



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
1.1	Telephone Enquiries			
	<u>Live calls (answered by operator/receptionist)</u>			
	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"/>
1.2	Leaflet & Brochure			
	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
1.3	Website			
	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"/>
1.4	Booking Procedure/Efficiency			
	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
2.1 Signage at Attraction Entrance				
	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"/>
2.2 Physical Appearance of Attraction Entrance				
	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"/>

Blue Text: for specific criteria

* Not Applicable



2.0 INITIAL IMPRESSIONS

NO.	REQUIREMENTS	YES	NO	*NA
2.3	Attraction Entrance			
	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"/>
2.4	Visitor Information on Arrival (Printed Document)			
	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
3.1	Attraction Layout			
	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"/>
3.2	General Signage			
	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"/>

Blue Text: for specific criteria

* Not Applicable



3.0 ATTRACTION

NO.	REQUIREMENTS	YES	NO	*NA
3.3 Physical Appearance of Attraction				
	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"/>
3.4 Content/Activities of Attraction				
	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"/>
3.5 Presentation of Content				
<u>Static Information</u>				
	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"/>
<u>Rooms and interiors</u>				
	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
3.5	Presentation of Content (cont.)			
	<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 & 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
3.6	Cleanliness			
	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
4.1	Toilet			
	<u>Layout & Design</u>			
	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"/>
	<u>Fittings & Fixtures</u>			
	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"/>
	<u>Maintenance & Cleanliness</u>			
	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"/>
4.2	Interpretation			
	<u>Information Panels</u>			
	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	Interpretation (cont.)			
	<u>Model</u>			
	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"/>
	<u>Tableaux, Dioramas, Reconstructions & Authentic Settings</u>			
	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"/>
	<u>Demonstrations</u>			
	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"/>
	<u>Recordings - Portable</u>			
	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"/>
	<u>Video Recordings</u>			
	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"/>
	<u>Interactive and Creative Participation</u>			
	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	Retailing / Souvenir Shop			
	<u>Layout & Design</u>			
	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"/>
	<u>Range and Presentation of Merchandise</u>			
	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"/>
	<i>Sells locally made products</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Recyclable shopping bags sold/provided</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<u>Maintenance & Cleanliness</u>			
	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
4.4	Parking Facility			
	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	Food & Beverage			
	<u>Layout & Design</u>			
	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"/>
	<u>Range, Presentation & Quality of Food</u>			
	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"/>
	<u>Maintenance & Cleanliness</u>			
	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	Transportation			
	<u>Comfort</u>			
	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"/>
	<u>Maintenance and Cleanliness</u>			
	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
5.1 Attitude				
	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"/>
5.2 Physical Appearance & Presentation				
	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"/>
5.3 Communication Skills				
	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"/>
5.4 Serving Skills And Adequate Product Knowledge				
	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	Serving Skills And Adequate Product Knowledge (cont.)			
	<u>In-house Guide</u>			
	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"/>
	<u>On-Duty Staff (Visitor Management)</u>			
	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
6.1	Equipment			
	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"/>
6.2	Safety Personnel			
	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
7.1	Socio-Economic			
	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"/>
7.2	Ecological			
	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
1.0	Information (38 requirements)				
	1.1 Telephone Enquiries (6)			10%	
	1.2 Leaflet & Brochure (11)				
	1.3 Website (14)				
	1.4 Booking Procedure/Efficiency (7)				
2.0	Initial Impressions (30 requirements)				
	2.1 Signage at Attraction Entrance (9)			5%	
	2.2 Physical Appearance of Attraction Entrance (8)				
	2.3 Attraction Entrance (4)				
	2.4 Visitor Information on Arrival (9)				
3.0	Attraction (60 requirements)				
	3.1 Attraction Layout (8)			20%	
	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)				
4.0	Facility (89 requirements)				
	4.1 Toilet (11)			20%	
	4.2 Interpretation (25)				
	4.3 Retailing/Souvenir Shop (15)				
	4.4 Parking Facility (10)				
	4.5 Food & Beverage (22)				
	4.6 Transportation (6)				
5.0	Staff (30 requirements)				
	5.1 Attitude (7)			25%	
	5.2 Presentation (4)				
	5.3 Communication & Relationship Building (5)				
	5.4 Competent Serving Skills & Product Knowledge (14)				
6.0	Safety (14 requirements)				
	6.1 Equipment (9)			10%	
	6.2 Safety Personnel (5)				
7.0	Sustainability Practices (3 requirements)				
	7.1 Socio-economic (3)			10%	
	7.2 Ecological (12)				
TOTAL				100%	
TOTAL PERCENTAGE (70% or above to pass)					



GENERAL COMMENTS

Assessed by:

Approved by:

Name:

Name:

Date :

Date :

