



AQUA & MARINE TOURISM

CONTENTS

No.	Contents	Page
i.	Profile	3
Endorsement Assessment Criteria		
1.0	Marketing & Promotion	
1.1	Telephone Enquiries	4
1.2	Leaflet & Brochure	4
1.3	Digital Presence (Website/Social Media Page/E-Commerce Site)	5
2.0	Appearance & Experience	
2.1	Signage	6
2.2	Physical Appearance	6
2.3	Cleanliness	7
2.4	Content and Activities	7
3.0	Facility	
3.1	Toilets	8
3.2	Retail / Souvenir Shop	8
3.3	Parking Facility	9
3.4	Food & Beverage	10
3.5	Mussola/Surau	11
3.6	Booking & Payment	11
4.0	Staff & Business Operator	
4.1	Reliability	13
4.2	Tangible	13
4.3	Responsiveness	13
4.4	Assurance	14
4.5	Empathy	14
5.0	Safety Practices	
5.1	Equipment	15
5.2	Safety Personnel	15
6.0	Sustainability Practices	
6.1	Social (Community)	16
6.2	Economic	16
6.3	Ecology (Environment)	17
7.0	Endorsement Assesment Scorecard	18

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 :

Telephone Number :

(Mobile)

Name of Assessor :

Date of Assessment :

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

1.0 MARKETING & PROMOTION

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
1.1	Telephone Enquiries (6 requirements)							
1.	Staff picks up within 3 rings							
2.	Staff communicates in universal languages with Bahasa Melayu used as mandatory							
3.	Staff states attraction name, his/her name, and greets caller when answering the phone							
4.	Staff asks the purpose of the call before informs and advises caller about special activities/special events/promotions/etc							
5.	Staff has comprehensive knowledge of attraction, facilities and directions							
6.	Staff provides alternative methods of accessing the attraction (public bus, shuttle bus, taxi, train and e-hailing services)							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
1.2	Leaflet & Brochure (10 requirements)							
1.	Information leaflet and brochure are available for visitors							
2.	Manageable size, readable and comprehensive for user							
3.	All texts, graphics and photos are clear, readable and highlights Unique Selling Proposition (USP)							
4.	Pertinent information is given (operation hours, events, promotion etc)							
5.	Contact details are provided							
6.	Location map is simple, accurate and guidable							
7.	Clear information on how to get there (public bus, shuttle bus, taxi, train and e-hailing services)							
8.	Limitations or restrictions are clearly communicated (appropriate for children, pets allowed/not allowed, facilities for disabled visitors, etc)							
9.	Usage of universal languages with Bahasa Melayu mandatory							
10.	Certifications, endorsement, or/and awards from relevant authorities to show compliance are clearly displayed (Halal, Local Authority, ISO, etc)							
TOTAL								
SUB-CRITERIA TOTAL :								

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

1.0 MARKETING & PROMOTION

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
1.3	Digital Presence (Website/Social Media Page/E-Commerce Site) (13 requirements)							
1.	Clearly laid out and user friendly							
2.	Information is relevant and up to date							
3.	All texts, graphics and photos are clear, readable and highlights Unique Selling Proposition (USP)							
4.	Photographs, video and graphics used are appropriately captioned							
5.	Location map is simple, accurate and guidable							
6.	Clear information on how to get there (public bus, shuttle bus, taxi, train and e-hailing services)							
7.	Limitations or restrictions are clearly communicated (appropriate for children, pets allowed/not allowed, facilities for disabled visitors, etc)							
8.	Compatible with latest web standards on all computers and devices (desktop PCs, laptops, tablets, smartphones)							
9.	Pertinent information is given (operation hours, events, promotion etc)							
10.	Contact details are provided							
11.	Usage of universal languages with Bahasa Melayu mandatory							
12.	Appropriate attire for visitors is clearly stated or/and provided							
13.	Details of menu/package/pricing information are clearly stated							
TOTAL								
SUB-CRITERIA TOTAL :								

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

2.0 APPEARANCE & EXPERIENCE

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
2.1	Signage (13 requirements)							
1.	Car parking areas are clearly marked and directed							
2.	Signages are well maintained							
3.	Signages are visible							
4.	Signages are in universal languages with Bahasa Melayu is used as mandatory							
5.	Orientation boards/map are available and clearly indicates where visitors are currently located							
6.	Symbols for signages are properly used to communicate meaning							
7.	Signages are easy to read (colour, fonts, font sizes, layout etc.)							
8.	Signages accurately indicates the usage of space/area/section							
9.	Signages on general visitor conduct are available (e.g. no smoking, please be quiet, don't feed the animals, please queue, under construction, no entry, etc.)							
10.	Certifications from relevant authorities are clearly displayed (Halal, Local Authority, KKM)							
11.	Activities offered, duration/distance of activity and prices are clearly displayed							
12.	Instructions to use the equipment is clearly written and positioned							
13.	Appropriate attire for visitors are clearly stated or/and provided							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
2.2	Physical Appearance (10 requirements)							
1.	Driveways/cycle ways are surfaced and well maintained							
2.	Walking paths are clearly defined and well maintained							
3.	Buildings are well maintained							
4.	Rooms and/or surroundings are effectively lit							
5.	Building and surroundings are family-friendly							
6.	Resting/Waiting area is appropriately located							
7.	Ramp and railing for disabled visitors are provided and well maintained							
8.	Touch screen kiosks and/or computers are available and functioning							

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

2.0 APPEARANCE & EXPERIENCE

9.	Decorations are relevant to the theme							
10.	Provide boarding and unboarding physical point leading to the vessel (floating jetty, floating duck, floating pier, or ramp) to ensure visitor's safety							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
2.3	Cleanliness (7 requirements)							
1.	Clean, well maintained and have sense of welcoming							
2.	Regular and effective cleaning schedule is provided							
3.	Ventilation is good to prevent unwanted smells							
4.	Bins are in good condition, suitable and well maintained							
5.	Bins are sufficient and conveniently located							
6.	Grass well cut and properly maintained							
7.	All equipment, fixture, fittings and/or transportation are in good condition, clean and well maintained							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
2.4	Content and Activities (8 requirements)							
1.	Range of content/activities should reflect the main theme							
2.	Provide wide range of activities to cater different target market (e.g. age, country, etc.)							
3.	Multiple good viewing points							
4.	Activity times and locations are clearly informed							
5.	Assigning tables/seats/turns to visitors are well managed							
6.	Good visitor management (crowd control, flow of visitors, direction indicator)							
7.	Interactive to increase enjoyment, engagement and understanding							
8.	Activities and facilities emphasize on visitors' comfort							
TOTAL								
SUB-CRITERIA TOTAL :								

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

3.0 FACILITY

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
3.1	Toilets (10 requirements)							
	Layout & Design							
1.	Sufficient and conveniently located							
2.	Well designed for ease of use							
3.	Area is effectively lit							
4.	Baby changing and nursing rooms are provided							
5.	Facilities for disabled are provided							
	Fittings & Fixtures							
6.	Good range of hygiene materials are available and functioning (tissues, hand soap, sanitary bins, hand dryers, hooks, etc.)							
	Maintenance & Cleanliness							
7.	Clean and well maintained							
8.	Well ventilated and deodorized to prevent unwanted smells							
9.	Well decorated (flower, paintings, etc.) to enhance the interiors							
10.	Work areas under maintenance are sealed off							
	TOTAL							
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
3.2	Retail / Souvenir Shop (16 requirements)							
	Layout & Design							
1.	Conveniently located							
2.	Spacious and ease of customer flow							
3.	Spacious for moving equipment (e.g. baby stroller, wheelchair, trolley)							
4.	Cashiers are clearly marked and visible							
5.	Decorations are relevant to the theme							
6.	Area is effectively lit							
	Range and Presentation of Merchandise							
7.	Range of retail items are suitable for target segments							
8.	Range of retail items prioritized/emphasized the Malaysia elements (cultural heritage, hand-crafted souvenirs, etc.)							
9.	Retail items are well displayed							

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

3.0 FACILITY

10.	Retail items are grouped together and easy to find							
11.	Retail items are current and regularly restocked							
12.	Price of retail items are clearly tagged/stated							
Maintenance & Cleanliness								
13.	Shop interior is clean and well maintained							
14.	Retail items are free from dust and stains							
15.	Ventilation is good to prevent unwanted smells							
16.	Work areas under maintenance are sealed off							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
3.3	Parking Facility (9 requirements)							
Layout & Design								
1.	Sufficient and conveniently located							
2.	Parking bay is clearly defined							
3.	Parking bay is available for various vehicle types							
4.	Parking bay for disabled are provided							
5.	Drop-off points are provided							
6.	Area is effectively lit							
7.	Landscaping is well designed							
Maintenance & Cleanliness								
8.	Clean and well maintained							
9.	Work areas under maintenance are sealed off							
TOTAL								
SUB-CRITERIA TOTAL :								

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

3.0 FACILITY

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
3.4	Food & Beverage (22 requirements)							
Layout & Design								
1.	Conveniently located							
2.	Spacious and ease of customer flow							
3.	Spacious for moving equipment (e.g. baby stroller, wheelchair, trolley)							
4.	Cashiers are clearly marked and visible							
5.	Decorations are relevant to the theme							
6.	Area is effectively lit							
Fittings & Fixtures								
7.	Good range of hygiene materials are available and functioning (tissues, hand soap, bins, hand dryers, etc.)							
8.	Tables and chairs are sufficient and well arranged							
9.	Tables and chairs are well designed and ergonomic							
10.	Sinks and bins are conveniently located							
11.	Baby chairs are provided							
Range, Presentation & Quality of Food								
12.	Menu offerings are suitable for target segments							
13.	Food is fresh and well-presented							
14.	Menus are well displayed and easy to read							
15.	Prices are clearly printed/displayed							
16.	Menu offerings are available							
Maintenance & Cleanliness								
17.	All areas are clean, well maintained and have sense of welcoming							
18.	Systematic clearing of tables							
19.	Utensils provided are clean							
20.	Shop interior is clean and well maintained							
21.	Ventilation is good to prevent unwanted smells							
22.	Work areas under maintenance are sealed off							
TOTAL								
SUB-CRITERIA TOTAL :								

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

3.0 FACILITY

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
3.5	Mussola/Surau (11 requirements)							
Layout & Design								
1.	Sufficient and conveniently located							
2.	Well designed for ease of use							
3.	Area is effectively lit							
4.	Facilities for disabled are provided							
5.	Direction of Qibla is provided and updated							
Fittings & Fixtures								
6.	Good range of hygiene materials are available and functioning (tissues, hand soap, bins, hand dryers, hooks, etc.)							
Maintenance & Cleanliness								
7.	Clean and well maintained							
8.	Well ventilated and deodorized to prevent unwanted smells							
9.	Well decorated (flower, paintings, etc.) to enhance the interiors							
10.	Work areas under maintenance are sealed off							
11.	Prayer mat and prayer attires are provided, clean and well maintained							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
3.6	Booking & Payment (9 requirements)							
Online and Offline Process								
1.	Well-structured booking and reservation procedure							
2.	Clear terms and conditions							
3.	Clear payment options are provided							
4.	Confirmation via verbal / email / SMS is provided (notifications, invoice, receipt)							
5.	Appointed agents are licensed/authorized by Ministry of Tourism, Arts and Culture (MOTAC)							
Offline Process								
6.	Queues are effectively managed							
7.	Effective visitor management to reduce congestions (ticket queue)							

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

3.0 FACILITY

8.	Counters are clearly marked and visible							
9.	Cashless payment methods are provided							
TOTAL								
SUB-CRITERIA TOTAL :								

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

4.0 STAFF & BUSINESS OPERATOR

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
4.1	Reliability (4 requirements)							
1.	Staff provides services as promised							
2.	Staff is reliable in handling customer's service problems							
3.	Staff performs services right the first time							
4.	Staff provides services as promised time							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
4.2	Tangible (3 requirements)							
1.	Staff portrays a neat and professional appearance.							
2.	Staff are easily recognized through uniform and/or nametags.							
3.	Staff wear appropriate costumes, accessories or working apparatus to enhance appearance and authenticity of theme							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
4.3	Responsiveness (6 requirements)							
1.	Staff keeps customers informed about when services will be performed							
2.	Staff provides prompt service to customers							
3.	Staff always willing to help customers							
4.	Staff always ready to respond to customer's requests							
5.	Staff are fluent in universal languages with Bahasa Melayu is used as mandatory							
6.	Staff use simple language when answering enquiries and communicating information							
TOTAL								
SUB-CRITERIA TOTAL :								

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

4.0 STAFF & BUSINESS OPERATOR

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
4.4	Assurance (6 requirements)							
1.	Staff can instill confidence in customers							
2.	Staff able to make customers feel safe in any private and confidential matters							
3.	Staff is consistently courteous							
4.	Staff has knowledge to answer customer questions							
5.	Staff are able to make recommendations and give professional advise							
6.	Staff is well informed with the workplace guideline							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
4.5	Empathy (5 requirements)							
1.	Staff give customers individual attention and make them feel special							
2.	Staff can deal with customers in a caring way							
3.	Staff has the customer's best interest at heart							
4.	Staff understands the specific needs of guests							
5.	Staff are willing to make necessary arrangements							
TOTAL								
SUB-CRITERIA TOTAL :								

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

5.0 SAFETY PRACTICES

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
5.1	Equipment (11 requirements)							
1.	Sufficient and convenient provision of safety equipment - First Aid Component - First Safety Component (fire extinguisher, smoke detector) - Automated External Defibrillators (AED) device							
2.	All equipment, fixture, fittings and/or transportation are safe and in fully working condition							
3.	CCTVs are installed, well located and functioning							
4.	Hazardous/danger/threat areas are blocked off to visitors with appropriate signage							
5.	Use of railings where appropriate							
6.	Walking areas are appropriately surfaced to prevent slipping							
7.	Slippery surfaces are clearly communicated to visitors using appropriate signages							
8.	Emergency Cue cards/procedures are clearly displayed							
9.	Emergency signages and zones (i.e. assembly point area etc.) are available							
10.	Safety/warning signages are available							
11.	Scheduled inspections are conducted to ensure all equipment is in fully working condition (e.g. operation book)							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
5.2	Safety Personnel (3 requirements)							
1.	Safety personnel always available							
2.	Dedicated team are trained and certified (e.g. fire drills, communication, ERT, professional certified, specific license)							
3.	Safety briefing to visitors before partaking activity involving attraction transportation and/or animal							
TOTAL								
SUB-CRITERIA TOTAL :								

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

6.0 SUSTAINABILITY PRACTICES

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
6.1	Social (Community) (8 requirements)							
1.	Company hired local staff for managerial and non-managerial position							
2.	Company purchase local products and services							
3.	Company develops a win-win business relationship with local people							
4.	Company involves the local community during tours and/or operation							
5.	Company contributes in-kind sponsorship (venue, manpower, transportation, expertise) to local community welfare/projects/programs including tourism and non-tourism activities							
6.	Company creates social dialogues with local communities when developing new tourism products/tour packages							
7.	Company educates community about biodiversity/resource protection/mitigation of social issues							
8.	Company gives opportunity to local communities to sell their products/services							
TOTAL								
SUB-CRITERIA TOTAL :								

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
6.2	Economic (5 requirements)							
1.	Company involves in cost saving practices (e.g. rain water harvest, energy saving bulb, etc)							
2.	Company prioritizes collaboration with other companies/operators which are certified and practice sustainability							
3.	Company creates strategic partnership with other companies/operators in implementing sustainable tourism							
4.	Donate a percentage of profits to environmental/social/cultural projects							
5.	Company contributes in-kind sponsorship (venue, manpower, transportation, expertise) to local community welfare/projects/programs including tourism and non-tourism activities							
TOTAL								
SUB-CRITERIA TOTAL :								

0	1	2	3	4	5
Not Available	Non-Compliance	Almost Non-Compliance	Partly Compliance	Almost Full Compliance	Full Compliance

6.0 SUSTAINABILITY PRACTICES

NO.	REQUIREMENTS							REMARKS
		0	1	2	3	4	5	
6.3	Ecology (Environment) (9 requirements)							
	<i>Remarks: Company purchases items that are legally allowed only and avoids purchasing items from rare or threaten species of animals, culture or heritage items, no feeding the wildlife or cutting down trees, wildlife conservation practices, etc.</i>							
1.	Company use sustainability related initiatives for marketing purposes							
2.	Company purchase environmentally friendly products							
3.	Company uses environmentally friendly products for corporate gifts							
4.	Company ensures the packages that are offered do not interfere with the ecological system							
5.	Company participates in reduce, recycle and reuse (3R) in the operation							
6.	Company guide visitors with 'Leave No Trace' policy							
7.	Clear zoning (e.g. appropriate areas allocated for conservation, recreation and extensive development)							
8.	Company contributes to wildlife conservation							
9.	Company develops a variety of tour packages/programs related to nature, culture and heritage							
TOTAL								
SUB-CRITERIA TOTAL :								

7.0 ENDORSEMENT ASSESSMENT SCORECARD

NO.	CRITERIA & REQUIREMENTS		SUB-CRITERIA TOTAL	WEIGHTAGE	RESULT
1	Marketing & Promotion (29 requirements)				
	1.1	Telephone Enquiries (6)			
	1.2	Leaflet & Brochure (10)			
	1.3	Digital Presence (Website/Social Media Page/E-Commerce Site) (13)			
Total Score for Criteria				30	
2	Appearance & Experience (38 requirements)				
	2.1	Signage (13)			
	2.2	Physical Appearance (10)			
	2.3	Cleanliness (7)			
	2.4	Content and Activities (8)			
Total Score for Criteria				30	
3	Facility (77 requirements)				
	3.1	Toilets (10)			
	3.2	Retail / Souvenir Shop (16)			
	3.3	Parking Facility (9)			
	3.4	Food & Beverage (22)			
	3.5	Mussola/Surau (11)			
	3.6	Booking & Payment (9)			
Total Score for Criteria				25	
4	Staff & Business Operator (24 requirements)				
	4.1	Reliability (4)			
	4.1	Tangible (3)			
	4.3	Responsiveness (6)			
	4.4	Assurance (6)			
	4.5	Empathy (5)			
Total Score for Criteria				25	
5	Safety Practices (14 requirements)				
	5.1	Equipment (11)			
	5.2	Safety Personnel (3)			
Total Score for Criteria				30	
6	Sustainability Practices (22 requirements)				
	6.1	Social (Community) (8)			
	6.2	Economic (5)			
	6.3	Ecology (Environment) (9)			
Total Score for Criteria				30	
7	Visitor Survey (12 requirements)				
Total Score for Criteria				15	
TOTAL RESULT					
TOTAL PERCENTAGE (70% or above to pass)					

GENERAL COMMENTS

Assessed by:

Approved by:

Name:

Date :

Name:

Date :