



QALIA Responsible Tourism Standard

Policy documentation

(Revised January 30th 2025)

Table of Contents

Table of Contents	2
1. Introduction	3
2. QALIA	3
3. QALIA Policy	4
3.1 Structure of this document.....	4
3.2 Policy Objectives.....	4
3.3 Scope.....	5
4. Reference Documents	5
5. Terms and Definitions	5
6. Certification Policy	7
6.1 General Conditions.....	7
6.2 Certification levels.....	12
6.3 Qualification.....	12
6.4 Scope of the Audits.....	16
6.5 Third-Party Audit Process.....	18
6.6 The QALIA Certification Committee.....	19
6.7 The QALIA Certification Management Platform.....	20
6.8 The QALIA Certificate of Compliance.....	21
6.9 Condition of cancellation of the certification.....	21
6.10 Consequences of the cancellation of the certificate.....	23
6.11 Conditions and terms of a re-application for certification.....	23
6.12 Using QALIA logos & badges.....	23
6.13 Resolution of Disagreements.....	25
7. Revisions timeline	26

1. Introduction

QALIA is the responsible tourism standard for conscious luxury rentals. We offer a personalized bespoke service to help you achieve the requirements of our standard. Then we spread the word about your brand's commitment to creating a more positive impact through our communication.

Our framework is inspired by extensive research and best practices. Accordingly, the United Nations Sustainable Development Goals (UN SDGs) are our guiding principles. Furthermore, we have considered and included best practices from the luxury hotel and hospitality market while applying our long-standing experience in luxury villa management and marketing. Finally, the evolving demands of the luxury traveler are always top of our minds to continually enhance the guests' experience. All this has allowed us to create a responsible tourism standard which has the power to catalyze positive change for the planet, the people and your prosperity.

2. QALIA

The QALIA framework is a structured assessment of the sustainability practices for stand-alone luxury properties and specialist agencies in collaboration with owners and/or operators. We include 100 criteria covering some of the [United Nations Sustainable Development Goals](#) (UN SDGs). We also follow the guidelines from the [Global Sustainable Tourism Council](#) (GSTC). This permitted us to split all criteria on the topics of energy, waste, water, communities, destination management, biodiversity, ecosystems, social, governance, and the guests' well-being. The applicable criteria vary

for each level and take into account structural as well as local factors so as not to penalise anyone when a criterion is not relevant or possible in a specific destination. The QALIA criteria are reviewed and updated once per calendar year.

Some of the key benefits of our endorsement:

- Independent recognition significantly boosts the trustworthiness of your sustainability efforts and assertions
- Expand exposure and visibility within a competitive market
- Increase brand reputation and differentiation
- New revenue stream by appealing to conscious guests seeking properties aligned with their values
- Retain and attract employees who want to work for value-driven businesses
- Create fulfilling and meaningful experiences with genuine storytelling

3. QALIA Policy

3.1 Structure of this document

This policy details the goals, parameters, and applicability of the QALIA Responsible Tourism Standard.

3.2 Policy Objectives

The following points define and set the policy objectives which are met in this document:

- To outline the general conditions of certification to all Clients interested in the process of certification or are existing certified Clients under the QALIA's Responsible Tourism Standard;
- Define the scope of the audit process;
- Define the process regarding the granting, maintaining, and cancellation of the QALIA Certification.

3.3 Scope

The scope of the QALIA Policy is related to the activities and actions of the following parties:

- QALIA: the certification body that determines whether to certify a Client;
- Auditors: a third-party entity chosen to conduct the online verifications and when required the on-site inspections;
- Clients: companies / private owners committed to implementing the QALIA's Responsible Tourism Standard certification programme;
- Members: companies / private owners who have already been certified by QALIA and who already benefit from the credentials;

4. Reference Documents

- QALIA Framework
 - The terms of the policy herein refer to the QALIA framework V2.1 dated January 2nd 2024
- Contract between the Client and QALIA
 - The terms of this policy are an addendum to the contract signed between the Client and QALIA
 - By signing the contract, both parties agreed to the terms herein

5. Terms and Definitions

- **Appeals:** A fair question posed by the Client is settled, resolved, repealed, or amended by recourse to something or someone with authority, discretion, or prejudice.
- **Audit:** A methodical, independent, and documented procedure for gathering data and assessing tourism-related businesses to determine the degree to which the requirements are objectively met.
- **Bribery:** The behavior of a Client, Member or QALIA trying to sway the third-party audit team's findings by giving them presents or other incentives.

- **Certification:** A voluntary procedure that assesses, certifies in writing, and keeps track of whether a business process, service, product, or management system satisfies certain requirements; and frequently features a logo or label for people who meet or surpass the program's basic requirements.
- **Client:** A company that has applied for and is engaged in the QALIA certification process.
- **Complaint:** Issue raised by any party not satisfied with the timeliness or performance of service, and technical activities or procedures of the certification or the third-party audit organization.
- **Compliance:** The quality or state of abiding by a standard.
- **Compliance Indicators:** A variety of independent behaviors that serve as indicators of adherence to a given standard.
- **Conflict of Interest:** When a person's personal interests and the organization's interests collide while they are working for the organization.
- **Criteria or Criterion:** Certain requirements must be fulfilled to be certified.
- **Fairness:** A consistent process that doesn't give one side the upper hand over the other.
- **Framework:** Represents a basic structure underlying a system, a concept or a text.
- **Member:** An entity or company that has achieved one of the QALIA certifications, with documented and audited evidence proving conformity with the framework.
- **QALIA Certification Committee:** A committee made of 3 or more individuals whose purpose is to verify that the entire process of certification has followed the policy herein to ensure full objectivity and impartiality. The QALIA Certification Committee has final authority in granting the certification to a Client.
- **Responsible Tourism:** According to the World Tourism Organization, responsible Tourism is the type of "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (WTO, 2005).

- **Sustainable Tourism:** According to the World Tourism Organization, "conceived as that which leads to the management of all resources in such a way as to meet the economic, social and aesthetic, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems." According to Agenda 21 for the Travel & Tourism Industry, "sustainable tourism products are products that operate in harmony with the local environment, community and culture, so these beneficiaries become permanent" (WTO, 2001; WTTC, 1995).

6. Certification Policy

This policy sets out the conditions a Client must meet to obtain and maintain the QALIA certification based on its established standard.

6.1 General Conditions

1. The certification is readily accessible to all applicants who meet the requirements of QALIA's Responsible Tourism Standard.
2. The certification procedure is carried out in an unbiased and autonomous manner through the services of external auditors specialised in sustainable tourism who are trained in the specificities of the QALIA standard.
3. The client, as a company, business, or organization must pay for the yearly fees which include: The QALIA Membership according to the chosen programme; the third-party audit services; and the cost of the certification management platform.
4. QALIA Members must maintain the audited certification level or higher under the standard to remain within the QALIA program.
5. Unless otherwise specified in writing by QALIA, the Client or Member will need to reapply to start the process over if they are unable to obtain certification within a

year of submitting their application. Any funds paid until such notice are forfeited.

6. A Client may elect not to renew its Membership with QALIA with a 60-day notice from the renewal date.
7. QALIA Membership gives Clients access to:
 - For one year, the QALIA Certification Management Platform to measure performance, continuous progress and carry out further certification processes. The Client is free to choose when to become certified within 6 months of initiating the process;
 - Revised Certification standards;
 - Acknowledged QALIA Membership;
 - Access to qualified QALIA Consultants and third-party auditors for certification within the limits of the support contracted in the chosen programme, or at an additional fee.
8. The audits must be completed and validated by the third-party auditor to maintain the QALIA Certification, **and the audit is to be renewed once every two years within 30 days of the anniversary date**, or when a Client is ready to submit the evidence to upgrade its conformity with the next level of certification.
9. Should a Client, not progress or is unable to progress within 24 months following the initial certification, all evidence of conformity must be submitted again via the Certification Management Platform, except for the proof of structural or material changes that have already been audited for the initial certification.
10. The typology of the Client or company, its location, and regional variables may affect how many criteria the QALIA's Responsible Tourism Standard applies to each Client. The QALIA system administrator decides how to apply the criteria

after consulting with the Client and its context to ensure fair treatment and opportunities for all Clients.

11. In particular, any criteria that are deemed mandatory by the national, regional or local regulations will not be included in the certification process and calculation of the certification score. An example would be single-use plastic items in Europe that are forbidden by law within the hospitality industry.

12. To obtain the QALIA Certification, a Client must:

- Adhere to and sign the general policy set forth by the QALIA;
- Fulfill, at least, the minimal requirements of the rating system within the QALIA's Responsible Tourism Standard evidenced by the documents to be submitted for the auditing process;
- Pass the third-party audit and the QALIA Certification Committee;
- Have paid in full for their QALIA Membership.

13. To maintain the QALIA Certification, a Member must:

- Maintain consistency in the application of the required practices, unless circumstances prevent the Member from doing so and the Member provides tangible evidence it is unable to maintain the required consistency;
- Adapt to the enhancements outlined in the grading systems;
- Respect the administrative procedures from QALIA and the relevant third-party audit report;
- Commit to improving its rating by 5 points for the first 24 months;
- Pay the renewal fee for the Membership and the Certification Management Platform according to the commercial terms agreed and signed.

- Within 24 months of the initial certification, provide new evidence required for a Renewal Audit over the entire framework
14. Every Member must be audited within a maximum of 24 months following the initial certification by an independent third-party, via the online Certification Management Platform:
- when the Member is ready to move up to the next certification level, an additional external audit is carried out to validate the new criteria and if any other changes are made to criteria that have already been verified;
 - if a Member does not or cannot progress within 24 months, he must provide substantiated reasons to be approved by the QALIA Certification Committee. In case of approval, the Member is required to resubmit all updated evidence of conformity via the certification management platform (except for furniture and structural items which have been validated, unless in the case of a new purchase) and be audited again to maintain the continuity of its original certification. Such a re-certification audit must occur within 1 month (30 days) of the expiration of the current certification period.
15. In order to ensure a clear separation of functions, accredited third-party auditors are prohibited from taking part in any pre-auditing or any support to the Client that they are scheduled to audit.
16. If the Client feels that there is a conflict of interest, they must report it to QALIA and/or the third-party auditor.
17. The Client will be informed of any updates or modifications to QALIA's Responsible Tourism Standard as soon as QALIA approves them.

18. Starting from the time that QALIA notifies the change, certified Members have 2 months (60 days) to adopt the new standard if the change(s) apply to their level of certification. The new standard will take effect immediately for any new Client.
19. The amendment and inclusion of a new criterion in the QALIA Responsible Tourism Standard will be applied at the time when QALIA formalizes the amendment and inclusion of any new criteria. In cases of modification and inclusion of a high-impact modification to the Standard, QALIA will determine the timing of its applicability and duly inform the Members and pending Members.
20. As there is a rigorous, verifiable, and credible separation of functions with the third-party auditors, QALIA is permitted to offer counselling, advice, or recommendations to the certified Members and Clients.
21. The third-party auditors and anyone overseeing the audit program are bound by confidentiality clauses to prevent the sharing of Client information, any other information collected during the audit, or the audit report to any other third party without the audited Client's express consent unless otherwise mandated by law. The Clients and/or Members must be notified promptly if the terms of a document or audit findings need to be disclosed.
22. QALIA reserves the right to use a Client or Member information for statistical purposes only without revealing the Client or Member's identity unless otherwise approved in writing by the Client or Member
23. QALIA will consider and make decisions on any matters not addressed by this policy.

24. The facilitation program is designed to ensure that the Client is ready for the audit within a maximum of 90 (ninety) days. The client is required to advise QALIA of any unforeseen circumstances that will prevent the completion within the given period and both parties will reschedule the completion. Should the delay be more than 30 days, QALIA is entitled to invoice the balance of the facilitation fee.

25. Once the certification is granted, the Client can request additional support from QALIA at the additional fee at an agreed hourly rate.

6.2 Certification levels

1. QALIA offer three certification levels; ESSENTIALS, ADVANCED, EXCELLENCE
2. A Member may apply for several levels within the same 12-month period of its membership providing that it meets all required criteria relevant to each level.
3. When applying for several levels within the same 12-month period of membership, the Member is entitled to the benefits of the selected coaching programme.
4. In the case of subsequent applications within the first 12 months, only the additional third-party audit fee for all the subsequent level(s) will be required to be paid.
5. Once the allocated number of support hours is completed, the Member may elect to require more support hours from the QALIA team on request and with an approved quote.

6.3 Qualification

1. **General Compliance:**
-

- The Client is made aware of each of the criteria, the compliance indicator and the required evidence to be submitted for the validation process, and which criteria are required or recommended for each certification level.
- The Client must achieve a compliance score of at least 55 points over the entire set of criteria in combination with the compliance of all the required criteria at each relevant certification level to obtain the certification according to the QALIA Responsible Tourism Standard. The Client and QALIA team refer to the framework and scoring system to estimate the scoring goal.
- The Member is required to follow the system of evaluation and submit progress reports every year in line with past audit findings to maintain their certification.
- The Member commits to increase by 5 points its score within the first 24 months to maintain its certification and to maintain the highest level of practice.
- The QALIA Certification Committee assigns the final score to a Client's performance based on the sum of all scores of compliant criteria, the final decision of the third-party auditor and the verification that the certification process has followed the guidelines of this policy.

2. Required and recommended criteria:

- For a Client to obtain or a Member to maintain the certification, the list of required and recommended criteria for each level is displayed within the Certification Management Platform and QALIA's literature.
- Regardless of whether or not the Client or the Member meet the other prerequisites for certification, a Client who fails to meet, or a Member who fails to maintain, the required criteria for a specific level will either not be certified at all

or have their current certification revoked. The Client or Members are given 45 days to correct any breach through a corrective action plan. The Client or Member will have to follow a verification audit after the breach is fixed to make sure it is compliant, in which case the Client or Member shall receive an updated or maintain their certification.

- Should a Client or Member be informed of failing compliance on one or several criteria due to the lack of evidence, more evidence is to be provided to finalize the third-party audit validation process.
- Following a certification, in case a criterion has become not possible or achievable or is required by law due to a change in the local/regional/national infrastructure or regulations or any other reason validated by official documents, the Member must notify QALIA so that such change is taken into consideration in their required compliance to achieve or maintain the certification.

3. Exclusion of a criterion:

- For validation by the third-party auditor and the QALIA Certification Committee, and to ensure impartiality and objectivity, the Client must document the rationale for any required criterion deemed impossible or inapplicable.
- Such documents must be based on a structural rationale or linked to a legal or infrastructure situation applicable to the property that prevents the Client from complying with the criterion.

4. Allocation of scores:

- Non-conformity allocation is contingent upon each criterion, triggered when a Client fails to implement or a Member discontinues implementing any practices

specified in the QALIA Responsible Tourism Standard's criteria.

- Each criterion is assigned a specific score in points as appropriate to its implementation and according to the QALIA methodology which includes considerations about the direct impact on the assigned SDG(s), the complexity of implementation, the cost implications and the impact on the Guests' experience.
- There are two types of scores:
 - Full Compliance when the criterion is assigned a specific score in points
 - Non-compliance when the criterion is assigned a nil value.

5. Specific cases of contract subscription:

- Such specific cases apply to:
 - Renewable energy supply
 - Environmental-friendly website hosting
 - Environmental-friendly email software
 - Any operating service contract such as pest control, garden, swimming pool, ...
- Should a Client or Member be bound by a contract with a specific renewal date that would prevent him from meeting the compliance of a specific criterion AND the change of contract can not be affected prior to the external audit, the Client certification can be **granted under the exclusive condition** that the new contract is effectively implemented and documented in the Certification Management Platform as committed by the Client or Member.
- Should the Client or Member fail to change and document the new contract, regardless of the certification level, the certification will be revoked unless the Client or Member can prove that the criteria has become non eligible due to infrastructure or systemic conditions outside of its control.

6. Calculation principles for the certification:

- The QALIA Responsible Tourism Standard categorizes compliance indicators into **four CIs (Compliance Indicators)**:
 - Required Essentials Compliance Indicators (**RECI**),
 - Required Advanced Compliance Indicators (**RACI**),
 - Required Excellence Compliance Indicators (**REXCI**),
 - Recommended Compliance Indicators (**RECO**).
- Each of the four **CIs** contributes to the overall score at all levels to reward Clients and Members who have or plan to implement practices that are not required at the certification level they aim for.
- The final scoring calculation for any certification level is as follows:
 - QALIA platform calculates automatically **the sum of all CIs**
 - **Pass Score**: the **sum of all CIs** for each of the certification levels is as follows.
 - Pass Score Essentials: 55 points
 - Pass Score Advanced: 65 points
 - Pass Score Excellence: 75 points
 - **Client Score**: This is the total count of **CIs** of a Client over the process of the certification
 - **Certification Determination**:
 - When the **Client Score is equal or greater than the Pass Score** then the Client is deemed to comply with the requirement and can be granted the relevant certification level
- This approach ensures that the **Pass Score** reflects the comprehensive performance of the Client across all relevant criteria of the QALIA Responsible Tourism Standard, without the need for additional pondering or recalculations. It

simplifies the process while maintaining the integrity and detail of the assessment.

6.4 Scope of the Audits

1. The audit is defined as the third-party auditor validation of all the compliance evidence provided by the Client or the Member.
2. All audits are performed by independent professionals or companies trained to apprehend the QALIA Responsible Tourism Standard criteria, performance indicators and required evidence. Third-party auditors have the contractual obligation to apply impartiality and objectivity during their evaluation.
3. The third-party auditors have the authority to either validate or reject an evidence or pause it until further evidence is provided. The auditor may also need to interview the Client or Member. They are also required to provide an audit report to be made available to the QALIA Certification Committee for the final validation of the certification and the Client or Member once the final decision of the QALIA Certification Committee is made.
4. A Client or Member may be given the choice of the auditor to perform the verification and validation.
5. Below are the possible audits that can be conducted during the relationship between the Client or Member and QALIA:
 - a. **Certification Audit:** The procedure that ascertains whether a Client complies with the QALIA Responsible Tourism Standard. The certification decision is the third-party audit's outcome ratified by the QALIA Certification Committee.

- b. **Renewal Audit:** The Renewal Audit is applicable for certified Members at the latest 24 months after the initial certification. Renewal Audits are conducted to evaluate the state of ongoing enhancement, continuing adherence to relevant standards, and the correction of non-compliance if and when found in earlier audits. The decision to renew certification is the audit's outcome, validated by the QALIA Certification Committee.
- c. **Research Audit:** An ad hoc, unplanned procedure to address a grievance regarding a QALIA-certified Member. Its goal is to verify or assess adherence to the current standard.
- d. **Verification Audit:** The procedure that assesses compliance after a corrective action procedure. These are in reaction to Annual Audit or Research Audit findings of minor or major nonconformance.

6.5 Third-Party Audit Process

1. The Client may be provided with a list of Third-Party Auditors they can choose from. QALIA warrants that all auditors are trained and certified as auditors and experienced in sustainable tourism, with the QALIA set of criteria and its standard related to the evidence of compliance and have received training regarding the Certification Management Platform.
2. The Audit may be conducted online or in person by arrangement with the Client. In both cases, the Auditor will exclusively use the information submitted through the Certification Management Platform to perform his/her audit.
3. The Auditor is provided with a dedicated access to the Certification Management Platform to conduct the audit. Once the Auditor initiates the audit within the platform:

- a. The Client account is set as read-only. The Client will not be able to change any information submitted period to the Audit so as not to interfere with the audit process.
- b. The Auditor has full authority to accept, reject or place a piece of evidence under revision.
- c. In case a piece of evidence is under revision, the Auditor may contact the Client during the audit to collect more information or wait until the audit is completed to share his/her insights and findings that require the Client's attention before completing the audit process.
- d. The Auditor will provide an audit report sharing positive outcomes as well as other points that may require special attention from the Client.
- e. The final decision of the Auditor rules the outcome of the certification. The QALIA Certification Committee can not vote against the decision of an Auditor.

6.6 The QALIA Certification Committee

1. Introduction

- The QALIA Certification Committee plays a pivotal role in upholding the integrity and impartiality of QALIA's certification process for luxury vacation rentals.
- The committee reviews the entire certification process to ensure adherence to QALIA's standards and principles.

2. Objectives

- To verify the consistency and fairness of the certification process.
- To ensure all certification activities are conducted in an objective and unbiased manner.
- To verify that each certification has followed the specific terms and contractual obligations of the properties, QALIA and the auditors.

3. Composition

- The committee consists of three to four members appointed based on their expertise in sustainable tourism, luxury vacation rentals, ethics, or compliance.
- The committee members serve for a term of one year, renewable upon mutual agreement.
- Depending on the availability of the assigned members of the Certification Committee, new members may be invited to temporarily join the committee.

4. Responsibilities

- Review the certification process for each client to ensure compliance with QALIA's Responsible Tourism Standard.
- Ensure that thorough evidence has been submitted to substantiate the claims for a criterion claimed to be non-applicable or non-admissible for the certification of a specific property.
- Based on a thorough review of audit reports and supporting documents, grant the final approval for the certification of a property, or request further documentation until the obligations are deemed to have been met.
- Ensure that all procedures are free from conflict of interest, maintaining high ethical standards.
- Provide guidance on possible ethical issues related to the certification process.

6.7 The QALIA Certification Management Platform

4. Any account in the Certification Management Platform includes access to the Knowledge Base and downloadable templates.

5. Access to the Certification Management Platform requires the payment of an annual subscription by the Client or Member. Upon receipt of the initial payment, a login code will be provided.
6. The Client is exclusively responsible for making sure that all documentation and evidence of compliance under the QALIA Responsible Tourism Standard have been uploaded into the Certification Management System at least 14 days before the planned third-party audit.
7. Upon cancellation of an account, the Client or Member is entitled to recover all reports and data recorded in the account during the life of their account.

6.8 The QALIA Certificate of Compliance

The following elements determine the content and policies regarding the QALIA Certificate of Compliance:

1. The Membership unique number provided by the QALIA administrator is included in the QALIA Certificate of Compliance and is set at the exact time the QALIA Certification Committee validates the compliance and reads as YYMMDD-HHMMSS.
2. The QALIA Certificate of Compliance certifies that the Member is compliant with QALIA's requirements for 24 months from the certificate issuance date.
3. Only the name of the Member is mentioned on the QALIA Certificate of Compliance. Any other Company or Client names that haven't been assessed under QALIA's Responsible Tourism Standard aren't allowed on the QALIA Certificate of Compliance.

6.9 Condition of cancellation of the certification

1. The following conditions determine the cancellation of a Client or Member's from the QALIA Certificate of Compliance:

- A Member fails to rectify an issue under the compliance of any required criterion as specified in the QALIA Responsible Tourism Standard and the herein policy.
- The annual Membership remains unpaid for longer than 45 days after the renewal date.
- A Member fails to accept revisions and changes to the policy within the allotted time.
- The third-party auditor or QALIA Certification Committee have justified that a Client or a Member is impeding the execution of the audit in any way whatsoever that is deemed unethical according to an objective audit.
- A Client or a Member is abusing the QALIA badge or logo.
- Owing to Member delays, an annual audit or certification can not be carried out after 30 days from the certificate's renewal date.
- A Client voluntarily decides not to pursue the QALIA certification process.
- A Member voluntarily decides not to renew the QALIA certification.
- A Client or a Member fails to pay the annual fees, the third-party auditor or the subscription to the Certification Management Platform.

2. Consideration for extension

- Depending on the circumstances and the length of the sought extension, each case will be considered individually for the authorization of a postponement of the certificate or renewal due date.
- The following situations would warrant an extension:
 - Natural disasters (hurricanes, floods, earthquakes, etc.) and other force majeure events.
 - Acts of violence, such as war, were proven.

- Conditions relating to politics or regulations that are outside the Client's control.
3. Change of ownership
 - In the case where ownership of a property has changed, QALIA reserves the right to assess the new owner's commitment to the practices and adherence to the QALIA Certificate of Compliance.

6.10 Consequences of the cancellation of the certificate

- Following the receipt of a notification from QALIA regarding the revoked status of its certification, the Client or the Member is prohibited from using the corporate logo and the QALIA badge on any printed or digital promotional materials.
- A Client or a Member's access to the Certification Management System will be blocked. However a back up of all the information entered in the platform will be provided to the Client or Member.

6.11 Conditions and terms of a re-application for certification

The following conditions determine the re-application of a Client or Member:

1. A Client or a Member must go through a new certification audit if they opt to withdraw and then submit another application for certification, regardless of the period between the opt-out and submission.
2. A Client or a Member who has had their certification revoked due to non-compliance with the certification requirements is eligible for a new certification audit as soon as they have addressed the stated non-conformities.
3. A Client or a Member who has been revoked due to unethical actions, ill intent, or intent that negatively impact the certification process and/or QALIA's and/or its Members' reputation **is not** eligible to reapply for the certification.

4. A Client or a Member whose certificate has expired and resulted in cancellation may apply right away for a new certification audit procedure.

6.12 Using QALIA logos & badges

The following conditions determine the use of the QALIA logos and badges:

1. During the implementation process:
 - A Client applying for the QALIA Responsible Tourism Standard is permitted to use the “**QALIA Pending**” badge until reaching certification
2. Once certified
 - Temporary licenses valid for the duration of the Membership are granted for the use of QALIA's trademarks and logos.
 - Only Members who have met QALIA's certification requirements are eligible to use the “**QALIA Certified**” badge as well as the relevant badge assigned to their certification level (**QALIA Essentials**, **QALIA Advanced**, or **QALIA Excellence**).
 - Clients who have signed all agreements and received access to the certification platform have the option to use the **QALIA Pending** badge on their online and/or offline marketing collateral and other material. Should the certification be cancelled for any reason, the Client will have the obligation to remove the **QALIA pending** badge from all such materials.
3. Partner companies
 - Partner companies and Members may use the “**QALIA Conscious Luxury**” badge.
4. Other terms of use

- The QALIA logos and badges can be use by Members in their online and offline marketing collateral and any other support material
- The QALIA logos and badges are exclusive visual elements that must never be altered from their original format without any prior written authorisation from the QALIA Administration.
- QALIA retains the right to revoke or modify a pending Client or certified Member or a partner company's permission to use the QALIA logos and badges.
- Companies, organizations, or any other third parties that apply the logos in a way that violates QALIA's guidelines or could infringe upon its rights of use will be asked to change or remove them.
- It is strictly forbidden to use any of QALIA's trademarks without authorisation.
- Anyone who duplicates or replicates the labels or marks without permission may face legal action from QALIA.

6.13 Resolution of Disagreements

1. The Client or Member has the right to raise complaints or appeals on any aspect of the QALIA Responsible QALIA Responsible Tourism Standard, its processes and the third-party auditor.
2. Any third party may file a complaint against certified Members. In such case, QALIA or the third-party auditor will review the situation and determine whether to carry out a Research Audit. The complaint needs to be in writing and include

the complainant's name as well as factual proof of the purported violation of the certification terms. Within 30 days, the compliance decision and the Research Audit must be completed. The QALIA Certification Committee determines the proper course of action in written format and informs the Member.

3. Information about the complaint's resolution that was provided by the complainants shall be kept private and confidential from the Member.
4. Should a complaint be validated by QALIA Certification Committee, without undue delay, all complaints, appeals, and disputes must be settled within 45 working days of the Research Audit and documented evidence of compliance be received.
5. The QALIA Certification Committee shall not consider resolving any grievances that are filed without using the official forms and/or without sufficient tangible proof that substantiates a breach.
6. Following the completion of the Research Audit, any disagreements received more than 14 working days won't be addressed by QALIA.

7. Revisions time line

2024-09-15: added following section > 6.3.5 Specific cases of contract subscription:

2024-12-23 : added notion of national and regional to section 6.1 - 11

11. In particular, any criteria that are deemed mandatory by the *national, regional* or local regulations will not be included in the certification process and calculation of the certification score. An example would be single-use plastic items in Europe that are forbidden by law within the hospitality industry.

2024-12-23 : edited section 6.1 - 13

13. To maintain the QALIA Certification, a Member must:

- Maintain consistency in the application of the required practices, unless circumstances prevent the Member from doing so *and the Member provides tangible evidence it is unable to maintain the required consistency;*
- Commit to improving its rating *by 5 points for the first 24 months;*

2024-12-23 : edited section 6.3 - 6

Certification Determination:

- When the *Client Score is equal or greater than the Pass Score* then the Client is deemed to comply with the requirement and can be granted the relevant certification level

2025-01-30 : added sections 6.1 -24 & 25

24. The facilitation program is designed to ensure that the Client is ready for the audit within a maximum of 90 (ninety) days. The client is required to advise QALIA of any unforeseen circumstances that will prevent the completion within the given period and both parties will reschedule the completion. Should the delay be more than 30 days, QALIA is entitled to invoice the balance of the facilitation fee.

25. Once the certification is granted, the Client can request additional support from QALIA at the additional fee at an agreed hourly rate.