



**MyTQA**  
Malaysia Tourism Quality Assurance

**MAN MADE**  
**ENDORSEMENT ASSESSMENT CRITERIA**  
**(Zoo & Aquarium)**

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## i. PROFILE

**Name of Attraction** : .....

**Ownership** :  Government-owned  Private-owned

**Company Name** : .....

**Year of Establishment** : .....

**Address** : .....

: .....

: .....

**Telephone Number** : .....

**Fax Number** : .....

**Website** : .....

**Email Address** : .....

**Contact Person** : .....

**Name of Assessor** : .....

**Date of Assessment** : .....



# 1.0 INFORMATION

NO.	REQUIREMENTS	YES	NO	*NA
<b>1.1</b>	<b>Telephone Enquiries</b>			
	<b><u>Live calls (answered by operator/receptionist)</u></b>			
	Pick up within 3 rings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Attraction name stated when answering the phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Pre-emptively informs and advises caller about special activities/special events/promotions/etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Operator has comprehensive knowledge of attraction, facilities and directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Directions to the attraction are simple and easy to follow, using landmarks and road signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Alternative methods of accessing the attraction given (public bus, shuttle bus, taxi, train, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1.2</b>	<b>Leaflet &amp; Brochure</b>			
	Made from recycle materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Manageable size, can be read with one hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	All text, graphics and photos are clear and legible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Images used clearly reflect the attraction's Unique Selling Point (USP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Pertinent information is given (opening hours, upcoming and recurring events, activity times etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Contact details are provided (telephone, website, email, social network services, QR Code)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Have useful descriptions of the attraction through the use of graphics and/or photographs including activities and facilities provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Location map is simple to follow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Transportation arrangements on how to get there (bus, taxi, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Limitations or restrictions are clearly communicated (appropriate for children, pets allowed/not allowed, facilities for disabled visitors, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Languages provided are relevant to its target markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Not Applicable



# 1.0 INFORMATION

NO.	REQUIREMENTS	YES	NO	*NA
<b>1.3</b>	<b>Website</b>			
	Clearly laid out and easy to navigate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Information is relevant and up to date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	All text, graphics and photos are clear and readable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Images used clearly reflect the attraction's Unique Selling Point (USP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Photographs and graphics used are captioned	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Links to relevant websites are provided (nearby accommodation, public transportation, tour operators, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Location map is simple to follow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Alternative methods of transportation are provided (bus, transit, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Limitations or restrictions are clearly communicated (appropriate for children, pets allowed/not allowed, facilities for disabled visitors, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Compatible with latest web standards on all computers and devices (desktop PCs, laptops, tablets, smartphones)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Important information is given (opening hours, upcoming and recurring events, activity times etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Contact details are provided (telephone, website, email, social network services)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Links to relevant websites are provided (nearby accommodation, public transportation, tour operators, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Languages provided are relevant to its target markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1.4</b>	<b>Booking Procedure/Efficiency</b>			
	Well-structured booking procedure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Outline of activity/plan for the day/duration of activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Disclosure of risk if any	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Details of meeting place and time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Confirmation verbal/postal/email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Contact details taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Clear Terms and Conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Blue Text:** for specific criteria

\* Not Applicable



## 2.0 INITIAL IMPRESSIONS

NO.	REQUIREMENTS	YES	NO	*NA
<b>2.1</b>	<b>Signage at Attraction Entrance</b>			
	Car parking areas are clearly marked and directed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Signs are well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Signage leading into the attraction are clearly displayed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Signs have a uniform design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Signs are available in multiple languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Orientation boards show where visitors are currently located	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Ticketing area is clearly defined</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Ticket prices are clearly displayed</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Information on dos don'ts of the attraction are displayed</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2.2</b>	<b>Physical Appearance of Attraction Entrance</b>			
	Initial impression of a clean and well maintained and sense of welcoming to the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Driveways are surfaced and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Walking paths are clearly defined and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Hard landscaping is welcoming to visitors and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Soft landscaping is welcoming to visitors and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Work areas are effectively covered and sealed off to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Facilities for disabled visitors are provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Buildings and kiosks at the entrance are well maintained</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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\* Not Applicable



## 2.0 INITIAL IMPRESSIONS

NO.	REQUIREMENTS	YES	NO	*NA
<b>2.3</b>	<b>Attraction Entrance</b>			
	Entrance to the attraction is clean and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Visitor flow into the attraction is well managed and orderly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ticket counters are placed at a suitable height	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Swift and fast in applying entrance fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2.4</b>	<b>Visitor Information on Arrival (Printed Document)</b>			
	Information booklet/brochure is available for visitors to the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Printed on recycled material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Has a map of the attraction that is easily understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Has a description of the trails available (e.g. distance, time etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Symbols used to show common facilities (toilets, food kiosks, seating areas, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Available in multiple languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Information for various market segments are given (e.g. children, youths, adults, seniors, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Contains detailed information about the various features of the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	All text, graphics and photos are clear and legible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Blue Text:** for specific criteria

\* Not Applicable

## 3.0 ATTRACTION

NO.	REQUIREMENTS	YES	NO	*NA
<b>3.1</b>	<b>Attraction Layout</b>			
	Visitor movement is well designed and directed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	User facilities (toilets, food kiosks, rubbish bins etc) are located in appropriate places throughout the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Seating areas are provided throughout the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Buildings/structures are built with respect to local terrain and natural resources (minimize tree cutting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Each sections of activities are clearly marked and visible to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Provide activities suitable for its target market (children, teenager, elder, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Wheelchair routes are available and highlighted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Queues are effectively managed (e.g. more counters open during peak hours)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3.2</b>	<b>General Signage</b>			
	Signage is clear, well positioned, unobstructed, properly orientated and complement the attraction aesthetically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Signs have a uniform design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Signs are well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Signs are available in multiple languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Symbols are used to communicate meaning (especially to non-English speaking international visitors)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Signage text is clear and easy to read (colour, fonts, font sizes, layout etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Special events are displayed with times and directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Location plan signage/media/verbal scene setting provided at every section to gives visitor overall understanding of attraction and bearings on site during their visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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\* Not Applicable





## 3.0 ATTRACTION

NO.	REQUIREMENTS	YES	NO	*NA
<b>3.3 Physical Appearance of Attraction</b>				
	Overall impression of a clean and well maintained attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Walking paths are suitably surfaced and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Buildings are well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Work areas are effectively covered and sealed off to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Hard landscaping used to enhance the appearance of the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Soft landscaping used to enhance the appearance of the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Facilities for disabled visitors are provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Design of facilities are harmonized or blend-in with the surrounding area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	All equipment are in good condition and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3.4 Content/Activities of Attraction</b>				
	Content is relevant to the context of the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Range of content/activities should reflect the main theme of the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Animal experience capable of being appreciated by its target markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Provide wide range of activities to cater all types of visitors (children, teenager, adults)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3.5 Presentation of Content</b>				
<b><u>Static Information</u></b>				
	Information is well placed and easily seen by all visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Font and colour used are easily read by all visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Materials are placed at a height suitable for users of all heights (e.g. children, wheelchair users, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Reference labels are clearly positioned and appropriately lit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Rooms and interiors</u></b>				
	Rooms are effectively lit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lighting levels are bright enough to clearly see exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Areas which are off limit to visitors are cordoned to prevent entry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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\* Not Applicable



### 3.0 ATTRACTION

NO.	REQUIREMENTS	YES	NO	*NA
<b>3.5</b>	<b>Presentation of Content (cont.)</b>			
	<u>Display cases</u>			
	Display cases are clean and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Contents of the cases are easy to view and appropriately lit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<u>Audio Visual &amp; Audio Equipment/Area</u>			
	Equipment is functioning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Equipment is well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Audio and video are played throughout the attraction operating hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Subtitles are clearly visible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Viewing spaces are provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Seating is provided ( <i>where appropriate</i> )	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Instructions to use the equipment is clearly written and positioned	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<u>Touch Screens and Computers</u>			
	Positioned at a comfortable height for all users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Operating instructions are clearly written and positioned	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Enough equipment to cater for peak usage periods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Interface contains relevant links to provide further information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<u>Cages and Enclosure</u>			
	Enclosures are suitably landscaped	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Can be viewed from many points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	View into the enclosure is not obstructed by foliage or other elements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<u>Live Demonstrations</u>			
	Multiple good viewing points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Complementary information boards provided to describe the scene or demonstration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sound is clear and audible throughout the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Blue Text:** for specific criteria

\* Not Applicable



## 3.0 ATTRACTION

NO.	REQUIREMENTS	YES	NO	*NA
<b>3.6</b>	<b>Cleanliness</b>			
	The attraction has a regular and effective cleaning schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Litter is practically invisible to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are attentive to spills and litter, and take prompt action	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sufficient and suitable bins are provided throughout the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Bins are in good condition and well maintained			

*\* Not Applicable*



## 4.0 FACILITY

NO.	REQUIREMENTS	YES	NO	*NA
<b>4.1</b>	<b>Toilet</b>			
	<b><u>Layout &amp; Design</u></b>			
	Well designed for easy use by visitors of all ages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Well lit and ventilated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Baby changing rooms provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Special facilities for disabled visitors provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Fittings &amp; Fixtures</u></b>			
	Fixtures are matching and made of high quality, durable materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Good range of fixtures, such as tissues, hand soap, sanitary bins, hand dryers, hooks, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Maintenance &amp; Cleanliness</u></b>			
	Toilets and various facilities are clean and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Has an effective regular cleaning schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Fixtures and fittings are functioning and regularly emptied/resupplied	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ventilation/deodorising system to prevent unwanted smells	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Good use of decorations (flower, paintings, etc.) to enhance the interiors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4.2</b>	<b>Interpretation</b>			
	<b><u>Information Panels</u></b>			
	Relevant information given	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Available in multiple languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Removed exhibits are replaced with a sign to inform visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Use of diagrams and images to enhance interpretation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Where necessary, a numbering system is used to guide visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Information has sufficient depth to sate more curious minds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Interpretation materials caters to various age groups and education levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Blue Text:** for specific criteria

\* Not Applicable



## 4.0 FACILITY

NO.	REQUIREMENTS	YES	NO	*NA
4.2	<b>Interpretation (cont.)</b>			
	<b><u>Model</u></b>			
	Models are to scale and suitably sized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Cutaway/cross section models are appropriately coloured to differentiate elements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Tableaux, Dioramas, Reconstructions &amp; Authentic Settings</u></b>			
	Emphasis placed on the authenticity of the setting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Allow visitors to make use of all senses (e.g. touch, smell, sound etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Demonstrations</u></b>			
	Live demonstrations provided on a scheduled basis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Commentary provided to interpret the demonstration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Commentator uses anecdotes to enhance interpretation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Times and locations are clearly displayed in prominent locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Visitor participation encouraged – interactive to increase enjoyment, engagement and understanding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Recordings - Portable</u></b>			
	Sound is clear with no distortions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Volume can be adjusted to suit the listener’s preference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Multiple languages available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Headphones are clean and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Video Recordings</u></b>			
	Playback is clear with no distortions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ambient noises are minimised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Information given is specific, relevant and comprehensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Subtitles of the recording provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Interactive and Creative Participation</u></b>			
	Encourage Creative participation – hands-on exhibits (e.g. operating an equipment), completing a puzzle or quiz, performing or assisting in an activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Blue Text:** for specific criteria

\* Not Applicable



## 4.0 FACILITY

NO.	REQUIREMENTS	YES	NO	*NA
4.3	<b>Retailing / Souvenir Shop</b>			
	<b><u>Layout &amp; Design</u></b>			
	Spacious and easy to browse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Pay points are clearly marked and visible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Items for sale are grouped together and easy to locate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Decoration of the shop is appropriate to the theme of the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Space for wheel chairs and other moving equipment (e.g. baby strollers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Well ventilated and free from unwanted odours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Range and Presentation of Merchandise</u></b>			
	Range of merchandise is suitable for the major visitor segments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Items are displayed in an attractive manner and are well lit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Items are regularly restocked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Shopping bags sold/provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sells locally made products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Recyclable shopping bags sold/provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Maintenance &amp; Cleanliness</u></b>			
	Interior of the shop is clean and well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Merchandise is free from dust and stains	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Payment counters are free from clutter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Blue Text:** for specific criteria

\* Not Applicable

## 4.0 FACILITY

NO.	REQUIREMENTS	YES	NO	*NA
<b>4.4</b>	<b>Parking Facility</b>			
	Suitable for number of visitors during peak hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Surface is suitable for all vehicle types	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Surface is well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Clean surroundings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Signage around the car park is clear and easy to see	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Landscaping is used to 'soften' surroundings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Parking bays are clearly marked and appropriately sized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Bus drop-off points and parking bays are provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Parking area is managed and overseen by security guards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Provides special parking facilities for disabled visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*\* Not Applicable*



## 4.0 FACILITY

NO.	REQUIREMENTS	YES	NO	*NA
4.5	<b>Food &amp; Beverage</b>			
	<b><u>Layout &amp; Design</u></b>			
	Food and beverage facilities are conveniently located	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Menus are displayed prominently and easy to see and read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Prices of items are clearly printed on menus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Well decorated, pleasant interiors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Outdoor areas are landscaped and welcoming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Tables and chairs are sufficient to cater to peak visitor hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Tables are placed at an appropriate height for wheelchair visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Counters and facilities (sinks, refuse bins, etc.) are conveniently located	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Range, Presentation &amp; Quality of Food</u></b>			
	Menu contains a variety of offerings to meet the needs of visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Menu offerings are authentic and enhance the theme of the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Food items on display are clearly labeled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Food is fresh and well-presented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Consideration for allergies and dietary needs (halal, vegetarian, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Utensils provided are clean and of high quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Condiments available on tables or upon request	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Maintenance &amp; Cleanliness</u></b>			
	Interiors are well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Exteriors are well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	All areas are clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Variety of seating options and arrangements provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Use of cleaning chemicals prohibited when visitors are eating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Effective and appropriate lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Systematic clearing of tables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Not Applicable





## 4.0 FACILITY

NO.	REQUIREMENTS	YES	NO	*NA
4.6	<b>Transportation</b>			
	<b><u>Comfort</u></b>			
	Good transport interior fixtures and fittings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Vehicle suitable for all weather conditions (no leaking, well ventilated etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Spacious legroom and comfortable seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ease of viewing from vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Maintenance and Cleanliness</u></b>			
	Vehicle are well maintained and routinely checked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Interior and exterior of vehicle is clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Blue Text:** for specific criteria

\* Not Applicable

## 5.0 STAFF

NO.	REQUIREMENTS	YES	NO	*NA
<b>5.1 Attitude</b>				
	Staff are polite and courteous at all times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are warm and friendly to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are enthusiastic and proactive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are honest and candid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are patient in handling visitor enquiries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are attentive to their visitors and surroundings at all times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff provided with the Dos and Don'ts Attitude booklet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5.2 Physical Appearance &amp; Presentation</b>				
	Staff are dressed in clean uniforms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff maintain a neat and tidy personal appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are easily recognised by clothing, nametags or other posture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff present themselves as always available to answer visitor enquiries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5.3 Communication Skills</b>				
	Staff are effective listeners and fully understand visitor requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff always provide accurate information to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are fluent in English and/or other appropriate languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff build relationships with visitors through good rapport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff use simple language when answering enquiries and communicating information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5.4 Serving Skills And Adequate Product Knowledge</b>				
	Staff are able to effectively and clearly present the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are able to demonstrate skilfully and professionally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are able to make recommendations and give professional advise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are capable of handling enquiries in a professional manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are able to give accurate and correct information on the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Not Applicable



## 5.0 STAFF

NO.	REQUIREMENTS	YES	NO	*NA
5.4	<b>Serving Skills And Adequate Product Knowledge (cont.)</b>			
	<b><u>In-house Guide</u></b>			
	Guide available for visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Guide is qualified and certified with green badge or is a specialized nature/ tour guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Delivery animated and lively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Friendly and approachable guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Guide's appearance is clean and presentable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>On-Duty Staff (Visitor Management)</u></b>			
	Personnel always available on site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ensuring smooth visitor flow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Have good communication skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Awareness of differing levels of experience and ability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Blue Text:** for specific criteria

\* Not Applicable



## 6.0 SAFETY

NO.	REQUIREMENTS	YES	NO	*NA
<b>6.1</b>	<b>Equipment</b>			
	Sufficient and convenient provision of safety equipment			
	▪ <i>Fire extinguishers</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	▪ <i>First aid kits</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	▪ <i>Life jackets</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Use of CCTVs to monitor the safety and security of the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Where appropriate, hazardous areas are blocked off to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Use of railings where appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Walking areas are appropriately surfaced to prevent slipping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Slippery surfaces are clearly communicated to visitors and railings provided for support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Emergency procedures are prominently displayed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Prominently display the emergency signs and zones (i.e. fire evacuation area etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Safety/warning signage available</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>6.2</b>	<b>Safety Personnel</b>			
	Safety personnel always available at the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Staff are trained to handle emergencies (e.g. fire, accidents)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Scheduled inspections are conducted to ensure all equipment is in fully working condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Clear Standard Operating Procedures (SOP) in case of emergencies or accidents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Staff are trained in first aid and emergency response</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Blue Text:** for specific criteria

\* Not Applicable

## 7.0 SUSTAINABILITY PRACTICES

NO.	REQUIREMENTS	YES	NO	*NA
<b>7.1</b>	<b>Socio-Economic</b>			
	Local communities are involved with the management of the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Employees are hired from local communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Suppliers from local community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>7.2</b>	<b>Ecological</b>			
	Grounds, gardens and frontage use materials that harmonize with the local environment and physical characteristics of the locality (geography, geology and age of buildings, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Source environmentally friendly paper hand towels or install energy efficient hand driers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Use energy saving lights bulbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Use of solar/renewable energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Rainwater harvesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Use of tear able brochures made from 'yellow pages' paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Uses environmentally friendly and chlorine-free cleaning products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sufficient of recycle bins are provided throughout the attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Practicing eco-friendly sewage treatment system (e.g. composting, etc.) to reduce waste dischargeable to the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	'Leave no trace' guidance by staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Natural lighting used to conserve energy usage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Blue Text:** for specific criteria.

\* Not Applicable



## 8.0 ENDORSEMENT ASSESSMENT SCORECARD

No.	Criteria & Requirements	Total YES	Total Requirement (YES + NO)	Weightage	Result
<b>1.0</b>	<b>Information (38 requirements)</b>				
	1.1 Telephone Enquiries (6)			<b>10%</b>	
	1.2 Leaflet & Brochure (11)				
	1.3 Website (14)				
	1.4 Booking Procedure/Efficiency (7)				
<b>2.0</b>	<b>Initial Impressions (30 requirements)</b>				
	2.1 Signage at Attraction Entrance (9)			<b>5%</b>	
	2.2 Physical Appearance of Attraction Entrance (8)				
	2.3 Attraction Entrance (4)				
	2.4 Visitor Information on Arrival (9)				
<b>3.0</b>	<b>Attraction (60 requirements)</b>				
	3.1 Attraction Layout (8)			<b>20%</b>	
	3.2 General Signage (8)				
	3.3 Physical Appearance of Attraction (9)				
	3.4 Content of the Attraction (4)				
	3.5 Presentation of Content (26)				
	3.6 Cleanliness (5)				
<b>4.0</b>	<b>Facility (89 requirements)</b>				
	4.1 Toilet (11)			<b>20%</b>	
	4.2 Interpretation (25)				
	4.3 Retailing/Souvenir Shop (15)				
	4.4 Parking Facility (10)				
	4.5 Food & Beverage (22)				
	4.6 Transportation (6)				
<b>5.0</b>	<b>Staff (30 requirements)</b>				
	5.1 Attitude (7)			<b>25%</b>	
	5.2 Presentation (4)				
	5.3 Communication & Relationship Building (5)				
	5.4 Competent Serving Skills & Product Knowledge (14)				
<b>6.0</b>	<b>Safety (14 requirements)</b>				
	6.1 Equipment (9)			<b>10%</b>	
	6.2 Safety Personnel (5)				
<b>7.0</b>	<b>Sustainability Practices (3 requirements)</b>				
	7.1 Socio-economic (3)			<b>10%</b>	
	7.2 Ecological (12)				
<b>TOTAL</b>				<b>100%</b>	
<b>TOTAL PERCENTAGE (70% or above to pass)</b>					



# GENERAL COMMENTS

Assessed by:

Approved by:

Name:

Name:

Date :

Date :

