

## How to use the Code

The Code is a list of recommendations covering the service, quality, ethical and sustainability aspects of a tourism business. Its purpose is to improve awareness of key issues facing the development of tourism in Solomon Islands and inspire action and commitment to positive change.

Fundamentally it is a set of values which anyone involved in the tourism sector should strive to uphold.

The Primary aim of the Code of Practice is to:

- *To ensure tourists receive the best possible service*
- *To inspire everyone involved in tourism towards higher standards*
- *To ensure and enhance the reputation of Solomon Islands as a tourism destination*

The Code will be used as the foundation for a common approach towards improved quality in the tourism sector.

The Code of Practice for the Tourism sector in Solomon Islands is an adaption of a version developed by the South Pacific Tourism Organization. The SPTO Code is the result of input from stakeholders across the South Pacific region along with a review of international best practice.



## Adaptation of the Code

The Code will be distributed widely through a number of channels which the Tourism Division uses to engage with the tourism sector. This will be done in conjunction with other parts of the SI Tourism Quality Standards Program, such as the Minimum Standards & Classification program and tourism training held by Tourism Division staff.

Adaptation of the Code by all stakeholders will improve services and standards leading to a stronger tourism sector in Solomon Islands.

TOWARDS A

# CODE OF PRACTICE

FOR THE TOURISM INDUSTRY



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## Introduction

*The Tourism industry on Solomon Islands has great potential but it remains relatively undeveloped. There are a number of barriers that are limiting the growth of the tourism. One area of concern is the lack of quality standards and professionalism in the tourism sector. We need to ensure that tourists receive the best possible service in order to be competitive with our neighbouring countries. A commonly used tool in many countries is a 'Code of Practice' for the tourism industry. Codes are often used by national tourism organizations to inspire everyone involved in tourism towards higher standards.*

*As part of the Solomon Island Tourism Quality Standards program the Ministry of Culture and Tourism (Tourism Division) is launching a Code of Practice for the Tourism Sector.*



## Code of Practice for the Tourism Sector

- Provide consistent and efficient services to every guest.
- Be honest and fair with guests at all times.
- Marketing materials should be accurate and truthful about prices and services provided.
- Complaints are dealt with courteously and issues are attended to promptly.
- Staff are treated fairly and given proper training and instruction in their area of work.
- Support free and fair competition and promote cooperation within the tourism sector.
- The business and its staff complies with all local laws and regulations.
- High standards of cleanliness and hygiene are observed in all aspects of the business.
- Maintain facilities, equipment and transport used by guest to the highest standards.
- Care is taken in the operation and maintenance of facilities to ensure a safe environment for guests and staff.

- Staff and management are trained and equipped to deal with potential emergencies.
- Appropriate security is provided for customers and their possessions, including secure accommodation and storage.
- Tourism activities must not harm the environment or wildlife of Solomon Islands.
- Tourism businesses are respectful of local cultural protocol and where necessary tourists are informed about local customs.
- Efforts are made to increase the efficiency of resource and utility usage.
- Care is taken to reduce waste to a minimum, and dispose of it responsibly.

