

## Criteria - Quality Assured seal for visitor attractions

### Part 1 - Minimum Entry Requirements

Attractions will need to comply with all the minimum entry requirements.

	Minimum Entry Requirements	Compliant (Y/N)
1	The attraction must have adequate cover for third party liability.	
2	The attraction operates at minimum 20 hours per week, spread over at least 3 days.	
3	The attraction has a functional website that contains at minimum the following features: General info about the attraction, Opening hours, Prices, Directions, Languages and Contact details.	
4	Brochures must also contain the above-stated information OR The attraction commits to including the above-stated information in future brochures.	
5	The website must additionally contain a detailed Access Statement.	
6	Front-line staff must be adequately trained.	
7	The attraction collects, reviews and takes action on visitor feedback.	
8	Compliance with the Malta Travel and Tourism Services Act and subsidiary legislation (where applicable).	
<b>100% COMPLIANT (Y/N)</b>		

### Part 2 - Quality Criteria (priority areas)

In this section the attraction will be rated using the following scale:

- 1 point for poor quality
- 2 points for acceptable quality
- 3 points for good quality
- 4 points for very good quality
- 5 points for excellent quality

Cells with a grey background indicate that 'poor' and 'acceptable' quality are not accepted as a sufficient level of quality in order to obtain the Quality Assured seal. Therefore in this section attractions will need to obtain a minimum score of 3 points per criterion, with the exception of one criterion which may be given a rating of 2 points. 1 point (poor quality) is not accepted.

	Section 1 - Quality of content	1	2	3	4	5	Compliant (Y/N)
1.1	Authenticity						
1.2	Relevance to the type of attraction						
1.3	Sequence of visit						
1.4	Suitability of lighting						
	Section 2 - Quality of interpretation	1	2	3	4	5	Compliant (Y/N)
2.1	Suitability of interpretation methods						
2.2	Clarity						
2.3	Ease of use						
2.4	Interpretation adapted for different users						
	Section 3 - Value for money	1	2	3	4	5	Compliant (Y/N)
3.1	The perceived value of the overall visitor experience in relation to its cost						
<b>100% COMPLIANCE (Y/N)</b>							

### Part 3 - Quality Criteria (other areas)

In this section the attraction will be rated using the same 5-point scale as above.

Cells with a grey background indicate that 'poor' quality is not accepted as a sufficient level of quality in order to obtain the Quality Assured seal.

In addition the attraction must obtain an overall score of **60%**.

<b>Section 4 - Quality of promotion</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>4.1</b>	Brochure						
<b>4.2</b>	Website						
<b>4.3</b>	Information at attraction entrance						
<b>Section 5 - Accessibility</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>5.1</b>	Directions						
<b>5.2</b>	Ease of parking						
<b>5.3</b>	Access by public transport						
<b>5.4</b>	Opening hours / days						
<b>5.5</b>	Range of languages						
<b>Section 6 - Accessibility for disabled people</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>6.1</b>	Physical accessibility						
<b>6.2</b>	Access to information and communication						
<b>Section 7 - Layout and comfort</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>7.1</b>	Layout of entrance and exit / ticketing area						
<b>7.2</b>	Layout of main attraction						
<b>7.3</b>	Location of facilities						
<b>7.4</b>	Non-interpretative signage						
<b>7.5</b>	Comfortable temperature						
<b>Section 8 - Safety, conservation and security</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>8.1</b>	Safety of all areas						
<b>8.2</b>	Attention paid to conservation						
<b>8.3</b>	Visitor management						
<b>8.4</b>	Level of security						
<b>Section 9 - Quality of catering offer (where available)</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>9.1</b>	Tangibles						
<b>9.2</b>	Menu						
<b>Section 10 - Quality of retail offer (where available)</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>10.1</b>	Tangibles						
<b>10.2</b>	Merchandise						
<b>Section 11 - Other additional services</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>11.1</b>	Availability (e.g. internet café, library, temporary exhibitions, etc.)						
<b>11.2</b>	Quality						
<b>Section 12 - Quality of service</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>12.1</b>	Cashiers / Staff at entrance						
<b>12.2</b>	Catering staff						
<b>12.3</b>	Retail staff						
<b>12.4</b>	Other staff						

<b>Section 13 - Cleanliness &amp; Physical condition</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>13.1</b>	Exterior / Entering the attraction						
<b>13.2</b>	Interior (main attraction)						
<b>13.3</b>	Toilets						
<b>13.4</b>	Catering						
<b>13.5</b>	Retail						
<b>Section 14 - Quality of toilet facilities</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>14.1</b>	Adequate provision						
<b>14.2</b>	Amenities						
<b>14.3</b>	Baby-changing facilities						
<b>Section 15 - Sustainable development</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Score</b>
<b>15.1</b>	Eco-friendly initiatives						
<b>15.2</b>	Community / CSR initiatives						
<b>TOTAL SCORE</b>							_____
<b>MAXIMUM POSSIBLE SCORE (no. of applicable criteria x5)</b>							_____
<b>PERCENTAGE SCORE</b>							_____ %