



**MyTQA**  
Malaysia Tourism Quality Assurance

# **SOUVENIR AND SHOPPING**

## **ENDORSEMENT ASSESSMENT CRITERIA**

**(Retail Outlets, Souvenir Shop)**

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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 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 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"/>

\* Not Applicable



## 2.0 INITIAL IMPRESSIONS

NO.	REQUIREMENTS	YES	NO	*NA
<b>2.1 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"/>
	Entrance signage to the attraction is presented prominently and easily recognisable (name, sign, logo, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2.2 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"/>
	Buildings and kiosks at the entrance are well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2.3 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"/>

**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"/>
	Unobstructed retail area allowing relaxed and comfortable visitor flow with maximum appreciation of merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Effective visitor management to reduce congestions during peak hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Layout suitable for size and type of shop	<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 promotion and discount are displayed, specifying promotion period	<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>3.3 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"/>
<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"/>
	<b><u>Quality of Product</u></b>			
	Product quality are assured including good workmanship and high durability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Shop has quality control mechanism to ensure the quality and availability of merchandise and in identifying items which are damage and expired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b><u>Receipt/Billing</u></b>			
	Clear and accurate billing is in place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Receipt/sales memo is traceable to shop, showing company information (telephone number, address, company name, date of purchase)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Receipt clearly specify descriptions of products	<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"/>

*Blue Text: for specific criteria*

*\* Not Applicable*





## 3.0 ATTRACTION

NO.	REQUIREMENTS	YES	NO	*NA
<b>3.5</b>	<b>Presentation of Content (Cont...)</b>			
	<u>Room and Interior</u>			
	Decoration, in line with theme/season/festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Quality and condition of décor, flooring, furniture and display units	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<u>Price Tags</u>			
	Price tags are clearly indicated in display units and in multiple languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Using proper materials and well printed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<u>Cut Away Sections</u>			
	Cut away sections are well lit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Clear line of sight to major features of the cut-away sections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<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	<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>4.1</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"/>

*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"/>
	Multiple method of payment systems are available (credit/debit card, cash)	<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"/>
	Mirrors are provided for clothing/accessories items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Testers/samples are provided to try out products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Basket/ trolley are 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



## 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



## 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>Emergency exits are clearly displayed and easily located</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"/>

**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"/>
	Most of products/merchandise sold in stores are locally made	<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"/>
	Natural lighting used to conserve energy usage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Participate in 'no-plastic bags in every Saturday' campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sufficient number of recycle bins are provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Recyclable shopping bags sold/provided	<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 (31 requirements)</b>				
	1.1 Telephone Enquiries (6)			<b>10%</b>	
	1.2 Leaflet & Brochure (11)				
	1.3 Website (14)				
<b>2.0</b>	<b>Initial Impressions (17 requirements)</b>				
	2.1 Signage at Attraction Entrance (7)			<b>5%</b>	
	2.2 Physical Appearance of Attraction Entrance (8)				
	2.3 Attraction Entrance (2)				
<b>3.0</b>	<b>Attraction (42 requirements)</b>				
	3.1 Attraction Layout (6)			<b>20%</b>	
	3.2 General Signage (7)				
	3.3 Physical Appearance of Attraction (7)				
	3.4 Content of the Attraction (7)				
	3.5 Presentation of Content (10)				
	3.6 Cleanliness (5)				
<b>4.0</b>	<b>Facility (66 requirements)</b>				
	4.1 Toilet (11)			<b>20%</b>	
	4.2 Interpretation (5)				
	4.3 Retailing/Souvenir Shop (18)				
	4.4 Parking Facility (10)				
	4.5 Food & Beverage (22)				
<b>5.0</b>	<b>Staff (21 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 (5)				
<b>6.0</b>	<b>Safety (13 requirements)</b>				
	6.1 Equipment (9)			<b>10%</b>	
	6.2 Safety Personnel (4)				
<b>7.0</b>	<b>Sustainability Practices (14 requirements)</b>				
	7.1 Socio-economic (4)			<b>10%</b>	
	7.2 Ecological (10)				
<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 :

