

QUALITY ASSURED SEAL FOR VISITOR ATTRACTIONS



Guidance Notes

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Introduction to the Guidance Notes

The aim of these Guidance Notes is primarily to explain in further detail the requirements to obtain the Quality Assured seal for Visitor Attractions.

At the same time, however, they also aim to serve as a guide to Best Practice for all visitor attractions aiming to provide a quality visitor experience.

The requirements of the scheme are split into 3 parts:

1. the minimum entry requirements;
2. the priority areas of the Quality Criteria (3 sections); and
3. other scored areas of the Quality Criteria (11 sections).

Each section (and each criterion therein) is explained in these Guidance Notes in terms of the key points which will be assessed during the audit and, where appropriate, a clear indication of how points are assigned is also given.

Minimum Entry Requirements

Attractions must comply with each of the nine minimum entry requirements in order to obtain certification.

- I. **The attraction must have cover for third-party liability to a minimum of €1,000,000.**

Documentation will be required as evidence, such as a copy of the insurance policy.

- II. **The attraction operates at minimum 20 hours per week, spread over at least 3 days.**

This will be assessed by checking the opening hours of the attraction.

- III. **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.**

All attractions must have a website which contains basic information. In the case of renewals, the website should visibly display the QA logo, including a brief section about what it is, and be hyperlinked to the MTA QA website. In addition, the QA logo should be shown in email signature, promotional materials and business cards.

- IV. **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).**

Brochures must provide the general information and basic details of the attraction. The QA logo needs to be visibly displayed.

- V. **The website must additionally contain a detailed Access Statement.**

An Access Statement is an essential piece of information for people with access needs who are considering visiting the attraction.

The Access Statement should describe in detail to what extent the attraction is accessible, going through each stage of the visitor experience. This should start with the pre-arrival stage followed by an explanation of the different zones and facilities of the attraction. These would typically include the parking area, main entrance, indoor areas of the attraction (including details on available interpretation) and toilets; retail outlets, catering outlets, gardens and other facilities should also be included as appropriate.

It is also recommended to outline any future plans related to accessibility and, where appropriate, the expected date of completion should also be stated.

For detailed information on how to compile an Access Statement, please visit the following link <https://www.qualityassuredmalta.com/quality-assured-visitor-attractions/>.

VI. Front-line staff must be adequately trained, including in health and safety procedures

Front-line staff must be adequately trained according to their area of work. For example, cashiers and front-desk staff should be trained in areas such as customer care, basic courses of foreign languages and basic information on the attraction. In-house guides, on the other hand, will need to have in-depth knowledge of the attraction. It is also recommended that selected staff are conversant in other foreign languages.

It is recommended that records are kept listing the type of training conducted and which members of staff attended each training programme. These records will be viewed during the audit.

Knowledge of employees' qualifications and any training attended on a voluntary basis or prior to employment is also important. It is encouraged that all front-line staff are regularly trained in health and safety procedures. At least one qualified first aider and basic fire-fighting qualified person should be present on duty per day.

Certificates, as evidence of health and safety training, need to be presented. First aiders need to have updated certification. Health and safety training needs to be performed every two years.

VII. The attraction collects, reviews, and takes action on visitor feedback.

There are several methods through which an attraction may collect feedback from visitors, such as written or online questionnaires, a guestbook, etc.

A system should be in place whereby the feedback is regularly reviewed and, where necessary, action taken to improve the visitor experience.

Evidence of feedback and necessary action will be viewed as part of the audit.

VIII. Compliance with the Malta Travel and Tourism Services Act and subsidiary legislation (where applicable in the case of catering establishments).

When a catering establishment is considered as an integral part of the attraction, the relevant MTA licences are to be provided.

IX. Safety of all areas

Management must ensure that the attraction is free from any health and safety hazards by conducting a risk assessment. All areas of the attraction are safe and any necessary signage in this regard should be available and clear to visitors.

A professional risk assessment report needs to be presented during the audit with a validity date of not more than 5 years. Evidence of any action taken upon report needs to be presented. In the event of significant changes to attraction (e.g. structural changes such as extensions or layout changes), an updated risk assessment needs to be presented following such changes.

Quality Criteria

In each of the 14 sections of the Quality Criteria, attractions are rated through the following scale:

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

Attractions must achieve the following scores in order to obtain the Quality Assured Seal:

Sections 1–3: A minimum rating of 3 points per criterion, with the exception of 1 criterion which can be given a rating of 2 points. 1 point (poor quality) is not accepted as a sufficient level of quality for any of the criteria in sections 1 to 3.

Sections 4–14: A minimum rating of 1 or 2 points per criterion must be achieved. This is indicated in the criteria list by means of shaded grey cells. In addition, the attraction must obtain a minimum score of 60% of the applicable criteria in sections 4 to 14.

Section 1 – Quality of Content

1.1 Authenticity of Artefacts

The content of the attraction should be authentic, especially when the nature of the attraction is educational or informative. Whenever replicas are displayed, these need to be properly justified and clearly indicated.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit. This criterion does not apply (N/A) to attractions consisting purely of audiovisual shows.

1.2 Accuracy of Content & Interpretation

Attractions must ensure that the interpretation is factually accurate (e.g. dates, names, historic periods, facts and figures). In the case of attractions with audioguides and audiovisual elements, transcripts need to be provided in English and Maltese, at least.

For those attractions offering audiovisual shows, it must be ensured that the content of such shows is accurate both from informational and historical perspectives.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit.

1.3 Relevance of Artefacts & Audiovisuals

Artefacts and audiovisual shows must be relevant to the nature, theme, and character of the attraction in order to match visitor expectations. The range of content will vary depending on whether the theme is general in nature (e.g. history of Malta) or highly specific (e.g. pre-history of Gozo). Visitors will expect a wide range of content at a broadly themed attraction, while a smaller range will be expected from attractions covering a more specific theme.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit.

1.4 Sequence of Visit

The visitor experience should follow a logical sequence. For example, this is the case of a chronological sequence when explaining the history of an event, although the sequence of the visit is sometimes dictated by the building itself (e.g. churches).

If appropriate, attractions may also choose to have a non-sequential system, that is visitors choose their own route around the attraction (or part/s of the attraction). In this case, visitors may be given indications as to how best to visit the attraction.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit. This criterion does not apply (N/A) to attractions consisting purely of audiovisual shows.

Section 2 – Quality of Presentation & Interpretation

2.1 Presentation & Layout of Exhibits

The attraction needs to present artefacts (e.g. paintings, statues, etc.) in the best possible way. Consideration will be given to space between showcases and their contents. Positioning of paintings should be taken into account and suitable to be viewed from an appropriate distance. Labelling and numbering is also necessary in those cases where numerous artefacts are showcased together.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit. This criterion does not apply (N/A) to attractions consisting purely of audiovisual shows.

2.2 Suitability of Interpretation Methods

Attractions may choose from a variety of interpretation methods. This will depend on several factors such as the nature of the attraction and the target audience. However, the trend is towards more interactive tools as active participation by visitors is particularly effective in engaging visitors and providing a long-lasting memory of the experience.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit. This criterion does not apply to attractions consisting purely of audiovisual shows.

2.3 Clarity of Printed Material

Printed material (whether hand-held or on panels) should be easy to read with clear fonts (suggested sans serif), size (suggested minimum font size for handheld materials and panels to be 9-point and 12-point respectively) and colour. Attention should also be paid to the design and quality of materials used. Other visual tools, such as models, should also be of high quality.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit.

2.4 Clarity of Audiovisual Element

All audio-interpretation (audiovisuals, audioguides, fixed point recordings, live commentary, etc.) should have clear sound. Attention should also be paid to volume. The visual element of audiovisual shows should also be of high quality.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit.

2.5 Ease of Use

Attention should be given to the way information is presented in order for the interpretation to be most effective. Examples are the effective positioning of information panels in relation to the relevant exhibit, consistency in format and the use of a numbered system. Printed material containing signs and symbols should be complemented by an explanation of their meanings, either on the same brochure/panel or through separate means.

All audio-interpretations (audiovisuals, audioguides, fixed point recordings, live commentary, etc.) need to be user-friendly with clear indications of use.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit. This criterion does not apply (N/A) to attractions consisting purely of audiovisual shows.

2.6 Interpretation Adapted for Different Users

Different visitors have different levels of knowledge on specific themes, as well as different levels of interest. Quality attractions should seek to address this by offering different levels of interpretation for visitors to choose from, ranging from basic for the general public, to more detailed for an enthusiast, and in-depth for specialists in the field. It may be feasible for the latter to be available only by request. Staff should be aware of the different levels of interpretation available for different users (e.g. kids, elderly, visitors with low and high interest in the attraction, etc.)

When dealing with non-specialist audiences, it may also be useful to link the information given to experiences or themes familiar to visitors (e.g. 'as big as a football ground') and to point out any links between different parts of the attraction. This makes the adaptation more meaningful for different users.

In addition to different levels of detail, the interpretation may also be offered in different mediums, particularly when targeting young visitors. Alternative methods for satisfying this criterion may include: printed material such as flyers and laminate sheets, different versions on audioguides, smartphones/tablets (against a refundable deposit or leaving a form of identification as a guarantee) or fixed-point tablets, downloadable apps to enhance the visitor experience, etc.

- 1 Point: interpretation offered only in 1 way;
- 2 Points: interpretation offered in 2 different ways;
- 3 Points: interpretation offered in 3 different ways;

- 4 Points: interpretation offered in more than 3 ways.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit. This criterion does not apply (N/A) to attractions consisting purely of audiovisual shows. The auditors also reserve the right to have discretion in assessing the levels of interpretation necessary to particular attractions.

Section 3 – Value for Money

3.1 The perceived value of the overall visitor experience in relation to its cost

Value for money takes into account both the financial cost incurred by visitors and the quality of the experience they receive in return. The more engaging and memorable the experience, the more value visitors will attach to the attraction. Higher entrance fees may therefore be justified and are often also commensurate with the length of visit, any gifts or other materials/services included in the price, etc. When assessing this criterion, the auditor will also consider any relevant guest feedback.

N.B. A score of 1 point or 2 points in this criterion will result in automatic failure of the audit.

Section 4 – Quality of Promotion

4.1 Brochure

The quality of brochures is determined by several factors, including the quality of the paper used, the use of images and the quality of print among other factors. A good quality brochure is one that satisfies all these requirements such that the overall result is an attractive brochure which is, at the same time, informative.

‘Excellent’ quality can be achieved by adding variety, for example providing multilingual brochures and/or a range of brochures aimed at different segments (such as different age groups).

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

4.2 Website

A good website is one that is visually attractive and easy to navigate. ‘Excellent’ quality can be achieved through added features such as virtual tours, videos and multilingual websites.

Multilingual websites have the advantage of engaging users more deeply, especially those who find difficult reading a foreign language, while at the same time attracting more potential visitors by tapping into new source markets.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

4.3 Information at Attraction Entrance

The exterior and/or entrance of the attraction plays an important role in attracting passersby. Hence, it must clearly provide basic information about the attraction such as opening hours (ideally indicating last admission time), contact numbers, and website address. These must be permanently and visibly signed at the front of the attraction even when this is closed.

At the entrance of the attraction, generic pre-payment information must be provided such as prices, tour options, and languages available.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

Section 5 – Accessibility

5.1 Directions

Road signage is essential for visitors having their own private transport and every effort should be made to provide sufficient directions to the attraction. Road signs are particularly important for attractions located outside the main tourist hubs. Lack of road signage may be compensated for by providing other assistance to help visitors arrive to the attraction, such as a shuttle service or helpline. Therefore, the attraction should implement any of the below measures:

1. Google Maps embedded into website;
2. road signage;
3. directions and/or map on brochure;
4. clear instructions on alternative modes of transport (e.g. buses, ferries, etc.)

According to the aforementioned initiatives, this criterion shall be scored as follows:

- 1 Point: 1 measure adopted;
- 2 Points: 2 measures adopted;
- 3 Points: 3 measures adopted;
- 4 Points: 4 measures adopted.

5.2 Parking Facilities

The provision of private parking facilities will be assessed according to the following factors:

1. smooth and steady parking floor (e.g. tarmac);
2. presence of shelter;
3. well-lit area;
4. minibus access;
5. coach access;
6. availability of bike racks;
7. availability of disabled parking;
8. spacious parking spaces;
9. parking serviced with lift;
10. cleanliness;
11. useful and clear signage for drivers and pedestrians.

According to the aforementioned initiatives, this criterion shall be scored as follows:

- 1 Point: 1-2 measures adopted;
- 2 Points: 3-5 measures adopted;
- 3 Points: 6-8 measures adopted;
- 4 Points: 9-11 measures adopted.

N.B. This criterion shall not be assessed (N/A) if an attraction cannot have its own parking facility due to location constraints such as in the case of urban conservation areas.

5.3 Access by Public Transport

Vicinity to a bus stop (i.e. walking distance) will increase the accessibility of the attraction, especially for attractions located outside the main tourist zones. A 10-15-minute walk at leisurely pace from a bus stop to the attraction is considered acceptable, while excellent quality refers to a bus stop right outside the attraction.

In addition to distance from the attraction, access by public transport will also be assessed in terms of frequency and links to the main tourist accommodation zones.

- 1 Point: more than 1 km and infrequent public transport (more than 1 hour);
- 2 Points: more than 1 km and public transport every half an hour;
- 3 Points: up to 1 km and public transport every half an hour;

- 4 Points: bus stop situated right outside the attraction up to 500 m and public transport every half an hour or private organised transportation is provided (e.g. shuttle service).

5.4 Opening Hours/Days

More extensive opening hours represent a better-quality service as this allows for greater flexibility. Evening tours and extended weekend operations are particularly beneficial both for individual visitors and organised group visits.

- 1 Point: opens by appointments;
- 2 Points: opens for a minimum of 20 hours a week over a minimum of 3 days;
- 3 Points: opens for a minimum of 35 hours a week over a minimum of 5 days;
- 4 Points: opens for a minimum of 50 hours a week over a minimum of 6 days.

5.5 Range of Languages

Indicators for non-audiovisual attractions

- 1 Point: interpretation offered only in English;
- 2 Points: full interpretation offered only in English complemented by a simpler or reduced version in additional languages;
- 3 Points: full interpretation in 3 foreign languages;
- 4 Points: full interpretation in 4 or more foreign languages.

In the case of attractions consisting purely of an audiovisual show, a wider range of languages is expected due to the nature of the attraction.

Indicators for audioguides and audiovisual attractions

- 1 Point: full interpretation offered only in English;
- 2 Points: full interpretation offered in 4 foreign languages;
- 3 Points: full interpretation in 5 foreign languages;
- 4 Points: full interpretation in 6 or more foreign languages.

5.6 Physical Accessibility

The attraction will be assessed in terms of physical accessibility into all buildings and areas that are part of the attraction as well as all the facilities within these buildings and areas (e.g. toilets, cafeteria and gift shop).

The assessment will include a consideration of any obstacles that may hinder the movement of people with reduced mobility (including, but not limited to, wheelchair users) or with visual impairment. Auditors have the discretion to allocate N/A with regards to scheduled buildings of historical nature that cannot be adapted to accommodate certain physical access needs.

- 1 Point: very limited or no accessibility;
- 2 Points: up to 50% of the attraction is accessible, including bathrooms;
- 3 Points: over 50% of the attraction is accessible, including bathrooms and additional facilities;
- 4 Points: full accessibility.

5.7 Efforts towards General Accessibility

Every effort should be made to ensure that the entire attraction is accessible. Attractions which are not entirely accessible should compensate for this deficiency through appropriate and concrete measures including but not limited to:

1. nametags and/or badges indicating languages spoken by staff;
2. free open days offered to the general public;
3. touchable exhibits such as replicas of artefacts;
4. more visual presentation by using more imagery, maps, videos;
5. facility to pre-book guided tours in sign language;
6. printed scripts of audioguides or tours;
7. use of larger fonts in printed material;
8. use of dyslexia-friendly fonts in printed material;
9. use of smartphones or tablets uploaded with MP4's recorded transcripts in different languages;
10. visually-enhanced website;
11. walk-through video both on website and on site;
12. training of staff for accessibility awareness;
13. accessible lift;
14. accessible parking;
15. removable ramps;
16. provision of a wheelchair;
17. quiet times for people with special needs such as autism and ADHD;
18. child-friendly activities and initiatives (e.g. special events, kids' passport, etc.)

According to the aforementioned initiatives, this criterion shall be scored as follows:

- 1 Point: from 1 to 3 measures adopted;
- 2 Points: from 4 to 6 measures adopted;
- 3 Points: from 7 to 11 measures adopted;
- 4 Points: from 12 to 18 measures adopted.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

Section 6 – Layout & Comfort

6.1 Layout of Entrance & Exit/Ticketing Area

The entrance and exit of the attraction should be planned in a manner that facilitates visitor flow. Special attention should be given to the ticketing area such that queues do not disrupt the experience of other visitors. Factors of assessment include ticket desk, waiting space, clear signage, clearly marked designated area for ticketing, adequate space for entrance, adequate space for visitors.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

6.2. Suitability of (Indoor) Lighting

Effective lighting is important to ensure that the content is clearly visible and sometimes also for conservation reasons. Lighting may also be cleverly used to place focus on certain details or highlights of the attraction. Both the style and level of lighting will be determined by the nature of the attraction.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

6.3 Visitor Flow Management

Visitor flow is an important consideration for all attractions. Bottlenecks should be avoided as much as possible. Where appropriate, visitors may be directed by means of signage, for example in the case of circular tours. Site plans, especially those which are portable, can also be effective in improving visitor flow as they provide a common direction for all visitors. Adequate signage and emergency route shall be clearly marked by means of roping areas and sitemaps along the way.

In the case of audiovisual shows, seating shall be assessed in terms of legroom, overall comfort and ease of entry and exit.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

6.4 Location of Facilities

All facilities (toilets, catering, retail, etc.) should be, where possible, conveniently located.

6.5 Non-Interpretative Signage

Non-interpretative signage is important to provide certain information to visitors, for example the location of facilities, directions around the attraction, emergency routes, etc. All signage should be of good quality, well-maintained, and characterised by clear visibility and proper eligibility in terms of font size, clarity and ease of understanding.

Signs may also be customised to fit the style of the attraction (e.g. pre-historic setting, medieval, baroque, modern, etc.) or even its purpose/theme (e.g. bottle-shaped signs at a winery or brewery).

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

6.6 Comfortable Temperature for Indoor Areas

A comfortable temperature should be maintained inside the attraction, without disregarding any conservation needs. The auditors understand that exceptions may need to be made where installing heating and cooling systems may not be plausible due to the nature of the building.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

6.7 Efforts Made to Mitigate Discomfort in Outdoor Areas

Outdoor areas should also be made as comfortable as reasonably possible, for example by providing outdoor heaters, light blankets, cheap plastic ponchos in winter and umbrellas, canopies or water dispenser in summer.

N.B. This criterion does not apply (N/A) to attractions consisting purely of audiovisual shows.

6.8 Seating & Consideration for Rest

Attractions should provide, where possible, at least minimal seating for visitors, particularly those with mobility issues, the elderly and young children. This may be done via seating incorporated into the attraction. Where space does not allow, attractions may opt to offer lightweight foldable chairs to borrow from reception even against a refundable deposit or by leaving a form of identification as a guarantee.

Section 7 – Conservation & Security

7.1 Attention Paid to Conservation

Conservation is understood as the protection of heritage for the benefit of current and especially future generations. This implies that resources should be continually well-managed and that a proactive approach is needed, though corrective action may also be necessary at times.

The need for conservation will vary according to the nature of the attraction. In a church or cathedral, for example, the need for conservation may refer to both the exhibits and the building itself, while in other cases only the exhibits may need to be conserved.

The type of conservation measures will also differ from one attraction to another. Conservation of archaeological remains, for example, is entirely different to the conservation of a painting. Irrespective of the subject matter, conservation should always be based on in-depth research and carried out in a professional manner.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit. This criterion does not apply (N/A) to attractions consisting purely of audiovisual shows.

7.2 Visitor Impact Management

Visitor management refers to strategies that aim to minimise the impact of visitors on the attraction and its content. It may also serve to enhance the visitor experience.

Visitor management can range from tangible interventions (for example limiting the daily number of visitors to the attraction) to intangible measures (such as encouraging appropriate visitor behaviour).

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

7.3 Level of Security

Attractions should have in place all the appropriate security measures such as keeping certain exhibits out of reach, cordoned off areas, glass casings, security cameras, touch sensor alarms, presence of staff around the attraction, etc. Staff should also be increased accordingly in case of larger groups.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

Section 8 – Quality of Catering Offer

The catering offer shall be assessed as part of the services of the attraction if:

- the attraction advertises the facility and makes use of it for events;
- the catering offer is considered as an integral part of the attraction that cannot be avoided.

N.B. The catering offer will not be assessed if:

- the establishment is considered as an independent operation from the attraction and there is no intervention from the attraction operators into the catering operations.

8.1 Tangibles

There should be adequate provision of seating for the expected volume of customers. Tables and chairs should be placed at a reasonable distance from each other. Other layout considerations include the positioning of the cash point and/or bar counter as well as any queue management measures.

All crockery, cutlery, glasses as well as furniture should be of good quality (in addition to clean and well-kept) and appropriate for the attraction.

In order to enhance the visitor experience, catering outlets may be themed to complement the purpose or nature of the attraction.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

8.2 Menu Availability

Customers should be informed of the available items either through a menu, a board or other effective means. Menus should offer variety and prices should be clearly displayed.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

8.3 Quality of Menu Offer

Both the quality and presentation of food is important. Presentation, variety, clear references to allergies, intolerances and pricing represent the main criteria which shall be assessed.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

Section 9 – Quality of Retail Offer

9.1 Tangibles

Shelving units and other furniture should be placed at a reasonable distance from each other. Other layout considerations include the positioning of the cash point as well as any queue management measures. The physical structures and the manner how items are displayed will also be assessed. In order to enhance the visitor experience, retail outlets may be themed to complement the purpose or nature of the attraction.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

9.2 Merchandise

Merchandise should be varied to include some top-quality items in addition to more affordable souvenirs. The stock should also be varied in terms of the type of items available, for example, not limited to books and postcards only. Local items should be identifiable and specifically produced souvenirs are encouraged. All prices should be clearly displayed.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

Section 10 – Other Additional Services

10.1 Availability of Additional Services

Attractions offering other additional services or facilities will gain extra points during the quality audit since these serve to enhance the visitor experience. Additional services may also include training sessions, educational activities and child-friendly events. These include the provision of:

1. Wi-Fi facilities;
2. vending machines;
3. library;
4. bespoke events (e.g. children-targeted events);
5. cultural events (e.g. book launches, lectures, musical recitals, exhibitions).

According to the aforementioned initiatives, this criterion shall be scored as follows:

- 1 Point: 1 measure adopted;
- 2 Points: 2 measures adopted;
- 3 Points: 3 measures adopted;
- 4 Points: from 4 to 5 measures adopted.

Where additional services are not available, this criterion is marked as N/A so as not to further penalise the attraction.

10.2 Quality of Additional Services

Where additional services are offered, these will also be assessed in terms of quality.

N.B. This criterion does not apply (N/A) when additional services or special events have not been experienced at the time of audit.

Section 11 – Staff & Quality of Service Provision

11.1 Cashiers/Staff at Entrance

Cashiers and other staff members located at the entrance of the attraction have an important role to play in creating a positive first impression. Staff should be well-groomed and of smart appearance. They should offer a warm welcome to visitors and be able to assist them with any queries they may have. Knowledge about the attraction is therefore imperative. Uniforms and nametags are strongly encouraged.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

11.2 Catering Staff

Catering staff members should be suitably trained and qualified (e.g. food-handling certificate, first aid, customer care, etc.) They should also be of smart appearance and have a positive attitude when dealing with customers. They should be efficient in carrying out their tasks and provide a professional service. Menu knowledge is therefore imperative.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

11.3 Retail Staff

Retail staff members should also be of smart appearance and have a positive attitude when dealing with customers. They should be efficient in carrying out their tasks and provide a professional service. Knowledge about the merchandise is therefore imperative.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

11.4 Other Staff

Any other staff members should also be of smart appearance, efficient, knowledgeable about the attraction and should have a positive attitude at all times.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

Section 12 – Cleanliness & Physical Condition

12.1 Indoor Areas of Attraction

12.2 Outdoor Areas of Attraction

12.3 Toilets

12.4 Catering

12.5 Retail

All areas of the attraction should be clean at all times. Efforts should also be made to keep the immediate surroundings of the attraction's entrance clean and tidy during attraction opening hours. A visible cleaning schedule should be kept for all public toilets.

All areas of the attraction should also be kept in a good state. A maintenance programme may be useful to plan regular and occasional maintenance interventions, while any worn-out furniture, fixtures or fittings should be replaced.

N.B. Bathroom fixtures such as taps and handles need to be well-maintained, free of extensive corrosion and wear and tear. A score of 1 point in the aforementioned criteria will result in automatic failure of the audit.

Section 13 – Quality of Toilet Facilities

13.1 Adequate Provision

The minimum requirement consists of the provision of two toilets and, where possible, one of which is wheelchair accessible. If the nature of the building, size location or scheduled buildings precludes provision of more than one toilet, auditors reserve the discretion to waive minimum requirement.

The greater the provision of public toilets, the more points are assigned to the attraction. This is always assessed in relation to the volume of visitors. For example, four toilets may be considered good for a large attraction, very good for a medium-sized attraction and excellent in the case of a small attraction.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

13.2 Amenities

All the basic amenities should be available at all times (including at minimum toilet paper, hand soap and hand-drying facilities). All amenities should be of good quality and functional at all times.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

13.3 Nappy-Changing Facilities

The availability of nappy-changing facilities adds value to an attraction and contributes directly towards making the attraction more family-friendly. Baby-changing facilities should be of good quality in addition to being clean and well-kept at all times. Ideally, nappy-changing facilities should be found in a purpose-specific place, such that they are accessible to both males and females.

- 1 Point: no nappy-changing facility is available;
- 2 Points: a provisional nappy-changing facility is available;
- 3 Points: a proper nappy-changing facility is available in any toilet areas;
- 4 Points: a proper nappy-changing facility is available within more than one toilet area or in a gender-neutral area.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.

Section 14 – Sustainable Development

14.1 Sustainable Initiatives

Sustainable initiatives comprise both eco-friendly and Corporate Social Responsibility (CSR) initiatives. These may be in the form of implementing any of the below measures:

1. legal waste separation procedures (basic recycling);
2. LEDs lighting;
3. resource conservation policies (e.g. water, electricity, paper, etc.);
4. double flushing;
5. light sensors and timers;
6. sponsorship of eco-related events (e.g. cleanups, car-sharing initiatives, tree-planting activities, etc.);
7. organisation of eco-related events;
8. participation/collaboration with environmental NGOs;
9. formal energy audits;
10. investments in solar panels;
11. discounted tickets (e.g. children, students, elderly, and people with disability);
12. organisation of fundraising activities or donations;
13. provision of flexible working conditions for employees;
14. opportunity for apprenticeships and internships;
15. partnerships with local organisations (e.g. local councils, NGOs, etc.) for the organisation of social activities for the local community.

According to the aforementioned initiatives, this criterion shall be scored as follows:

- 1 Point: from 1 to 2 measures adopted;
- 2 Points: from 3 to 6 measures adopted;
- 3 Points: from 7 to 11 measures adopted;
- 4 Points: from 12 to 15 measures adopted.

N.B. A score of 1 point in this criterion will result in automatic failure of the audit.