

## Evaluation Checklist for Tourism or Travel Workplaces

Name of the Organisation \_\_\_\_\_

### Tangibles

Was printed and visual material available in advance and easy to access? 1 2 3 4 5

Was the location of the tourism activity easy to find? 1 2 3 4 5

How would you rate the appearance of the facility from the outside? 1 2 3 4 5

Were the facilities provided clean and well maintained? 1 2 3 4 5

Were the staff well groomed? 1 2 3 4 5

### Reliability

Is the facility open at hours that would meet the needs of tourists? 1 2 3 4 5

Was the experience of the tourism facility comparable to prior expectation? 1 2 3 4 5

Was the service provided by staff consistent? 1 2 3 4 5

(Scale: 1 = low 5 = High)

**Responsiveness**

Were staff available to answer customer queries? 1 2 3 4 5

Were staff knowledgeable and efficient when dealing with customers? 1 2 3 4 5

Were staff willing to go the extra mile to meet customers' needs? 1 2 3 4 5

Did staff make customers feel valued? 1 2 3 4 5

**Assurance**

Did staff encountered appear to be well trained in their role? 1 2 3 4 5

Did staff demonstrate great product knowledge? 1 2 3 4 5

Did staff demonstrate good listening skills? 1 2 3 4 5

Did staff communicate effectively in response to customer requests? 1 2 3 4 5

Did staff represent their organisation well? 1 2 3 4 5

**Empathy**

Did staff appear to treat customers as individuals? 1 2 3 4 5

Did the organisation provide a means of gathering customer feedback? 1 2 3 4 5

Was there a readily identifiable and easily understood complaints procedure? 1 2 3 4 5

(Scale: 1 = low 5 = High)