



Endorsements

The endorsements category includes visitor activities, visitor transport, and visitor services. Visitor activities includes charter boats, sea kayaks, horse treks, flightseeing, leading attractions, museums, cultural experiences, wine tours, shopping etc. Visitor transport includes rental car companies, limousine hire, taxis, ferries, airport shuttles and coaches. Visitor Services includes many gift shops throughout New Zealand, including those which deal in genuine, authentic New Zealand made product.

CUSTOMER SERVICE – ENSURING A GREAT EXPERIENCE	<p>Product sale and purchase</p> <ul style="list-style-type: none"> Quality of payment and booking systems and administration of all customer enquiries and contact <p>Customer satisfaction and feedback</p> <ul style="list-style-type: none"> Standards of customer service, customer feedback systems, complaint resolution systems, flexibility of hours to suit customer needs, customer delighters, and quality of meals provided (where applicable)
FACILITIES AND EQUIPMENT	<p>Facilities, equipment and surrounds</p> <ul style="list-style-type: none"> Quality of visitor delight factors, equipment, vehicles, signage, and safety procedures, maintenance of surrounds, and provision of access for people with physical disabilities
YOU AND YOUR STAFF	<p>People management, development and well being</p> <ul style="list-style-type: none"> Staff training and professional development, recognition of staff, recruitment and staff induction practices, performance reviews, and communication
CULTURAL	<p>Heritage and cultural considerations</p> <ul style="list-style-type: none"> Local community involvement, extent to which operator acknowledges and promotes New Zealand’s culture, authenticity of goods, and customisation to enable better understanding and participation by customers for whom English is a second language
GENERAL SAFETY AND WELFARE	<p>Health and safety</p> <ul style="list-style-type: none"> Emergency procedures, health and safety responsibilities, hazards registers, incident reporting, and improvement opportunities
OVERALL BUSINESS OPERATIONS	<p>Business management and overall performance</p> <ul style="list-style-type: none"> Documentation of all key policies and business processes, standards of information technology, operational risks, business strategy, business risks and risk management, industry associations, improvement opportunities, and performance measures
RESPONSIBLE TOURISM OPERATIONS	<p>Responsible Tourism Operations</p> <ul style="list-style-type: none"> Statutory obligations, management and resolution of past environmental/community problems, land use complies with all regional, district and conservation management plans, recycling facilities, evidence that the business is reviewing its environmental impact, environmental claims can be substantiated, and where applicable effective pollution management is in place

All endorsements are assessed using the Generic criteria above. Where applicable a business is also assessed against the relevant secondary criteria below:

- Adventure Tourism criteria focus on general safety and welfare
- Bus and Coach criteria focus on three key areas: facilities and equipment, staffing, and general safety and welfare.
- Commercial Vessels’ criteria focus on facilities and equipment and general safety and welfare in a marine environment.

Furthermore, endorsements are assessed against specific criteria which focus in more detail on the type of activity/service/transport provided. Examples of these criteria include adventure biking, alpine guides, bungy jumping, retail, limousines and shuttle, rental vehicles, and taxis etc.

For example, a whale watching company may be assessed against the generic endorsement criteria, the Adventure Tourism and Commercial Vessels criteria, and also against specific Nature Tourism and Commercial Vessel criteria. Whereas, a campervan rental company may be assessed against the generic endorsement criteria and the rental vehicles criteria. While a souvenir centre may be assessed against the generic endorsement criteria and the retail criteria.