

Click to see the [Quality Assurance](#) guidance notes for [Visitor Attractions](#) and for [Arts Venues](#).

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

Considerations from the VisitScotland Quality Assurance Grading Scheme for Visitor Attractions

*The following guidance refers to additional considerations for Visitor Attractions, **specifically** with regards to achieving high standards within the Quality Assurance Scheme for this designator 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

Staff: Hospitality and Friendliness

- Warm greeting; eye contact; smile (even behind a facemask); 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; contactless payments and receipt with option to email; takeaway food and drink; additional communication with visitors via phone or messaging app

Arrival and Core Experience: Signage

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

All sections: Visitor Flow Management

- Clear and well organised queuing systems; review layout of each area, wherever possible; physical distancing markers; one-way system introduced, where possible; reduced capacity; staff on hand to guide and assist customers

Dispensation/Allowances

*In order to comply with Government Guidance, some temporary Covid-19 measures will appear to be contrary to certain criteria elements and quality scoring considerations under normal operation of the Quality Assurance (QA) Scheme. Please note that **dispensation will be given for any QA elements which would be out-with Government guidance, and these elements will be obsolete until such time that normal operation can resume.** The main aspects which will be affected are: -*

Interpretation

Interactive and 'hands on' exhibits might be made inaccessible under temporary Covid-19 measures. Presenting this information via alternative methods such as staff and digital channels could be considered as an alternative way to still provide an enjoyable visitor experience.

Visitor Information

Leaflet displays regarding other local attractions and activities will mostly be removed from public access under temporary Covid-19 measures during the de-cluttering process. Providing this information via staff and your digital channels will enable you to still provide assistance to visitors.

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