

Community & Culture

Definition: This pillar examines if the business understands the customer engagement principles, has plans to welcome different customers, and if cultural interpretation is accurate.

	Expected	Good	Best practice
Great hospitality	The business understands what great hospitality means.	The business has taken steps to ensure they can host and care for their guests.	Great hospitality is a core component of the guest experience.
	Expected	Good	Best practice
Customer values & education	The business provides information to help guide visitor behaviour and promote sustainable travel.	The business actively promotes general good practice for traveling sustainably and responsibly to visitors.	The business actively promotes behaviours that can have a positive impact on the people, culture, and environment with a focus on their local area.
	Expected	Good	Best practice
Hosting	The business recognises different cultural and ability mixes in the target market and amongst its staff	The business can demonstrate actions taken to accommodate visitors and staff from different cultural backgrounds and with different abilities.	The business fully appreciates and anticipates different guest and staff expectations and practices.
	Expected	Good	Best practice
Local knowledge & products	The business is aware of and empathetic towards relevant local historic and NZ cultural aspects.	The business has taken active steps to ensure authenticity in interpretation.	Cultural experiences are an integral part of the customer offering.
	Expected	Good	Best practice
Community support	The business makes a conscious effort to give back to the community it operates in.	The business actively encourages staff to become involved in community activities and initiatives.	The business is recognised as of value to the community and wider industry peers.