



General Quality Criteria

No. 200

**Tourism Services other
than Accommodation**

4th edition

Following criteria must be fulfilled 100%. Documents and/or photos are required as a confirmation on how the criteria is fulfilled.

1. Information and facilities	
200-1.1	The company operates an up-to-date and reliable website or other online promotion.
200-1.2	Photos and information on the company's website and in other promotional material show responsible behaviour towards nature.
200-1.3	The Vakinn logo is prominent on company's website and in other promotional materials (applicable for Vakinn-certified companies).
200-1.4	It is clearly stated on the company's website and in other promotional material: <ul style="list-style-type: none"> a. If the service (or parts of it) is performed by a partner. b. What is included in the price. c. Terms and conditions concerning confirmation fee, cancellations of a trip or order, customer's absence (now show) and/or refund.
200-1.5* ¹	Facilities indoor and outdoor are clean and well maintained.
200-1.6*	Written cleaning plans for scheduled daily cleaning and general long term cleaning are in place. The plans cover all areas of the facilities, indoors as well as outdoors.
2. Management and human resources	
200-2.1* ²	Specific quality criteria (self assessment checklist/s) applicable to the operation has been filled in. F.ex. horseriding tours, hiking, travel agencies etc.
200-2.2*	An employee and/or quality manual has been compiled covering f. ex.: <ul style="list-style-type: none"> a. The company strategy, vision and mission statement. b. Codes of conduct (see f.ex. Vakinn's Code of Conduct). c. Safety. d. Service, communication and procedures. e. Employees and occupational safety. f. Environmental focus.
200-2.3*	All relevant licences and permits are valid and visible for guests as appropriate. Licence logo from the Icelandic Tourist Board is visible on the company's website and on other promotional material.
200-2.4*	The operation is run in accordance with the current Act on accounting procedures and pertaining regulations. The customer gets a receipt for purchased services, indicating, among other things, VAT and the seller's name, identity number and VAT number.
200-2.5*	Liability insurance from an insurance company is valid.
200-2.6* ³	Written employment contracts/subcontracting agreements are drawn up for all employees and contractors.
200-2.7* ⁴	Job descriptions, defining employees' roles and responsibilities, are available for all positions.
200-2.8*	Written procedures for training and orientation of new employees are in place.

¹ Several photos of indoor and outdoor facilities required as well as photos of equipment and its storage.

² See checklists on Vakinn's website.

³ One example of each is sufficient along with a confirmation that contracts are in place for all members of the staff and contractors. Personally identifiable information should be avoided.

⁴ One example is sufficient along with a confirmation that such document exist for all members of staff.

200-2.9* ⁵	All frontline employees carry nametags (or are otherwise identifiable) with their own name and/or the company name (uniform e.g. a light jacket, sweater or T-shirt).
200-2.10*	The company maintains a list of all those working for or in its name (employees and contractors) detailing education, formal training and work related experience.
200-2.11	Guides and drivers have completed courses according to specific quality criteria applicable to the operation (see chapter on education and training, cf. 200-2.1).
200-2.12*	Employees resolve/respond to complaints and comments according to written procedures.
200-2.13*	A manager (and/or an employee with managers support) is responsible for the company's quality- and environmental system according to Vakinn's criteria. This is visible in a job description, job title or other written documentation.

3. Safety and responsibility

200-3.1*	<p>Safety plans for all services offered by the company have been compiled. They are reviewed once a year and more often if needed, especially in the wake of accidents or other mishaps. Safety plans include the following:</p> <ul style="list-style-type: none"> a) Risk assessment – a precise analysis of risks in the environment where a service is performed or goods are sold, that may potentially lead to accidents. b) Written work procedures – description of work procedures that should be followed to minimise risk of accidents. c) Contingency plan – how to respond in the case of accidents and/or mishaps. d) Incident report – registration of all irregularities, mishaps and/or accidents. <p>Safety plans are provided in English and/or other relevant languages if employees are not Icelandic speaking.</p>
200-3.2*	In the case where a partner performs a service in the company's name, the company gets a confirmation that safety plans from the partner in question have been compiled. This is done according to written procedures.
200-3.3	At least one employee on each tour (or each shift if applicable) has completed basic first aid course (4 hours) from a certified trainer and attends a refresher course every two years. Applicable for employees and contractors alike (Please note that additional first aid course requirements are in place in various specific quality criteria checklists).
200-3.4*	Fire preventions are checked at least once a year and employees are given guidance and/or trained in reaction to fire. This is done according to written procedures.

4. Environment

200-4.1* ⁶	The checklist <i>On the way to sustainable tourism</i> (i. „Á leið til sjálfbærrar ferðabjónustu“) has been completed.
200-4.2*	<p>An action plan regarding sustainable tourism has been compiled based on the checklist <i>On the way to sustainable tourism</i>.</p> <ul style="list-style-type: none"> ○ All actions listed are clarified, timed and responsibility for their execution allocated to a specific employee. ○ The action plan is reviewed at least every other year and employees kept informed.
200-4.3	The company's environmental policy is publicly displayed and easily accessible on the company's website. Employees are well informed on the policy and get regular updates regarding its environmental actions e. g. during employee meetings or company intranet.

⁵ Photo/s required.

⁶ See checklist on Vakinn's website.

200-4.4* ⁷	<p>Guests and employees have access to waste sorting facilities in public areas for at least:</p> <ol style="list-style-type: none"> a. Recyclable bottles and cans. b. Paper, cardboard and plastic. c. General house waste. <p>Detailed guidelines and information on the company's waste sorting are visible to guests/clients by the waste sorting facilities. Guests are offered the possibility of handing other waste over to employees for further sorting.</p> <p>In addition to the aforementioned company employees sort the following as possible:</p> <ol style="list-style-type: none"> a. Organic waste provided that the municipality offers such facilities. b. Batteries and hazardous waste. c. Metals. d. Glass. <p>Detailed work procedures apply to all sorting and handling of waste.</p>
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⁷ Picture/s and written guidelines and procedures required.



Vakinn Code of Ethics

All companies participating in Vakinn must confirm and abide by the Vakinn Code of Ethics:

1. The Company provides its customers with courteous and reliable service.
2. The company maintains and respects confidentiality and discretion in all customer relations.
3. The company is guided by professionalism, honesty and fairness in all communications and business transactions.
4. The company treats all its customers with equal respect and consideration regardless of e.g. gender, origin, culture, sexual orientation, religious preferences, age, social standing and physical aptitude.
5. The company ensures that all information provided to its customers is correct and that its advertising provides a truthful and reliable impression of its services and facilities.
6. The company prices goods and services unambiguously and in compliance with current legislation.
7. The company makes an effort to answer all enquiries and requests professionally and efficiently.
8. The company guarantees a fair and prompt handling of complaints.
9. The company upholds and observes all laws and regulations pertaining to its operation.
10. The company ensures that its bookkeeping and accounting is conducted in a professional manner.
11. The company meets all its responsibilities towards employees by observing current laws and collective labour agreements.
12. The company ensures that all its employees receive proper training and that working conditions are appropriate.
13. The company ensures the safety of its employees and customers by means of professional work practices and by maintaining high standards of facilities and equipment.
14. The company demonstrates responsibility towards Iceland's nature, environment and society.
15. The company upholds the interests and reputation of Iceland as a high quality destination, emphasising professionalism, hospitality, excellent service and sustainability.