

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 cover for third party liability to a minimum of €1,000,000.	
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, contact details and QA Seal.	
4	Brochures must also contain the aforesaid information OR the attraction commits to include the aforesaid information in future brochures within an agreed timeframe with MTA (prices may be excluded).	
5	The website must additionally contain a detailed Access Statement.	
6	Front-line staff must be adequately trained, including in health and safety procedures.	
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 in the case of catering establishments).	
9	All areas of the attraction are free from any health and safety hazards.	
100% COMPLIANT (Y/N)		

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 excellent quality

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

	Section 1 - Quality of Content	1	2	3	4	Compliant (Y/N)
1.1	Authenticity of Artefacts					
1.2	Accuracy of Content & Interpretation					
1.3	Relevance of Artefacts & Audiovisuals					
1.4	Sequence of Visit					

	Section 2 - Quality of Presentation & Interpretation	1	2	3	4	Compliant (Y/N)
2.1	Presentation & Layout of Exhibits					
2.2	Suitability of Interpretation Methods					
2.3	Clarity of Printed Material					
2.4	Clarity of Audiovisual Element					
2.5	Ease of Use					
2.6	Interpretation Adapted for Different Users					

Section 3 - Value for Money		1	2	3	4	Compliant (Y/N)
3.1	The perceived value of the overall visitor experience in relation to its cost					
100% COMPLIANCE (Y/N)						

Part 3 - Quality Criteria (Other areas)

In this section, the attraction will be rated using the same 4-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. Here the attraction must obtain an overall score of **60%**.

Section 4 - Quality of Promotion		1	2	3	4	Score
4.1	Brochure					
4.2	Website					
4.3	Information at Attraction Entrance					

Section 5 - Accessibility		1	2	3	4	Score
5.1	Directions					
5.2	Parking Facilities					
5.3	Access by Public Transport					
5.4	Opening Hours/Days					
5.5	Range of Languages					
5.6	Physical Accessibility					
5.7	Efforts towards General Accessibility					

Section 6 - Layout & Comfort		1	2	3	4	Score
6.1	Layout of Entrance & Exit/Ticketing Area					
6.2	Suitability of (Indoor) Lighting					
6.3	Visitor Flow Management					
6.4	Location of Facilities					
6.5	Non-Interpretative Signage					
6.6	Comfortable Temperature for Indoor Areas					
6.7	Efforts Made to Mitigate Discomfort in Outdoor Areas					
6.8	Seating & Consideration for Rest					

Section 7 - Conservation & Security		1	2	3	4	Score
7.1	Attention Paid to Conservation					
7.2	Visitor Impact Management					
7.3	Level of Security					

Section 8 - Quality of Catering Offer		1	2	3	4	Score
8.1	Tangibles					
8.2	Menu Availability					
8.3	Quality of Menu Offer					

Section 9 - Quality of Retail Offer		1	2	3	4	Score
9.1	Tangibles					
9.2	Merchandise					

Section 10 - Other Additional Services		1	2	3	4	Score
10.1	Availability of Additional Services					
10.2	Quality of Additional Services					

Section 11 - Staff & Quality of Service Provision		1	2	3	4	Score
11.1	Cashiers/Staff at Entrance					
11.2	Catering Staff					
11.3	Retail Staff					
11.4	Other Staff					

Section 12 - Cleanliness & Physical Condition		1	2	3	4	Score
12.1	Indoor Areas of Attraction					
12.2	Outdoor Areas of Attraction					
12.3	Toilets					
12.4	Catering					
12.5	Retail					

Section 13 - Quality of Toilet Facilities		1	2	3	4	Score
13.1	Adequate Provision					
13.2	Amenities					
13.3	Nappy-Changing Facilities					

Section 14 - Sustainable Development		1	2	3	4	Score
14.1	Sustainable Initiatives					