

# **Ministry of Municipality and Tourism**

## **General Board of Tourism**



### ***Quality Award***

## **Quality Award for Tourism Accommodation Facilities**

Laying down the criteria and preparation  
Mawlawi Jabar Wahab  
Wafaa Jabar Soulaqa

First edition  
2016

Translated to English by  
Haiman Kafi

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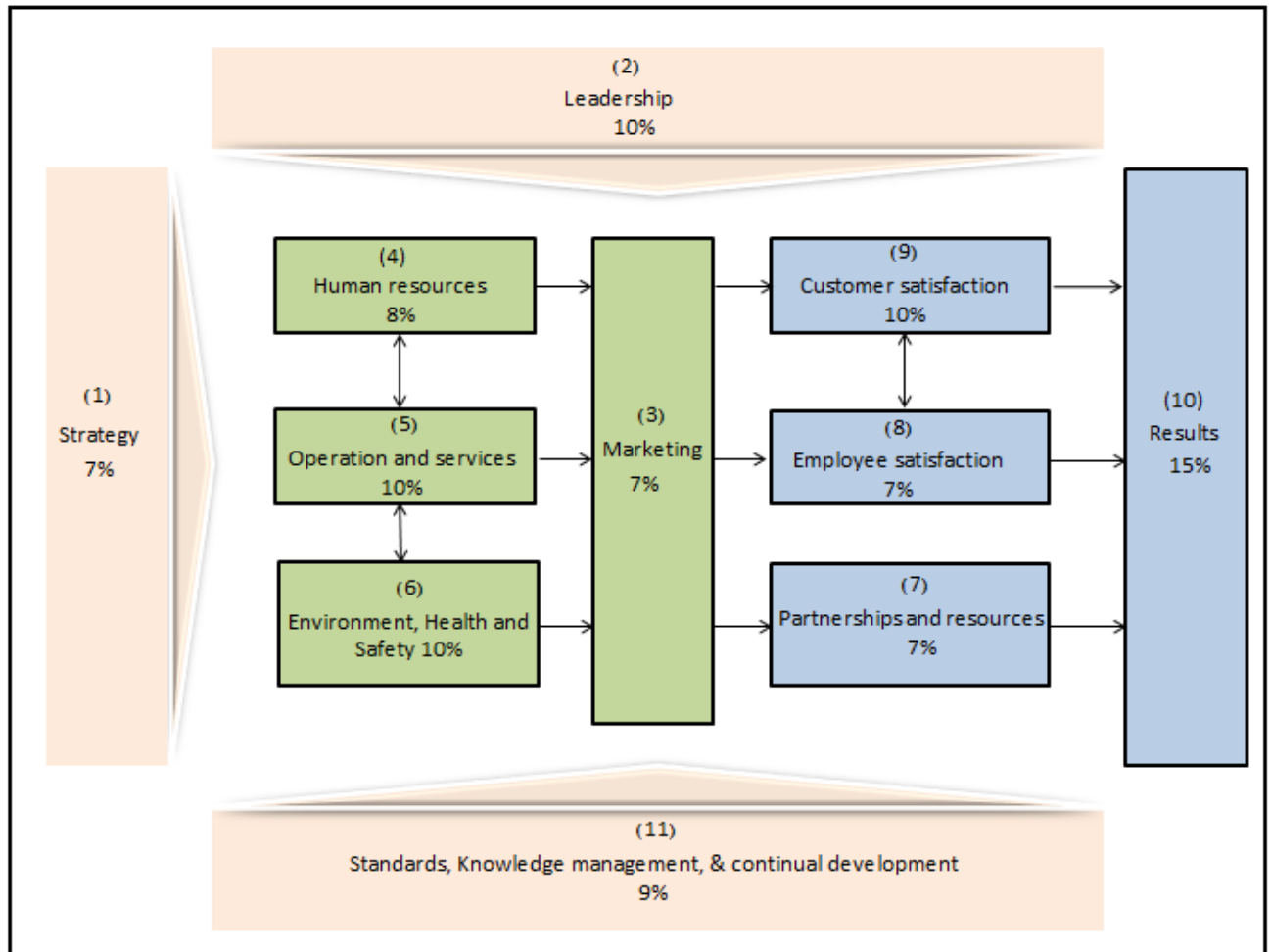
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# Quality Award for Tourism Accommodation Facilities

## Introduction:

For the first time in Iraq generally and in Kurdistan Region especially and in order to develop and raise the quality level of services in tourism facilities, the General Board of Tourism has endeavored with direct support from H.E. Mrs. Nawroz Mawloud KRG Minister of Municipality and Tourism to establish the Quality Award for tourism accommodation facilities, this was implemented with accordance to international quality standards in order to create competition, and support those facilities to enhance their capabilities related to all aspects.

# Layout of Quality Award for Tourism Accommodation Facilities



Date of authentication:	<h2 style="margin: 0;">General Board of Tourism</h2>							
Code: F / QM / 00 /053/ 2016								
Form number :								
<b>Tourism Accommodation Facilities' Quality Award Form</b>								
Type of accommodation: <input type="checkbox"/> Hotel <input type="checkbox"/> Motel <input type="checkbox"/> Tourist village <input type="checkbox"/> Tourist complex <input type="checkbox"/> Tourist apartments								
Accommodation name:  Governorate:  Number & date of issuance of tourism certificate:  Classification, according to certificate:  Name of owner according to certificate:  Address:  Phone number:  E-mail:								
Clarification:  <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="border: 1px solid black; padding: 2px 10px; margin: 2px;">0</div> None           <div style="border: 1px solid black; padding: 2px 10px; margin: 2px;">1</div> No capability to prove           <div style="border: 1px solid black; padding: 2px 10px; margin: 2px;">2</div> Weak capability to prove           <div style="border: 1px solid black; padding: 2px 10px; margin: 2px;">3</div> Medium capability to prove         </div> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 10px;"> <div style="border: 1px solid black; padding: 2px 10px; margin: 2px;">4</div> Good capability to prove           <div style="border: 1px solid black; padding: 2px 10px; margin: 2px;">5</div> Excellent capability to prove and a distinctive example         </div> <p style="margin-top: 10px;">* Please be aware of the notes listed at the end of the form.</p>								
Series	Criteria	<div style="display: flex; justify-content: space-between; padding: 5px;"> <div style="width: 60%;">Grades</div> <div style="width: 40%; text-align: right;">Total summation</div> </div>						
1	Strategy (criterion weight 7 %)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <th style="width: 12.5%;">0</th> <th style="width: 12.5%;">1</th> <th style="width: 12.5%;">2</th> <th style="width: 12.5%;">3</th> <th style="width: 12.5%;">4</th> <th style="width: 12.5%;">5</th> </tr> </table>	0	1	2	3	4	5
0	1	2	3	4	5			
1.1	The facility has an obvious strategic plan	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> </tr> </table>						
1.2	The strategic plan is actively being implemented and followed up	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> </tr> </table>						
1.3	The strategy is being updated according to customers' requirements	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> </tr> </table>						
Total		<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> <td style="width: 12.5%; height: 20px;"></td> </tr> </table>						

2	Leadership (criterion weight 10%)	0	1	2	3	4	5	Total summation
2.1	Leaders are developing and optimizing vision, mission and values							
2.2	An Administration Board exists to lead the work and contribute directly to lay down and develop work regulations							
2.3	Leaders communicate with different relevant categories inside and outside the facility							
2.4	Leaders create and manage the culture of excellence							
2.5	Leaders conduct active management leading to changes							
2.6	A system exists for evaluation and accountability of leaders							
Total								
3	Marketing (criterion weight 7%)	0	1	2	3	4	5	Total summation
3.1	An integrated marketing plan is existing and being implemented							
3.2	Promotion is being carried out through visual, audio and printed media							
3.3	Promotion is carried out for the facility's brand and slogan							
3.4	Various attractive offers exist							
Total								
4	Human resources (criterion weight 8%)	0	1	2	3	4	5	Total summation
4.1	The facility has an integrated training plan being implemented to develop skills & capabilities for HR							
4.2	The facility has a motivating incentive system							
4.3	Transparent criteria for employee appointment and promotion							
4.4	Involvement of employee in decision making							
Total								

5	Operation and services (criterion weight 10%)	0	1	2	3	4	5	Total summation
5.1	Processes are designed to serve the customer							
5.2	Commitment to make the overall appearance exceed the customer expectations							
5.3	Facility's commitment to applicable laws and regulations							
5.4	Additional distinctive services for customers							
Total								
6	Environment, health and safety (criterion weight 10%)	0	1	2	3	4	5	Total summation
6.1	Rationalizing is being conducted for energy and water consumption							
6.2	A mechanism exists for waste and waste water management							
6.3	Reducing noise							
6.4	Avoidance of Chemical hazards							
6.5	Provision of entire safety requirements for employees and customers							
6.6	Ensuring required water and food quality							
6.7	Provision of entire safety requirements against fires							
Total								
7	Partnerships and resources (criterion weight 7%)	0	1	2	3	4	5	Total summation
7.1	Partnerships exist with other hotels, tourism companies and tourism service providers, including the foreign ones							
7.2	Buildings and properties are managed in a scientific and transparent way							
7.3	Supporting the local economy							
Total								
8	Employees' satisfaction (criterion weight 7%)	0	1	2	3	4	5	Total summation
8.1	Employees' problems are handled rapidly and professionally							
8.2	Employees are involved in different activities							
8.3	Employees' rights are respected and taken care of							
Total								


9	Customer satisfaction (criterion weight 10%)	0	1	2	3	4	5	Total summation
9.1	Mechanism exists for measuring and evaluating customer satisfaction related to different aspects such as (Treating the customers, service provision, information provision, etc.) and subsequently analyzing the results							
9.2	Development and improvement are carried out according to customer requirements							
9.3	A communication mechanism with customers exists upon their check-out							
9.4	A rapid response mechanism to customer complaints exists							
Total								
10	Results (criterion weight 15%)	0	1	2	3	4	5	Total summation
10.1	An increase in the number of guests has been witnessed for the past three years							
10.2	An increase in the profits for the past three years has been witnessed							
10.3	There is an increase in the number of certificates and awards that have been granted to the facility in the past three years							
10.4	The customer satisfaction percentage for the past three years has increased							
10.5	Employee satisfaction for the past three years has increased							
Total								
11	Standards, knowledge management and continual development (criterion weight 9%)	0	1	2	3	4	5	Total summation
11.1	Services are continually reviewed and analyzed, and benchmarking with leading facilities is being conducted							
11.2	Additional international criteria are applied							
11.3	Modern technology is being utilized in work systematically							
11.4	An effective quality management unit exists							
Total								



## Table of grades

Series	Criterion	Total grades for the criterion	Factor	Result (Total grades for the criterion/ Factor)
1	Strategy		2.14	
2	Leadership		3	
3	Marketing		2.86	
4	Human resources		2.5	
5	Operation and services		2	
6	Environment , Health and Safety		3.5	
7	Partnerships and resources		2.14	
8	Employee satisfaction		2.14	
9	Customer satisfaction		2	
10	Results		1.67	
11	Standards, Knowledge management , & continual development		2.22	
Grand total				

\* Factor = (Total Grade granted to the criterion/Weight)×(1/100)

Date of authentication:	<b>General Board of Tourism</b>	
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Form number :		

**Annex of questions to be answered by the facility with provision of supporting documents wherever required**

Series	Criterion	Answer
1	Strategy	
<b>1.1</b>	<b>Existence of an obvious strategic plan for the facility</b>	
1.1.1	Does the strategic plan have a vision, mission and values, all written and announced to employees and customers? (Please attach a copy)	
1.1.2	Has the facility conducted an analysis for external and internal environments? (Please attach a copy)	
1.1.3	Is the strategy communicated and known to employees? (Please attach a copy)	
1.1.4	Has the facility set up main objectives to achieve the strategy? (Please attach a copy)	
1.1.5	Does the facility have executive objectives that achieve the main objectives? (Please attach a copy)	
<b>1.2</b>	<b>Effective implementation and follow up for the strategic plan</b>	
1.2.1	Does the facility have an administrative unit that is responsible for implementing the objectives? (Please mention the unit)	
1.2.2	Does the facility have an administrative unit responsible of following up the implementation of the objectives? (Please mention the unit)	
1.2.3	Does the facility conduct periodic strategy evaluation?	
<b>1.3</b>	<b>Updating the strategy according to customer requirements</b>	
1.3.1	Is there a certain mechanism to get customer's opinion concerning the facility's strategy?	
1.3.2	Is the strategy being updated with accordance to customer requirements?	

Series	Criterion	Answer
2	Leadership	
<b>2.1</b>	<b>Leaders working on the development of vision, mission and values</b>	
2.1.1	Are the Leaders updating the vision and mission of the facility? (Please attach a copy of the updated vision and mission and date of update )	
2.1.2	Are the Leaders committed to the values?	
2.1.3	Are the Leaders disseminating the culture of joint management?	
2.1.4	Are the Leaders disseminating the vision, mission and values?	
<b>2.2</b>	<b>A Board of Directors is leading the work and directly participating in setting up and developing the work system</b>	
2.2.1	Does the facility have a Board of Directors? Does it have rules of procedure for working and making decisions?	
2.2.2	Has the Board of Directors laid down a certain mechanism to ensure applying the strategy? What is the mechanism?	
2.2.3	Is the Board of Directors developing and improving the processes?	
<b>2.3</b>	<b>Leaders' communication with relevant internal and external categories</b>	
2.3.1	Do leaders participate and motivate the employees to participate in various community activities?	
2.3.2	Is there a certain mechanism to ensure direct communication between leaders and different employee categories?	
<b>2.4</b>	<b>Leaders' establishment and management for the culture of excellence</b>	
2.4.1	Are the leaders actually being positive models of devotion, loyalty and commitment for the employees?	
2.4.2	Are the leaders involved in motivating and appreciating outstanding employees?	
2.4.3	Do the leaders develop various types and policies for excellence?	

2.4.4	Are the leaders disseminating information about career ethics and integrity among employees and are they supporting the culture of commitment to them?	
2.4.5	Are the leaders creative in their works and are they working to encourage creativity in the facility?	
<b>2.5</b>	<b>Leaders carry out effective management for change</b>	
2.5.1	Are the leaders setting up plans for change? (Please attach plans)	
2.5.2	Are leaders identifying the requirements for implementing the change plans, such as human resources, financial resources, etc.?	
2.5.3	Are leaders explaining their change plans and related justifications to employees before implementation?	
2.5.4	If there are opponents for the change how are they dealt with by leaders?	
2.5.5	Are the leaders studying the risks of implementing changes and are they setting up solutions to address these risks? (Applying risk management)	
<b>2.6</b>	<b>Evaluation and accountability system for leaders</b>	
2.6.1	Are there certain criteria for evaluation of leaders?	
2.6.2	Are the employees' opinions considered concerning the performance of leaders?	
2.6.3	Are the leaders committed to applying the applicable laws and regulations?	
<b>Series</b>	<b>Criterion</b>	<b>Answer</b>
<b>3</b>	<b>Marketing</b>	
<b>3.1</b>	<b>Existence of an integrated marketing plan and implementing the works accordingly</b>	
3.1.1	Does the facility have a marketing plan that includes target markets? What are those markets? (Please attach a copy of the marketing plan)	
3.1.2	Does the facility implement the marketing plan on time?	
3.1.3	Does the facility prepare printouts? What type of printouts and the number prepared annually? To who is it distributed?	

3.1.4	Does the facility have a website?	
3.1.5	Is the facility participating in online booking websites either local or international? (Please mention the websites)	
3.1.6	Does the facility have a certain mechanism to know the reactions and complaints of customers?	
<b>3.2</b>	<b>Promoting the facility in various types of media (visual, audio, and printed)</b>	
3.2.1	Is promotion being implemented in satellite and local TV channels? (Please mention the channel/channels)	
3.2.2	Is the facility being promoted in radio stations? (Please mention the station)	
3.2.3	Is the facility being promoted in newspapers? (Please attach a copy)	
3.2.4	Is the facility being promoted in magazines? (Please attach a copy)	
<b>3.3</b>	<b>“Brand” and “Slogan” of the facility and undertaking required promotion for them</b>	
3.3.1	Does the facility have a “Brand” and “Slogan”? (Please attach a copy)	
3.3.2	Is required marketing being implemented for the “Brand” and “Slogan” in order to be known to customers?	
<b>3.4</b>	<b>Having various and special touristic offers</b>	
3.4.1	Does the facility provide special offers for the guests? (Please attach a sample of the offers)	
3.4.2	Does the facility provide special offers for tourism companies? (Please attach a sample of the offers)	
3.4.3	Has the facility during the last three years participated in any local and/or international exhibitions? (Please mention the exhibition name and a brief description concerning its participation)	
3.4.4	What were the activities implemented by the facility in the exhibitions participated in? (Please attach)	

Series	Criterion	Answer
4	Human resources	
<b>4.1</b>	<b>Existence and implementation of an integrated training plan to develop skills and capabilities of employees</b>	
4.1.1	Does the facility have an organizational structure? (Please attach a copy)	
4.1.2	Is there a job description for employees? (Please attach a copy)	
4.1.3	Does the facility have an annual training plan for employees to be involved in, according to their tasks? And is the plan being implemented accurately?	
4.1.4	Is there a post-course evaluation system for employees to know how much they have benefited from the course?	
<b>4.2</b>	<b>Having a system that motivates the employees to work hard</b>	
4.2.1	Is employee performance being evaluated?	
4.2.2	Are outstanding employees being motivated and valued? What is the mechanism of identifying an outstanding employee?	
4.2.3	Is a questionnaire being conducted to determine employee satisfaction and problems?	
4.2.4	Is an analysis of the questionnaire forms being conducted in order to determine the extent of employee satisfaction?	
4.2.5	Is there a unit or a person responsible for meeting the needs of employees and solving their problems?	
<b>4.3</b>	<b>Transparent criteria for appointment and promotion of Employees</b>	
4.3.1	Are vacancies announced publicly?	
4.3.2	Are certain criteria for occupying the vacancies established, announced publicly and committed to?	
4.3.3	Is there a specialized committee for selecting applicants? Does the committee perform its work with integrity and impartiality, and according to a transparent working mechanism?	
4.3.4	Is there a clear and transparent mechanism for employee promotion?	

<b>4.4</b>	<b>Involvement of employees in decision making</b>	
4.4.1	Are employees involved in making important decisions? What is the mechanism?	
4.4.2	Are employees allowed to submit proposals aiming at the improvement of provided service quality? Are the proposals considered and applied?	
4.4.3	Are the employees who are presenting initiatives being rewarded as a kind of encouragement?	
<b>Series</b>	<b>Criterion</b>	<b>Answer</b>
<b>5</b>	<b>Operation and services</b>	
<b>5.1</b>	<b>Processes designed to serve the customers</b>	
5.1.1	Are the service prices at the facility suitable and within customer expectations?	
5.1.2	Does service quality at the facility meet customer expectation?	
5.1.3	Does the facility have a certain mechanism to follow up how the customers are dealt with?	
5.1.4	Is there a maintenance unit in the facility? Are materials and equipment periodically being inspected and maintained before breakdowns occurring?	
5.1.5	Does the facility have required maps and printouts that customers need? (Mention available types)	
<b>5.2</b>	<b>Commitment to make the overall appearance beyond customer expectation</b>	
5.2.1	What is the applied mechanism to ensure hygiene in the facility including all its services?	
5.2.2	Is there a specific uniform for employees?	
5.2.3	Do the employees carry a specific badge?	
5.2.4	Is the furniture new, clean, and suitable?	
5.2.5	Is the interior design of the facility and its decoration suitable and comfortable?	

<b>5.3</b>	<b>Compliance with applicable laws and regulations</b>	
5.3.1	Does the facility send its statistics monthly to the General Directorate of Tourism? (Please attach a copy of the statistics sent)	
5.3.2	Is the facility renewing its tourism License on time? (Please attach a copy of the license)	
5.3.3	Do tourism and health inspection teams confirm the compliance of the facility with all regulations?	
<b>5.4</b>	<b>Availability of additional services provided to customer in the facility</b>	
5.4.1	Are there additional services provided to people with special needs?	
5.4.2	Does the facility provide handcrafts to customers?	
5.4.3	Does the facility provide special programs for children, families, and elderly people?	
5.4.4	Does the facility prepare touristic programs for the guests?	
5.4.5	Are there other additional services provided by the facility?	
<b>Series</b>	<b>Criterion</b>	<b>Answer</b>
<b>6</b>	<b>Environment, health, and safety</b>	
<b>6.1</b>	<b>Rationalizing energy and water consumption</b>	
6.1.1	Does the facility have a mechanism to specify consumed water quantity by each guest?	
6.1.2	What is the mechanism applied to rationalize water consumption?	
6.1.3	Does the facility raise awareness with regards to rationalizing water and energy consumption through disseminating awareness guidelines to the guests? (Please attach a copy)	
6.1.4	Are courses being organized for raising employees' awareness related to rationalizing energy and water consumption?	
6.1.5	Is thermal insulation applied in the facility? What are the materials used?	



<b>6.2</b>	<b>Existence of a mechanism for waste and waste water management</b>	
6.2.1	Are there certain instructions given to employees in order to reduce waste quantities?(Please attach a copy of these instructions)	
6.2.2	Does the facility have a mechanism for waste management?	
6.2.3	Does the facility have a waste sorting system e.g. (Glass, aluminum, paper, plastic)?	
6.2.4	Does the facility have a system to take advantage of waste water?	
<b>6.3</b>	<b>Noise reduction</b>	
6.3.1	Are the type and design of the windows suitable for noise reduction?	
6.3.2	Have the equipment that are causing noise been appropriately insulated? (Please mention the materials used for insulation)	
6.3.3	What is the method used for insulating the rooms that produce inconvenient noise such as (Washing, ironing, and kitchen) rooms so that guest rooms would not be affected?	
<b>6.4</b>	<b>Avoiding chemical hazards</b>	
6.4.1	What pesticides are used? Do they comply with international standards and criteria?	
6.4.2	Are the employees trained on pesticide control by specialists? ( Please attach a copy of training certificates)	
6.4.3	Is there a record including the dates that the pesticide has been used?	
6.4.4	Are the pesticides spraying tools and equipment being maintained and calibrated? Are the manufacturer's recommendations being referred to during maintenance and calibration?	
6.4.5	What is the mechanism applied to control pollutants coming from HVAC system?	
6.4.6	What is the mechanism applied to control pollutants coming from the process of cleaning?	

<b>6.5</b>	<b>Employees, and customers' safety requirements</b>	
6.5.1	Are the employees provided with supplies that protect them against accidents during work?	
6.5.2	Is there a first aid unit in the facility? Are the employees being trained on first aid? (Please attach certificates granted to employees)	
6.5.3	Is there health insurance for employees?	
6.5.4	Are employees checked periodically to ensure their safety and that they are not suffering from infectious diseases? (Please attach check results)	
6.5.5	Is a suitable housing and work environment provided to employees?	
6.5.6	What is the mechanism used to maintain customer safety from any physical hazards i.e. in (swimming pools, bathrooms, etc...)?	
<b>6.6</b>	<b>Ensuring water and food quality</b>	
6.6.1	What are the criteria applied to food safety?	
6.6.2	Is drinking water being checked?	
6.6.3	Are the results of drinking water tests being compared with certain criteria?	
<b>6.7</b>	<b>Providing fire safety requirements</b>	
6.7.1	Is there an emergency unit? Is there a person responsible for it?	
6.7.2	Are all civil defense requirements provided at the facility?	
6.7.3	Does the facility train its employees on how to act in case of fires? (Please attach a copy of certificates granted to employees with this regard)	
<b>Series</b>	<b>Criterion</b>	<b>Answer</b>
<b>7</b>	<b>Partnership and resources</b>	
<b>7.1</b>	<b>Partnership with other hotels, tourism companies and tourism service providers, including foreign</b>	

7.1.1	Has the facility ever signed agreements with other hotels and tourism companies, either foreign or local? (Please attach a copy of those agreements)	
7.1.2	Has the facility signed agreements with tourist guides? (Please attach a copy of those agreements)	
7.1.3	Is the facility working with its partners to achieve mutual interests through providing mutual support for exchanging expertise, information, etc...?	
<b>7.2</b>	<b>Scientific and transparent management for buildings and property</b>	
7.2.1	Are all financial resources of the facility being appropriately used, effectively managed and protected i.e. (buildings, furniture and equipment)?	
7.2.2	Are transparent processes being conducted in the financial management and monitoring, and are periodic follow-up reports prepared for the financial processes and the preservation of buildings and property?	
<b>7.3</b>	<b>Working to support the local economy</b>	
7.3.1	Is the facility utilizing local products?	
7.3.2	What are the nationalities of the employees? What is the proportion of local employees?	
7.3.3	What is the facility's mechanism to support the local community?	
7.3.4	Does the facility conduct any activities to support the ambient environment?	
<b>Series</b>	<b>Criterion</b>	<b>Answer</b>
<b>8</b>	<b>Employees' satisfaction</b>	
<b>8.1</b>	<b>Handling the problems of employees rapidly and professionally</b>	
8.1.1	Does the facility have a mechanism for being aware of the problems of employees?	
8.1.2	How are those problems handled?	

<b>8.2</b>	<b>Involvement of employees in different activities</b>	
8.2.1	In case the facility has an intention to implement a project or take a certain decision, are the employees asked for their remarks, opinions and suggestions concerning the subject?	
8.2.2	Does the facility work on spreading the culture of joint work among employees?	
8.2.3	Are all the regulations/instructions delivered to employees?	
8.2.4	Are employees being encouraged to participate in various activities inside and outside the facility?	
<b>8.3</b>	<b>Respecting the rights of employees and taking care of them</b>	
8.3.1	Are the salaries paid to employees suitable to the work implemented by them?	
8.3.2	Are the employees being dealt with according to applicable labor laws?	
8.3.3	Is the facility making sure that any kind of discrimination based on (gender, language, or religion) does not exist in the facility?	
8.3.4	Is a healthy environment suitable for their daily work provided to employees?	
<b>Series</b>	<b>Criterion</b>	<b>Answer</b>
<b>9</b>	<b>Customer satisfaction</b>	
<b>9.1</b>	<b>Mechanism exists for measuring and evaluating customer satisfaction related to different aspects such as (Treating the customers, service provision, information provision, etc.) and subsequently analyzing the results.</b>	
9.1.1	Is a questionnaire being conducted to determine customer satisfaction concerning the provided services?	
9.1.2	Is an analysis for the questionnaire forms conducted and later utilized to increase customer satisfaction?	
9.1.3	Is a questionnaire carried out to specify whether breakfast and other meals satisfy customer expectations?	

<b>9.2</b>	<b>Development and improvement according to customer requirements</b>	
9.2.1	Is customer feedback taken into consideration and placed within the work plan of the facility for implementation?	
<b>9.3</b>	<b>Mechanism to communicate with the customer after check-out</b>	
9.3.1	Does the facility have a certain mechanism to communicate with the customer after check-out?	
<b>9.4</b>	<b>Mechanism to respond to customer complaints rapidly</b>	
9.4.1	Does the facility have a certain mechanism to receive customer complaints?	
9.4.2	Upon receiving a customer complaint, how is it dealt with and handled?	
9.4.3	Is there a specific person responsible of managing and handling customer complaints?	
<b>Series</b>	<b>Criterion</b>	<b>Answer</b>
<b>10</b>	<b>Results</b>	
<b>10.1</b>	<b>Increase in the number of guests for the last three years.</b>	
10.1.1	Does the facility have a certain mechanism for registering the number and nationality of guests?	
10.1.2	Does the facility have a list for the number of guests for the last three years?(Please attach)	
10.1.3	Is there an increase in the number of guests during the last three years?	
<b>10.2</b>	<b>Increase in the profits for the last three years.</b>	
10.2.1	Is there an increase in profits during the last three years?	
<b>10.3</b>	<b>Increase in the number of certificates and awards granted to the facility during the last three years.</b>	
10.3.1	What are the certificates and awards obtained by the facility during the last three years?(Please attach a copy of certificate and mention the award)	

<b>10.4</b>	<b>Increase in the percentage of customer satisfaction for the last three years.</b>	
10.4.1	Is there documentation for the questionnaires conducted to specify customer satisfaction for the last three years? (Please attach)	
10.4.2	Has the percentage of customer satisfaction witnessed an increase during the last three years?	
<b>10.5</b>	<b>Increase in the percentage of employee satisfaction during the last three years.</b>	
10.5.1	Is there documentation for the questionnaires conducted to specify employee satisfaction for the last three years? (Please attach)	
10.5.2	Has the percentage of employee satisfaction increased during the last three years?	
<b>Series</b>	<b>Criterion</b>	<b>Answer</b>
<b>11</b>	<b>Standards, knowledge management and continual development</b>	
<b>11.1</b>	<b>Services are continually being reviewed and analyzed, and benchmarking with leading accommodation facilities is conducted</b>	
11.1.1	Does the facility have a mechanism to collect data concerning the services provided?	
11.1.2	Does the facility have a database and documentation for work results?	
11.1.3	Does the facility analyze the data and transform it to knowledge, and subsequently analyze the results aiming at development?	
11.1.4	Does the facility conduct benchmarking with leading facilities to detect weakness points and utilize the results of benchmarking for development? (Please attach benchmarking documents)	
<b>11.2</b>	<b>Applying additional international standards</b>	
11.2.1	Does the facility apply the international standard (ISO 14001) related to environment management system or any similar standards? (Please attach the certificate obtained)	
11.2.2	Does the facility apply the international standard (ISO 22000-HACCP) related to food safety management system or any similar standards? (Please attach the certificate obtained)	

11.2.3	Does the facility apply the international standard (ISO 9001) related to quality management system or any similar standards? (Please attach the certificate obtained)	
11.2.4	Does the facility apply any other international standard other than those mentioned above? (Please mention the standard)	
<b>11.3</b>	<b>Modern technology is being utilized in work duly and systematically</b>	
11.3.1	Is the facility involved in local and/or international online booking websites? (Please mention the websites)	
11.3.2	Does the facility have an effective website in several languages?	
11.3.3	Is the facility utilizing modern electronic methods to receive the guests' requests/orders?	
11.3.4	Are all sections of the facility involved in the electronic system for implementing their works? Do they take advantage of modern technology for their business management?	
<b>11.4</b>	<b>The existence of an effective Quality Management unit</b>	
11.4.1	Does the facility have an effective Quality Management unit?	
11.4.2	Are the QM unit employees being involved in training courses that enable them to apply quality management in their work? (Please attach a list of courses held)	
11.4.3	Are introductory courses being held on the importance of applying quality management in work, for all employees and within different grades in the facility? (Please attach a list of courses held)	

**Notes:**

- 1- All tourism facilities, whatever their degree, are entitled to apply for the Quality Award.
- 2- This form shall be filled by the facility solely.
- 3- The information provided by the tourism facility shall be checked by a specialized committee from the General Board of Tourism.
- 4- The table of grades shall be filled by the General Board of Tourism.
- 5- The Quality Award will be awarded annually to the winners of tourist accommodation facilities on September 27 within the ceremonies of the "World Tourism Day".
- 6- In case of any inquiry concerning the Quality Award, please contact [info@bot.gov.krd](mailto:info@bot.gov.krd).
- 7- For further information about tourism facilities and attractions in Kurdistan Region, please visit our website [www.bot.gov.krd](http://www.bot.gov.krd).