



# MEMORANDUM OF UNDERSTANDING



**Co-operation to achieve best practice between Qualmark New Zealand Ltd and the Inbound Tour Operators Council of New Zealand (ITOC).**

## INTRODUCTION

Qualmark is a quality assurance system that promotes a single, integrated quality licensing system under the Qualmark banner. Qualmark is owned by Tourism New Zealand and the New Zealand Automobile Association.

The Inbound Tour Operators Council of New Zealand (ITOC) is the trade association representing the international distribution channel.

Under the terms of this Memorandum of Understanding and Best Practice, both parties agree to endorse quality performance and best practice standards on a fair and reasonable basis and to work progressively towards the implementation of this goal.

The Memorandum of Understanding (MoU) is an expression of a working relationship. It does not impose any obligations on either party other than those described in the MoU. The sole remedy for any dissatisfaction that may arise between parties acting through this MoU is its discontinuance.

## GOALS OF THIS MEMORANDUM OF UNDERSTANDING

### 1. Co-operation Between Qualmark and ITOC

- To jointly promote New Zealand as an added value quality destination and visitor experience in the international marketplace.
- The Chief Executives' of ITOC and Qualmark are to meet regularly to review and monitor the implementation of this Memorandum of Understanding and Best Practice, with the aim of enhancing the reputation of New Zealand as a quality tourist destination and discouraging practices, which may damage New Zealand's quality image and reputation.
- The Qualmark and ITOC boards, or appointed portfolio groups, to meet annually, or as necessary, to review this Memorandum of Understanding and Best Practice.

### 2. Key Objectives Established

Qualmark and ITOC to establish a working party to formulate a mutually acceptable approach to issues which;

- Have a bearing on the promotion of New Zealand's reputation as a quality tourist destination.
- Encourage greater understanding and professionalism in the marketing of New Zealand as a quality tourist destination.
- Propose to those who are engaged in selling New Zealand in the international marketplace best business practices and standards that are ethical and fair.

- Address current changes in the marketplace, including the need to establish one recognised quality standard based on a national assessment and accreditation process.

**3. Best Practice and Recommended Standards**

- ITOC to encourage all allied supplier members to embrace the Qualmark quality standards and to seek accreditation under the Qualmark licensing system, in order to demonstrate that they are delivering visitor products and services to the national standard.
- ITOC to encourage all full member tour operators to use suppliers carrying 'Qualmark' in their brochures and itineraries and other products, to ensure they are selling visitor products and services which deliver to the national standard.
- Qualmark to recognise the ITOC self-regulating quality standards imposed on members under the ITOC Code of Ethics and Practice and the Membership, Financial and Best Practice Criteria.
- Qualmark to work with ITOC in order to facilitate quality and best practice criteria that demonstrates that New Zealand is a quality visitor destination.
- Through agreed best practice and recommended standards to provide a marketing advantage for New Zealand and ITOC members in order to promote visitor confidence and peace of mind and to facilitate improved management by the tourism industry of its liabilities under international consumer legislation.

**4. Links with the New Zealand Tourism Strategy 2010**

- The New Zealand Tourism Strategy 2010 stated:  
*"Quality is a subjective judgement by visitors; did services and products meet their expectations or fall short? Visitors' quality assessment of New Zealand tourism begins with their decision to visit, and ends long after the visit is over. There must be a close match between the promise made to visitors and the products delivered. The challenge for tourism is to ensure that visitors develop appropriate expectations and that tourism and related products and services meet these expectations. Quality of experience is a key element of the New Zealand offering. There is a risk that New Zealand could be undermined as a destination if quality standards are not in place to assure the quality of experience."*
- New Zealand markets itself as a 100% Pure quality experience. ITOC and Qualmark to work together on establishing measures and criteria that will deliver on this promise to overseas visitor customers.

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**Chairman of Qualmark**

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**President of ITOC**

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 Date:

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