



## West Cork Regional Branding

# Code of Best Practice

## Tourism Sector



*Commitment to meeting and exceeding customer expectations in terms of product quality and safety.*



*Commitment to continuous improvement and innovation with regard to product quality, marketing and customer service.*



*Commitment to and adoption of Best Practice with regard to product marketing and promotion.*



*Commitment to the continuous upgrading of employee skills.*



*Commitment to co-operate - within the limits of normal competition - with other members of Fuchsia Brands Ltd. to achieve common objectives through exchange of information, group training initiatives and co-operative marketing.*

Company Director

On Behalf of the  
West Cork Regional Branding Initiative



European Union Structural Funds