

Ministry of Municipality and Tourism
General Board of Tourism



Quality Award

***Quality Award for
Tourism Accommodation facilities
(One star, two stars, three stars)***

First edition
2018

Quality Award Criteria for Tourism Accommodation facilities (One star, two stars, three stars)



1	<i>strategy</i>
1-1	Existence of a clear strategy (Vision, mission, main objectives, executive objectives).
1-2	Existence of an annual plan with compliance to the strategy.
2	<i>Marketing and Relations</i>
2-1	Having a mechanism for promoting the tourism facility through (printouts, advertising in media) inside and outside Kurdistan Region.
2-2	Existence of a specific (Logo).
2-3	Paying attention to electronic marketing.
2-4	Involvement in "Online Booking" websites, either local or international.
2-5	Establishing partnerships with relevant local and foreign stakeholders such as (Tourism companies, restaurants, transportation companies, etc...).
3	<i>Human Resources</i>
3-1	Having a mechanism for (Employee appointment, termination, promotion, etc...).
3-2	Existence of a training plan which is actually being implemented to develop employee skills.
3-3	Having a system that encourages and motivates employees.
3-4	Existence of a mechanism that evaluates employee performance.

3-5	Existence of communication between directors and employees.
3-6	Having a clear structure that indicates all departments and the duty of each.
3-7	Expertise of directors and employees.
4	<i>Areas of work and the processes</i>
4-1	Rapid service provision to the guests.
4-2	Compliance with environmental regulations.
4-3	Compliance with health regulations.
4-4	Compliance with civil defense regulations.
4-5	Having a mechanism to maintain the safety of guests.
4-6	Having services for (Elderly persons, children, persons with special needs, youth, etc...).
4-7	The general decoration (Interior and Exterior), and quality of furniture and suitability for the purpose.
4-8	Employee appearance.
4-9	Hygiene in the facility.
5	<i>Employee and customer satisfaction</i>
5-1	Having a mechanism to know employee satisfaction as well as knowing their problems.
5-2	Having a mechanism to know guests' satisfaction concerning the service provided.
5-3	Having a mechanism to know problems and complaints of the guests and handling them.

6	<i>Results of work</i>
6-1	Increase in employees' and guests' satisfaction for the last two years.
6-2	Increase in number of guests for the last two years.
6-3	The reputation of the facility.
6-4	Awards and appreciation certificates obtained by the facility for the last two years.

Quality Award