

Click to see the [Quality Assurance guidance and criteria notes](#) for Activity Providers.

Click to view the current [Scottish Government advice and guidance](#) for reopening and operating your business.

Click to view the [Wild Scotland](#) guidance for your sector.

Considerations from the VisitScotland Quality Assurance Grading Scheme for Activity Providers

*The following guidance refers to additional considerations for Activity Providers, **specifically** with regards to achieving high standards within the Quality Assurance Scheme for this whilst implementing temporary Covid19 measures. Please remember to advertise your [Quality Assurance](#) logo and [We're Good to Go](#) mark – both are ways to reassure the visitor and show that you adhere to national standards.*

Pre-Arrival: Ease of Use and Information Provision

- User friendly booking system; comprehensive information about what the visitor experience will entail – changes, protective measures, instructions for visitors. This is all about expectation setting and management - have clear and concise information up front to manage visitor expectations

Arrival and Core Experience: Signage

- Even when communicating temporary measures, aim for use of high-quality materials and link any signage into the theme of your business (use of logos, professional look and feel). Make it fun and engaging – consider something that can be tailored to your own offering and has potential for social media opportunities. Make information as simple as possible, e.g. a universal symbol is much easier and quicker to absorb than a wordy phrase

Staff: Hospitality and Friendliness

- Warm greeting; eye contact; smile (even behind a face covering); body language; personalisation of the interaction; build rapport – all characteristics of a high standard interaction

Staff: Service and Efficiency

- Pre-empt visitor needs; be proactive; be patient (always make the visitor feel welcome and reassured) – all characteristics of a high standard interaction
- Consider measures to reduce contact time, whilst making the experience easy to navigate for visitors. This could include (but not limited to): pre-booked time slots; pre-arrival communication which could be personalised (including signing of waivers); contactless payments and receipt with option to email; additional communication with visitors via phone or messaging app

All sections: Visitor Flow Management

- Clear, concise and non-conflicting instructions for visitors. If possible, have temporary measures communicated in more than one way. It could be that more comprehensive information is given at the pre-arrival stage, such as a short video detailing temporary measures and procedures
- Well organised queuing systems; review layout of each area; sanitising stations at common touchpoint surfaces (gates, door handles, handrails, etc); physical distancing markers; one-way system introduced (where possible); reduced capacity to ensure physical distancing; staff on hand to guide and assist visitors

Core Experience: Equipment

- Ensure that there is adequate provision of equipment (e.g. wetsuits, buoyancy aids, helmets) to allow for rotation and thorough cleaning before and after use
- Where shared equipment is necessary (e.g. ropes, handles, skis and Boards), appropriate hygiene measures must be put in place
- Any equipment or objects on site not essential for participation should be removed. Visitors should not leave personal equipment on site. Wherever possible, visitors should be encouraged to use their own equipment

Core Experience: Changing Rooms

- Any facilities (e.g. showers) which are not in use should be clearly communicated to visitors before arrival, as well as any temporary measures within changing areas
- The opening of toilets should be accompanied by a risk assessment and following the guidelines outlined on the Scottish Government website [Opening Public Toilets Guidelines](#)

If you have any questions about Quality Assurance, or would like to speak to one of our expert Quality & Tourism Advisors, please make contact via business.advice@visitscotland.com