efficiently and not wasting it, promote re-using clean bottles, try and steer users to better environmentally friendly products |
| Not Certified | Be more energy sufficient, continue recycling |
| Not Certified | not sure |
| Not Certified | Unsure |
| Not Certified | Contribute to inclusiveness and vision. the msg repeated and values expressed will help this become a part of everyday. |
| Not Certified | Not sure |
| Not Certified | I am not sure |
| Not Certified | no Idea |
| Not Certified | Not a lot more |
| Not Certified | Educate our guests and staff in best practice |
| Not Certified | Sign up |
| Not Certified | N/a |
| Not Certified | Provide accommodation for tourists |
| Not Certified | ? |
| Not Certified | We already do. Opportunity for major businesses like CITC to import new smart systems that can help save money, achieve environmental sustainability, and more. |
| Not Certified | Participate in eco friendly initiatives. Train staff in eco friendly practices |
| Not Certified | Promote 'buy local' for reduced carbon footprint. Promote Mauke as an authentic island experience in natural environment. I have already a few years back suggested a set of guidelines for the Island Council to consider for businesses wishing to start up to reduce the heavy negative impact that has occurred in Raro. Do beach cove clean ups as a lot of plastic waste floats up on our shores. |
| Not Certified | support eco initiatives |
| Not Certified | I am doing the best I can at present |
| Not Certified | Help with grants and with Cook Islands eco certifications |
| Not Certified | Comply |

| Answer | |
|---------------|--|
| Not Certified | Introduce Policies and Procedures into the workplace which are compulsory for all employees to be trained on then it becomes relevant to their Business practices |
| Not Certified | By educating visitors/guests that we are a sustainable property and we care what happens to our small nation and have them take these ideas back to their countries |
| Not Certified | Being off grid |
| Not Certified | Sign up |
| Not Certified | Na |
| Not Certified | manage water waste and energy better |
| Not Certified | Invest in incentives to have more locals employeeD in this sector with value of money remuneration packages for that authentic Cook Islands front. |
| Not Certified | Using as much of local services and staffing to service our business so that we are keeping the profits in our local community. |
| Not Certified | Purchase local organic products |
| Not Certified | recycle, reuse, inform guests, promote usage of environmentally friendly products (soaps, sun screen etc) |
| Not Certified | My business is very small at the moment. But for more established businesses, this is the journey they all should be on for better sustainability of our Islands, practicing what they preach. |

Q 28. Do you have any other comments about sustainable tourism and Mana Tiaki Eco Certification?

| | | Certified | Not Certified | Skipped |
|----------|----|-----------|---------------|---------|
| Answered | 79 | 29 | 50 | BLANK |
| Skipped | 20 | | | |

| Answer | |
|-----------|---|
| Certified | No |
| Certified | I applaud this initiative. I think it is terrific. Just tidy up the self assessment survey questions and scoring. And remove the need to be CITIC accredited. |
| Certified | No |
| Certified | Needs support from industry leaders. Ads on tv, media coverage showing how and what businesses are doing. Its imperative we are all on the same vaka. |
| Certified | not at this time |
| Certified | A great initiative but to date -way below the radar! |
| Certified | Meitaki for the opportunity to participate. |
| Certified | No |
| Certified | No |
| Certified | you need more funding and be seen to be active |
| Certified | No. |

| Answer | |
|---------------|--|
| Certified | I feel that if Cook Islands Tourism is committed to rewarding sustainable tourism then promotion of businesses really making an effort would be a positive way forward. When tourists ask about diving in the tourist information office the Mana Tiaki Certification should be promoted, and tourism staff should have some knowledge of what different operators have in place. This could also be done through social media - if CI Tourism or Kia Orana Values are tagged in a post relating to sustainability perhaps they could share this post to promote those businesses with the certification and registered with Tourism. As a business we feel broadly ignored by CI Tourism in favour of accommodation, but sustainable activities should be something Tourism promote widely, after all, people want something to do while they are on their holidays! I really do support the Mana Tiaki Eco Certification - the idea behind it is excellent - but I feel the limitations are being caused by how it is being delivered and promoted. I think if it was properly promoted and given some status then it could be incredibly effective. We have been supported well by the National Environment Service, but we could really use some promotion from Tourism. |
| Certified | made above |
| Certified | no |
| Certified | Just that it must continue and expand and be supportive and encouraging to ALL tourism operators and those involved such as laundries and service providers be part of the checks that the system is working properly. |
| Certified | thank you for the opportunity to participate |
| Certified | No |
| Certified | None at this time. |
| Certified | . |
| Certified | Make one Accreditation and Certification compulsory to any business providing a service or activity to paying guests. Also bring in household Certification as well as this also impacts on our environment with fines and enforcement of negative practices i.e. burning plastics and rubber. Obvious but no body does anything about it, easy fix with fines (funds enforcement). |
| Certified | none so far. |
| Certified | I am not in favour of combining the Accreditation with Eco Certification as I believe it may detract for either programme and mean that some environmental standards are missed off as not everyone can achieve |
| Certified | all of the above |
| Certified | No |
| Certified | Those who have gone out and gotten Mana Tiaki certified should be marketed more by the authority so tourists know what we have done/doing to help with environment |
| Certified | No |
| Certified | No |
| Certified | There should be more training with tourism operators. For example we took our team to visit the landfill and that was eye opening. We talk about recycling but do we know how this is done in the Cook Islands? We have learnt that plastic doesn't get recycled while cans get crushed, sold and shipped overseas. Lesson learnt: purchase cans and not plastic bottles! Our staff was overwhelmed with the amount of trash and promised to limit the number of plastic bags they use. They have talked to their families about it and we believe this was an incredible experience for everyone which hopefully will help our environment. There must be many other trainings that are specific to the Cook Islands that would benefit businesses and community: is a new fridge better than an old fridge, are LEDs better than halogen, what alternatives do we have for toiletry amenities, is there better laundry detergent than others, etc. |
| Certified | Love it, keep up the good work! |
| Not Certified | Regarding the food supply - stop the use of chemicals in growing food particularly paraquat and round up. Organic food, apart from the health benefits, is of demand. |

| Answer | |
|---------------|---|
| Not Certified | No |
| Not Certified | . |
| Not Certified | No |
| Not Certified | No I don't. |
| Not Certified | None |
| Not Certified | Only that its cumbersome and expensive year after year |
| Not Certified | Another exercise in modern business activity that many businesses over state and under perform. |
| Not Certified | Education! And that not voluntary in open meeting as the ones who need it won't come. This should be done in a very visual entertaining way that stimulates the mind to respond or take part. On TV at high prime times. in the media and in the schools starting at an early age. Environmental sustainability should be on the curriculum same as maths. Then the kids can get a Eco certificate. It would become natural for the next generations to be into sustainability ans caretaking the environment instead of just take, take, take. |
| Not Certified | too much paperwork and requirements for a lot of smaller businesses to get a certification for what purpose? all businesses should be following a sustainable business operation plan anyway |
| Not Certified | The number of accomodators, food & bev and tourism services need to be reduced to leave only those that use a high level of corporate governance, care of staff, care for the environment. Rarotonga is overloaded for the tourism market to point where employees have no accomodation. Tourism needs to set the annual tourist number and yield. Then the market will naturally stabilise. |
| Not Certified | No |
| Not Certified | No. If was can change 1 person, the ripple effect will continue. This is a peaceful kind of initiative, being aggressive and forcing a legislation or requirement will lose accredited members. Its about encouragement towards a goal. Positive approach is a better solution... This was good. I enjoyed doing this, just because I felt like it.... MEITAKI! |
| Not Certified | It is much easier to get accredited for accommodation than it is for restaurants (in the main accreditation scheme). It would be interesting to know what other initiatives for small scale holiday homes/vacation rentals there may be. Unfortunately solar power is limited by Te Aponga unless one goes totally off grid, and that brings problems with inverters etc. It would be good if rental car companies started renting electric cars and then a new initiative for holiday homes and hotels could be a charging station. |
| Not Certified | Please don't use the platform as a money making initiative and/or for another sticker to go in the shop window or on a website. There are a lot of businesses that are currently eco-certified and in all honesty I wonder how they actually managed to achieve it. The certification should be a lengthy challenge to get through rather than a tick the box exercise. |
| Not Certified | No |
| Not Certified | It is great working on sustainability projects, but all does not make sense, if the government does not come up with a solid solution for our rubbish problem. Most people would love to see their rubbish properly recycled. Even the outer islands have a huge problem with it... So all sustainability projects for all islands... not only Raro. |
| Not Certified | No |

| Answer | |
|---------------|--|
| Not Certified | I am very pro sustainable tourism, I think Mana Tiaki Eco Certification could be targeted to businesses other than strict tourism businesses |
| Not Certified | Not really |
| Not Certified | no |
| Not Certified | No |
| Not Certified | We need to re think our constant demand for numbers and focus on quality. At 170k tourists a year doesn't make up for low per person spend. Food industry have to work hard all the time just to keep afloat. We have sacrificed our profit margins year on year to stay busy. Now is the time to change |
| Not Certified | No |
| Not Certified | No |
| Not Certified | No |
| Not Certified | No |
| Not Certified | Great initiative and I am happy to support in any way I can to promote it. |
| Not Certified | No |
| Not Certified | No |
| Not Certified | No |
| Not Certified | no |
| Not Certified | Visitors dont know about this program. They dont factor certification into their decision making processes when choosing a holiday to Rarotonga. We do many smart things because its good for our business, and operating environment in the Cook Islands. |
| Not Certified | No |
| Not Certified | Wetlands really need a boost e.g. assistance and/or funding to get taro patches up and running, people with the expertise designing riparian rehabilitation along waterways. If businesses aren't abiding by laws e.g. septic too close to lagoon or closing off natural wetlands they really should be shut down... drastic action is needed COVID19 shows drastic is possible. |
| Not Certified | I would like to understand more, with some practical suggestions and examples of how we can all improve |
| Not Certified | Don't make application for Mana Tiaki too complicated. |
| Not Certified | Mana Tiaki eco is good for our little paradise in the Cook Islands will be awesome |
| Not Certified | No |
| Not Certified | Hold workshops. I am not sure of any have been held before as I am not aware of it. |
| Not Certified | No |

| Answer | |
|---------------|--|
| Not Certified | People took 50 years to understand smoking is bad... And people still do, we don't have 50 years when you see people burning plastic, green and brown waste daily and neither health, Nes or Police give a shit..... Only 2 or 3 % of our stuff get recycled !!!?? The rest is buried undergroundunless we face the reality this certification is just another human joke. |
| Not Certified | I want to know more about it |
| Not Certified | No |
| Not Certified | no |
| Not Certified | Over promoted yet the Cook Islands as the product is a mismatch to promotions |
| Not Certified | I do hope during this COVID19 times we have taken the time out to think about the benefits we have reaped from our environment and therefore are willing to do more to improve or to care for it, not only for our local communities but for our new visitors post COVID19 and also our generations to come and seeking to have Mana Tiaki Eco Certificates in our businesses is a step closer in the right direction to having sustainable tourism. |
| Not Certified | No |
| Not Certified | It's a great initiative, where the island will benefit in the long run |
| Not Certified | Great idea & Initiative, good luck & keep going |

Q 29. Survey completed by:

| | | Certified | Not Certified | Skipped |
|----------|----|-----------|---------------|---------|
| Answered | 62 | 22 | 40 | BLANK |
| Skipped | 37 | | | |



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**INSPIRING SOLUTIONS
FOR PEOPLE AND PLACES**

Appendix 3 – GSTC Industry Criteria for Tour Operators





GSTC Industry Criteria

VERSION 3, 21 DECEMBER 2016

WITH

Suggested Performance Indicators for Tour Operators

Preamble

The Global Sustainable Tourism Council (GSTC) Criteria were created to provide a common understanding throughout the world of “sustainable tourism”, and are the minimum that any tourism business should aspire to reach. They are organized around four main themes: effective sustainability planning, maximizing social and economic benefits for the local community, enhancing cultural heritage, and reducing negative impacts to the environment. They have applicability to the entire tourism industry.

The Criteria have been developed and revised while striving to adhere to the Standard-Setting Code of the ISEAL Alliance, the body recognized to provide guidance on international norms for developing sustainability standards in all sectors. The Criteria are revised every 3 to 5 years. Plans for revisions plus advance sign-up for public input into future revisions are available on www.gstccouncil.org. The website also provides information on the process and history of the Criteria development.

Some of the uses of the criteria include the following:

- Serve as the basis for certification for sustainability
- Serve as basic guidelines for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programmes that fulfill these global criteria
- Provide greater market access in the growing market for sustainable products, serving as guidance both for travellers and for travel agencies in choosing suppliers and sustainable tourism programmes
- Help consumers identify sound sustainable tourism programmes and businesses
- Serve as a common denominator for information media to recognize sustainable tourism providers
- Help certification and other voluntary programmes ensure that their standards meet a broadly-accepted baseline

- Offer governmental, non-governmental, and private sector programmes a starting point for developing sustainable tourism requirements
- Serve as basic guidelines for education and training bodies, such as hotel schools and universities
- Demonstrate leadership that inspires others to act

The Criteria indicate *what* should be done, *not how* to do it or whether the goal has been achieved. This role is fulfilled by performance indicators, associated educational materials, and access to tools for implementation, all of which are an indispensable complement to the GSTC Criteria.

Criteria Application

It is recommended that all criteria be applied to the greatest extent practical, unless for a specific situation the criterion is not applicable and this is justified. There may be circumstances in which a criterion is not applicable to a specific tourism product, given the local regulatory, environmental, social, economic or cultural conditions. In the case of micro and community-owned tourism businesses which have a small social, economic and environmental footprint, it is recognized that limited resources may prevent comprehensive application of all criteria. Further guidance on these criteria may be found from the supporting indicators and glossary, published by the GSTC.

Performance Indicators

The performance indicators presented here are designed to provide guidance in measuring compliance with the GSTC Criteria for Hotels.

This draft set of indicators will be updated periodically, as new information is developed. If you would like to suggest new indicators or other improvements, please send your suggestions to accreditation@gstccouncil.org.

Combined Indicators and Criteria

This document contains the Criteria and the Performance Indicators.

| GSTC INDUSTRY CRITERIA | INDICATORS FOR HOTELS |
|---|---|
| SECTION A: Demonstrate effective sustainable management | |
| A1 Sustainability management system The organization has implemented a long-term sustainability management system that is suitable to its size and scope, addresses environmental, social, cultural, economic, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement. | <ul style="list-style-type: none"> a. The Sustainability Management System is clearly documented. b. The SM System covers environmental, social, cultural, economic, quality, human rights, health and safety issues. c. The SM System includes consideration of risk and crisis management. d. Documentary evidence shows implementation of the SM system. e. The SM System includes a process for monitoring continuous improvement in sustainability performance. |
| A2 Legal compliance The organization is in compliance with all applicable local, national and international legislation and regulations including, among others, health, safety, labour and environmental aspects. | <ul style="list-style-type: none"> a. An up to date list of all applicable legal requirements is maintained. b. Certificates or other documentary evidence show compliance with all applicable legal requirements. c. Legal requirements in all countries of operation are understood and met. |
| A3 Reporting and communication The organization communicates its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support. | <ul style="list-style-type: none"> a. Regular reports are made available on sustainability performance. b. Sustainability policies and actions are reported in external and internal communication material. c. Communications contain messages inviting consumer and stakeholder support. |
| A4 Staff engagement Staff are engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities in its delivery. | <ul style="list-style-type: none"> a. Evidence is available of staff involvement with the SM System. b. Records of courses and on-the-job training, with attendance levels, are available. c. Staff training and guidance materials are available in accessible format (including use of minority languages where needed). d. Staff hold certificates and qualifications in relevant disciplines/skills. |
| A5 Customer experience Customer satisfaction, including aspects of sustainability, is monitored and corrective action taken. | <ul style="list-style-type: none"> a. A customer feedback system is in place, together with analysis of the results. b. Negative feedback and responses made to this are recorded. c. There is evidence of corrective actions taken. d. Feedback from customers is provided to tourism businesses and destinations contracted/visited. |
| A6 Accurate promotion Promotional materials and marketing communications are accurate and transparent with regard to the organization and its products and services, including sustainability claims. They do not promise more than is being delivered. | <ul style="list-style-type: none"> a. Images used in promotion are of actual experiences offered and places visited by customers. b. Marketing about wildlife or cultural events does not promise sightings which cannot be guaranteed. c. Sustainability claims are based on records of past performance. |

| | |
|---|---|
| <p>A7 Buildings and infrastructure</p> <p>Planning, siting, design, construction, renovation, operation and demolition of buildings and infrastructure...</p> | <p>Indicators for A7 criteria relate to the buildings and infrastructure owned and operated by the organization or over which they have direct influence/control.</p> |
| <p>A7.1 Compliance</p> <p>...comply with zoning requirements and laws related to protected and sensitive areas and to heritage considerations.</p> | <ul style="list-style-type: none"> a. Awareness of, and compliance with, laws relating to land use and activities in the local area is demonstrated. b. All required licences and permits are up to date. c. Awareness of, and compliance with, non-statutory area management plans and guidance (e.g. for particular zones, design, etc.), is demonstrated. |
| <p>A7.2 Impact and integrity</p> <p>...take account of the capacity and integrity of the natural and cultural surroundings.</p> | <ul style="list-style-type: none"> a. Site selection, design and access have taken account of visual amenity, landscape, cultural and natural heritage. b. Site selection, design and access have taken account of the protection of biologically sensitive areas and the assimilative capacity of ecosystems. c. The integrity of archaeological, cultural heritage, and sacred sites has been preserved. d. The integrity and connectivity of natural sites and protected areas has been preserved. e. Threatened or protected species have not been displaced and impact on all wildlife habitats has been minimized and mitigated. f. Water courses/catchments/wetlands have not been altered and run-off is reduced where possible and any residue is captured or channeled and filtered. g. Risk factors (including climate change, natural phenomena, and visitor safety) have been assessed and addressed. h. Impact assessment (including cumulative impacts) has been undertaken and documented as appropriate. |
| <p>A7.3 Sustainable practices and materials</p> <p>...use locally appropriate and sustainable practices and materials.</p> | <ul style="list-style-type: none"> a. Local materials, practices and crafts have been used in buildings and design where practicable and appropriate. b. Native and endemic plants obtained from sustainable sources have been used in landscaping and decoration, avoiding exotic and invasive species. c. Plants have been selected for their ability to tolerate prevailing or anticipated conditions eg drought tolerant plants d. Sustainable design, materials and construction practices have been used in buildings, with appropriate certification where possible. e. Waste from construction is sorted and disposed of in an environmentally sound manner. |
| <p>A7.4 Access for all</p> <p>...provide access and information for persons with special needs, where appropriate.</p> | <ul style="list-style-type: none"> a. Sites, buildings and activities are accessible to persons with physical disabilities and other special needs, as appropriate to the nature of the operation. b. Clear and accurate information is provided on the level of accessibility. c. Accessibility is certified or checked with relevant experts/user bodies. |

| | |
|--|--|
| <p>A8 Land water and property rights</p> <p>Acquisition by the organization of land and water rights and of property is legal, complies with local communal and indigenous rights, including their free, prior and informed consent, and does not require involuntary resettlement.</p> | <ul style="list-style-type: none"> a. On sites owned and operated by the organization or over which they have direct influence/control, land ownership and tenure rights are documented. b. User and access rights for key resources, including land and water, are documented where applicable. c. There is documentary evidence of communication, consultation and engagement with local and indigenous communities. d. Evidence of free, prior and informed consent of local communities is documented, where relevant (showing no involuntary resettlement or land acquisition). |
| <p>A9 Information and interpretation</p> <p>The organization provides information about and interpretation of the natural surroundings, local culture, and cultural heritage, as well as an explanation of appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites.</p> | <ul style="list-style-type: none"> a. Information/interpretation material about the natural and cultural heritage of areas visited is available and provided to customers. b. Staff are informed and trained about the natural and cultural heritage of the areas visited. c. Information is provided to customers about appropriate behaviour in the areas visited. |
| <p>A10 Destination engagement</p> <p>The organization is involved with sustainable tourism planning and management in the destination, where such opportunities exist.</p> | <ul style="list-style-type: none"> a. The organization is in contact with the local Destination Management Organization or equivalent body in those locations where it is most active. b. The organization engages in the planning and management of sustainable tourism in those destinations where it is most active. |

SECTION B: Maximize social and economic benefits to the local community and minimize negative impacts

| | |
|---|--|
| <p>B1 Community support</p> <p>The organization actively supports initiatives for local infrastructure and social community development. Examples of initiatives include education, training, health and sanitation and projects which address the impacts of climate change.</p> | <ul style="list-style-type: none"> a. The organization supports initiatives with local communities in areas where it is particularly active. b. The level and nature of contributions made to schemes in the local communities is recorded. c. In selecting service providers and products/experiences to feature in programmes, the organization favours those that engage with and support local communities. |
| <p>B2 Local employment</p> <p>Local residents are given equal opportunities for employment and advancement, including in management positions.</p> | <ul style="list-style-type: none"> a. The organization seeks to provide employment opportunities for local residents in its operations and activities. b. The organization monitors the level and proportion of employment it provides for local residents. c. Training is offered to local residents to enhance their employment opportunities. |

| | |
|---|---|
| | <p>d. In selecting service providers and products/experiences to feature in programmes, the organization favours those that provide local employment.</p> |
| <p>B3 Local purchasing</p> <p>When purchasing and offering goods and services, the organization gives priority to local and fair trade suppliers whenever these are available and of sufficient quality.</p> | <p>a. The organization regularly audits its sources of supply of goods and services.</p> <p>b. In selecting service providers and products/experiences to feature in programmes, the organization favours those that are locally owned and operated.</p> |
| <p>B4 Local entrepreneurs</p> <p>The organization supports local entrepreneurs in the development and sale of sustainable products and services that are based on the area’s nature, history and culture.</p> | <p>a. Where appropriate, the organization provides advice and support to local service providers with whom it engages, on the quality and sustainability of their service.</p> <p>b. Opportunities for joint ventures and partnerships with local entrepreneurs are considered and pursued where appropriate.</p> |
| <p>B5 Exploitation and harassment</p> <p>The organization has implemented a policy against commercial, sexual or any other form of exploitation or harassment, particularly of children, adolescents, women, minorities and other vulnerable groups.</p> | <p>a. The organization has a documented policy against exploitation and harassment of vulnerable groups.</p> <p>b. Action is taken to communicate and implement the policy.</p> <p>c. The organization engages with the local community, in destinations where it is particularly active, in working against exploitation and harassment.</p> <p>d. Records of employee ages are kept and show absence of any form of child labour (as defined by ILO).</p> <p>e. The organization supports action against child sex tourism.</p> <p>f. Services providers and premises where there is any evidence of possible exploitation are not contracted or visited.</p> |
| <p>B6 Equal opportunity</p> <p>The organization offers employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways.</p> | <p>a. The organization has identified groups at risk of discrimination, including women and local minorities.</p> <p>b. The proportion of employees drawn from each of these groups is monitored.</p> <p>c. Internal promotion includes members of these groups.</p> |
| <p>B7 Decent work</p> <p>Labour rights are respected, a safe and secure working environment is provided and employees are paid at least a living wage. Employees are offered regular training, experience and opportunities for advancement.</p> | <p>a. The organization demonstrates awareness of, and compliance with, international labour standards and regulations.</p> <p>b. Wage levels are monitored and regularly reviewed against norms for a living wage in the countries of employment,</p> <p>c. Training records are kept for all staff, showing the level and frequency of training received.</p> <p>d. Employee contracts show support for health care and social security.</p> <p>e. Water, sanitation and hygiene facilities are provided for all onsite workers.</p> <p>f. Employee satisfaction is monitored.</p> <p>g. An employee grievance mechanism is in place.</p> |
| <p>B8 Community services</p> <p>The activities of the organization do not jeopardize the provision of basic services, such as</p> | <p>a. The organization monitors its impact on the availability of local services in the main areas of operation/visited.</p> |

| | |
|--|--|
| <p>food, water, energy, healthcare or sanitation, to neighbouring communities.</p> | <ul style="list-style-type: none"> b. A communication/feedback/grievance mechanism is in place for communities in the main areas of operation/visited. c. Any reduction in availability of basic services to local communities, identified as the result of the organization’s activities, is addressed. |
| <p>B9 Local livelihoods The activities of the organization do not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.</p> | <ul style="list-style-type: none"> a. Local access to livelihoods is considered in decisions about development and operations. b. A communication mechanism is in place for local communities to report any instance of reduced access to local livelihoods in the main areas of operation/visited. |

SECTION C: Maximize benefits to cultural heritage and minimize negative impacts

| | |
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| <p>C1 Cultural interactions The organization follows international and national good practice and locally agreed guidance for the management and promotion of visits to indigenous communities and culturally or historically sensitive sites in order to minimize adverse impacts and maximize local benefits and visitor fulfilment.</p> | <ul style="list-style-type: none"> a. The organization demonstrates awareness of, and compliance with, existing international, national and local good practice and guidance for tourist visits to cultural sites and indigenous communities. b. The organization engages with communities/sites in reviewing guidance and creating and agreeing additional guidelines as necessary. c. Guidelines are effectively used and communicated. d. Particular measures are in place to avoid inappropriate interaction with children. e. The organization participates in/supports training and use of local guides. f. Consideration is given to the capacity and fragility of sites and communities, and to the levels of pressure on them, in determining the size, frequency and timing of group visits. g. Feedback from local communities and from visitors is encouraged and acted upon. |
| <p>C2 Protecting cultural heritage The organization contributes to the protection, preservation and enhancement of local properties, sites and traditions of historical, archaeological, cultural and spiritual significance and does not impede access to them by local residents.</p> | <ul style="list-style-type: none"> a. The organization makes and records monetary contributions to the protection of cultural heritage in its main areas of operation/visited. b. The organization provides in-kind or other support for cultural heritage in its main areas of operation/visited. c. The organization ensures that its activities do not impede local access to sites. |
| <p>C3 Presenting culture and heritage The organization values and incorporates authentic elements of traditional and contemporary local culture in its operations, design, decoration, cuisine, or shops, while respecting the intellectual property rights of local communities.</p> | <ul style="list-style-type: none"> a. Sites visited and experiences offered provide an authentic experience of local culture and heritage. b. Living cultural heritage and traditions are evident in cuisine, retail, events and other services offered. c. Copyright and intellectual property rights have been observed and necessary permissions obtained. d. The views of the local community have been sought on the presentation of local cultural heritage. |

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| <p>C4 Artefacts</p> <p>Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by local and international law.</p> | <ul style="list-style-type: none"> a. Any use of artefacts is transparent and/or documented and reported. b. Where artefacts are used, laws and bylaws have been identified that permit such use. c. Visitors are prevented from removing or damaging artefacts. |
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Section D: Maximize benefits to the environment and minimize negative impacts

D1 Conserving resources

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| <p>D1.1 Environmentally preferable purchasing</p> <p>Purchasing policies favour environmentally sustainable suppliers and products, including capital goods, food, beverages, building materials and consumables.</p> | <ul style="list-style-type: none"> a. A documented environmental purchasing policy is in place. b. Preference is given to products and suppliers with environmental certification – notably with respect to wood, paper, fish, other foods, and products from the wild. c. Where certified products are not available, consideration is given to origin and methods of growing or production. d. Threatened species are not used or sold. e. Service providers and other operators selected and featured in tours have environmental/sustainability certification where possible. f. Where certified businesses are not available, the sustainability performance of service providers is considered and required improvements are communicated and implemented. |
| <p>D1.2 Efficient purchasing</p> <p>The organization carefully manages the purchasing of consumable and disposable goods, including food, in order to minimize waste.</p> | <ul style="list-style-type: none"> a. Purchasing favours reusable, returnable and recycled goods. b. Purchasing and use of consumable and disposable goods are monitored and managed. c. Unnecessary packaging (especially from plastic) is avoided, with buying in bulk as appropriate. |
| <p>D1.3 Energy conservation</p> <p>Energy consumption is measured by type and steps are taken to minimize overall consumption. The organization makes efforts to increase its use of renewable energy.</p> | <ul style="list-style-type: none"> a. Energy used in the organization’s operations and those over which it has direct influence/control is monitored and managed. b. Renewable sources are favoured and the share of renewable energy in total energy supply is monitored and managed. c. Equipment and practices are used that minimize energy use. d. Goals for reducing energy consumption are in place. e. Staff and guests are given guidance on minimizing energy use. |
| <p>D1.4 Water conservation</p> <p>Water risk is assessed, water consumption is measured by type, and steps are taken to minimize overall consumption. Water sourcing is sustainable and does not adversely affect environmental flows. In areas of high water risk,</p> | <ul style="list-style-type: none"> a. Water risk in the main destinations visited has been assessed and documented. b. In destinations visited where water risk has been assessed as high, water stewardship goals have been determined. c. Water used in the organization’s operations and those over which it has direct influence/control is monitored and managed. d. Equipment and practices are used that minimize water consumption. |

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| <p>context-based water stewardship goals are identified and pursued.</p> | <ul style="list-style-type: none"> e. Water originates from a legal and sustainable source which has not previously affected, and is unlikely in future to affect, environmental flows. f. Consideration is given to cumulative impacts of tourism in the locality on water sources. g. Goals for reducing water consumption are in place. h. Staff and guests are given guidance on minimizing water use. |
| <p>D2 Reducing pollution</p> | |
| <p>D2.1 Greenhouse gas emissions</p> <p>Significant greenhouse gas emissions from all sources controlled by the organization are identified, calculated where possible and procedures implemented to avoid or to minimize them. Offsetting of the organization's remaining emissions is encouraged.</p> | <ul style="list-style-type: none"> a. Total direct and indirect greenhouse gas emissions from the organization's operations and those over which it has direct influence/control are monitored and managed. b. Carbon Footprint per tourist/night is monitored and managed. c. Actions are taken to avoid and reduce significant annual emissions from all sources controlled by the organization. d. Actions are taken to encourage suppliers of products and services to avoid and reduce significant annual emissions. e. Carbon offset mechanisms are used where practical. |
| <p>D2.2 Transport</p> <p>The organization seeks to reduce transportation requirements and actively encourages the use of cleaner and more resource efficient alternatives by customers, employees, suppliers and in its own operations.</p> | <ul style="list-style-type: none"> a. Where practical and feasible, the cleanest and most resource efficient transport options are used in the provision of tour programmes and excursions. b. Information is provided and promoted to customers on alternative (climate friendly) transport options, where available. c. Alternative transport options (e.g. bike rental, car sharing, pick-ups) for guests and staff are provided or facilitated. d. Markets accessible by short and more sustainable transport options are favoured. e. Local suppliers are favoured and daily operations seek to minimize transport use. |
| <p>D2.3 Wastewater</p> <p>Wastewater, including grey water, is effectively treated and is only reused or released safely, with no adverse effects to the local population or the environment.</p> | <ul style="list-style-type: none"> a. The organization is aware of wastewater treatment arrangements in the main destinations visited, and seeks to influence their improvement where necessary and practicable. b. Wastewater resulting from organization's operations and those over which it has direct influence/control is disposed of to a municipal or government approved treatment system, if available. c. If suitable municipal wastewater treatment is not available, there is a system in place on site to treat wastewater (that meets international wastewater quality requirements) and ensures no adverse effects on the local population and the environment. |
| <p>D2.4 Solid waste</p> <p>Waste, including food waste, is measured, mechanisms are in place to reduce waste and, where reduction is not feasible, to reuse or recycle</p> | <ul style="list-style-type: none"> a. The organization is aware of waste management arrangements in the main destinations visited, and seeks to influence their improvement where necessary and practicable. b. A solid waste management plan is in place for the organization's operations and those over which it has direct influence/control. c. The solid waste management plan includes actions to reduce, separate and reuse or recycle food waste where applicable. |

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| <p>it. Any residual waste disposal has no adverse effect on the local population or the environment.</p> | <ul style="list-style-type: none"> d. Waste disposal is to a government run or approved facility and there is evidence that the facility has no negative impact on the environment or local population. e. Solid waste disposed is measured by type and goals are in place to minimize non-diverted solid waste. f. Guidance is given to customers, staff and suppliers of products and services on minimizing waste. |
| <p>D2.5 Harmful substances</p> <p>The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimized, and substituted when available by innocuous products or processes. All storage, use, handling, and disposal of chemicals are properly managed.</p> | <ul style="list-style-type: none"> a. An inventory of harmful substances has been made and material safety data sheets (MSDS) are held. b. Action has been taken to source more environmentally friendly alternatives. c. Chemicals, especially those in bulk amounts, are stored and handled in accordance with appropriate standards. d. Visitors are informed in advance to avoid use of personal toiletries and other substances which may be considered harmful to the local environment. |
| <p>D2.6 Minimize pollution</p> <p>The organization implements practices to minimize pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants.</p> | <ul style="list-style-type: none"> a. The potential sources of pollution covered in the criterion have been reviewed and identified. b. The potential sources of pollution covered in the criterion are monitored. c. Action is taken to minimize and where possible eliminate pollution from the sources covered in the criterion. |
| <p>D3 Conserving biodiversity, ecosystems and landscapes</p> | |
| <p>D3.1 Biodiversity conservation</p> <p>The organization supports and contributes to biodiversity conservation, including through appropriate management of its own property. Particular attention is paid to natural protected areas and areas of high biodiversity value. Any disturbance of natural ecosystems is minimized, rehabilitated and there is a compensatory contribution to conservation management.</p> | <ul style="list-style-type: none"> a. The organization demonstrates awareness of natural protected areas and areas of high biodiversity value in the areas visited. b. The organization provides and records monetary support for biodiversity conservation in its main areas of operation/visited. c. The organization provides and records in-kind or other support for biodiversity conservation in its main areas of operation/visited. d. Properties owned or operated by the organization and those over which it has direct influence/control are actively managed to support biodiversity conservation. e. The organization is aware of, and mitigates, activity with potential to disturb wildlife and habitats. f. Compensation is made where any disturbance has occurred. g. Action is taken to encourage visitors to support biodiversity conservation. h. The organization engages with local conservation NGOs in its main areas of operation/visited. |
| <p>D3.2 Invasive species</p> <p>The organization takes measures to avoid the introduction of invasive species. Native species are used for landscaping and restoration wherever feasible, particularly in natural landscapes.</p> | <ul style="list-style-type: none"> a. Properties owned or operated by the organization and those over which it has direct influence/control are monitored for presence of any invasive species. b. Action is taken to ensure invasive species are not introduced or spread. c. A programme is in place to eradicate and control invasive species. d. Landscaping of sites is reviewed to consider use of native species. |

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| <p>D3.3 Visits to natural sites</p> <p>The organization follows appropriate guidelines for the management and promotion of visits to natural sites in order to minimize adverse impacts and maximize visitor fulfilment.</p> | <ul style="list-style-type: none"> a. The organization is aware of, and complies with, existing guidelines for tourist visits to natural sites. b. Guidelines are used when conducting visits and informing guests. c. The organization engages with local conservation bodies to establish/identify issues concerning visits to particular sites. d. The organization participates in/supports training and use of local guides in natural sites. e. Consideration is given to the capacity and fragility of natural sites, and to the levels of pressure on them, in determining the size, frequency and timing of group visits. f. Feedback from local communities and from visitors is encouraged and acted upon. |
| <p>D3.4 Wildlife interactions</p> <p>Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse effects on the animals concerned and on the viability and behaviour of populations in the wild.</p> | <ul style="list-style-type: none"> a. The organization is aware of, and complies with, existing local, national and international regulations and guidelines concerning wildlife interactions, including wildlife viewing. b. The organization engages with the development and implementation of local codes and guidelines for wildlife interactions, including wildlife viewing, as required, based on advice of wildlife experts. c. The organization ensures that all service providers and sites visited comply with existing local, national and international regulations and guidelines concerning wildlife interactions, including wildlife viewing. d. Direct interactions, in particular feeding, should not be permitted, unless specifically sanctioned by internationally accepted standards or, where standards are not available, guided by independent wildlife expert advice. e. Measures are taken to minimize disturbance to wildlife. f. Impacts on wildlife wellbeing are regularly monitored and addressed. |
| <p>D3.5 Animal welfare</p> <p>No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities in compliance with local and international law. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.</p> | <ul style="list-style-type: none"> a. The organization is aware of, and complies with, relevant laws and regulations concerning captive wildlife. b. Existing guidelines for specific tourism activities involving captive wildlife are implemented. c. Personnel responsible for captive wildlife have appropriate qualifications and experience and are fully licensed. d. The organization is aware of, and complies with, relevant laws and regulations concerning animal welfare. e. The organization ensures that all service providers and sites visited comply with relevant laws, regulations and guidelines concerning captive wildlife and animal welfare. f. There is regular inspection of conditions of captive wildlife and their housing. g. There is regular inspection of conditions of domestic animals and their housing and handling. |
| <p>D3.6 Wildlife harvesting and trade</p> <p>Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their</p> | <ul style="list-style-type: none"> a. The organization is aware of, and complies with, relevant laws and regulations concerning wildlife harvesting and trade. b. The organization ensures that all service providers and sites visited comply with relevant laws and regulations concerning wildlife harvesting and trade. c. Visitors and guides are informed of regulations concerning wildlife harvesting, consumption and trade and of the need to avoid buying illegal |

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| <p>utilization is sustainable, and in compliance with local and international laws.</p> | <p>products/souvenirs derived from threatened species of wildlife notified by IUCN or CITES.</p> <p>d. Where hunting activity is legal, it forms part of a scientifically based, properly managed and strictly enforced approach to conservation.</p> |
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