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Facultad de Negocios



Hotel and Restaurant Management School

Bachelor's Degree Thesis

Development and Application of a Standard Classification System for the Hotel
and Lodging Industry in the Republic of Panama

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APPROVAL PAGE

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DEDICATION

This project is dedicated to my family and friends, the ones that keep driving me to always give my best.

May we always celebrate our triumphs together.

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Sincerely I wish to thank my father, Francisco Javier Soriano Trevia, and my mother, Margarita Ines Salazar de Soriano, for giving me the opportunity to access the best higher education available, and for allowing me to pursue my dream of becoming a professional.

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- *Jaime A. Soriano*

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ABSTRACT

Currently, Panama is undergoing a time of expansion in the hotel industry. This noticeable development of lodging institutions is being done in a relatively improvisational, rather uncontrolled manner, at least compared to our regional and global rivals. Governments abroad have begun the process of standardizing their hotel services, while Panama has lagged and left behind. For this project, we have chosen to create the system with which we can standardize Panama's lodging services and institution under a single, objective system of classification. We have achieved this by means of using standards chosen by taking Panama's unique conditions in mind, and through numerous samples and testing trials with several local hotels.

We also present evidence that this standardization system is a requirement for advancing Panama's hotel industry, and that as things stand, Panama remains hopelessly outgunned by its regional competitors.

Through our research, we have concluded that the creation and implementation of this hotel classification system is an effective way to improve Panama's hotel industry. Therefore, its implementation would be a logical and reasonable first step towards driving Panama's hotels to a new level of competitiveness locally, regionally, and internationally.

CHAPTER ONE:
INTRODUCTION

1.1 BACKGROUND

Since the beginning of my studies of Hospitality Management at the Universidad Católica Santa María la Antigua, and throughout my journey in this distinguished career, I have come to the realization that the idea of providing customers with the highest quality of services was a central focus to achieving continued success in this business. However, currently, hoteliers and hospitality management professionals within the industry here in Panama have no reasonable or real means objectively describe the quality of the services provided by their individual establishments utilizing a standardized scoring system. Countries all over the European Union¹ have adopted classification systems for lodging establishments, restaurants, and cafes, while some nations along the Caribbean² have begun the process of sorting their hotels in star-based classification systems. This provides a great opportunity for Panama to gain the upper hand in the regional competition on tourism.

1.2 PROBLEM STATEMENT

Panama lacks a standard hotel classification system, and hotels and lodging establishments in the Republic of Panama utilize relatively arbitrary classifications, due to lack of an objective measurement system to grade the quality of their offer and services. This usage of arbitrary classifications has the

¹ “The European Union is a unique economic and political union between 28 European countries that together cover much of the continent.” Retrieved on 12 / 5 / 2016, from https://europa.eu/european-union/about-eu/eu-in-brief_en.

² “The Caribbean is a region that consists of the Caribbean Sea, its islands (some surrounded by the Caribbean Sea and some bordering both the Caribbean Sea and the North Atlantic Ocean) and the surrounding coasts.” Retrieved on 12 / 5 / 2016, from <https://en.wikipedia.org/wiki/Caribbean>.

potential to be both, misleading and misguiding to potential customers, particularly because their expectations, conditioned by the information provided by the arbitrary rating, may not be met upon their stay, thus potentially causing dissatisfaction and negatively affecting their view of the country, and the lodging establishment. This negative view can additionally have very negative effects upon the perception of a country, and thus have a negative impact on the local tourism industry.

1.3 QUESTIONS TO THE PROBLEM

The questions that helped to formulate this research problem were:

- Can hotels be sorted out according to an objective categorization system?
- Can Panama's lodging industry be improved in ways beyond the improvement of the quality of service?
- What advantages can Panama's lodging and tourism sector utilize to maximize its regional impact?
- The perception the consumers have of leading hotel chains affects their choices; can this be applied to non-brand hotels?
- Can non-chain hotels apply this star-category system to improve their image in the face of such stiff competition as international brand-hotels?
- Can this star-classification system encompass aspects of Panama's climate, geography, and culture, among other items, to provide an objective measure of hotels that is optimized for lodging establishments within Panama?

1.4 PURPOSE

While initially conceived as nothing but a study of the effects the development of the local tourism industry had upon the country's economy and its social and political environment, our thesis project eventually morphed into a constructive initiative that would seek to drive positive change in the industry. After some preliminary research and development, this project's idea was born. Taking concepts already established in other tourism-advanced nations as a benchmark, I began to think of how we could contribute to advance Panama's tourism industry on to the next level. In countries where opulence and other factors drove the industry, or places where certain thresholds mark hotels as places where customers can expect certain degrees of service, whether in the higher or lower end of the hospitality spectrum. In the interest of protecting this 'truth', and keeping not only the customer's best interest at heart as a way of moving the industry forward, I chose to engage in this particular thesis research project instead.

Through this research project, we want to create a Star-Based Hotel Classification System for use by the Republic of Panama's Autoridad del Turismo de Panama (ATP), which encompasses criteria for classifying lodging establishments objectively according to the quality of their services and infrastructure, in the Republic of Panama. Ultimately, we want this classification system to work as a self-correcting tool that hotels can utilize as a means of

improvement, boosting Panama's tourism sector by increasing the individual quality of participating hotels.

1.5 OBJECTIVES

After choosing this path to follow, I began the development of a number of standards, or set of criteria, which all hotels who sought a proper classification would have to follow. This classification concept would assist hotels in Panama to remain viable and competitive against international and local competition, while also raising the bar for the services these lodging establishments would have to provide in order to obtain and hold their evaluated scores or classifications.

Further objectives are detailed as follows:

- Provide the basis for the creation of a qualitative tool with which hotels in Panama can be sorted according to a standard classification system.
- Provide a way for Panama to improve its tourism and lodging industry beyond the mere improvement of its quality of service.
- Provide an additional tool which gives Panama an advantage which its tourism and lodging sector can utilize to maximize its regional potential.
- To learn whether the perception of consumers affects their choices of branded hotels.

- To learn if non-branded hotels can use this star-classification system in order to improve their image in order to compete with international companies.
- To create a tool which encompasses Panama's geography, climate, etc, to objectively classify and measure the quality of hotels in Panama.

1.6 GLOSSARY OF TERMS

- Tourism: The first definition of tourism was made by Guyer Feuler in 1905. Modern sources, however, as defined by the UNWTO³, cite the definition as: *“Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”*
- Lodging: Merriam-Webster Dictionary defines Lodging as: *“A place to live”, “Sleeping accommodations”, and as “a temporary place to stay”.*
- Standard: Merriam-Webster Dictionary defines Standard as *“something established by authority, custom, or general consent as a model, or example.”*
- Quality: Merriam-Webster Dictionary defines Quality as *“degree of excellence.”*
- Tourist: Merriam-Webster Dictionary defines Tourist as *“one that makes a tour for pleasure or culture.”*

³ “The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.” Retrieved on 12 / 5 / 2016, from <http://www2.unwto.org/content/who-we-are-0>.

- Château: Merriam-Webster Dictionary defines *château* as “a *feudal castle or fortress in France*”, or “a *large country house*.”
- Relais: Wikitionary defines *relais*, a term borrowed from French, as “a *hotel that is used as a stop in long journeys*.”
- Consumer: Merriam-Webster Dictionary defines consumer as “one that *utilizes economic goods*.”
- Omotenashi: The JNTO⁴ defines Omotenashi, a term borrowed from Japanese, as “...a *sense of incredible hospitality that carries across home stays, formal ceremonies, retail, and dining*.”
- Ecotourism: The TIES⁵ defines Ecotourism as “*responsible travel to natural areas that conserves the environment and improves the well-being of local people*.”
- Hotel chain: The Collins English Dictionary defines hotel chain as “a *group of hotels which belong to the same company or owner, or are associated in some way*.” Most hotel chains are also known as ‘*branded hotel chains*’.
- Heritage: The Merriam-Webster Dictionary defines heritage as “an *inherited or established way of thinking, feeling, or doing*.”
- Hospitality: The Merriam-Webster Dictionary defines hospitality as “*hospitable treatment, reception, or disposition*”, which is in turn defined as “*given to a generous or cordial reception of guests*.”

⁴ “Japan National Tourism Organization”. Retrieved on 12 / 5 / 2016, from <http://www.jnto.go.jp/eng/about/>.

⁵ “The International Ecotourism Society (TIES) is a program of the International Tourism Collective, a 501(c)(3) nonprofit organization dedicated to promoting ecotourism.” Retrieved on 12 / 5 / 2016, from <https://www.ecotourism.org/ties-overview>.

- Culture: The Merriam-Webster Dictionary defines culture as *“the customary beliefs, social forms, and material traits of a racial, religious, or social group.”*
- Niche: The Merriam-Webster Dictionary defines niche as *“a specialized market.”*
- Ecology: The Merriam-Webster Dictionary defines ecology as *“a branch of science concerned with the interrelationship of organism and their environments.”*
- Trend: The Merriam-Webster Dictionary defines trend as *“to extend in a general direction”, or “to follow a general course.”*
- Environment: The Merriam-Webster Dictionary defines environment as *“the aggregate of social and cultural conditions that influence the life of an individual or community.”*
- Conservation: The Merriam-Webster Dictionary defines conservation as *“a careful preservation and protection of something.”*
- Classification: The Merriam-Webster Dictionary defines conservation as *“a systematic arrangement in groups or categories according to established criteria.”*
- Premium: The Merriam-Webster Dictionary defines premium as *“a high value or a value in excess of that normally or usually expected.”*
- Hotel: The Merriam-Webster Dictionary defines hotel as *“an establishment that provides lodging and usually meals, entertainment, and various personal services for the public.”*

- Inn; Hostel: The Merriam-Webster Dictionary defines inn as “*an establishment for the lodging and entertaining of travelers.*”
- Traveler: The Merriam-Webster Dictionary defines traveler as “*one that goes on a trip or journey.*”
- Entertainment: “The Merriam-Webster Dictionary defines entertainment as “*amusement or diversion provided specifically by performers.*”
- Optimal: The Merriam-Webster Dictionary defines optimal as “*most desirable or satisfactory.*”
- Ranking: The Merriam-Webster Dictionary defines ranking as “*having a high position*”.
- Luxury: The Merriam-Webster Dictionary defines luxury as “*a condition of abundance or great ease and comfort.*”
- Service: The Merriam-Webster Dictionary defines service as “*the occupation or function of serving*”, which is in turn defined as “*a helping of food or drink.*”

1.7 LIMITATIONS

The most important limitations this project could encounter are the likelihood that hotels will either reject or attempt to alter their inspection values or scores. Upon attempting to sample various hotels, they either didn't follow through or simply were not interested in taking part of this study. Another limitation encountered when gathering data was the difficulty of convincing hotels to reveal the totality of their rooms and available services for inspection. This is mostly as a measure to

protect their services against corporate espionage from the competition. Upon showing credentials from the university, however, most hotels obliged to take part in the investigation.

1.8 DELIMITATIONS

- **Geographical Delimitations:** Research subjects were hotels located specifically in Panama City. While the survey and classification system can be applied to hotels all over the Republic of Panama equally, acquiring samples of hotels in all categories in Panama City was much more practical, and allowed for a better sampling of the Republic of Panama's hallmark travel destination.
- **Sampling Delimitations:** Research subjects included hotels of all levels, as well as local and international competitors. This was done to ensure that the sample remained relatively unbiased, and provided a good measure of the complete spectrum of the quality of hotels in Panama. This also allowed the system to be applied utilizing all of its categories, providing samples of hotels that would probably range from One-Star to Five-Stars.
- **Physical Procedure Delimitations:** The timing of the sampling was done at a period of high activity for all hotels. This was done as a way to ensure that their services were tested while they were operational, and as a way to provide relevant information for the sampling and classification process

without interfering with the everyday operation of the hotels, and without interfering with regular procedure.

- Project Scope Delimitations: The project keeps the sample size relatively small firstly due to time and availability constraints, and second, due to its objective, which is to provide the basis for a tool with which hotels can be classified and sorted out objectively. This means that this project's goals are limited to providing a working tool, rather than a final, absolute measure to utilize and implement directly.

CHAPTER TWO:
THEORETICAL FRAMEWORK

2.1 PRELIMINARY RESEARCH AND STATEMENTS

Our preliminary research shows that many countries have adopted policies that include closely guarded system regulations, quality standards, and ways to keep track and otherwise improve their individual industries and services. In order to back up such an undertaking as is the case of rating and classifying all hotels and lodging establishments nationwide according to a system of standards and quality measures, there must be some real, tangible benefits to the introduction of the system; provide solid arguments which justify the effort through purported increases of revenue, profits, brand name recognition, customers, among other tangible as well as intangible benefits.

Among tangible benefits for such undertakings we can feature a number of improvements to our hotel and restaurant infrastructure, and other elements such as improved services and other features. Other benefits include the use of rating elements to monitor areas such as cost-control, product quality, and improvements in service quality as a result of employee-customer interaction. A standard classification system would provide objective criteria with which to properly judge the hotel's value in all of its areas and processes.

Now, some companies that would otherwise have to improve their quality now that they have an organization that is keeping control over their offer, and would otherwise continue to provide services according to their own standards might perceive implementing all of these negatively. However, being in a free enterprise and competition based system, we can argue that being perceived as

'lacking' in a star classification system will encourage hotels to improve in order to remain competitive, thus improving the overall offer in a country.

For better or for worse, there are a number of possible benefits to obtaining recognition from a credible and unbiased organization that would be providing the ratings.

It is a well-known fact that in many instances, hotels can turn a place into a travel destination by themselves, especially if they are full featured. When evaluating certain travel destinations, we can instantly think of one of the leading hotels or hotel chains worldwide as far as classification standards is concerned. For example, the Burj Al-Arab Jumeirah, is rated as a super loaded and highly rated Five-Star Hotel⁶. While the Burj Al-Arab is located in a city that's known as a tourist attraction in an on itself, it is a hotel that has managed to forge its reputation as a "symbol of modern Dubai"⁷. This has led the hotel to become linked to the city of Dubai, not only because of its iconic shape, but also because of its impressive level of attention to detail and exclusivity of services, which include items such as a personal reception on each floor, personal attendants for each and every guest, among other high-end services.

⁶ "The Burj Al Arab is a five-star hotel, the highest official ranking. While the hotel is sometimes erroneously described as "the world's only seven-star hotel", the hotel management claims to never have done that themselves." Bundhum, R. (2009) Hotel star rating standards long overdue. *The National*, Retrieved on 12 / 5 / 2016, from <http://www.thenational.ae/business/travel-tourism/hotel-star-ratings-standards-long-overdue>.

⁷ "The distinctive sail-shaped silhouette of Burj Al Arab Jumeirah is more than just a stunning hotel, it is a symbol of modern Dubai." Retrieved on 12 / 5 / 2016, from https://www.jumeirah.com/en/hotels-resorts/dubai/burj-al-arab/?currency=USD&qclid=CjwKEAiAvZTCBRDvnoOaoa2j3xISJABxPjN9Wcbg_q1FLJTi8JiUFdm6-wqWqDJ-QcnS9oM29NjEvBoCpXnw_wcB&qclsrc=aw.ds&dclid=CMzkn7Of3tACFZcjhwdcS8Nmg

This excess of luxuries has made the Burj Al-Arab known worldwide as one of the gaudiest and classiest hotels worldwide, solely by means of its top of the line installations and outstanding service levels. This provides solid evidence of how hotels can, given the proper standards, service level and customer attention, can attract tourists by their own means by means because of their star system qualification.

Now, how can a hotel become a tourist attraction by itself in Panama? To begin with, it requires to be properly classified by standards, and it has to possess a rating given by an organization which can attest to its quality of services. Secondly, it requires a focus on specific high-end niches; A certain element that separates it from the rest of the offer available in the market, be it extremely high quality ratings as the aforementioned example, or another item which makes it stand out from amongst the crowd, such as the Gamboa Rainforest Resort in Panama, which is widely known as an ecotourism hub and fills in that (ecologically themed) niche perfectly, given the large amounts of customers which flock to Panama yearly in order to enjoy nature, or perform ecotourism related activities such as trekking, trailing, bird watching, etc.

Classification standards not only allow hotels and corporations to safely verify their products' standards of quality, but it also plays double duty by acting as a seal of quality for customers. Upon reading a review of any product, from an application to a car, a customer can know precisely what to expect. As a matter of fact, most customers would be turned down from trying a product simply by a

poor review. Hotels, in this regard, are the same. Unless for a very specific reason, customers who read a hotel did poorly on reviews are extremely likely to turn it down, or attempt to pick a different option.

This phenomenon can easily be seen on any travel destination one can think of; and its effects on both a local and regional basis can easily be tracked. By going back to our aforementioned example, the Burj Al-Arab, it is easy to notice the positive effect this hotel's objective standards have on the region. Because of this, lodging establishments in the surrounding area, or in the city of Dubai as a whole, can easily be expected to be able to at least hold on to a percentage of the quality the Al-Arab represents. Therefore, even if the rest of the hotels of the Dubai area do not realistically hold up to these standards, customers will instantly relate the highest rated hotel's reputation to most hotels in the area. Such a case can be observed here in Panama with the presence of branded hotels such as the Hard Rock Hotel, the Radisson Megapolis, among others in the Avenida Balboa area of Panama City. All of these hotels share high standards of quality, and thus, bring up the customer perception of the whole area up by means of their own standards of quality being so high. This mimics the effect of the Burj Al-Arab, only to a much smaller scale on a very limited sector of Panama City, rather than on the whole of the greater Dubai area.

For starters, foreign classification systems are often specialized to address items or issues present on local establishments which may affect the rating of a hotel due to circumstances not present elsewhere. Different classification systems may

also take into account different sets of values differently. For example: A society's beliefs and values may be deeply tied to the way a hotel handles its customers. This is particularly present in the Japanese model of hospitality, known as "Omotenashi"⁸. While normally a frigid and distant society, the Japanese model takes into account the individual skill of every employee of maintaining the only the highest levels of customer service and attention to detail, down to the fact that modifying speech patterns and the use of specialized language when addressing customers is not only expected, but necessary to the point where it may even interfere with ease of understanding.

Different countries need to adapt their standards to the requirements that the natural and artificial conditions present to hotels locally. For example, it may be considered moot to evaluate how well a hotel in an arid region, such as Dubai, would be able to handle the occurrence of a tropical storm or heavy rainfall, given how it is otherwise not naturally present in the environment. Furthermore, it would be unnecessary for a tropical lodging facility to be prepared for heavy snow or cold temperatures, given the location and climate patterns that are predominant to the area where it is located. Such are the conditions that need to be taken into account when developing a system of classification, and standards which are to be measured.

⁸ "It is a sense of incredible hospitality that carries across home stays, formal ceremonies, retail, and dining." Japan National Tourism Organization. Retrieved on 12 / 5 / 2016, from <http://www.jnto.go.jp/eng/about/>.

Receiving an official and validated certification that the services and facilities offered meet the standards of quality set by the accreditation organization, much like with any organization that sets about looking for standard certification from universities or private entities, such as ISO 9001 certification⁹. This would provide a free-of-charge boost in popularity, and an improvement to the receiving organization's perceived image and public acceptance. This benefit would be most notable in organizations that are not under a famous name or brand, such as the Ritz Carlton, Marriott, or Hilton, to set a precedent.

Normally, as is the case with any major corporation or company, customers will be attracted and will choose the brand that they have already come to know, and by extension, trust, with their investment. However, smaller companies, such as the many small hotels that are present in El Casco Viejo¹⁰ in our own Panama City, often lack any validation to their quality beyond what they can scrunch from reviews provided by customers who have chosen to take the risk of investing their time and money in them. The introduction of a classification system, and by extension, a rating system which provides a ranking, title, or some degree of certification that validates their expectation of a value service for their money would assist in solving this issue.

⁹ International Standard Organization 9001 Classification System; Published September 23, 2015.

¹⁰ "Casco Viejo is the historic district and cultural gem of Panama City." Retrieved on 12 / 5 / 2016, from <http://cascoviejo.com/>.

Proper classification allows all hotels to compete on a level basis, serving as further backup to their reputation in case of higher ratings. On the other hand it would incentivize hotels with lower ratings to improve, while also forcing them to adjust their prices until they meet the required criteria. Giving smaller hotels the chance to compete against these well-known hotel chains, by means of providing customers with the seal of quality that validates that their quality is more or less equal, even if their sizes, extensions, and resources differ, provides better opportunities for all hotels to compete on equal terms. This is a valid approach to improving the overall level of the local hotel infrastructure, and by extension, helping improve the economy by raising the bar on hotel competition.

2.2 CORRELATION BETWEEN ECONOMIC GROWTH AND THE TOURISM SECTOR

The World Travel and Tourism Council (WTTC)¹¹ (2011) argue that Travel & Tourism continues to be one of the world's largest industries. The total impact of the industry is impressive. In 2011, it contributed to 9% of global GDP, a value of over US\$6 trillion, and accounted for 255 million jobs. Over the next ten years, this industry is expected to grow by an average of 4% annually. This will bring it to 10% of global GDP, or about US\$10 trillion. By 2022, it is anticipated that it will account for 328 million jobs, 1 in every 10 jobs on the planet.

¹¹ "WTTC is the only global body that brings together all major players in the Travel & Tourism sector..." Retrieved on 12 / 12 / 2016, from <http://www.wttc.org/about/>.

A country's economy is a result of the output of the leading industries and companies that provide with most of the revenue, in addition to those that generate most of the employment for the population. In the case of Panama, the service sector holds the greatest potential for development, since over the course of the last few years, sectors such as production and agriculture have slowed down rather than grown. Because of its importance, the service sector boasts an impressive capacity to propel a nation's economy forward. Panama's government should follow successful examples such as Singapore's¹² by developing industries such as the banking sector and ports sector. However, Panama also boasts a number of comparative advantages which the tourism industry can readily put to use, such as the privileged location of a Canal and the use of the US Dollar as freely circulating currency. In order to generate economical and infrastructural development for the country, and also generate further jobs for several allied industries such as transport, construction, food and beverage, lodging, and many others, all which lend their hand to the tourism sector as a whole, Panama should devote further resources into the development of its tourism sector.

The leading place of the tourism and hospitality industry and the role it plays in the economic development of our country is undeniable; and moreover, the reasons that back up the development of this otherwise untapped industry in our

¹² "Singapore has a highly developed and successful free-market economy. It enjoys a remarkably open and corruption-free environment, stable prices, and a per capita GDP higher than that of most developed countries." Retrieved on 12 / 5 / 2016, from <https://www.cia.gov/library/publications/the-world-factbook/geos/sn.html>.

country continue to offer us proof that the tourism sector holds one of the important keys to Panama's future.

2.3 INTERNAL REASONING FOR A CLASSIFICATION SYSTEM

The introduction of this classification criteria and hotel categorization system would not only improve the available sources of information for potential future analysis, but also according to our judgment, allow us to greatly improve the quality of the potential offer that Panama's tourism industry currently has. By proof and validation of sheer logic, improving the quality of our offer should be an aspect of high priority among the owners, managers, and operators of hotels in a country. The implementation of this system, in accord with the analysis to be carried out from the information which is to be generated from its application, in addition to currently available information such as customer preferences, travel intention, volume of travelers, among others, would allow us to cater our offer to broader groups, as well as to focus our offer into a single, solid market that stands high among its regional competitors.

As stated before, the main goal of this project is to implement a star-based hotel and lodging facilities classification in the Republic of Panama. To achieve this effectively, we would require the active participation and approval from the tourism organizations of the local government, as well as the support of the private hotel sector in order to establish our system as an 'official' method of hotel classification. We refer to implementing by a Panamanian Tourism

Authority it as a standardized and widely applicable set of standard, really mandatory in order to be effective.

In addition to the introduction of the classification system, this project also attempts to achieve a number of secondary goals, which are presented below:

- To provide unbiased and independent information to the consumer, working as an indicator to further reduce doubts and secure their lodging investment.
- To provide a standardized measure of establishment quality for tour operators and tour agencies, allowing them to design packages and reach agreements with lodging companies more effectively.
- To facilitate lodging companies a powerful tool for promotion and marketing. Companies who have obtained satisfactory marks and a positive recommendation from the regulating body can actively use it as a way of relatively low cost advertisement and as a testament to their internal quality.
- To assist in the promotion of Panama as an attractive tourist destination, because having a valid classification system would prove Panama's commitment to becoming a world-class destination.

- To minimize the possibility of price-based competition among hotels in Panama.

2.4 STARS AND TITLES AS ENGINES OF PROGRESS

The introduction of a classification system provides an opportunity to measure the quality of hotels and other lodging establishments, with the ultimate aim to raise the bar of the quality of their services, and facilities. By providing incentives for hotels and establishments that manage to reach certain criteria, it would greatly improve the hotel's competitiveness and brand recognition.

Hotel classification systems are already used in many other countries. France has been granting notable lodging establishments and organizations titles and badges as testament to their quality since the advent of this new century. This means that when the French use the title '*chateau*¹³' or '*relais*¹⁴', it certifies that this establishment has undergone strict testing and quality control, and is more than a purely decorative title. This provides a valid testament to their quality and their dedication to excellence, and has been rewarded by means of this title.

However, while these rather fanciful titles are often reserved for hotels and lodging establishments that hold some sort of historical or cultural importance, rather than for large hotels located at the heart of the city, the fact that they have

¹³ "A feudal castle or fortress in France", or "a large country house." Merriam-Webster Dictionary, retrieved on 12 / 5 / 2016, from <https://www.merriam-webster.com/dictionary/ch%C3%A2teau>.

¹⁴ "A hotel that is used as a stop in long journeys." Wikitionary, retrieved on 12 / 5 / 2016, from <https://en.wiktionary.org/wiki/relais>.

been entitled would allow smaller hotels to compete with the better-known hospitality brands.

Based on attractive merits and achievements such as environmental protection, historic conservation, energy-saving policies as criteria for awarding such titles, we would open up a new window of niche possibilities for hotels. An example would be hotels that follow the current global trend that employs ecologically friendly technologies, practices and renewable resources, such as the whole 'Thinking Green'¹⁵ philosophy.

2.5 THE IMPORTANCE OF CULTURAL TRAVEL TO PANAMA'S DEVELOPING TOURISM SECTOR

In addition to the economic impact of tourism, there's also the socio-economic and cultural impact of the development of a country's tourism sector. Generally speaking, the host communities are the weaker of the two parties when tourism interactions are addressed. Negative impacts arise when tourism brings about change which threatens or impacts the values or structure of any given society, or attempts to change a people's indigenous identity (UNEP 2016)¹⁶. This is particularly important when family relationships, traditional lifestyles, or moralities

¹⁵ "Be mindful and sensitive to the natural environment in your daily life." Retrieved on 6 / 12 / 2016 from <http://www.go-green.ae/thinkgreen.php>.

¹⁶ "The United Nations Environment Programme (UNEP) is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system and serves as an authoritative advocate for the global environment." Retrieved on 5 / 12 / 2016, from <http://web.unep.org/about/who-we-are/overview>.

are negatively impacted due to tourism's development and the leverage this may have upon a society's core ideals.

According to the OECD¹⁷, however, the development of policies of cultural protection and economic development go hand in hand. This is following the OECD's and UNWTO's¹⁸ plan for sustainable tourism development, which encompasses elements of cultural and ecological preservation. Following this example, Panama must pay special attention to carefully oversee the development of all aspects of its territory's potential, particularly, areas of great cultural heritage and international interest as are the Guna-Yala or Embera¹⁹ reserves, among other sites of major cultural importance.

As detailed earlier, providing undeveloped yet culturally attractive areas with the tools to compete with the highly industrialized and exploited centre of commerce that is Panama City is one of the appeals to this project, and one of the major points that promotes a region's economic development.

The World Tourism Organization estimates that cultural tourism accounts for 37% of all tourist trips (McKercher, 2002). According to Travel Industry Association statistics, the cultural tourism market increased 10% from 1996 to

¹⁷ "The mission of the Organization for Economic Co-operation and Development (OECD) is to promote policies that will improve the economic and social well-being of people around the world." Retrieved on 5 / 12 / 2016, from <https://www.oecd.org/about/>.

¹⁸ "The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism." Retrieved on 5 / 12 / 2016, from <http://www2.unwto.org/content/who-we-are-0>.

¹⁹ "Guna Yala is home to the indigenous group known as the *Gunas*." Retrieved on 7 / 2 / 2017, from https://en.wikipedia.org/wiki/Guna_Yala

2000 and accounted for 14% of all tourism activities in the United States during that period (Advisory Council on Historic Preservation, 2002). The Travel Industry Association of America report that 81% of the US adults who travelled in the past year or 118 million, are considered historic or cultural travelers (Keefe, 2003). Cultural tourists are also thought to spend more, stay longer, travel more frequently, and participate in more activities than other tourists (Keefe, 2002; Stronge, 2000).

This speaks volumes of how Panama, a nation with an extremely strong and well-defined cultural heritage, which as of 2016 remains relatively underexploited, has yet to prove untapped potential to further boost its tourism sector's regional and economical impact.

Whereas many people cite different definitions of *cultural tourism*, cultural tourism itself can easily be further divided into multiple sub-categories, such as "ethnic tourism" (King, 1994), "cultural tourism" (Davis, 1993; Silberberg, 1995; Walle, 1998), "heritage tourism" (Ashworth, 1999; Light and Prentice, 1994; Nuryanti, 1996; Pechlander, 2000), and "historical tourism" (Ashworth and Tunbridge, 1990; Smith, 1989). Yet, all of these play vital roles within the concept of cultural tourism, similar as to how ecology and natural preservation play a vital role in ecotourism (Whelan, 2013.)

2.6 BASIC CRITERIA FOR DEVELOPING THE STAR-BASED CLASSIFICATION SYSTEM

The star-based-standards in question need to be developed taking in mind the conditions at which hotels operate in Panama City, as well as in the entire Republic of Panama.

The European Union²⁰ and the United Nations World Tourism Organization²¹ have developed standards which are modified based on factors such as climate patterns and local differences. Furthermore, infrastructure and service availability such as transport, water and electricity are among the key items observed for the creation of these basic standards.

As for the adaptation of these criteria to local standards, we can take as a bare minimum the availability clean rooms and beds, with running tap water, electricity, and basic air conditioning system (*we are a tropical country*)²². These will be detailed in another section further below.

These minimum standards must be adopted based on the level of development the country has attained. Certainly Panama City possesses a higher level of

²⁰ "...a harmonized hotel classification with common criteria and procedures in participating countries." Retrieved on 12 / 7 / 2016, from http://www.hotelstars.eu/fileadmin/Dateien/PORTAL_HSU/Kriterienkataloge/EN_Hotelstars_Union-Criteria_2015-2020.pdf.

²¹ "...due to a large diversity of classification systems that are themselves embedded in highly different cultural and economic contexts." Pierret, F. (2013) About Hotel Classification Systems. Retrieved on 12 / 7 / 2016 from <http://www2.unwto.org/agora/about-hotel-classification-systems>.

²² "Tropical is sometimes used in a general sense for a tropical climate to mean warm to hot and moist year-round, often with the sense of lush vegetation". Retrieved on 12 / 7 / 2016, from <https://en.wikipedia.org/wiki/Tropics>.

infrastructural development than the other less developed areas in the region²³. The idea behind this rule is to prevent hotels that cannot meet the most basic of services from rising too high in their ratings, even if they were to score high on other categories.

Having established these base criteria for the rules which were designed to protect the validity of the higher classifications, the project now needs to establish the criteria and aspects which will be rated by the system in order to provide a valid hotel ranking. Among the various criteria we intend to inspect and validate, we can list the following aspects²⁴, among various others:

- Guest accommodations (rooms)

- Guest services (laundry, concierge, food services, banquets)

- Hotel infrastructure (reception area/lobby, restaurants, swimming pools, gyms, common areas, parking facilities)

- Service excellence (quality of human interaction and service)

- Travel Services (travel agency services)

²³ “Besides having the highest HDI in the region, Panama has been the highest economic growth in Latin America...” Retrieved on 12 / 7 / 2016 from https://en.wikipedia.org/wiki/Economy_of_Central_America.

²⁴ “The tourism industry is divided into five different representative sectors.” Retrieved on 12 / 7 / 2016 from <http://tcaabudhabi.ae/DataFolder/files/Hotels%20classification%20system%20manual.pdf>.

Each classification aspect is to be divided into a number of subcategories. Each of them would have varying degrees of in-depth analysis, and would be classified accordingly in order to accurately provide a proper ranking.

These categories or subcategories will be given a status of either *optional* or *mandatory*, depending on its level of importance. Mandatory standards bear the greatest scoring importance, and their compliance or failure will obviously weigh heavily on the hotel's final ranking and score, down to preventing even successful and highly popular chains or local establishments from obtaining the highest possible marks if even one of the mandatory criteria were unsatisfied, or be ranked poorly.

Perceived failure to comply or meet with a number of these mandatory standards will most likely result in a lower rating. However, this could be challenged by means of appeal process initiated by hotel operators, and possibly result in a reevaluation of the scores provided towards a revised ranking.

Having established these initial criteria for inspection, we will now shortly describe the inspection process, and the criteria to be evaluated alongside the point-value system associated with each value, category, and how points are earned or deducted in accordance to the presence or lack of an item, or failure of compliance with an industry standard set by this project.

The following section will provide detailed explanations of each of the criteria, but listed by each class and subclass as per classification category.

2.7 SCORE SYSTEM OVERVIEW AND PRIMER

In order for a hotel to receive an official standard classification, rated establishments will be audited by official government inspectors. We refer to (*preferably*) Panama Tourism Ministry officials. These inspectors will systematically and uniformly apply the rating criteria based on this guide, comparing the hotel's facilities and services against the criteria that have been established as acceptable. However, in order to receive an official classification, a hotel has to be able, at the very least, to meet 100% all of the 'mandatory' criteria.

Criteria herein presented are classified as either as '*mandatory*' or '*optional*', according to their importance to the operation and the quality of a hotel's services. The process begins as all of a hotel's services and facilities are subject to evaluation under the allotted time frame of the inspection; however, under time constraints, mandatory aspects of a hotel's services and infrastructure will be given priority. The time frame for the inspection process should average about a week. Ensuring that all elements of a hotel's establishment are classified, however, remains as the most important aspect of the inspection.

2.8 GENERAL OVERVIEW OF MANDATORY (ESSENTIAL) CRITERIA²⁵

Mandatory criteria, as defined in our guide, are services which the hotel *absolutely needs to possess or attain in order to be operational*, and represent a

²⁵ "An element that is classified as Essential is considered vital to the operation of a property."
Retrieved on 12 / 7 / 2016 from
<http://tcaabudhabi.ae/DataFolder/files/Hotels%20classification%20system%20manual.pdf>.

bare minimum which must be upheld in order for it to be considered good enough to be granted a classification according to our project's standards.

2.9 GENERAL OVERVIEW OF OPTIONAL (NECESSARY) CRITERIA²⁶

On the other hand, *optional criteria* include all other aspects of a hotel's services and facilities which are *enhancers of its service quality* and level, but are not necessarily of utmost importance when assessing the hotel's operational capabilities. Some of these criteria may include (but not be limited to): in-room stationery, complimentary presents from the hotel such as wine, sweets, bathrobes, toiletries, and some facilities such as swimming pools, tennis courts, gym, business centers, event installations and facilities, conference rooms, casinos, etc.

2.10 CLASSIFICATION SYSTEM APPLICATION AND USAGE PRIMER

The hotel categorization and rating evaluators will grant points to hotels based on amenities, facilities and infrastructure, services, security issues, among other relevant criteria. This star-based scoring system will determine the rating of the hotel establishment on a range from 'One Star' to 'Five Star', according to the total points obtained during their inspection in comparison to the criteria this project utilizes when qualifying.

²⁶ "An element that is classified as Necessary is an element that is considered important however a property can operate if it is not there or is not 100%." Retrieved on 12 / 7 / 2016, from <http://tcaabudhabi.ae/DataFolder/files/Hotels%20classification%20system%20manual.pdf>.

The application of the survey is divided into two sections; the application of the first part, which is the review of *Mandatory (Essential) Criteria*, which evaluates the *mandatory* aspects of a hotel's operational capabilities. This part of the survey utilizes the criteria found on this chapter, Description of Hotel Classification Criteria (page 39), as well as the guidelines found on pages 2 through 31 of the annex one document, which further details the criteria used to classify hotel establishments.

In order to assign point values to criteria found on this category, inspecting personnel will scour the hotel for evidence or lack thereof which confirms the presence or absence of the items found in the criteria in this section. Upon *successful confirmation* of any of the criteria in this section, the hotel will be awarded *anywhere between two (2) or zero (0) points* for its performance in any given item, depending on how well they fulfill the category.

For example, in fulfillment of the “***garbage collection and waste disposal processes are in place***”²⁷ item, if there are, indeed, waste disposal processes in place the hotel would be awarded two (2) points, whereas if they were absent, the hotel would receive zero (0) points.

After receiving scores on all of the Mandatory Criteria, the establishment moves into the second section of the classification process, which will assess how well

²⁷ Found in page, under the Facility and Operation Standards category.

its degree of excellence and quality really is, and grant it a star-based classification proper.

The secondary part of the survey utilizes the *Optional (Necessary)* criteria, found on pages 2 through 31 of the annex one document. The Optional criteria work in a very similar fashion to the Mandatory criteria; the inspector will scour the hotel's facilities and interview staff members chosen at random from the relevant departments in order to obtain data which confirms the fulfillment or lack of fulfillment of the criteria found in this section. Then, depending on *how well* the hotel fulfill the criteria, they will be sorted into one of five star-based categories, and be awarded points based on their performance, ranging from **zero** (0) points for hotels which do not fulfill the rated criteria, a score of five (5) if the hotel partially fulfills the rated criteria, all the way to a maximum score of **ten** (10) points for hotels who manage to fulfill the criteria beyond expectations, and provide instead a luxurious approach which could be classified as fully superior.

Upon finishing the evaluation, the inspector will have a total of points in both categories of criteria; adding up these points will yield a **total score**, which will then be used to determine the hotel's category, depending the total score number falling within a previously specified range, as detailed in the following section.

This category is to be determined by comparing the hotel's overall performance in their **total score**, with the table found on the following section of this project,

Table One, on section 2.10. Hotels with total scores between **zero** (0) and **one hundred seventy nine** (179) points will be classified as *One Star*, hotels with scores between **one hundred and eighty** (180) and **two hundred sixty nine** (269) will be classified as *Two Stars*, and *so on and so forth*.

2.11 CLASSIFICATION SYSTEM GUIDELINES

TABLE ONE: RATING CLASSIFICATION SYSTEM²⁸

Star Value	Minimum Score	Maximum Score	Comments
One Star	0	179	Very basic facility
Two Stars	180	269	Decent lodging facility
Three Stars	270	329	Medium level lodging facility
Four Stars	330	404	Outstanding lodging facility
Five Stars	405	450	Excellent or premium lodging facility

Hotels will be classified under the several different star based categories depending on total points achieved in the scoring evaluation process. In the following section we will present the categories, alongside a brief description of what each and every star ranking represents.

²⁸ "Hotel ratings are often used to classify hotels according to their quality." Retrieved in 12 / 7 / 2016, from https://en.wikipedia.org/wiki/Hotel_rating.

"The purpose of the Report is to provide information and describe existing systems of classification of hotel establishments in all EU Member States, including Iceland and Norway." Retrieved in 12 / 7 / 2016 from http://ec.europa.eu/consumers/ecc/docs/hotel_establishment_classification_EU_en.pdf.

Each category of hotels and star-classifications is meant to act as a representation or symbol of a certain level of quality which provides customers with a fair assessment of expected quality and what they can expect from their hosts of choice.

2.12 HOTEL CLASSIFICATIONS OVERVIEW²⁹

2.13 ONE STAR CLASSIFICATION³⁰

Hotels in this category would fulfill all of the basic requirements to obtain an official classification. They meet all of the mandatory criteria, and have obtained a number of points on other categories, yet remain simple in accommodations and services with few if any commodities aside from the most important basics. Their staff is normally friendly, helpful, and their facilities are basically clean and comfortable, although devoid of luxury. Their personnel may or may not speak foreign languages, or provide some basic external services, if any. These hotels tend to provide a basic accommodation, and really not much more. They tend to be more casual and avoid extremely formal settings.

2.14 TWO STARS CLASSIFICATION³¹

Hotels in this category are also clean, and their facilities are relatively well organized. Their accommodations have now improved (compared to one stars)

²⁹ "This overview outlines what guests can generally expect from motels, hotels, and resorts displaying a Star Rating..." Extracted on 12 / 7 / 2016 from <https://www.expedia.com/Hotel-Star-Rating-Information>.

"Hotel Classes:" Extracted on 12 / 7 / 2016 from http://ec.europa.eu/consumers/ecc/docs/hotel_establishment_classification_EU_en.pdf.

³⁰ Ibid.

³¹ Ibid.

to being cozy and welcoming, rather than just simple, their services straightforward, and their staff warm and friendly. Hotels awarded a two-star rating have slightly higher standards of catering, and possess an area specifically designated for breakfast, or a restaurant among its facilities.

2.15 THREE STARS CLASSIFICATION³²

Hotels classified as three stars would have spacious public areas and bedrooms, higher cleaning standards, comfortable accommodations, a variety of services and staff, and a more formal style of service. Hotels in this category could have a few facilities such as a swimming pool, a gym, among others, albeit simple and basic. They should also provide a staff fluent in more than one language available, and a high standard for food and catering in comparison to hotels in lower categories.

2.16 FOUR STARS CLASSIFICATION³³

Hotels in this four-star category are outstanding in many ways. They have large public areas and lobbies, a many exclusive support services (that the lower rated hotels lack), superior in-room choices with comfort and accommodations, a wide variety of rooms including suite rooms, and well trained personnel and exceptional cleanliness standards. These hotels boast a very systematic and formal style of service, with very skilled staff members who not only meet the demands of their guests, but can also anticipate and respond to more demanding

³² Ibid.

³³ Ibid.

and discerning customers. We refer to valet and concierge services. The services in these hotels tend to be of extremely high quality, and they possess room service, more than one offer of restaurant facilities, and high quality food and beverages readily available, in addition to exquisite and delicatessen items available. These hotels have at least a major meeting room, and usually more than one, in order to accommodate simultaneous events.

2.17 FIVE STARS CLASSIFICATION³⁴

These Five Star categories are premium standard and quality hotels. They are characterized by offering very spacious, open areas and demonstrate extremely high standards of cleanliness, as well as a high sense of formality and luxury. Guest accommodations are spacious, luxurious, and highly extravagant. The staff of hotels in this category are highly trained in service quality, and thus provide a very formal demeanor and service, are extremely skilled, and many, if not all of their personnel on the front at least has solid command of several foreign languages. Hotels in this category possess several high quality restaurant facilities, some of them may be themed, in addition to exclusive services, and shopping experience such as boutique stores.

They also have multiple conference facilities, capable of holding several large events simultaneously, large swimming pools, dedicated wellness (spa) facilities, transportation to/from airport and to other local attractions.

³⁴ Ibid.

Bearing in mind these classifications and how they affect public opinion of the establishment to which they are granted, it is imperative that these standards are revised and applied to a fault. Ensuring the absolute quality of the hotel establishment, and providing the proper information regarding its features and available services is the highest priority of this project, and this must be considered carefully before its eventual implementation. We would recommend that the evaluations of hotels be effected on a frequency of once every two years. Taking into account the possible implications of these classifications, both positive and negative, should also bring hotels into line as far as having motivation to improving their services and facilities is concerned.

2.18 DESCRIPTION OF HOTEL CLASSIFICATION AND CRITERIA³⁵ **- *Emergency, Sign, Security, and Fire Evacuation Standards*³⁶**

Emergency, Sign, Security, and Fire Evacuation Standards measure how well the establishment is signaled, its capabilities to handle emergencies such as terrorist threats, fires, et al, the preparedness of its staff, and availability of a security department.

³⁵ "Hotel Classification Scheme." Retrieved on 12 / 7 / 2016 from http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/4_Quality_Assurance/Hotel-Classification-Matrix.pdf.

"The requirements for each category are very detailed and more customer-oriented than in the past." Minazzi R. (2009). Hotel Classification Systems: A Comparison of International Case Studies. Retrieved on 12 / 7 / 2016 from

http://www.academia.edu/1922797/Hotel_Classification_Systems_A_Comparison_of_International_Case_Studies.

"Hotels earn points for their features, amenities, and services across a variety of categories."

Retrieved on 12 / 7 / 2016, from

<http://tcaabudhabi.ae/DataFolder/files/Hotels%20classification%20system%20manual.pdf>.

³⁶ Ibid.

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
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Emergency and fire evacuation signs are posted in all food and beverage outlets, back of house, corridors, lobbies and open spaces in both, English and Spanish.				
Emergency and fire evacuation signs, as well as evacuation plans detailing evacuation routes are posted in all rooms in both, English and Spanish.				
Power generator capable of generating power for the establishment for up to eight hours, maintaining essential operations (excluding A/C) in case of a blackout or power shortage.				
Reservoir or water supply capable of supplying all rooms, in the case of a shortage of water.				
Hotel entrances are controlled by cameras twenty-four (24) hours a day, seven (7) days a week.				
A security guard is available twenty-four (24) hours a day, seven (7) days a week.				
All corridors and floors must have adequate emergency lighting.				
All emergency stairs must have a handrail, and a sign indicating the floor that's clearly visible.				
The hotel is prepared to handle threats to security, including but not limited to bomb threats, fires, etc.				
During times of emergency, elevator access is restricted.				
All signs in public areas must be fully readable at night.				
Each floor must be properly labeled as such.				
Signs indicating the number of a guest room, either on the door, or nearby, are mandatory.				
Signs indicating the general direction of specific room numbers are mandatory on the corridors of each floor.				
Signs available showing hours of hotel services and events.				-
Clearly marked floors on all elevators.				

Facility and Operation Standards³⁷

Facility and Operation Standards measure how well the establishment's facilities operate, the availability of personnel, and other aspects of the facilities' façade, cleanliness, and overall estate and appearance.

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Hotel staff is available to guests twenty-four (24) hours a day, seven (7) days a week.				
The establishment maintains accounting books and records of all its business transactions.				
The name of the establishment is in display in its facilities, records, invoices, correspondence, brochures, etc.				
All areas of operation where guests and employees are frequently expected have proper lighting.				
All buildings and properties are in clean condition and well-maintained; There is no debris and these do not pose a health and safety hazard to employees and / or general public.				
All gardens and public spaces, if any, are to be well-maintained.				
All gardens, pathways, landscaped areas and public spaces must be safe to the public.				
General tariffs (rack rates) must be available in the reception or lobby.				
Foreign currency exchange rates must be in public display in English near to where this service will be offered, if applicable.				
Garbage collection and waste disposal processes are in place.				
All guests are escorted to their rooms at check-in, along with their baggage. Guests with special needs are escorted throughout their stay.		Upon request, guests are escorted to their rooms, along with their baggage. Guests with special needs are escorted throughout their stay.		Only guests with special needs are escorted to their rooms.
A safety deposit box is available in each and every room, in addition to an item safekeeping service available in the lobby or reception of the establishment.			A safety deposit box is available only in the lobby or reception of the establishment.	

³⁷ Ibid.

All corridors and stairs are in a good state of repair, free of debris or obstacles that could endanger the guests or general public.
Lighting in all areas is appropriate at all times for comfort, and regular operations.
Air conditioning maintains a comfortable temperature, between 18°C - 23 °C, throughout the year in all public areas and lobbies. Special attention is paid to being able to maintain a comfortable temperature during the summer months (January, February, March, April.).
All corridors should be clean, well-lit and well maintained.
Maintenance services must be available sixteen (16) hours per day.
All electrical equipment must be properly maintained and in good working conditions.
The hotel has its own entrance, separate from parking and vehicle entrances, and restaurant entrances.
The hotel's entrance is accessible to guests with disabilities.

Facility and Operation Standards (Continued)³⁸

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Separate service and personnel entrance.			-	
There is a clearly designated reception and lobby area, with a lounge or sitting area nearby.				
Reception staff available twenty-four (24) hours per day, seven (7) days per week.				
Fully stocked first aid kit available for quick access in the reception or lobby area.				
At least one in-house telephone is available for use by guests in the reception or lobby area.				
Appropriate background music plays in the lobby or reception area.				
A clock, with the local time, is on display and readily visible to all guests in the lobby or reception area.				
At least one English-speaking personnel is available at all times in front desk area.				

³⁸ Ibid.

There is a functioning concierge service.	-	
A sitting area is provided with sufficient comfortable sitting.		
Minimum of two (2) elevators serving all floors, guest rooms and additional facilities.	Minimum of one (1) elevator.	-
All elevators are clean and in a good state of repair.		
Separate elevators for guest and personnel.	-	
All elevators should be accessible to guests with disabilities.		
Wake up call service available twenty-four (24) hours.		
Luggage room available in the lobby or entrance area.		
Wheelchair available upon request.		
Internet access available across all of the establishment's facilities.	Internet access restricted to the lobby or front desk area only.	-
Hotel has a functioning website.		
One parking spot available per room.	Limited parking space available.	
Adequate security and lighting in parking space.	No lighting or security in parking space.	

Establishment Room, Lodging and Accommodation Standards³⁹

Establishment Room, Lodging and Accommodation Standards measure the quality of an establishment's rooms, its accessibility to guests with disabilities, proportion of suites and regular rooms, availability of connections rooms, and general amenities present and available.

³⁹ Ibid.

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Five percent (5%) of all rooms are either suites, or junior suites.	Two percent (2%) of all rooms are either suites, or junior suites.	-	-	-
Connecting rooms are available in five percent (5%) of the establishment's rooms.				
There is a minimum of three (3) handicap accessible rooms		There is a minimum of two (2) handicap accessible rooms.		-
All bedrooms are cleaned daily.			-	
All beds are changed daily.		All beds are changed at least twice weekly, or in between guests' arrival.		
All windows are cleaned periodically.				
One clean pillow per person, with a clean pillowcase, is provided in all rooms.				
At least one blanket or duvet is provided per bed, in all rooms.				
Additional pillows and blankets are available within the room.			Additional pillows and blankets available upon request.	
All beds have access from both sides.				
All mattresses are clean and spotless, well-maintained.				
Baby beds (cribs) are available upon request.				-
A bedside table is provided for each bed. These tables must be in good condition.				
A desk with chair is provided and in good condition for each and every room.				
A desk lamp is provided and in good condition for each and every room.				
Multiple individual chairs are provided for each and every room.				
All windows within rooms should be able to be locked.				
All windows within each room should be provided with curtains, blinds, or shutters.				
Each room's door should be able to be locked.				

Each room's door has a peep-hole.	
Each room should be able to be locked from the inside without using a key.	
Electronic key-card door lock system in place.	-
General room lighting controlled by switched inside the room.	

***Establishment Room, Lodging and Accommodation Standards
(Continued)⁴⁰***

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
All light bulbs must be in proper working order.				
Closet and wardrobe in each room, with at least two hangers provided.				
At least one full-length mirror must be provided in each room.				
Telephones provided in each room.				
Telephone rates are available in each room.				
Colour television with remote control is available.				
Cable / Digital / Satellite television channels are available, with international television channels available.			Local television channels available only.	
Luggage rack is provided in each room.				
Ironing board and iron provided in each room.			-	
All bathrooms are cleaned daily.			All bathrooms are cleaned at least three times per week.	
Washbasin with hot and cold water on tap.				
Shower and bathtub with hot and cold water available.		Shower with hot and cold water available.		Rudimentary shower available.

⁴⁰ Ibid.

Toilet with seat and lid available.
Toilet paper holder and spare rolls available.
One clean hand towel per person staying in room.
One clean face towel per person staying in room.
One clean shower towel per person staying in room.
Fresh soap for each guest, available in every room.
Electric outlet available close to the mirror.
Mirror with light above available in each room.
Shower curtain, screen or sliding doors.
Hook for clothes available either on bathroom door or on walls.
Running water is available at all times.
Adequate water pressure for bathing and showering.
Multiple waste bins available in each room. These are cleaned daily with housekeeping.

2.19 MANDATORY SERVICES AND FACILITIES

This criteria, as previously mentioned, refers to the availability of certain basic services which are deemed too important (i.e. mandatory) to ignore. Among these services, we can mention the availability of a basic room with clear running tap water, as well as hot water, A/C, electricity, some means of public transportation to and from the establishment's facilities (although this might be external to the hotel).

Mandatory services, criteria, and requirements are, by definition, necessary for all hotels and lodging establishments across all categories in order to be recognized as operational, and therefore, eligible for an inspection and classification grant by part of the supervising body. Mandatory criteria are items that will, across all categories and classifications, retain the same score values.

This means that mandatory criteria will either be fulfilled with all points; and therefore approved, or upon failure to meet the criteria, the hotel will be given a failure on that mandatory criteria, and therefore, be ineligible for an inspection under the criteria and standards set by this project.

Within the mandatory services criteria, we can also quote anything that, if absent, would severely hamper the hotel establishment's quality, services, or operational capabilities. Examples include lack of Wi-Fi services, electricity, running water, etc.)

These initial evaluation criteria, to establish the mandatory requirement, were to be accompanied with a quick-application survey with which official inspectors could easily assess the hotel's performance in the categories we had chosen as appropriate measures of a hotel's quality. The quick application survey had a number of questions, or rather, additional criteria which were to support the categorization and provide additional data to continue sorting hotels into more detailed categories. However, we were testing the initial applications of the survey onto real hotels, in order to validate the scoring mechanism, we realized

that the system was not only relatively shallow in its evaluation of a hotel's services, but also that it did not offer a proper division of categories for points.

A detailed description of each and every of these classification criteria is present on pages 2 through 31 of the annex document, Annex One.

CHAPTER THREE:
RESEARCH METHODOLOGY

3.1 RESEARCH METHOD

The first methodological approach we utilized for the realization of this project was the analysis and research of secondary sources which validated our initial hypothesis, which states that *countries that have implemented a hotel classification system are better positioned in the regional and international hotel market, and thus, have a higher index of economic development and higher standards of living.*

Next, we also applied correlation analysis to provide validation of our research. We sought to demonstrate a possible positive correlation between countries having a classification system in effect being better positioned in terms of their market share when compared to countries that do not (I.E. Panama). Furthermore, a second correlation would demonstrate that these countries are also expected to have a greater degree of economic development and specifically development of their tourism industry as a direct effect of their tourism industry being so well-developed.

In order to provide evidence for this, we utilized as the independent variable the GDP⁴¹ per Capita Index of countries which are either members of a hotel classifications and standards organization, or employ government-issued standards to sort their hotels, and those who are not members of any

⁴¹ "Per capita income is often used to measure an area's average income. This is used to compare the wealth of one population with those of others. Per capita income is often used to measure a country's standard of living." Retrieved on 12 / 6 / 2016, from https://en.wikipedia.org/wiki/Per_capita_income.

organization or employ any measures to classify their hotels. Comparing the GDP per Capita Index of these countries will yield evidence of overall levels of economic development, and how these may be affected by the implementation or utilization of standards of hotel classification.

Our research method employed for the second part of this project a qualitative approach, effected through the development and application of a standard classification system. This methodology-system was in turn developed by means of an on-site inspection of the representative surveyed hotels as a way to gather data from the chosen samples as a way to provide evidence that our system is a reasonable working base for the creation of a hotel classification tool.

Our main objective was to validate our system's trustworthiness as an objective tool with which hotels can be measured and classified according to the varying degree of excellence of their services and facilities across several categories, which would include but not be limited to aspects such as infrastructure, facilities, customer service and interaction, among others.

3.2 RESEARCH SUBJECT

The initial research objective of this project was to prove the possible positive correlation between the implementation of a hotel analysis and classification system and the level of economic development of a country, as well as the

development of its tourism sector particularly, and how these impacted the level of economic development of said countries object of this analysis.

In addition, this project seeks to analyze how Panama fares in several economic dimensions against similar countries that currently possess hotel classification systems as a way to further understand our position as a regional or even global competitor in the tourism sector.

The research subject of this project were, in addition, hotels of various levels of quality and infrastructure facility development located across Panama City, so as to have a sample of varying degrees of quality and price range, in order to cover a complete spectrum of different hotel classifications and thus validate and test our system for possible methodological errors.

We need to point out that the purported intent of our study is to demonstrate the feasibility of a hotel star-based classification system, and not to prove a statistical conclusiveness and validity level of the variables used in the ranking. For this aspect to happen a further research should be undertaken with a significantly larger sample of hotels in the different categories, and the scope of our project did not include such larger scale validation.

3.3 RESEARCH INSTRUMENTS

The first part of our study includes the many sources of statistical data , mainly the CIA World Fact Book⁴².

For the mathematical validation of the first hypothesis of our study, we utilized Shazam Version 9.0⁴³, a specialized software programme from the University of Vancouver in order to carry out the more complex calculations required. The Shazam programme is intended to analyze a set of variables (data), and based on these perform statistical analysis model which yield a multivariate mathematical equation which correlates the variables under analysis. It was through this mathematical analysis of data that we were able to obtain results which validated the value of our initial hypothesis, in addition to the presentation of data which further validates it.

In addition, we required information of countries that possess a hotel standard and classification system, or are affiliated to such an organization. For the purpose of this study, we utilized the nations that belong to the organization Hotelstars Union⁴⁴, which includes a number of prominent European countries, such as Germany, Switzerland, Sweden, Denmark, Belgium and the Netherlands, among various others. Their affiliation to this organization is solid

⁴² "The CIA is an independent agency responsible for providing national security intelligence to senior US policymakers." Retrieved on 12 / 6 / 2016 from <https://www.cia.gov/about-cia/todays-cia>.

⁴³ "SHAZAM is comprehensive software for econometrics, statistics and analytics. Build models, test hypothesizes and explain the variation in anything." Retrieved on 12 / 12 / 2016, from <http://www.econometrics.com/>.

⁴⁴ "The Hotelstars Union (HSU) is the official hotel classification system in already 13 countries in Europe." Retrieved on 12 / 6 / 2016 from <http://www.hotelstars.eu/>.

evidence of the country's commitment to the classification and rating of their hotels under a standard classification system.

Our other research instrument was our hotel classification system, applied in the form of a survey. This was applied at hotels who were willing to participate in the study. This includes major international brands such as Waldorf Astoria and Marriott, as well as minor local establishments like Hostel Panama House.

3.4 INDEPENDENT VARIABLE

The independent variable of the first part of our study was, the availability or introduction of a hotel classification system in a country or region. This is the variable that could be modified, either by existing or not, in order to measure the dependent variable's changes.

For our second study, the independent variable is hotel's performance across the various criterion of the standard classification system. This one variable can be manipulated according to the hotel's performance in order to obtain a classification within the system for the hotel or lodging establishment to fall into.

3.5 DEPENDENT VARIABLE

The dependent variable for the first part of our study is the level of development of a country's tourism sector, expressed as the earnings of that country's tourism

sector, expressed as USD⁴⁵. This level of development in a country may be affected by the presence or lack of a hotel classification system, which is what we seek to demonstrate by means of the first part of this study.

For the second part of this study, the creation of the hotel classification criteria and system, the dependent variable is the grade obtained from the hotel's overall performance across all categories and graded criteria. This variable would be notably affected by how well the hotel performs in the various elements being evaluated, and thus subject to changes according to how well these hotels under study actually fare.

3.6 PRIMARY SOURCES OF INFORMATION

The primary source of our data regarding the first part of our project was the actual work performed and executed with the statistical analysis of the correlation between a country's level of development of the tourism sector and the implementation or existence of a hotel standard and classification system. This statistical analysis was made in the form of a mathematical equation, facilitated by Shazam, which correlates the existence and implementation of a hotel classification system and the level of development of the tourism sector of a country.

⁴⁵ "The United States dollar is the official currency of the United States and its insular territories." Retrieved on 12 / 12 / 2016, from https://en.wikipedia.org/wiki/United_States_dollar.

Further information was obtained from the statistical data of the various selected countries' GDP, and earnings generated by the tourism industry as a way of measuring the level of development of their particular tourism related sector.

Our primary source of information for the other half of our project was the data taken from the surveys applied directly at our sample hotels. These form the backbone of our objective analysis and classification of their performance into categories, as well as provide the evidence of our system being workable, hence the limited scope of our sample size.

3.7 SECONDARY SOURCES OF INFORMATION

For the first half of our project, the secondary sources of information were the various analyses of statistical samples we conducted in order to draw conclusions as to how well-developed a country's tourism sector is, as well as their regional placement in terms of the hotel industry due to its revenues and GDP per capita levels. We must note that generally, the general quality and relevancy of the consulted secondary sources was reasonably valid and recent as of 2014. It is not surprising for more developed countries, to have high quality secondary sources of publicly available information about their economy.

As for the latter half of our study, we utilized the field-obtained data from the selected hotels and the further application of our numerical classification criteria in order to establish and sort out the sampled hotels into star-based classification

categories. This interpretation of data allowed us to determine that the system is, indeed, effective, at giving a proper analysis of the quality of services and facilities hotels possess, down to being able to accurately describe it within one of our aforementioned five categories of quality of service as well as infrastructure issues.

3.8 SAMPLING METHODOLOGY

The samples utilized for the first part of our project were the statistical information regarding the economic development index of countries both in the region and abroad. This was utilized as a way to be able to provide solid data which confirms a correlation between the success of the tourism industry, the implementation of a hotel-classification system, and the economic development, growth and success of a given nation's industry.

As of 2016, Panama was located 81st in GDP per Capita, whereas at the same time, international competitors who can boast that they have hotel classification systems in place, such as Austria, Belgium, Greece, Hungary and Sweden, among others, occupy high-ranking positions, occupying the 29th, 33rd, 71st, 69th and 25th position, respectively, within the GPD per Capita index⁴⁶.

Regional competitors like Colombia (115th), Uruguay (84th), Honduras (167th), El Salvador (144th), and Costa Rica (102nd), who we did not manage to find any 2 /

⁴⁶ "Country comparison of GDP per Capita." Retrieved on 1 / 24 / 2017 from <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2004rank.html>

20 evidence or information regarding their implementation of a hotel classification system, occupy much lower positions in the ranking when compared to the aforementioned countries who, as part of the European Union, have adopted policies to standardize their hotel industries under a single set of criteria. This, in turn, has led to greater success and development of their tourism industry.

We ended up evaluating and ranking a sample of six hotels in the city of Panama, which most accurately represented the five categories and displayed the aspects we were evaluating. We need to point out that there were several other hotels attempted, but did not choose to respond or their data was relatively lacking, and so we decided not to use them.

The names of the hotels sampled for this project were:

- *Hostal Panama House* (One-Star Sample)
- *Hotel Milan* (Two-Stars Sample)
- *Hotel Principe* (Three-Stars Sample)
- *Hotel Torres de Alba* (Three-Stars Sample)
- *Hotel Waldorf Astoria Panama* (Four-Stars Sample)
- *Hotel Marriot Area Bancaria* (Five-Stars Sample)

The data obtained from this sampling process was meant to provide a reasonable evidence that our hotel classification system and standards is a valid base to work with. These samples, taken from hotels on different ends of the

perceived quality spectrum, from modest hostels and lodging establishments to the top end of the luxurious and gaudy standards of quality, offer us the chance to verify whether our standards can match the perceived levels of quality these hotels offer.

3.9 HOTEL EVALUATION PROCEDURES

The procedure for the first part of the survey was the gathering of raw data, based on field work by visiting and interviewing managers of the selected hotels, analysis of the obtained data, tabulation using Microsoft Excel ⁴⁷ tables, and close comparison between the aforementioned statistics in order to draw conclusions which validated our primary hypothesis. We also carried out calculations using Shazam, which will be explained in detail in the following chapter, to get evidence of the correlation between hotel development and the implementation of a hotel classification system.

The procedure for applying the survey and gathering data, which was the second part of our project, was as follows:

- Hotels were contacted (interviewing top level managers) and inspected.

- Their results were slotted into categories using MS Excel according to their collected data, and therefore perceived performance.

⁴⁷ "Microsoft Excel is a spreadsheet developed by Microsoft for Windows... It features calculation, graphing tools, pivot tables..." Retrieved on 2 / 20 / 2017 from https://en.wikipedia.org/wiki/Microsoft_Excel

- Hotels were then graded, and according to their total numerical results, were put into one of the five previously designated categories.
- Their performance on each individual category was analyzed.
- Following this methodology and analysis, it allowed us to identify knowing what areas they performed best and worst at, and to propose recommendations as to how to improve performance were given to each hotel, starting with their worst-performing category.
- This was done as a means to ensure that the system is a self-correcting tool with which hotels can utilize continually improve.

3.10 OUR EXPERIENCE WITH THE CLASSIFICATION SYSTEM

After applying this classification model to several hotels, some basic improvements to our classification methodology became apparent. While we did have satisfactory results at the time of determining the quality and success of certain establishments in comparison to their peers, these results were very limited to one or two categories as evidence suggests. Therefore, we came to the initial conclusion that a revision of our system was necessary. After all, our initial results from the first categorization attempts were rather ineffective and a bit inefficient, as could be reasonably expected, and categorization was rather difficult to determine or achieve. Learning from these initial attempts, we then

started development of the actual categorization and classification criteria, which would cover a lot more areas of the establishment that we wanted to evaluate.

Thus, we switched a more comprehensive model, as we also began to separate the individual categories of the establishments we wanted to assess into major categories, each with an individual percent value of the whole test assigned to it, and distributed through the amount of points allocated to each section.

3.11 FINAL EVALUATION PROCESS

In the following section we will present the revised and finalized hotel classification and categorization criteria, with a proper point distribution system and a number of categories which adequately tailor to the establishments found within Panama City and their needs and available services, as well as their expected quality of service and characteristics. Although for convenience purposes we chose to only include hotels within the City of Panama in our sample, we could reasonably infer that the classification results could equally apply to any hotel within the Republic of Panama just as well.

By utilizing these classification methodology and systems, we can predict the level of facilities and quality a hotel is expected to provide to its clientele. This is done by allotting points depending on its performance on several criteria. These criteria have been developed taking Panama's geography, culture and climate

into account, and as such are tailor-made for our country's industry and hotel offer.

CHAPTER FOUR
PRESENTATION AND ANALYSIS OF RESULTS

4.1 VALIDATION OF OUR HYPOTHESIS

Let's recall our initial hypothesis, that there is a *positive correlation* between the development of classification system and the development of the tourism industry, which in turn, may be additionally correlated to a nation's economic development. A good way to validate this correlation is to establish the *level of development* that the tourism, specifically hospitality industry, has achieved in a given nation.

As a starting point for validating our statistical correlation, we chose the independent variable *earnings generated by the tourism sector* in the country, expressed in USD, which is to be known henceforth as X_0 .

Once established the measurement criteria as validation of our hypothesis, we then need to determine other statistical data elements that would additionally and/or explain X_0 . We will focus on calculating the level of development of the tourism industry based solely on income and earnings in terms of international tourism. So we developed a multivariate logarithmic equation which would take into account a number of relevant variables within the tourism sector. Initially, we considered the following variables:

- *% of GDP Generated by the Tourism Sector*
- *Hotels / Km²*
- *Hotel Room Growth (Year)*
- *GDP / Capita*

- *Hotel Rooms / Capita*
- *% of Total Population laboring in the Tourism Sector*
- *% of Room Occupation*
- *Tourism Expenditure (Average / Daily)*
- *Number of Visitors (Year)*
- *Investment in Hotel Projects, in Millions of US Dollars*

Using a data analysis process known as *Ordinary Least Square*⁴⁸ (OLS) we iteratively evaluated their relative relevance and eventually discarded most of the aforementioned variables. Within this iterative culling process, we found several variables to be relatively inconsequential, being rather heavily correlated among themselves, or potentially lacking quality data (information) for proper analysis in a number of different countries. These reasons lead us to eliminate several of the variables.

For our second round of experiments, we further streamlined the process and chose a more adequate and compact selection of variables, which we began to define as parts of a logarithmic equation. Eventually, we settled on an even smaller, more compact, number of variables which appeared to have the greatest effect on X_0 ; these were described as follows:

⁴⁸ "In statistics, ordinary least squares (OLS) or linear least squares is a method for estimating the unknown parameters in a linear regression model..." Retrieved on 2 / 7 / 2017, from https://en.wikipedia.org/wiki/Ordinary_least_squares

- $X_1 = \text{Number of Available Rooms (In Units)}$
- $X_2 = \text{Employment Generated (In Units)}$
- $X_3 = \text{Number of Visitors (In Units)}$
- $X_4 = \text{Total Capital Invested in Hotel Infrastructure (In Millions of USD)}$
- $X_5 = \text{Hotel Occupation (In Percentage)}$

By this point, our equation had started to make sense, however, we still had a number of variables which appeared to have little impact upon the results by means of their relatively high correlation with others. This meant that we had to reduce the possible variables even further. Through testing and results we arrived at the conclusion that the following two variables best explained the correlation we wished to prove:

- $X_1 = \text{Number of Available Rooms (In Units)}$
- $X_2 = \text{Number of Visitors (In Units)}$

In order to present a systematic base for our research, we turned to natural (Naperian) logarithms as a way to obtain and express the degree of elasticity⁴⁹ of the values found in our equation. Since we are performing growth calculations, we require the elasticity that the model using natural logarithms provides over the use of natural numbers. This idea follows the econometric principle that logarithms can be interpreted as an approximate proportional difference between

⁴⁹ “The theory of elasticity refers to the responsiveness of supply and demand to changes in price. The elastic product means that any change in price can result in changes in supply or demand.” Retrieved on 2 / 20 / 2017 from <http://study.com/academy/lesson/what-is-elasticity-in-economics-definition-theory-formula.html>

two or more variables, where changes in the two β variables directly influence X_0 . This leaves us with the following equation, which explains our dependent variable:

$$\ln X_0 = \beta_1 \ln X_1 + \beta_2 \ln X_2 + \mu$$

In this our final equation, \ln stands for 'Natural Logarithm' of the Variables, β stands for the quotient of the two *explanatory* variables, obtained through OLS, and finally, μ stands for the possible error in the equation. The values for β stand for elasticities of the expressed numbers. In this equation, X_0 stands as the dependent variable, whereas the \ln of both, X_1 and X_2 are expressed as the independent variables which sustain and explain X_0 .

Remember that X_0 is the variable which represents the *earnings generated by the tourism sector* in the country. In order to eliminate any possible discrepancies based solely on sheer size of the country being compared, we then decided to *normalize* the equation under a '*per capita*' standard. So, we will use X_0 per capita as our reference criteria for measuring the level of development of the tourism sector in any given country, since, as long as the appropriate and reliable data is available, this equation holds validity across a wide variety of currencies and measures of country income and levels of economic development.

With this equation, we can establish that income is directly affected by the number of rooms a country has at its disposal; which would, in econometric terms, express the 'supply' side of the equation. On the other hand, on the 'demand' side, we have the number of visitors to the country, which would accurately represent the possible demand. Among other possible indicators which would be indirectly incorporated into the equation, we can amount examples such as infrastructure, advertisement, investment, and employment, for comparing the results to a country's GDP would yield results on how important the tourism sector is for the country in applying this index.

The possible error, or μ , is a normalizing factor when implemented in this equation. It accounts for any possible circumstances which may influence any of the variables. For instance, in terms of available demand, possible error (μ) accounts for seasonal changes in temperature in nations who supply visitors to Panama, which may or may not influence the travel intention of possible visitors. This is to say that due to high temperatures abroad, people may be less willing to travel to Panama given its status as a tropical destination. On the flipside, colder temperatures globally may have the reverse effect, as people who seek to escape the cold may be more inclined to choose Panama as their travel destination. Any type of circumstance which is not able to be controlled is taken into account, but for purposes of this equation, and for providing numbers that remain as pure as possible; its value shall remain as **0**. However, it is worth noting that acceptable errors stand anywhere in between minus and plus 2.5%, as long as it remains under 5%.

These calculations, when applied with values from countries and organizations from abroad, or even with locally obtained values, will offer solid proof that our hypothesis and this project are both valid and applicable.

Calculations, Tests, and Results:

$$R^2 = 0.9942$$

$$R^2 \text{ Adjusted} = 0.9934$$

$$\ln X_0 = 1.2244 \ln X_1 + 1.0419 \ln X_2$$

$$(184.70) \quad (17.77)$$

$$\text{Durbin-Watson Statistical Value: } 1.6990$$

4.2 RESULTS OF OUR CALCULATIONS

Out of these calculations, and the t values, here shown in parenthesis, we can draw the following conclusions and results:

- 1) The value of the determination quotient, expressed as R^2 , means that the equation's results are capable of explaining 99.4% of the variation found

on X_0 , which represents the earnings generated by the tourism industry in Panama.

- 2) The value of the calculations for the t values found in the variables X_1 and X_2 allow us to reject the null hypothesis that their value is equal to 0, down to a level of significance of 5%.

- 3) The calculated value for the Durbin-Watson statistical analysis rejected the hypothesis that there exists some degree of autocorrelation between the residues due to random variance, a measure of how random variables affect results in econometrics.

All of these results and values allow us to establish that the supply factor, expressed by the variable X_1 , and the demand factor, expressed by X_2 , both play a central role in the explanation of the level of income generated by the tourism industry locally. This equation, alongside these results, remains valid, as previously mentioned, across all countries as long as the appropriate (valid) data is utilized. This equation, however, does not have the capacity to accurately separate all of the aspects or available offers of the national tourism industry.

This is mostly due to the lack of reliable and valid information from local sources, such as the Statistics Department of the national government, and due to the lack of an index which accurately segments and describes, and classifies individual hotels according to any sets of standards or regulating criteria. This

lack of an index also prevents the potential consumer from effectively separating all of the available aspects of the industry.

The previous analysis provides solid justification as to the need of the creation and application of such an index.

4.3 INTERPRETATION, ANALYSIS AND USAGE OF GATHERED DATA

Upon successfully applying the hotel classification survey, interpretation of the results and its application to the aforementioned standards becomes a matter of translating the answers of the survey, in addition to the data gathered by the inspector or evaluator, into numbers.

By using these numbers, it is possible to obtain a reasonably accurate measure of how the hotel establishment in Panama would fare in terms of its overall level of infrastructure and various facilities, quality, variety of services, personnel, among many other variants that the system takes into account.

By giving each answer a numerical value, comparing these values against our scale, we can then generate a star-based category to assign all establishment assessed by our system that accurately matches the quality of their infrastructure, facilities and services. However, this system allows for much more accurate interpretation of data which also yields insight as to which aspects of an

establishment's facilities and services may be lacking. By default, the system's results will yield a measure of each and every facility or service or area of the measured establishment; However, by taking these into account, we can also assign directions or recommendations for the establishments to follow in order to, gradually, accommodate to the survey's higher standards and, in turn, be eligible for a higher category upon subsequent applications of the evaluation in a future date.

The system is designed to be very intuitive to the examiners and personnel applying it, and it is built to be applied in such a way that it does not interrupt the daily activities and functions of the establishment being evaluated, allowing for a very unassuming inspection of all of the main facilities and restaurants, as well as the vocal interrogation of general employees at the time of evaluating aspects such as personnel safety procedures and training. This will minimize the possible error or even bias that can happen depending on who is actually administering the evaluation.

The general procedure for applying this system involves a brief tour of the whole of the establishment's publicly-available facilities from the part of the evaluator. This includes, but is not limited to a physical inspection of the facilities' lobby area, which may include the reception and front desk areas, their swimming pool, bathing and recreation areas, green spaces, restaurants, lounges, bars, spa facilities, and evacuation routes, such as employee-only stairs and similar items.

The survey evaluation also requires a close inspection of the hotel establishment's rooms, given how it also seeks to determine individual room quality and the amenities found within. Very careful visual inspection of each of the characteristics of the room is both, necessary and mandatory, for surfaces need to be carefully scoured in search of dust particles, bathrooms carefully scrutinized, and all toiletries and amenities accounted for in the interest of properly evaluating a hotel's quality and services offered.

Once initial survey evaluation is completed, and all appropriate data has been gathered, there comes the time of translating that data into numbers, as per the table in our methodology. From these numbers, we can properly categorize the assessed establishments and provide the proper ranking for each. The process in itself is quite simple, a matter of simply adding up points scored in each of the individual categories.

By this point, the hotel's quality as evaluated under the star-based classification system should be apparent, for their performance will place them in one of the several ranks that the system provides. Once their hotel positioning has been determined, they can be assigned a ranking in stars, and the process is complete.

The inspection process, the analysis of the data obtained, and the resulting tabulation of the points achieved is relatively simple and straightforward. The system and survey are designed in such a way that they both directly assess the establishment's capabilities, and in the case that they would be found unsatisfactory, directly provides the next tier by which they can be improved, as well as the areas where the evaluated hotel needs to be improved.

Thus, the system as presented herein not only provides an accurate measure of the hotels' current level of facilities and infrastructure and performance and quality of service, but also acts as a self-correcting measure upon which the hotel industry in the Republic of Panama can be constantly and consistently improved as more and more hotels continue to follow the ideas and standards of the system. With this self-correcting improvement measure in place, Panama can start looking forward to become one of the main competitors of the hotel industry both regionally, and internationally.

Upon starting this project, we did it with an ultimate goal in mind, to provide a standardized star-based methodology that will significantly improve Panama's hotel lodging industry competitiveness and trust it into the future. Also, with the results of this thesis, we seek to improve the level of economic development of Panama. I believe Panama needed this for a long time, yet not been able to address or implement it effectively. This issue, lacking a proper standardized system to differentiate hotels from each other, was highlighted given the recent

proliferation of hotels in Panama throughout the years 2014 - 2016, down to the point where new hotels and lodging establishments were being opened in relatively quick succession, adding to a situation of our saturated supply of hotel rooms.

CHAPTER FIVE:

CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS DRAWN FROM OUR MATHEMATICAL ANALYSIS AND HYPOTHESIS VALIDATION

The mathematical analysis presented earlier gives us insight on the importance and effects of having a hotel classification system in effect. Given how the correlation was proven to be valid, we can now state that countries that do have a classification system in place remain the more important competitors in their respective regions. This is because of the information that is given to consumers at the time of making decisions regarding their lodging selection. In a world where customers have imperfect information, every source of stability that can be obtained in order to make a decision more reassuring is a plus.

Basically, providing this much information to the consumer is the difference between being chosen or simply being sidelined for a more popular destination, or a one that provides a more solid information base. In addition, the thought of hotels having an average of high quality in service and infrastructure, evidenced by the classification system's results, draws in customers who seek a higher level of attention.

As stated, we can safely assume that in order for Panama to become a major player in the international stage of tourism, we need to utilize all means and tools at our disposal to carefully control the development of our tourism sector. This is to say, we must maintain a close watch and protect our cultural interests and

identity while exploiting the resources that are naturally available to us as a country, chief among them a privileged natural abundance and a rich, deeply-rooted cultural heritage.

5.2 CONCLUSIONS DRAWN FROM OUR APPLICATION OF THE HOTEL CLASSIFICATION SURVEY

Through our research, we have concluded that the Hotel Standard and Classification System is a valid tool for certifying and validating the degree of excellence of a hotel's infrastructure and service quality. This is because of the accuracy of the measurements in comparison to the quality of the services provided by the hotel, in addition to their match with the 'Expected Quality' of the hotels being sampled. The fact that hotels fall into appropriate categories by statistical and mathematical measurements serves as validation for our system's accuracy. We strongly believe, through these measurements, that the mathematical results of our survey are basically appropriate, and that the values properly reflect their service quality. In terms of improving accuracy and provide further validation of our standard classification system, a larger scale study must be undertaken in order to establish a higher degree of validity.

Secondly, the system will help improve Panama's average service quality and degree of excellence within its tourism and lodging sector. By letting hotels know the areas in which they perform the poorest in, they can begin to improve their

facilities and services in order to become more competitive in the increasingly difficult field that is the hotel and lodging sector.

Through this project, we can safely conclude that a lodging sector in which hotels have accurate information of their strengths and flaws will grow to become a highly competitive environment where hotels can safely invest into their continued improvement in order to stand out as the best options in their areas of interest. As a tendency, Panama's hotels will become increasingly better in their respective areas, improving the level of Panama's tourism sector as a whole, and in turn, making us a highly competitive offer regionally and internationally. This stands as one of the most important boons to applying this classification system; Improving Panama's tourism sector is a way to bolster one of our other most important industries such as the Panama Canal, the logistical, and the financial sectors.

5.3 RECOMMENDATIONS FOR HOTELS WHO HAVE BEEN CLASSIFIED BY THE SYSTEM

Hotels that have received a rating by the system are strongly advised to follow the recommendations given by their inspection in order to improve their service quality. This is meant as a way for all hotels to improve based on what areas they performed poorly in, instead of focusing all of their investments and efforts into bolstering aspects they already have a solid performance in.

Hotels with an exceptionally poor performance, for example, should focus all of their efforts into fixing the issues they may have encountered while waiting for a follow-up inspecting in which their score may be revised.

5.4 RECOMMENDATION FOR FOLLOW-UP RESEARCH AND FURTHER EXPANSION OF THE PROJECT

Naturally, all of the concepts of evaluation and classification can be expanded upon in order to encompass more categories. Secondly, a case can be made for expanding the system to cover hotels in areas of the countryside of the Republic of Panama, rather than focusing entirely in the Capital City. Adding more and more criteria should be the primary focus of expansion and follow-up research in this field, in order to create an ever-growing tool with which hotels can be further classified. Finally, the creation of a hotel classification database remains one of the more important aspects to the implementation of this project in its entirety, as having all of Panama's hotels classified provides an extremely useful tool for consumers and investors alike.

However, in order to truly improve the hotel study's validity, a survey to a greater number of hotel samples must be conducted. This is to ensure that the samples, which should include at the very least five in each category, are faithful and valid in their analysis and classification. This is the first and foremost way to continue improving the system, and by extension, Panama's hotel industry.

5.5 RECOMMENDATIONS FOR SYSTEM APPLICATION BY THE LOCAL GOVERNMENT

The Panamanian government needs to take steps to implement these measures before this system can guide the development of the lodging industry. Clear directions by the ATP are required, first and foremost. Establishing affiliation to the system as mandatory, and making eventual classification and inspection mandatory in order to operate in the Republic of Panama is the very first step towards being able to unify all hotels under the aforementioned standards. ATP's tracking of this standardization needs to be complete, as they must turn to their statistical base and keep track of how many hotels are being progressively inspected and graded.

Yet, the very first step towards successful application and implementation of this project is the recognition of the fact that Panama needs to grade its hotels, the current informal systems of TripAdvisor and other subjective measures are not enough for a country that actively seeks to develop its tourism sector into a competitive alternative to the many other offers in the region.

The recent boom in new hotel construction has resulted a downward trend in occupancy rates, which resulted hotels lowering their prices as income margins decreased, while competing with each other over the limited amounts of tourists Panama receives each year. However, the silver lining is that this recent intense

competition would serve as an engine of progress, causing the industry to be more refined in an effort from the part of each brand and establishment to rise above the others. This study provides guidelines with which hotels can focus into the proper aspects of their service, and grow along the lines that have been given, taking into account the aspects that international hotel corporations and hotel classification associations take into account. To provide these guidelines for hotels to grow, as well as the ideas that will give the establishments tools to improve, that is what gives us meaning, and makes this research we have chosen to undertake importance.

Following the necessary steps keeping up and improving upon this standards and criteria is a challenge that applies to the various offerings within the hotel industry in Panama. While it may be perceived like a chore, or as an unnecessary waste of time from the part of hotel management, doing something that would otherwise seem natural, it is a necessity in today's world, where all processes and establishments are standardized and optimized. This is because travelers and customers have increased (internet based) information in their hands in order to make destination or lodging decisions, and have grown accustomed to demanding the best. The punishment for hotels who are unable to provide the necessary adjustment is to lose market share and business opportunities. Platforms such as TripAdvisor and Booking.com, which allow users to review and rate establishments according to their own experience, are becoming ever more important as sources of reservations and 'expert opinions'.

Thus, hotels and establishments require guidelines to keep up with this refinement of the industry.

It is normal that most branded hotel organizations have their own internal guidelines to guide their progress and development, yet, smaller, as well as family investments and lodges, have would feel limited and perhaps lacking scientifically available methods to compare and improve beyond that which they feel or suppose is correct based on intuition or experience. This informal method of progress is not ideal, and may even be harmful to Panama's industry in the long run. Because of this, we need scientifically applied guidelines such as the ones presented in this work, which provide Panama ample opportunities to grow and improve to match, or even surpass regional and continental competitors.

5.6 FINAL THOUGHTS REGARDING THE PROJECT

Without qualified personnel working the hotels, and a proper set of guidelines and standards with which to judge hotels and lodging establishments, our industry will continue to develop rather hazardously uncontrollably. Hotels without standards, would be at a disadvantage by lacking the glamour and standards of service that hotels abroad have managed to attain. It is with this future in mind that we turn in this project. We hope that these guidelines and classification criteria and standards will be put to good use, or will at the very least serve as

the basis for a more refined system of standards to be developed by using ours as a stepping stone.

With the introduction of our proposed star-based classification methodology here in Panama, I hope to provide the basis for further development and improvement of our hotel and tourism industry.

With this knowledge I conclude our project, reflecting upon the many hours of work and effort we have devoted to its completion, the various establishments and lodging facilities we have visited and seen firsthand. It is through the effort of the many workers of our hotel and tourism industry that the gears of Panama's tourism continue to turn; yet, it is through this project that we make our contribution to improving Panama's flagship service based economic sector.

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APPENDIX & ANNEX DOCUMENTS

ANNEX ONE

HOTEL CLASSIFICATION SYSTEM SURVEY

Minimum Mandatory Standards

- Emergency, Sign, Security and Fire Evacuation Standards

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Emergency and fire evacuation signs are posted in all food and beverage outlets, back of house, corridors, lobbies and open spaces in both, English and Spanish.				
Emergency and fire evacuation signs, as well as evacuation plans detailing evacuation routes are posted in all rooms in both, English and Spanish.				
Power generator capable of generating power for the establishment for up to eight hours, maintaining essential operations (excluding A/C) in case of a blackout or power shortage.				
Reservoir or water supply capable of supplying all rooms, in the case of a shortage of water.				
Hotel entrances are controlled by cameras twenty four (24) hours a day, seven (7) days a week.				
A security guard is available twenty four (24) hours a day, seven (7) days a week.				
All corridors and floors must have adequate emergency lighting.				
All emergency stairs must have a handrail, and an a sign indicating the floor that's clearly visible.				
The hotel is prepared to handle threats to security, including but not limited to bomb threats, fires, etc.				
During times of emergency, elevator access is restricted.				
All signs in public areas must be fully readable at night.				
Each floor must be properly labelled as such.				
Signs indicating the number of a guest room, either on the door, or nearby, is mandatory.				
Signs indicating the general direction of specific room numbers are mandatory on the corridors of each floor.				
Signs available showing hours of hotel services and events.				-
Clearly marked floors on all elevators.				

Facility and Operation Standards

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Hotel staff are available to guests twenty-four (24) hours a day, seven (7) days a week.				
The establishment maintains accounting books and records of all its business transactions.				
The name of the establishment is in display in its facilities, records, invoices, correspondence, brochures, etc.				
All areas of operation where guests and employees are frequently expected have proper lighting.				
All buildings and properties are in clean condition and well-maintained; There is no debris and these do not pose a health and safety hazard to employees and / or general public.				
All gardens and public spaces, if any, are to be well-maintained.				
All gardens, pathways, landscaped areas and public spaces must be safe to the public.				
General tariffs (rack rates) must be available in the reception or lobby.				
Foreign currency exchange rates must be in public display in English near to where this service will be offered, if applicable.				
Garbage collection and waste disposal processes are in place.				
All guests are escorted to their rooms at check-in, along with their baggage. Guests with special needs are escorted throughout their stay.		Upon request, guests are escorted to their rooms, along with their baggage. Guests with special needs are escorted throughout their stay.		Only guests with special needs are escorted to their rooms.
A safety deposit box is available in each and every room, in addition to an item safekeeping service available in the lobby or reception of the establishment.			A safety deposit box is available only in the lobby or reception of the establishment.	
All corridors and stairs are in a good state of repair, free of debris or obstacles that could endanger the guests or general public.				
Lighting in all areas is appropriate at all times for comfort, and regular operations.				
Air conditioning maintains a comfortable temperature, between 18°C - 23°C, throughout the year in all public areas and lobbies. Special attention is paid to being able to maintain a comfortable temperature during the summer months (January, February, March, April.).				
All corridors should be clean, well-lit and well maintained.				

Maintenance services must be available sixteen (16) hours per day.
All electrical equipment must be properly maintained and in good working conditions.
The hotel has its own entrance, separate from parking and vehicle entrances, and restaurant entrances.
The hotel's entrance is accessible to guests with disabilities.

Facility and Operation Standards (Continued)

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Separate service and personnel entrance.			-	
There is a clearly designated reception and lobby area, with a lounge or sitting area nearby.				
Reception staff available twenty-four (24) hours per day, seven (7) days per week.				
Fully stocked first aid kit available for quick access in the reception or lobby area.				
At least one in-house telephone is available for use by guests in the reception or lobby area.				
Appropriate background music plays in the lobby or reception area.				
A clock, with the local time, is on display and readily visible to all guests in the lobby or reception area.				
At least one English-speaking personnel is available at all times in front desk area.				
There is a functioning concierge service.			-	
A sitting area is provided with sufficient comfortable sitting.				
Minimum of two (2) elevators serving all floors, guest rooms and additional facilities.			Minimum of one (1) elevator.	-
All elevators are clean and in a good state of repair.				
Separate elevators for guest and personnel.			-	

All elevators should be accessible to guests with disabilities.		
Wake up call service available twenty-four (24) hours.		
Luggage room available in the lobby or entrance area.		
Wheelchair available upon request.		
Internet access available across all of the establishment's facilities.	Internet access restricted to the lobby or front desk area only.	-
Hotel has a functioning website.		
One parking spot available per room.	Limited parking space available.	
Adequate security and lighting in parking space.	No lighting or security in parking space.	

Establishment Room, Lodging and Accommodation Standards

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Five percent (5%) of all rooms are either suites, or junior suites.	Two percent (2%) of all rooms are either suites, or junior suites.	-	-	-
Connecting rooms are available in five percent (5%) of the establishment's rooms.				
There is a minimum of three (3) handicap accessible rooms	There is a minimum of two (2) handicap accessible rooms.	-		
All bedrooms are cleaned daily.			-	
All beds are changed daily.	All beds are changed at least twice weekly, or in between guests' arrival.			
All windows are cleaned periodically.				
One clean pillow per person, with a clean pillowcase, is provided in all rooms.				
At least one blanket or duvet is provided per bed, in all rooms.				

Additional pillows and blankets are available within the room.	Additional pillows and blankets available upon request.
All beds have access from both sides.	
All mattresses are clean and spotless, well-maintained.	
Baby beds are available upon request.	-
A bedside table is provided for each bed. These tables must be in good condition.	
A desk with chair is provided and in good condition for each and every room.	
A desk lamp is provided and in good condition for each and every room.	
Multiple individual chairs are provided for each and every room.	
All windows within rooms should be able to be locked.	
All windows within each room should be provided with curtains, blinds, or shutters.	
Each room's door should be able to be locked.	
Each room's door has a peep-hole.	
Each room should be able to be locked from the inside without using a key.	
Electronic key-card door lock system in place.	-
General room lighting controlled by switched inside the room.	

Establishment Room, Lodging and Accommodation Standards (Continued)

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
All light bulbs must be in proper working order.				
Closet and wardrobe in each room, with at least two hangers provided.				
At least one full-length mirror must be provided in each room.				
Telephones provided in each room.				

Telephone rates are available in each room.		
Colour television with remote control is available.		
Cable / Digital / Satellite television channels are available, with international television channels available.	Local television channels available only.	
Luggage rack is provided in each room.		
Ironing board and iron provided in each room.	-	
All bathrooms are cleaned daily.	All bathrooms are cleaned at least three times per week.	
Washbasin with hot and cold water on tap.		
Shower and bathtub with hot and cold water available.	Shower with hot and cold water available.	Rudimentary shower available.
Toilet with seat and lid available.		
Toilet paper holder and spare rolls available.		
One clean hand towel per person staying in room.		
One clean face towel per person staying in room.		
One clean shower towel per person staying in room.		
Fresh soap for each guest, available in every room.		
Electric outlet available close to the mirror.		
Mirror with light above available in each room.		
Shower curtain, screen or sliding doors.		
Hook for clothes available either on bathroom door or on walls.		
Running water is available at all times.		
Adequate water pressure for bathing and showering.		
Multiple waste bins available in each room. These are cleaned daily with housekeeping.		

Item 1.1: Guest Rooms - Housekeeping*Five-Star Requirements (10 Points)*

- Every inch of the room is perfectly clean and spotless. Absolutely no dust is visible.
- Bed is perfectly made, and the linen does not show any evidence of stains or smears.
- All surfaces are perfectly clean and gleaming.
- No equipment is broken, or missing. No loose screws, blown light bulbs, etc.

Four-Star Requirements (8 Points)

- The room is visibly clean. No dust is visible unless closer inspection is made.
- One or two small items or areas may be dirty, missing, or damaged.
- Standard of cleanliness and presentation not quite as elevated.

Three-Star Requirements (6 Points)

- Dust may be clearly visible on some areas of the room, or beneath the bed.
- Items and furniture are not as clean or well-presented.
- Several items missing or damaged.
- Visible smears and spots in linen or walls.

Two-Star Requirements (4 Points)

- Surfaces are dusty.
- Blown lightbulbs, loose handles, screws, missing hair dryers, etc, are common.
- Linens are downright dirty and blinds may be dusty.

One-Star Requirement (0 Points)

- Rubbish bin may be unclean. Debris may be present in room.
- Tiles and walls present damage.
- Room may present unpleasant odours.
- Room overall feels unpleasant.

Item 1.2: Guest Rooms - Decoration*Five-Star Requirements (10 Points)*

- The room has exquisite decoration.
- An outstanding combination of wallpaper and furniture.
- The hotel's individual decoration and pieces of furniture are evidences of luxury.
- The hotel has paintings and decor which accent the room's theme.

Four-Star Requirements (8 Points)

- Decoration is not quite perfect, yet still of outstanding quality.
- Room's theme is not as heavily enforced.
- Some few elements may be slightly worn out or scratched.

Three-Star Requirements (6 Points)

- No attempt to match decoration to wallpaper or to any theme.
- Much less attention to detail.
- Individual pieces of decor look somewhat worn out, yet still acceptable.

Two-Star Requirements (4 Points)

- Mismatched items present.
- Some items are heavily scratched or even damaged.
- The room's style is plain and very simple.

One-Star Requirement (0 Points)

- Walls show cracks or damage.
- Decoration is missing parts, damaged, or heavily mismatched.
- Items are of low grade material.
- Furniture is in dire need of repair.

Item 1.3: Guest Rooms - Amenities and Toiletries*Five-Star Requirements (10 Points)*

- The hotel offers a complete range of bathroom essentials.
- Conditioner, shampoo, bathrobe, slippers, and several different towels are supplied.
- In-room stationery bearing the hotel's seal is presented.
- Specialist coffee maker and tea making supplies in superb condition.

Four-Star Requirements (8 Points)

- At least one of item is missing; Variety of toiletries and amenities is still very high.
- No stationery or paper present.
- Bathrobe and slippers present.

Three-Star Requirements (6 Points)

- No bathrobe or slippers.
- Various different types of towels present.
- The hotel offers shampoo and soap.
- Hair dryer, safety deposit box and ironing board present.

Two-Star Requirements (4 Points)

- Very little in terms of toiletries and amenities.
- Either ironing board, coffee maker, or safety box.
- Only basic bathroom essentials are offered, if any.

One-Star Requirement (0 Points)

- Very basic toiletries are presented.
- Only soap for hands and shower, if any.
- Basic hand towel and shower towel only.

Item 1.4: Guest Rooms - Mini Bar and Catering Service*Five-Star Requirements (10 Points)*

- The hotel boasts an impressive array of in-room products.
- From imported alcoholic beverages to various foodstuffs.
- The establishment has a professionally-designed menu in various languages.
- Catering service operational 24 / 7.

Four-Star Requirements (8 Points)

- Slightly reduced number of available items.
- Menu is available exclusively in English and Spanish.
- Catering service may have reduced operational hours.

Three-Star Requirements (6 Points)

- Catering service is taken straight from the restaurant's menu.
- This, however, limits the choices on items to basic meals such as hamburgers.
- Mini bar service is very limited to local drinks and packed items.
- Catering service operational hours are limited.

Two-Star Requirements (4 Points)

- No catering service.
- A few packaged foodstuffs available.
- Bottled water and the like offered on request.

One-Star Requirement (0 Points)

- May offer a bottle of water or similar products, only.
- No catering service at all.
- No mini bar service or fridge on offer.

Item 1.5: Guest Rooms - Bedroom Impressions*Five-Star Requirements (10 Points)*

- All rooms are spacious and generally large, with access to all facilities.
- Adequate space to store luggage without interfering with the rest of the room.
- There is enough space to accommodate various guests comfortably.
- Overall great impression, extremely clean and well-organized layout.

Four-Star Requirements (8 Points)

- Room is relatively spacious, with good access to all facilities.
- Sitting room and accommodations may be slightly more cramped.
- No areas of difficult access or restricted.
- The layout is clean and gives off a very good impression.

Three-Star Requirements (6 Points)

- The room is large enough to hold all necessary furniture and items.
- There may be some areas where access is difficult or restricted.
- Items and furniture may have to be moved in order to facilitate access.

Two-Star Requirements (4 Points)

- The room is relatively small and cramped.
- Access with baggage is awkward.
- Overall large furniture in comparison to the available space.

One-Star Requirement (0 Points)

- Furniture too large, or too small for room.
- Access to most facilities is awkward.
- May have external perturbances, such as loud music from nearby venues.
- Overall poor impression and unclean, unorganized layout.

Item 1.6: Guest Rooms - Guest Bathrooms*Five-Star Requirements (10 Points)*

- Bathrooms are spotless and perfectly clean.
- Absolutely no sign of mold or mildew on any surface.
- Outfitted with a wealth of additional fixtures, such as hot tub, bidet, etc.
- Amenities are presented in an well-organized fashion. Evidence of luxury.

Four-Star Requirements (8 Points)

- Very good cleanliness standard.
- Fresh, pleasant smell.
- Overall, feels very clean, and in good condition.
- Little to no signs of wear and tear.

Three-Star Requirements (6 Points)

- Surfaces are clean.
- Little to no signs of dust.
- May present some slight discoloration or signs of ageing.

Two-Star Requirements (4 Points)

- Some surfaces may present evidence of dust.
- The flooring may be discoloured or otherwise stained.
- Surfaces may be dull or unclean.

One-Star Requirement (0 Points)

- Very low standards of housekeeping and organization.
- Mold may be readily visible.
- Floor stained, or presence of unpleasant odours.
- Overall feels damp and musty.

Item 1.7: Guest Rooms - Room Accessories*Five-Star Requirements (10 Points)*

- HDTV present in room. May include further entertainment features, such as DVD.
- Seating space includes several chairs, and a small coffee table or such.
- Desk is well-outfitted with lamps, among other accessories.
- Room covers an extremely wide variety of accessories, such as fridge.

Four-Star Requirements (8 Points)

- A large, yet not necessarily HDTV is included.
- Sitting space and accompanying furniture is slightly less varied and detailed.
- Smaller fridge, reading lamp, reading material provided.

Three-Star Requirements (6 Points)

- May include ice tray, glasses.
- Coffee maker and cups present.
- Standing lamp, coat hanger, large armchairs.

Two-Star Requirements (4 Points)

- Accessory selection is very limited.
- Desk lamp exclusively, may feature other assorted items.
- Room feels largely simple, without many accessories.

One-Star Requirement (0 Points)

- Room is reduced to a selection of very basic essentials.
- Room is extremely simple and item selection is otherwise basic.
- Accessories may be damaged or in need of immediate repair.

Item 1.8: Guest Rooms - Beds and Bedding*Five-Star Requirements (10 Points)*

- Beds are extremely well presented, elegant, and luxurious.
- Very large beds, designed for comfort and luxury.
- Several pillows, duvets, and linens are present, with more available.
- Bedding is truly comfortable, and allows for a restful sleep.

Four-Star Requirements (8 Points)

- Several pillows and pillowcases are present.
- Various linens and a duvet are provided.
- Bed is well made and well organized.
- Absolutely no stains or wrinkles in bed presentation.

Three-Star Requirements (6 Points)

- Bed presentation is very clean and well organized.
- Frills, such as duvet and additional pillows and pillowcases are included.
- Bedding is comfortable.

Two-Star Requirements (4 Points)

- Presents a simple, unfrilled bed, linens and pillows.
- Presentation is simple, yet organized and relatively clean.
- Bedding is relatively soft, and comfortable.

One-Star Requirement (0 Points)

- A simple bed, with a simple linen and pillow case is presented.
- Linen may present either stains, or be crumpled, or damaged.
- Presentation is downright shabby or unorganized.

Item 2.1: Availability of Concierge, Car Rental, Transport Services*Five-Star Requirements (10 Points)*

- The hotel has a very complete concierge service, in addition to tour operator access.
- The hotel offers its own shuttle service, or company car service as a means of transport.
- The concierge services are versed in English and Spanish.

Four-Star Requirements (8 Points)

- The hotel is able to secure transport to local attractions and points of interest by its own means.
- Concierge service is able to book access to tours, among other services.
- No car provided by the hotel, but has access to car rental facilities.
- Can secure transport to the nearest airport.

Three-Star Requirements (6 Points)

- Personnel is readily available to provide assistance and recommendations of points of interest and travel destinations.
- Can provide transport to nearby car rental facilities.

Two-Star Requirements (4 Points)

- Concierge is limited to handing out brochures of points of interest, or general directions.
- Able to secure transport through calling taxis.

One-Star Requirement (0 Points)

- No information regarding nearby points of interest or travel destinations.
- No information regarding local means of transport.

Item 2.2: Event and Event Planning Capabilities*Five-Star Requirements (10 Points)*

- The establishment has various conference halls and designated spaces to hold social events at.
- The establishment is prepared to provide catering, stationery, and equipment for events.
- The establishment is prepared to hold several major events simultaneously, ranging from 500 - 800 people.

Four-Star Requirements (8 Points)

- The establishment has several conference halls to hold events at.
- The establishment is prepared to rent equipment, stationery, and other assorted items to its clients.

Three-Star Requirements (6 Points)

- The establishment is prepared to provide limited equipment, such as projectors.
- Limited catering, such as coffee, is readily available.
- Conference halls are much more limited.

Two-Star Requirements (4 Points)

- Only one conference hall available.
- Several small halls may be available, sitting few people comfortable for small meetings.

One-Star Requirement (0 Points)

- No conference halls or event services available.
- No event catering available whatsoever.
- No equipment rental.

Item 2.3: Pool and Gym Facilities*Five-Star Requirements (10 Points)*

- The hotel has either one or more large swimming pools, along relaxation facilities nearby.
- The establishment's gym is large, well equipped, and has personal trainers available upon request.
- The gym provides lockers, showers, entertainment and refreshments.
- The pool is accompanied by a bar, or access to drinks and refreshments.

Four-Star Requirements (8 Points)

- The gym's facilities are slightly less complete. No entertainment options or refreshments.
- Pool's size is smaller, accompanied only by some chairs and a few plants.
- Accompanying features are less detailed.
- Gym and pool facilities are high quality, but lack evidence of luxury.

Three-Star Requirements (6 Points)

- A simple pool is available.
- A relatively complete gym is available.
- Gym and pool facilities both look clean, and in a good state of repair.

Two-Star Requirements (4 Points)

- No pool facilities.
- A very small gym is present.
- Some may be damaged or in need of repair.

One-Star Requirement (0 Points)

- No pool facilities whatsoever.
- No gym or exercise facilities present whatsoever.

Item 2.4: Spa and Hairdresser Facilities*Five-Star Requirements (10 Points)*

- The establishment boasts a very complete spa, equipped with several individual rooms, a lounge, and a menu of several different treatments and specialized personnel.
- The spa facilities play fitting background music, and set an atmosphere of tranquility to match the overall tone.
- The spa facilities offer a truly relaxing and luxurious, experience.
- High quality hairdresser and stylist facilities available within the hotel.

Four-Star Requirements (8 Points)

- The hotel has a simple spa, offering high-quality treatments to its guests.
- Wellness facilities are available, including a sauna and a hot tub.
- No hairdresser facilities.

Three-Star Requirements (6 Points)

- Simple massages and stress relieving procedures in the gym
- No dedicated spa facilities.
- A couple dedicated rooms to perform services at.

Two-Star Requirements (4 Points)

- Only a few beds and tables to perform simple massages at.
- No menu or professional therapists.

One-Star Requirement (0 Points)

- Absolutely no spa, or wellness facilities of any kind available.
- No hairdresser available, or any facilities resembling it.

Item 2.5: Laundry Service*Five-Star Requirements (10 Points)*

- The hotel can handle any request, on any time frame.
- From shoe shine service to dry cleaning suits and dresses.
- Specialist laundry services available upon request.
- Timely and perfectionist on maintaining scheduled times.

Four-Star Requirements (8 Points)

- Timely laundry service, available during general operational hours.
- Can handle most requests efficiently and in a timely fashion.
- Pieces of clothing are returned in good, clean state and quickly.

Three-Star Requirements (6 Points)

- A solid laundry service that can handle most requests, but falls short of handling more difficult requests.
- Only available for a few hours, no evidence of luxury service or excellence.
- Service merely cleans clothing in a timely fashion.

Two-Star Requirements (4 Points)

- The establishment has a simple laundry service.
- The hotel has washing machines available for use by its guests, for a fee.

One-Star Requirement (0 Points)

- The hotel does not have any laundry services available for its clients.
- No cleaning requests may be made, only basic linen and pillowcase cleaning is expected.

Item 2.6: Valet Parking, Currency Exchange, ATM Services*Five-Star Requirements (10 Points)*

- The hotel has a very reactive, luxurious valet parking service.
- ATM facilities within the premises of the hotel are available twenty four hours, seven days a week.
- Currency exchange services are provided for local currency, along with other currencies of common usage.
- Valet parking service is extremely fast, polite and professional.

Four-Star Requirements (8 Points)

- Valet parking service is fast to react, and does not leave customers waiting for long times.
- Personnel is warm and welcoming, having protocols for welcoming guests and customers.
- ATM services available within the premises.

Three-Star Requirements (6 Points)

- Valet parking services tend to make customers wait.
- Rather impersonal service, not particularly warm or welcoming.

Two-Star Requirements (4 Points)

- No valet parking services available.
- Hotel personnel may offer simple money exchange services at the front desk, but currency or ATM services are otherwise unavailable.
- Hotel provides luggage assistance from parking to the main facilities.

One-Star Requirement (0 Points)

- No valet parking services.
- No currency exchange or ATM facilities available.

Item 3.1: Staff Security Drill Training and Capabilities*Five-Star Requirements (10 Points)*

- The hotel has a safety brigade, in charge of handling evacuations and safety drills carried out periodically across the facilities.
- Safety drills are carried out periodically every few months under the supervision of members of this safety brigade.

Four-Star Requirements (8 Points)

- The hotel does not have a safety brigade, but most, if not all of its personnel are well-versed in basic safety protocols.
- Evacuation procedures are handled by the safety department, and are carried out in an orderly fashion according to protocol.

Three-Star Requirements (6 Points)

- The hotel conducts safety drills occasionally across all of its departments.
- There is no specific security department dedicated exclusively to controlling security drills or evacuation protocols.
- The hotel has security personnel available at all times, monitoring entrances and exits to the establishment.

Two-Star Requirements (4 Points)

- A basic CCTV system controls entrances and exits to the establishment.
- There is a security guard on-duty available providing a basic security service.

One-Star Requirement (0 Points)

- No security drills are performed at any time.
- Threats to security are handled ad-hoc.

Item 3.2: Availability of Personnel and Specialized Languages*Five-Star Requirements (10 Points)*

- There is designated personnel for all areas of the hotel, each performing exclusive functions for their determined area of expertise.
- There are supervisors and personnel fluent in various languages available 24 / 7.
- Food service personnel are available 24 / 7.

Four-Star Requirements (8 Points)

- There is specialized personnel versed and fluent in several languages available during operational hours on various departments.
- There is personnel fluent in English available 24 / 7.

Three-Star Requirements (6 Points)

- At least one staff-member is capable of speaking an additional language other than English, and is generally available during operational hours.
- English-speaking personnel is commonplace around the hotel grounds and available regularly in all facilities.

Two-Star Requirements (4 Points)

- At least one staff-member is fluent in English, and available during general operating hours.
- At the very least there is one staff-member available in the front desk and lobby area 24 / 7, capable of performing check-ins and check-outs.

One-Star Requirement (0 Points)

- There is a bare minimum of personnel available only at the front desk during operational hours.
- Absolutely no presence of any English-speaking personnel.

Item 3.3: General Impression of Hotel Facilities and Public Spaces*Five-Star Requirements (10 Points)*

- All public spaces are luxurious and perfectly clean.
- Furniture and overall organization of lobbies and public areas are luxurious.

Four-Star Requirements (8 Points)

- Decor is suitable to high standards of comfort.
- Comfort and cleanliness are a priority in the lobbies and public spaces of these hotels.
- Furniture is not only well selected and properly organized, but it also creates an atmosphere of comfort and elegance.

Three-Star Requirements (6 Points)

- Lobbies and public spaces are relatively comfortable.
- Spaces and lobbies are clean and otherwise very pleasant spaces at first glance.

Two-Star Requirements (4 Points)

- Upon first glance, the establishment's public areas and lobbies are seemingly clean.
- Absolutely no evidence of luxury, but only the bare necessary essentials for operations.

One-Star Requirement (0 Points)

- The establishment's presentation and overall cleanliness standards are poor.
- Public areas and lobbies look dusty, or poorly groomed on all accounts.

Item 3.4: Gardens and Green Areas Evaluation Criteria*Five-Star Requirements (10 Points)*

- The hotel has several green spaces and areas available to its guests.
- There is a feeling of luxury about the hotel's green spaces, mostly due to its perfect maintenance.

Four-Star Requirements (8 Points)

- Has access to a single large, green space. This area offers a relaxing atmosphere, and its overall landscaping is pleasant to look at.
- Green area is well-maintained and well-groomed.

Three-Star Requirements (6 Points)

- The establishment does not have access to any major green spaces, or areas.
- Each and every one of these plants is well kept and in proper condition.

Two-Star Requirements (4 Points)

- Presence of greenery is much reduced in comparison to higher standards and classes.
- Only greenery in the establishment is noticeable on the lobby, or front desk area.
- Plant condition could be much higher, or they display some slight damage or lack of proper care. I.E. Dried out or damaged.

One-Star Requirement (0 Points)

- Absolutely no greenery available throughout the entire establishment.
- Only plants or greenery available is in extremely poor condition, or heavily damaged due to lack of care.

Item 3.5: General Personnel Classification Criteria*Five-Star Requirements (10 Points)*

- General personnel and staff members who have high customer interaction are extremely reactive and extremely well-educated in customer attention matters.
- These personnel are extremely professional, and are regularly on the hunt for any service they may provide, or anything they may offer help with.

Four-Star Requirements (8 Points)

- Personnel has a very high attention to detail, and will generally carry out necessary services quickly, efficiently and in an organized fashion.
- Personal grooming is a cut above the rest, as staff-members present themselves in very clean, organized attire.

Three-Star Requirements (6 Points)

- Personal grooming is well organized and perfectly clean.
- Personnel respond immediately to customer calls, and provide attention and close following until issues are resolved or assistance is provided.

Two-Star Requirements (4 Points)

- Personnel are fairly reactive, and answer customer calls relatively quickly.
- However, personnel actively make no effort to find out customers to aid or provide services to.

One-Star Requirement (0 Points)

- Personnel is extremely non-reactive, requiring high insistence in order to obtain any type of attention or service.
- Personal grooming is poor, may be wearing casual or otherwise inappropriate clothing.

Item 3.6: General Availability of Boutiques, Bars and Restaurant Facilities*Five-Star Requirements (10 Points)*

- The establishment has at the very least three restaurants and a specialized bar within its premises.
- The establishment has more a fine boutique within its premises, which has access to brand items and local souvenirs.

Four-Star Requirements (8 Points)

- The establishment has at the very least two restaurants within its premises.
- The establishment has a small boutique which has access to local souvenirs and collector's items.

Three-Star Requirements (6 Points)

- The establishment has a small restaurant within its premises, which offers service during operational hours with simple dishes for lunch and dinner.
- The establishment has a small store which has access to local items such as packaged foodstuffs and other commodities for guests to purchase.

Two-Star Requirements (4 Points)

- The establishment has a small cafeteria which offers a very simple service and variety of food.
- Absolutely no access to boutiques or stores within its premises.

One-Star Requirement (0 Points)

- The establishment does not have any access to cafeterias, food vendors, or boutiques.

Item 4.1: *Decoration, Furniture, and Overall Atmosphere**Five-Star Requirements (10 Points)*

- The establishment's restaurant decoration is superb. Maintains an atmosphere of extreme comfort and elegance.
- The establishment's decoration is not only comfortable, elegant and luxurious, but it also is organized around a central theme which is reinforced through its cuisine.
- Extremely high quality chairs, tables, linens and cutlery.

Four-Star Requirements (8 Points)

- High quality of furniture, tables, linens and cutlery.
- Some pieces of decoration may not match the theme, or feel out of place with the rest.

Three-Star Requirements (6 Points)

- Tables and linens may show damage or age, while their original quality was very good, they now show usage.
- There is, however, no damage that can be appreciated at first glance.

Two-Star Requirements (4 Points)

- All furniture shows some degree of usage, and may even show damage or be in generally poor conditions.
- Overall no theme is reinforced through decoration and furniture.

One-Star Requirement (0 Points)

- Paper napkins or tissue boxes are present, no linen cloths on tables, and does not provide linen napkins.
- No theme present between decoration, furniture and cuisine.

Item 4.2: Housekeeping and Cleanliness Standards*Five-Star Requirements (10 Points)*

- Extremely high standards of cleanliness across all areas. Absolutely no evidence of dust, crumbs, or previous meals on any of the tables.
- Vacuuming and flooring is always exceptionally clean.
- Cutlery, glasses and dishes are perfectly clean to match the luxury atmosphere of the restaurant.
- Tables are always ready and set, awaiting the next customer.

Four-Star Requirements (8 Points)

- Relatively high cleanliness standards, no evidence of previous meals.
- Linens and cutlery are clean and in excellent condition.
- There is evidence of clutter on some tables (wine lists, menus, etc.)

Three-Star Requirements (6 Points)

- Tables are clean in time for meal services.
- Tables are not automatically set and prepared in between meals.
- There is general evidence of cleaning procedures, and general cleanliness.
- No dust or crumbs visible.

Two-Star Requirements (4 Points)

- A few tables are not set or otherwise not prepared in between meals.
- Glasses, menus and clutter is present on some tables. Somewhat disorganized presentation.

One-Star Requirement (0 Points)

- Dusty, generally untidy presentation.
- There are leftovers from previous meals on tables.

Item 4.3: Overall Service Criteria*Five-Star Requirements (10 Points)*

- The restaurant personnel in charge of service are extremely well trained, maintain a bright and helpful attitude, and are extremely reactive to any customer requests.
- Orders are taken quickly, efficiently, and thus offer a high rating of customer satisfaction.
- Handling of food is exquisite and elegant, and befitting a high quality service.

Four-Star Requirements (8 Points)

- Food handling is efficient and does not have any obvious flaws.
- Staff members are well-versed in the products of their menu, and can accurately recommend dishes and wine selections to accompany food.

Three-Star Requirements (6 Points)

- Personnel can easily recommend food selections.
- Overall their handling of food is very clean and well-organized.

Two-Star Requirements (4 Points)

- Staff members are quick to react to being called.
- Personnel does not have a good grasp on how to recommend wine or food selections.

One-Star Requirement (0 Points)

- Restaurant personnel is limited to basic services only.
- Highly non-reactive staff, requires insistence to ensure service.
- Food handling is poor or messy.

Item 4.4: Menu Width and Cuisine*Five-Star Requirements (10 Points)*

- Cuisine is overall made to suit a particular theme, that is reflected on the restaurant's decor, atmosphere, and even drink selection and furniture.
- The restaurant's cuisine is of extremely high quality, tailoring to a luxurious and exclusive clientele.

Four-Star Requirements (8 Points)

- The menu variety is fairly wide, containing a number of staple dishes as well as various dishes that match the restaurant's theme.
- Foodstuff and dish quality is fairly high. The quality of its dishes can be appreciated at first glance.

Three-Star Requirements (6 Points)

- Restaurant theme is not strictly enforced, and in turn may have various dishes from various different cultures.
- Offers staple dishes with local twists, or alterations that offer an otherwise unique or different experience.

Two-Star Requirements (4 Points)

- Food quality is decent, and maintains a very clean presentation.
- Food availability is limited, yet does not seem hard pressed to suit the customer's needs, given that it presents several different options from among local staples.

One-Star Requirement (0 Points)

- Only the most basic of staple dishes available.
- The restaurant's cuisine is of a very basic quality.
- Does not offer anything beyond a very simple variety of items.

ANNEX TWO

SAMPLE ONE: HOSTAL PANAMA HOUSE

Hotel Panama Moise

• Minimum Mandatory Standards

- Emergency, Sign, Security and Fire Evacuation Standards

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Emergency and fire evacuation signs are posted in all food and beverage outlets, back of house, corridors, lobbies and open spaces in both, English and Spanish. <i>6</i>				
Emergency and fire evacuation signs, as well as evacuation plans detailing evacuation routes are posted in all rooms in both, English and Spanish. <i>6</i>				
Power generator capable of generating power for the establishment for up to eight hours, maintaining essential operations (excluding A/C) in case of a blackout or power shortage. <i>✓</i>				
Reservoir or water supply capable of supplying all rooms, in the case of a shortage of water. <i>✓</i>				
Hotel entrances are controlled by cameras twenty four (24) hours a day, seven (7) days a week. <i>✓</i>				
A security guard is available twenty four (24) hours a day, seven (7) days a week. <i>✓</i>				
All corridors and floors must have adequate emergency lighting. <i>✓</i>				
All emergency stairs must have a handrail, and an a sign indicating the floor that's clearly visible. <i>6</i>				
The hotel is prepared to handle threats to security, including but not limited to bomb threats, fires, etc. <i>6</i>				
During times of emergency, elevator access is restricted. <i>6</i>				
All signs in public areas must be fully readable at night. <i>✓</i>				
Each floor must be properly labelled as such. <i>6</i>				
Signs indicating the number of a guest room, either on the door, or nearby, is mandatory. <i>✓</i>				
Signs indicating the general direction of specific room numbers are mandatory on the corridors of each floor. <i>6</i>				
Signs available showing hours of hotel services and events. - <i>6</i>				
Clearly marked floors on all elevators. <i>✓</i>				

• **Facility and Operation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Hotel staff are available to guests twenty four (24) hours a day, seven (7) days a week. ✓				
The establishment maintains accounting books and records of all its business transactions. ✓				
The name of the establishment is in display in its facilities, records, invoices, correspondence, brochures, etc. ✓				
All areas of operation where guests and employees are frequently expected have proper lighting. ✓				
All buildings and properties are in clean condition and well-maintained; There is no debris and these do not pose a health and safety hazard to employees and / or general public. ✓				
All gardens and public spaces, if any, are to be well-maintained. ✓				
All gardens, pathways, landscaped areas and public spaces must be safe to the public. ✓				
General tariffs (rack rates) must be available in the reception or lobby. ✓				
Foreign currency exchange rates must be in public display in English near to where this service will be offered, if applicable. ✓				
Garbage collection and waste disposal processes are in place. ✓				
All guests are escorted to their rooms at check-in, along with their baggage. Guests with special needs are escorted throughout their stay.		Upon request, guests are escorted to their rooms, along with their baggage. Guests with special needs are escorted throughout their stay.		Only guests with special needs are escorted to their rooms. ✓
A safety deposit box is available in each and every room, in addition to an item safekeeping service available in the lobby or reception of the establishment.			A safety deposit box is available only in the lobby or reception of the establishment. ✓	
All corridors and stairs are in a good state of repair, free of debris or obstacles that could endanger the guests or general public. ✓				
Lighting in all areas is appropriate at all times for comfort, and regular operations. ✓				
Air conditioning maintains a comfortable temperature, between 18c - 23c, throughout the year in all public areas and lobbies. Special attention is paid to being able to maintain a comfortable temperature during the summer months (January, February, March, April). ✓				
All corridors should be clean, well-lit and well maintained. ✓				
Maintenance services must be available sixteen (16) hours per day. ✓				
All electrical equipment must be properly maintained and in good working conditions. ✓				
The hotel has its own entrance, separate from parking and vehicle entrances, and restaurant entrances. ✓				
The hotel's entrance is accessible to guests with disabilities. ✓				

• **Facility and Operation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Separate service and personnel entrance.		-		
There is a clearly designated reception and lobby area, with a lounge or sitting area nearby.				
Reception staff available twenty four (24) hours per day, seven (7) days per week.				
Fully stocked first aid kit available for quick access in the reception or lobby area.				
At least one in-house telephone is available for use by guests in the reception or lobby area.				
Background music plays in the lobby or reception area.				
A clock, with the local time, is on display and readily visible to all guests in the lobby or reception area.				
At least one English-speaking personnel is available at all times in front desk area.				
There is a functioning concierge service.		-		
A sitting area is provided with sufficient comfortable sitting.				
Minimum of two (2) elevators serving all floors, guest rooms and additional facilities.			Minimum of one (1) elevator.	-
All elevator interiors are clean and in a good state of repair.				
Separate elevators for guest and personnel.		-		
All elevators should be accessible to guests with disabilities.				
Wake up call service available twenty four (24) hours.				
Luggage room available in the lobby or entrance area.				
Wheelchair available upon request.				
Internet access available across all of the establishment's facilities.		Internet access restricted to the lobby or front desk area only.		-
Hotel website has transaction capabilities.			Hotel has a basic functioning website.	
One parking spot available per room.			Limited parking space available.	
Adequate security and lighting in parking space.			No lighting or security in parking space.	

• **Establishment Room, Lodging and Accommodation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Five percent (5%) of all rooms are either suites, or junior suites.	Two percent (2%) of all rooms are either suites, or junior suites. ✓	-	-	-
Connecting rooms are available in five percent (5%) of the establishment's rooms.				✓
There is a minimum of three (3) handicap accessible rooms		There is a minimum of two (2) handicap accessible rooms. ✓		-
All bedrooms are cleaned daily. ✓			-	
All beds are changed daily. ✓		All beds are changed at least twice weekly, or in between guests' arrival.		
All windows are cleaned periodically.				✓
One clean pillow per person, with a clean pillowcase, is provided in all rooms.				✓
At least one blanket or duvet is provided per bed, in all rooms.				✓
Additional pillows and blankets are available within the room.		Additional pillows and blankets available upon request. ✓		
All beds have access from both sides.				✓
All mattresses are clean and spotless, well-maintained.				✓
Baby beds are available upon request.			-	
A bedside table is provided for each bed. These tables must be in good condition.				✓
A desk with chair is provided and in good condition for each and every room.				✓
A desk lamp is provided and in good condition for each and every room.				✓
Multiple individual chairs are provided for each and every room.				✓
All windows within rooms should be able to be locked.				✓
All windows within each room should be provided with curtains, blinds, or shutters.				✓
Each room's door should be able to be locked.				✓
Each room's door has a peep-hole.				✓
Each room should be able to be locked from the inside without using a key.				✓
Electronic key-card door lock system in place.			-	
General room lighting controlled by switched inside the room.				✓

• **Establishment Room, Lodging and Accommodation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star	
All light bulbs must be in proper working order.					✓
Closet and wardrobe in each room, with at least two hangers provided.					✓
At least one full-length mirror must be provided in each room.					✓
Telephones provided in each room.					✓
Telephone rates are available in each room.					✓
Colour television with remote control is available.					✓
Cable / Digital / Satellite television channels are available, with international television channels available.			Local television channels available only.		✓
Luggage rack is provided in each room.					✓
Ironing board and iron provided in each room.			-		✓
All bathrooms are cleaned daily.			All bathrooms are cleaned at least three times per week.		✓
Washbasin with hot and cold water on tap.					✓
Shower and bathtub with hot and cold water available.		Shower with hot and cold water available.		Rudimentary shower available.	✓
Toilet with seat and lid available.					✓
Toilet paper holder and spare rolls available.					✓
One clean hand towel per person staying in room.					✓
One clean face towel per person staying in room.					✓
One clean shower towel per person staying in room.					✓
Fresh soap for each guest, available in every room.					✓
Electric outlet available close to the mirror.					X
Mirror with light above available in each room.					✓
Shower curtain, screen or sliding doors.					✓
Hook for clothes available either on bathroom door or on walls.					✓
Running water is available at all times.					✓
Adequate water pressure for bathing and showering.					✓
Multiple waste bins available in each room. These are cleaned daily with housekeeping.					✓

- **Hotel Rating and Classification Criteria**

- **Hotel Guest Accommodation and Lodging Rating Criteria**

Item 1.1: Guest Rooms - Housekeeping

Five-Star Requirements (XX Points)

- Every inch of the room is perfectly clean and spotless. Absolutely no dust is visible.
- Bed is perfectly made, and the linen does not show any evidence of stains or smears.
- All surfaces are perfectly clean and gleaming.
- No equipment is broken, or missing. No loose screws, blown light bulbs, etc.

Four-Star Requirements (XX Points)

- The room is visibly clean. No dust is visible unless closer inspection is made.
- One or two small items or areas may be dirty, missing, or damaged.
- Standard of cleanliness and presentation not quite as elevated.

Three-Star Requirements (XX Points)

- Dust may be clearly visible on some areas of the room, or beneath the bed.
- Items and furniture are not as clean or well-presented.
- Several items missing or damaged.
- Visible smears and spots in linen or walls.

Two-Star Requirements (XX Points)

- Surfaces are dusty.
- Blown lightbulbs, loose handles, screws, missing hair dryers, etc, are common.
- Linens are downright dirty and blinds may be dusty.

One-Star Requirement (0 Points)

- Rubbish bin may be unclean. Debris may be present in room.
- Tiles and walls may present damage.
- Room may present unpleasant odours.

Item 1.2: Guest Rooms - Decoration*Five-Star Requirements (XX Points)*

- The room has exquisite decoration.
- An outstanding combination of wallpaper and furniture.
- The hotel's individual decoration and pieces of furniture are evidences of luxury.
- The hotel has paintings and decor which accent the room's theme.

Four-Star Requirements (XX Points)

- Decoration is not quite perfect, yet still of outstanding quality.
- Room's theme is not as heavily enforced.
- Some few elements may be slightly worn out or scratched.

Three-Star Requirements (XX Points)

- No attempt to match decoration to wallpaper or to any theme.
- Much less attention to detail.
- Individual pieces of decor look somewhat worn out, yet still acceptable.

Two-Star Requirements (XX Points)

- Mismatched items present.
- Some items are heavily scratched or even damaged.
- The room's style is plain and very simple.

One-Star Requirement (XX Points)

- Walls show cracks or damage.
- Decoration is missing parts, damaged, or heavily mismatched.
- Items are of low grade material.
- Furniture is in dire need of repair.

Item 1.3: Guest Rooms - Amenities and Toiletries*Five-Star Requirements (XX Points)*

- The hotel offers a complete range of bathroom essentials.
- Conditioner, shampoo, bathrobe, slippers, and several different towels are supplied.
- In-room stationery bearing the hotel's seal is presented.
- Specialist coffee maker and tea making supplies in superb condition.

Four-Star Requirements (XX Points)

- At least one of item is missing; Variety of toiletries and amenities is still very high.
- No stationery or paper present.
- Bathrobe and slippers present.

Three-Star Requirements (XX Points)

- No bathrobe or slippers.
- Various different types of towels present.
- The hotel offers shampoo and soap.
- Hair dryer, safety deposit box and ironing board present.

Two-Star Requirements (XX Points)

- Very little in terms of toiletries and amenities.
- Either ironing board, coffee maker, or safety box.
- Only basic bathroom essentials are offered, if any.

One-Star Requirement (XX Points)

- Very basic toiletries are presented.
- Only soap for hands and shower, if any.
- Basic hand towel and shower towel only.

Item 1.4: Guest Rooms - Mini Bar and Catering Service*Five-Star Requirements (XX Points)*

- The hotel boasts an impressive array of in-room products.
- From imported alcoholic beverages to various foodstuffs.
- The establishment has a professionally-designed menu in various languages.
- Catering service operational 24 / 7.

Four-Star Requirements (XX Points)

- Slightly reduced number of available items.
- Menu is available exclusively in English and Spanish.
- Catering service may have reduced operational hours.

Three-Star Requirements (XX Points)

- Catering service is taken straight from the restaurant's menu.
- This, however, limits the choices on items to basic meals such as hamburgers.
- Mini bar service is very limited to local drinks and packed items.
- Catering service operational hours are limited.

Two-Star Requirements (XX Points)

- No catering service.
- A few packaged foodstuffs available.
- Bottled water and the like offered on request.

One-Star Requirement (XX Points)

- May offer a bottle of water or similar products, only.
- No catering service at all.
- No mini bar service or fridge on offer.

Item 1.5: Guest Rooms - Bedroom Impressions*Five-Star Requirements (XX Points)*

- All rooms are spacious and generally large, with access to all facilities.
- Adequate space to store luggage without interfering with the rest of the room.
- There is enough space to accommodate various guests comfortably.
- Overall great impression, extremely clean and well-organized layout.

Four-Star Requirements (XX Points)

- Room is relatively spacious, with good access to all facilities.
- Sitting room and accommodations may be slightly more cramped.
- No areas of difficult access or restricted.
- The layout is clean and gives off a very good impression.

Three-Star Requirements (XX Points)

- The room is large enough to hold all necessary furniture and items.
- There may be some areas where access is difficult or restricted.
- Items and furniture may have to be moved in order to facilitate access.
- Some chairs may fit multiple purposes, such as sitting chair and desk chair.

Two-Star Requirements (XX Points)

- The room is relatively small and cramped.
- Access with baggage is awkward.
- Overall large furniture in comparison to the available space.
- Gives off a fair impression, overall.

One-Star Requirement (XX Points)

- Furniture too large, or too small for room.
- Access to most facilities is awkward.
- May have external perturbances, such as loud music from nearby venues.
- Overall poor impression and unclean, unorganized layout.

Item 1.6: Guest Rooms - Guest Bathrooms*Five-Star Requirements (XX Points)*

- Bathrooms are spotless and perfectly clean.
- Absolutely no sign of mold or mildew on any surface.
- Outfitted with a wealth of additional fixtures, such as hot tub, bidet, etc.
- Amenities are presented in an well-organized fashion. Evidence of luxury.

Four-Star Requirements (XX Points)

- Very good cleanliness standard.
- Fresh, pleasant smell.
- Overall, feels very clean, and in good condition.
- Little to no signs of wear and tear.

Three-Star Requirements (XX Points)

- Surfaces are clean.
- Little to no signs of dust.
- May present some slight discoloration or signs of ageing.

Two-Star Requirements (XX Points)

- Some surfaces may present evidence of dust.
- The flooring may be discoloured or otherwise stained.
- Surfaces may be dull or unclean.

One-Star Requirement (XX Points)

- Very low standards of housekeeping and organization.
- Mold may be readily visible.
- Floor stained, or presence of unpleasant odours.
- Overall feels damp and musty.

Item 1.7: Guest Rooms - Room Accessories*Five-Star Requirements (XX Points)*

- HDTV present in room. May include further entertainment features, such as DVD.
- Seating space includes several chairs, and a small coffee table or such.
- Desk is well-outfitted with lamps, among other accessories.
- Room covers an extremely wide variety of accessories, such as fridge.

Four-Star Requirements (XX Points)

- A large, yet not necessarily HDTV is included.
- Sitting space and accompanying furniture is slightly less varied and detailed.
- Smaller fridge, reading lamp, reading material provided.

Three-Star Requirements (XX Points)

- May include ice tray, glasses.
- Coffee maker and cups present.
- Standing lamp, coat hanger, large armchairs.

Two-Star Requirements (XX Points)

- Accessory selection is very limited.
- Desk lamp exclusively, may feature other assorted items.
- Room feels largely simple, without many accessories.

One-Star Requirement (XX Points)

- Room is reduced to a selection of very basic essentials.
- Room is extremely simple and item selection is otherwise basic.
- Accessories may be damaged or in need of immediate repair.

Item 1.8: Guest Rooms - Beds and Bedding*Five-Star Requirements (XX Points)*

- Beds are extremely well presented, elegant, and luxurious.
- Very large beds, designed for comfort and luxury.
- Several pillows, duvets, and linens are present, with more available.
- Bedding is truly comfortable, and allows for a restful sleep.

Four-Star Requirements (XX Points)

- Several pillows and pillowcases are present.
- Various linens and a duvet are provided.
- Bed is well made and well organized.
- Absolutely no stains or wrinkles in bed presentation.

Three-Star Requirements (XX Points)

- Bed presentation is very clean and well organized.
- Frills, such as duvet and additional pillows and pillowcases are included.
- Bedding is comfortable.

Two-Star Requirements (XX Points)

- Presents a simple, unfilled bed, linens and pillows.
- Presentation is simple, yet organized and relatively clean.
- Bedding is relatively soft, and comfortable.

One-Star Requirement (XX Points)

- A simple bed, with a simple linen and pillow case is presented.
- Linen may present either stains, or be crumpled, or damaged.
- Presentation is downright shabby or unorganized.

- Leisure and Guest Services Classification Criteria

Item 2.1: Availability of Concierge, Car Rental, Transport and Shuttle Services

Five-Star Requirements (XX Points)

- The hotel has a very complete concierge service, in addition to tour operator access.
- The hotel offers its own shuttle service, or company car service as a means of transport.
- The concierge services are versed in English and Spanish.

Four-Star Requirements (XX Points)

- The hotel is able to secure transport to local attractions and points of interest by its own means.
- Concierge service is able to book access to tours, among other services.
- No car provided by the hotel, but has access to car rental facilities.
- Can secure transport to the nearest airport.

Three-Star Requirements (XX Points)

- Personnel is readily available to provide assistance and recommendations of points of interest and travel destinations.
- Can provide transport to nearby car rental facilities.

Two-Star Requirements (XX Points)

- Concierge is limited to handing out brochures of points of interest, or general directions.
- Able to secure transport through calling taxis.
- Able to provide, at the very least, general pointers on utilization of mass transport service, if applicable.

One-Star Requirement (0 Points)

- No information regarding nearby points of interest or travel destinations.
- No information regarding local means of transport.

Item 2.2: Event and Event Planning Infrastructure & Capabilities*Five-Star Requirements (XX Points)*

- The establishment has various conference halls and designated spaces to hold social events at.
- The establishment is prepared to provide catering, stationery, and equipment for events.
- The establishment is prepared to hold several major events simultaneously, ranging from 500 - 800 people.

Four-Star Requirements (XX Points)

- The establishment has several conference halls to hold events at.
- The establishment is prepared to rent equipment, stationery, and other assorted items to its clients.
- Its conference halls can hold several hundred people at once.

Three-Star Requirements (XX Points)

- The establishment is prepared to provide limited equipment, such as projectors.
- Limited catering, such as coffee, is readily available.
- Conference halls are much more limited; One or two large conference halls available.

Two-Star Requirements (XX Points)

- Only one conference hall available.
- Several small halls may be available, sitting few people comfortable for small meetings.

One-Star Requirement (0 Points)

- No conference halls or event services available.
- No event catering available whatsoever.
- No equipment rental.

Item 2.3: Pool and Gym Facilities*Five-Star Requirements (XX Points)*

- The hotel has either one or more large swimming pools, along relaxation facilities nearby.
- The establishment's gym is large, well equipped, and has personal trainers available upon request.
- The gym provides lockers, showers, entertainment and refreshments.
- The pool is accompanied by a bar, or access to drinks and refreshments.

Four-Star Requirements (XX Points)

- The gym's facilities are slightly less complete. No entertainment options or refreshments.
- Pool's size is smaller, accompanied only by some chairs and a few plants.
- Accompanying features are less detailed, and overall present less attention to detail.
- Gym and pool facilities are high quality, but lack evidence of luxury.

Three-Star Requirements (XX Points)

- A simple pool is available.
- A relatively complete gym is available.
- Gym and pool facilities both look clean, and in a good state of repair.

Two-Star Requirements (XX Points)

- No pool facilities.
- A very small gym is present.
- Very few machines available for usage.
- Some may be damaged or in need of repair.

One-Star Requirement (0 Points)

- No pool facilities whatsoever.
- No gym or exercise facilities present whatsoever.

Item 2.4: Spa and Hairdresser Facilities*Five-Star Requirements (XX Points)*

- The establishment boasts a very complete spa, equipped with several individual rooms, a lounge, and a menu of several different treatments and specialized personnel.
- The spa facilities play fitting background music, and set an atmosphere of tranquility to match the overall tone.
- The spa facilities offer a truly relaxing and luxurious, experience.
- High quality hairdresser and stylist facilities available within the hotel.

Four-Star Requirements (XX Points)

- The hotel has a simple spa, offering high-quality treatments to its guests.
- Wellness facilities are available, including a sauna and a hot tub.
- No hairdresser facilities.

Three-Star Requirements (XX Points)

- Simple massages and stress relieving procedures in the gym
- No dedicated spa facilities.
- A couple dedicated rooms to perform services at.

Two-Star Requirements (XX Points)

- Only a few beds and tables to perform simple massages at.
- No menu or professional therapists.

One-Star Requirement (0 Points)

- Absolutely no spa, or wellness facilities of any kind available.
- No hairdresser available, or any facilities resembling it.

Item 2.5: Laundry Service Availability*Five-Star Requirements (XX Points)*

- The hotel can handle any request, on any time frame.
- From shoe shine service to dry cleaning suites and dresses.
- Specialist laundry services available upon request.
- Timely and perfectionist on maintaining scheduled times.

Four-Star Requirements (XX Points)

- Timely laundry service, available during general operational hours.
- Can handle most requests efficiently and in a timely fashion.
- Pieces of clothing are returned in good, clean state and quickly.

Three-Star Requirements (XX Points)

- A laundry service that can handle most requests, but falls short of handling more difficult requests.
- Only available for a few hours, no evidence of luxury service or excellence.
- Service merely cleans clothing in a timely fashion.

Two-Star Requirements (XX Points)

- The establishment has a simple laundry service.
- The hotel has washing machines available for use by its guests, for a fee.

One-Star Requirement (0 Points)

- The hotel does not have any laundry services available for its clients.
- No cleaning requests may be made, only basic linen and pillowcase cleaning is expected.

Item 2.6: Valet Parking, Currency Exchange, ATM Services*Five-Star Requirements (XX Points)*

- The hotel has a very reactive, luxurious valet parking service.
- ATM facilities within the premises of the hotel are available twenty four hours, seven days a week.
- Currency exchange services are provided for local currency, along with other currencies of common usage.
- Valet parking service is extremely fast, polite and professional.

Four-Star Requirements (XX Points)

- Valet parking service is fast to react, and does not leave customers waiting for long times.
- Personnel is warm and welcoming, having protocols for welcoming guests and customers.
- ATM services available within the premises.

Three-Star Requirements (XX Points)

- Valet parking services tend to make customers wait.
- Rather impersonal service, not particularly warm or welcoming.

Two-Star Requirements (XX Points)

- No valet parking services available.
- Hotel personnel may offer simple money exchange services at the front desk, but currency or ATM services are otherwise unavailable.
- Hotel provides luggage assistance from parking to the main facilities.

One-Star Requirement (0 Points)

- No valet parking services.
- No currency exchange or ATM facilities available.

- Facility Standard and Personnel Classification Criteria

Item 3.1: Staff Security Drill Training and Capabilities

Five-Star Requirements (XX Points)

- The hotel has a safety brigade, in charge of handling evacuations and safety drills carried out periodically across the facilities.
- Every department of the establishment, across all of its facilities, has dedicated personnel who are well trained in safety protocol and evacuation procedures.
- Safety drills are carried out periodically every few months under the supervision of members of this safety brigade.

Four-Star Requirements (XX Points)

- The hotel does not have a safety brigade, but most, if not all of its personnel are well-versed in basic safety protocols.
- Evacuation procedures are handled by the safety department, and are carried out in an orderly fashion according to protocol.

Three-Star Requirements (XX Points)

- The hotel conducts safety drills occasionally across all of its departments.
- The hotel has security personnel available at all times, monitoring entrances and exits to the establishment.

Two-Star Requirements (XX Points)

- A basic CCTV system controls entrances and exits to the establishment.
- There is a security guard on-duty available providing a basic security service.

One-Star Requirement (0 Points)

- No security drills are performed at any time.
- Threats to security are handled ad-hoc.

Item 3.2: Availability of Personnel and Specialized Languages*Five-Star Requirements (XX Points)*

- There is designated personnel for all areas of the hotel, each performing exclusive functions for their determined area of expertise.
- There are supervisors and personnel fluent in various languages available 24 / 7.
- Food service personnel are available 24 / 7.

Four-Star Requirements (XX Points)

- There is specialized personnel versed and fluent in several languages available during operational hours on various departments.
- There is personnel fluent in English available 24 / 7.

Three-Star Requirements (XX Points)

- At least one staff-member is capable of speaking an additional language other than English, and is generally available during operational hours.
- English-speaking personnel is commonplace around the hotel grounds and available regularly in all facilities.

Two-Star Requirements (XX Points)

- At least one staff-member is fluent in English, and available during general operating hours.
- At the very least there is one staff-member available in the front desk and lobby area 24 / 7, capable of performing check-ins and check-outs.

One-Star Requirement (0 Points)

- There is a bare minimum of personnel available only at the front desk during operational hours.
- Absolutely no presence of any English-speaking personnel.

Item 3.3: General Impression of Hotel Facilities and Public Spaces*Five-Star Requirements (XX Points)*

- The hotel has an impressive performance upon first glance. All public spaces seem luxurious and perfectly clean.
- Furniture and overall organization of lobbies and public areas are both, luxurious and exquisite.

Four-Star Requirements (XX Points)

- The establishment's public spaces and lobbies are well organized, and their decor is suitable to high standards of comfort.
- Comfort and cleanliness are a priority in the lobbies and public spaces of these hotels.
- Furniture is not only well selected and properly organized, but it also creates an atmosphere of comfort and elegance.

Three-Star Requirements (XX Points)

- Lobbies and public spaces are relatively comfortable.
- Ample availability of comfortable spaces for sitting and conducting business, or just lounging about.
- Spaces and lobbies are clean and otherwise very pleasant spaces at first glance.

Two-Star Requirements (XX Points)

- Upon first glance, the establishment's public areas and lobbies are seemingly clean.
- Absolutely no evidence of luxury, but only the bare necessary essentials for operations.
- Simple, yet clean and comfortable premises make for a fair level of comfort.

One-Star Requirement (0 Points)

- The establishment's presentation and overall cleanliness standards are poor.
- Public areas and lobbies look dusty, or poorly groomed on all accounts.

- **Item 3.4: Gardens and Green Areas Evaluation Criteria**

Five-Star Requirements (XX Points)

- The hotel has several green spaces and areas available to its guests.
- These green spaces, such as small parks, are well-taken care off and landscaped in such a way that it reflects and exalts local flora.
- There is a feeling of luxury about the hotel's green spaces, mostly due to its perfect maintenance.

Four-Star Requirements (XX Points)

- Has access to a single large, green space. This area offers a relaxing atmosphere, and its overall landscaping is pleasant to look at.
- Green area is well-maintained and well-groomed.

Three-Star Requirements (XX Points)

- The establishment does not have access to any major green spaces, or areas.
- There are several large plants strewn about the hotel grounds and facilities, maintaining an overall fresh atmosphere in all of its departments.
- Each and every one of these plants is well kept and in proper condition.

Two-Star Requirements (XX Points)

- Presence of greenery is much reduced in comparison to higher standards and classes.
- Only greenery in the establishment is noticeable on the lobby, or front desk area.
- Plant condition could be much higher, or they display some slight damage or lack of proper care. I.E. Dried out or damaged.

One-Star Requirement (0 Points)

- Absolutely no greenery available throughout the entire establishment.
- Only plants or greenery available is in extremely poor condition, or heavily damaged due to lack of care.

Item 3.5: General Personnel (Customer Service Orientation) Classification Criteria*Five-Star Requirements (XX Points)*

- General personnel and staff members who have high customer interaction are extremely reactive and extremely well-educated in customer attention matters.
- These personnel are extremely professional, and are regularly on the hunt for any service they may provide, or anything they may offer help with.
- Overall grooming of all personnel is superb, befitting elegance and luxury.

Four-Star Requirements (XX Points)

- Personnel will occasionally pop up on high traffic areas and provide services as required.
- Personnel has a very high attention to detail, and will generally carry out necessary services quickly, efficiently and in an organized fashion.

Three-Star Requirements (XX Points)

- Personal grooming is well organized and perfectly clean.
- Personnel respond immediately to customer calls, and provide attention and close following until issues are resolved or assistance is provided.

Two-Star Requirements (XX Points)

- Personnel is fairly reactive, and answer customer calls relatively quickly.
- However, personnel actively makes no effort to find out customers to aid or provide services to.

One-Star Requirement (0 Points)

- Personnel is extremely non-reactive, requiring high insistence in order to obtain any type of attention or service.
- Personal grooming is poor, may be wearing casual or otherwise inappropriate clothing.

Item 3.6: Availability of Bars and Restaurant Facilities*Five-Star Requirements (XX Points)*

- The establishment has at the very least three restaurants and a specialized bar within its premises.
- The establishment has more a fine boutique within its premises, which has access to brand items and local souvenirs.
- Restaurants' and bars' schedules go beyond regular operational hours, attending customers later into the day than other hotel services.

Four-Star Requirements (XX Points)

- The establishment has at the very least two restaurants within its premises. A small bar within these will also contribute to fulfilling this criteria.
- The establishment has a small boutique which has access to local souvenirs and collector's items.

Three-Star Requirements (XX Points)

- The establishment has a small restaurant within its premises, which offers service during operational hours with simple dishes for lunch and dinner.
- The establishment has a small store which has access to local items such as packaged foodstuffs and other commodities for guests to purchase.

Two-Star Requirements (XX Points)

- The establishment has a small cafeteria which offers a very simple service and variety of food.
- The establishment's cafeteria does not extend beyond regular operational hours, its schedule being severely limited.

One-Star Requirement (0 Points)

- The establishment does not have any access to cafeterias, food vendors, or boutiques.

- Restaurant Services Classification Criteria

Item 4.1: Decoration, Furniture, and Overall Atmosphere

Five-Star Requirements (XX Points)

- The establishment's restaurant decoration is superb. Maintains an atmosphere of extreme comfort and elegance.
- The establishment's decoration is not only comfortable, elegant and luxurious, but it also is organized around a central theme which is reinforced through its cuisine.

Four-Star Requirements (XX Points)

- Tables may show some signs of usage or ageing, but are otherwise in proper condition.
- Some pieces of decoration may not match the theme, or feel out of place with the rest.

Three-Star Requirements (XX Points)

- Tables and linens may show damage or age, while their original quality was very good, they now show usage.
- There is, however, no damage that can be appreciated at first glance.

Two-Star Requirements (XX Points)

- Tables, chairs, and furniture in general are in barely acceptable conditions.
- All furniture shows some degree of usage, and may even show damage or be in generally poor conditions.
- Overall no theme is reinforced through decoration and furniture.

One-Star Requirement (0 Points)

- Paper napkins or tissue boxes are present, no linen cloths on tables, and does not provide linen napkins.
- No theme present between decoration, furniture and cuisine.
- Furniture is of poor material, construction, and in a state of disrepair.

Item 4.2: Housekeeping and Cleanliness Standards*Five-Star Requirements (XX Points)*

- Extremely high standards of cleanliness across all areas. Absolutely no evidence of dust, crumbs, or previous meals on any of the tables.
- Vacuuming and flooring is always exceptionally clean.
- Cutlery, glasses and dishes are perfectly clean to match the luxury atmosphere of the restaurant.
- Tables are always ready and set, awaiting the next customer.

Four-Star Requirements (XX Points)

- Relatively high cleanliness standards, no evidence of previous meals.
- Linens and cutlery are clean and in excellent condition.
- There is evidence of clutter on some tables (wine lists, menus, etc.)

Three-Star Requirements (XX Points)

- Tables are clean in time for meal services.
- Tables are not automatically set and prepared in between meals.
- There is general evidence of cleaning procedures, and general cleanliness.
- No dust or crumbs visible.

Two-Star Requirements (XX Points)

- A few tables are not set or otherwise not prepared in between meals.
- Evidence of dust on few surfaces.
- Glasses, menus and clutter is present on some tables. Somewhat disorganized presentation.

One-Star Requirement (0 Points)

- Dusty, generally untidy presentation.
- There are leftovers from previous meals on tables.
- Cutlery is stained, same as linen. Overall messy presentation and atmosphere.

Item 4.3: Restaurant Personnel Service Orientation Criteria*Five-Star Requirements (XX Points)*

- The restaurant personnel in charge of service are extremely well trained, maintain a bright and helpful attitude, and are extremely reactive to any customer requests.
- Orders are taken quickly, efficiently, and thus offer a high rating of customer satisfaction.
- The restaurant is prepared to handle guests who do not speak Spanish, with menus and staff members versed in English on duty.

Four-Star Requirements (XX Points)

- Personnel are reactive and quick to attend any customer who requires assistance.
- Food handling is efficient and does not have any obvious flaws.
- Staff members are well-versed in the products of their menu, and can accurately recommend dishes and wine selections to accompany food.

Three-Star Requirements (XX Points)

- Personnel can easily recommend food selections, and provide detailed, accurate descriptions of each dish.
- Overall their handling of food is very clean and well-organized.

Two-Star Requirements (XX Points)

- Staff members are quick to react to being called.
- Food handling is fair, and overall training and attitude are both good.
- Personnel does not have a good grasp on how to recommend wine or food selections.

One-Star Requirement (0 Points)

- Restaurant personnel is limited to basic services only.
- Highly non-reactive staff, requires insistence to ensure service.

Item 4.4: Menu Width and Cuisine*Five-Star Requirements (XX Points)*

- The menu is extremely wide, with several selections on a number of categories.
- Cuisine is overall made to suit a particular theme, that is reflected on the restaurant's decor, atmosphere, and even drink selection and furniture.
- The restaurant's cuisine is of extremely high quality, tailoring to a luxurious and exclusive clientele.

Four-Star Requirements (XX Points)

- The menu variety is fairly wide, containing a number of staple dishes as well as various dishes that match the restaurant's theme.
- Foodstuff and dish quality is fairly high. The quality of its dishes can be appreciated at first glance.
- Very high quality on food presentation and dish selection.

Three-Star Requirements (XX Points)

- Restaurant theme is not strictly enforced, and in turn may have various dishes from various different cultures.
- Offers staple dishes with local twists, or alterations that offer an otherwise unique or different experience.

Two-Star Requirements (XX Points)

- Food quality is decent, and maintains a very clean presentation.
- Food availability is limited, yet does not seem hard pressed to suit the customer's needs, given that it presents several different options from among local staples.

One-Star Requirement (0 Points)

- Only the most basic of staple dishes available.
- The restaurant's cuisine is of a very basic quality.
- Does not offer anything beyond a very simple variety of items.

ANNEX THREE

SAMPLE TWO: HOTEL MILAN

Hotel Melan

• Minimum Mandatory Standards

- Emergency, Sign, Security and Fire Evacuation Standards

5 Stars	4 Stars	3 Stars	2 Stars	1 Star	
Emergency and fire evacuation signs are posted in all food and beverage outlets, back of house, corridors, lobbies and open spaces in both, English and Spanish. ✓					
Emergency and fire evacuation signs, as well as evacuation plans detailing evacuation routes are posted in all rooms in both, English and Spanish. ✓					
Power generator capable of generating power for the establishment for up to eight hours, maintaining essential operations (excluding A/C) in case of a blackout or power shortage. ✓					
Reservoir or water supply capable of supplying all rooms, in the case of a shortage of water. ✓					
Hotel entrances are controlled by cameras twenty four (24) hours a day, seven (7) days a week. ✓					
A security guard is available twenty four (24) hours a day, seven (7) days a week. 0					
All corridors and floors must have adequate emergency lighting. ✓					
All emergency stairs must have a handrail, and an a sign indicating the floor that's clearly visible. ✓					
The hotel is prepared to handle threats to security, including but not limited to bomb threats, fires, etc. ✓					
During times of emergency, elevator access is restricted. ✓					
All signs in public areas must be fully readable at night. ✓					
Each floor must be properly labelled as such. ✓					
Signs indicating the number of a guest room, either on the door, or nearby, is mandatory. ✓					
Signs indicating the general direction of specific room numbers are mandatory on the corridors of each floor. 0					
Signs available showing hours of hotel services and events.				-	0
Clearly marked floors on all elevators. ✓					

• **Facility and Operation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Hotel staff are available to guests twenty four (24) hours a day, seven (7) days a week. ✓				
The establishment maintains accounting books and records of all its business transactions. ✓				
The name of the establishment is in display in its facilities, records, invoices, correspondence, brochures, etc. ✓				
All areas of operation where guests and employees are frequently expected have proper lighting. ✓				
All buildings and properties are in clean condition and well-maintained; There is no debris and these do not pose a health and safety hazard to employees and / or general public. ✓				
All gardens and public spaces, if any, are to be well-maintained. ✓				
All gardens, pathways, landscaped areas and public spaces must be safe to the public. ✓				
General tariffs (rack rates) must be available in the reception or lobby. ✓				
Foreign currency exchange rates must be in public display in English near to where this service will be offered, if applicable. ✓				
Garbage collection and waste disposal processes are in place. ✓				
All guests are escorted to their rooms at check-in, along with their baggage. Guests with special needs are escorted throughout their stay. ✓		Upon request, guests are escorted to their rooms, along with their baggage. Guests with special needs are escorted throughout their stay. ✓		Only guests with special needs are escorted to their rooms.
A safety deposit box is available in each and every room, in addition to an item safekeeping service available in the lobby or reception of the establishment. ✓			A safety deposit box is available only in the lobby or reception of the establishment. ✓	
All corridors and stairs are in a good state of repair, free of debris or obstacles that could endanger the guests or general public. ✓				
Lighting in all areas is appropriate at all times for comfort, and regular operations. ✓				
Air conditioning maintains a comfortable temperature, between 18c - 23c, throughout the year in all public areas and lobbies. Special attention is paid to being able to maintain a comfortable temperature during the summer months (January, February, March, April.). ✓				
All corridors should be clean, well-lit and well maintained. ✓				
Maintenance services must be available sixteen (16) hours per day. ✓				
All electrical equipment must be properly maintained and in good working conditions. ✓				
The hotel has its own entrance, separate from parking and vehicle entrances, and restaurant entrances. ✓				
The hotel's entrance is accessible to guests with disabilities. ✓				

• **Facility and Operation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Separate service and personnel entrance.			-	✓
There is a clearly designated reception and lobby area, with a lounge or sitting area nearby. ✓				
Reception staff available twenty four (24) hours per day, seven (7) days per week. ✓				
Fully stocked first aid kit available for quick access in the reception or lobby area. ✓				
At least one in-house telephone is available for use by guests in the reception or lobby area. ✓				
Background music plays in the lobby or reception area. ✗				
A clock, with the local time, is on display and readily visible to all guests in the lobby or reception area. ✓				
At least one English-speaking personnel is available at all times in front desk area. ✗				
There is a functioning concierge service.			-	✗
A sitting area is provided with sufficient comfortable sitting. ✓				
Minimum of two (2) elevators serving all floors, guest rooms and additional facilities.			Minimum of one (1) elevator.	-
All elevator interiors are clean and in a good state of repair. ✓				
Separate elevators for guest and personnel.			-	✓
All elevators should be accessible to guests with disabilities. ✓				
Wake up call service available twenty four (24) hours. ✓				
Luggage room available in the lobby or entrance area. ✓				
Wheelchair available upon request. ✗				
Internet access available across all of the establishment's facilities.		Internet access restricted to the lobby or front desk area only.		-
Hotel website has transaction capabilities.			Hotel has a basic functioning website. ✓	
One parking spot available per room. ✓			Limited parking space available.	
Adequate security and lighting in parking space. ✓			No lighting or security in parking space.	

• **Establishment Room, Lodging and Accommodation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Five percent (5%) of all rooms are either suites, or junior suites.	Two percent (2%) of all rooms are either suites, or junior suites.	-	-	-
Connecting rooms are available in five percent (5%) of the establishment's rooms. ✓				
There is a minimum of three (3) handicap accessible rooms	There is a minimum of two (2) handicap accessible rooms.	-	-	-
All bedrooms are cleaned daily.	-	-	-	-
All beds are changed daily.	All beds are changed at least twice weekly, or in between guests' arrival.	-	-	-
All windows are cleaned periodically.	-	-	-	-
One clean pillow per person, with a clean pillowcase, is provided in all rooms.	-	-	-	-
At least one blanket or duvet is provided per bed, in all rooms.	-	-	-	-
Additional pillows and blankets are available within the room.	Additional pillows and blankets available upon request.	-	-	-
All beds have access from both sides.	-	-	-	-
All mattresses are clean and spotless, well-maintained.	-	-	-	-
Baby beds are available upon request.	-	-	-	-
A bedside table is provided for each bed. These tables must be in good condition.	-	-	-	-
A desk with chair is provided and in good condition for each and every room.	-	-	-	-
A desk lamp is provided and in good condition for each and every room.	-	-	-	-
Multiple individual chairs are provided for each and every room.	-	-	-	-
All windows within rooms should be able to be locked.	-	-	-	-
All windows within each room should be provided with curtains, blinds, or shutters.	-	-	-	-
Each room's door should be able to be locked.	-	-	-	-
Each room's door has a peep-hole.	-	-	-	-
Each room should be able to be locked from the inside without using a key.	-	-	-	-
Electronic key-card door lock system in place.	-	-	-	-
General room lighting controlled by switched inside the room.	-	-	-	-

• **Establishment Room, Lodging and Accommodation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
All light bulbs must be in proper working order. ✓				
Closet and wardrobe in each room, with at least two hangers provided. ✓				
At least one full-length mirror must be provided in each room. ✓				
Telephones provided in each room. ✓				
Telephone rates are available in each room. ✓				
Colour television with remote control is available. ✓				
Cable / Digital / Satellite television channels are available, with international television channels available. ✓			Local television channels available only. ✓	
Luggage rack is provided in each room. ✓				
Ironing board and iron provided in each room.			-	
All bathrooms are cleaned daily. ✓			All bathrooms are cleaned at least three times per week. ✓	
Washbasin with hot and cold water on tap. ✓				
Shower and bathtub with hot and cold water available. ✓		Shower with hot and cold water available. ✓		Rudimentary shower available. ✓
Toilet with seat and lid available. ✓				
Toilet paper holder and spare rolls available. ✓				
One clean hand towel per person staying in room. ✓				
One clean face towel per person staying in room. ✓				
One clean shower towel per person staying in room. ✓				
Fresh soap for each guest, available in every room. ✓				
Electric outlet available close to the mirror. ✓				
Mirror with light above available in each room. ✓				
Shower curtain, screen or sliding doors. ✓				
Hook for clothes available either on bathroom door or on walls. ✓				
Running water is available at all times. ✓				
Adequate water pressure for bathing and showering. ✓				
Multiple waste bins available in each room. These are cleaned daily with housekeeping. ✓				

- **Hotel Rating and Classification Criteria**

- **Hotel Guest Accommodation and Lodging Rating Criteria**

Item 1.1: Guest Rooms - Housekeeping

Five-Star Requirements (XX Points)

- Every inch of the room is perfectly clean and spotless. Absolutely no dust is visible.
- Bed is perfectly made, and the linen does not show any evidence of stains or smears.
- All surfaces are perfectly clean and gleaming.
- No equipment is broken, or missing. No loose screws, blown light bulbs, etc.

Four-Star Requirements (XX Points)

- The room is visibly clean. No dust is visible unless closer inspection is made.
- One or two small items or areas may be dirty, missing, or damaged.
- Standard of cleanliness and presentation not quite as elevated.

Three-Star Requirements (XX Points)

- Dust may be clearly visible on some areas of the room, or beneath the bed.
- Items and furniture are not as clean or well-presented.
- Several items missing or damaged.
- Visible smears and spots in linen or walls.

Two-Star Requirements (XX Points)

- Surfaces are dusty.
- Blown lightbulbs, loose handles, screws, missing hair dryers, etc, are common.
- Linens are downright dirty and blinds may be dusty.

One-Star Requirement (0 Points)

- Rubbish bin may be unclean. Debris may be present in room.
- Tiles and walls may present damage.
- Room may present unpleasant odours.

Item 1.2: Guest Rooms - Decoration*Five-Star Requirements (XX Points)*

- The room has exquisite decoration.
- An outstanding combination of wallpaper and furniture.
- The hotel's individual decoration and pieces of furniture are evidences of luxury.
- The hotel has paintings and decor which accent the room's theme.

Four-Star Requirements (XX Points)

- Decoration is not quite perfect, yet still of outstanding quality.
- Room's theme is not as heavily enforced.
- Some few elements may be slightly worn out or scratched.

Three-Star Requirements (XX Points)

- No attempt to match decoration to wallpaper or to any theme.
- Much less attention to detail.
- Individual pieces of decor look somewhat worn out, yet still acceptable.

Two-Star Requirements (XX Points)

- Mismatched items present.
- Some items are heavily scratched or even damaged.
- The room's style is plain and very simple.

One-Star Requirement (XX Points)

- Walls show cracks or damage.
- Decoration is missing parts, damaged, or heavily mismatched.
- Items are of low grade material.
- Furniture is in dire need of repair.

Item 1.3: Guest Rooms - Amenities and Toiletries*Five-Star Requirements (XX Points)*

- The hotel offers a complete range of bathroom essentials.
- Conditioner, shampoo, bathrobe, slippers, and several different towels are supplied.
- In-room stationery bearing the hotel's seal is presented.
- Specialist coffee maker and tea making supplies in superb condition.

Four-Star Requirements (XX Points)

- At least one of item is missing; Variety of toiletries and amenities is still very high.
- No stationery or paper present.
- Bathrobe and slippers present.

Three-Star Requirements (XX Points)

- No bathrobe or slippers.
- Various different types of towels present.
- The hotel offers shampoo and soap.
- Hair dryer, safety deposit box and ironing board present.

Two-Star Requirements (XX Points)

- Very little in terms of toiletries and amenities.
- Either ironing board, coffee maker, or safety box.
- Only basic bathroom essentials are offered, if any.

One-Star Requirement (XX Points)

- Very basic toiletries are presented.
- Only soap for hands and shower, if any.
- Basic hand towel and shower towel only.

Item 1.4: Guest Rooms - Mini Bar and Catering Service*Five-Star Requirements (XX Points)*

- The hotel boasts an impressive array of in-room products.
- From imported alcoholic beverages to various foodstuffs.
- The establishment has a professionally-designed menu in various languages.
- Catering service operational 24 / 7.

Four-Star Requirements (XX Points)

- Slightly reduced number of available items.
- Menu is available exclusively in English and Spanish.
- Catering service may have reduced operational hours.

Three-Star Requirements (XX Points)

- Catering service is taken straight from the restaurant's menu.
- This, however, limits the choices on items to basic meals such as hamburgers.
- Mini bar service is very limited to local drinks and packed items.
- Catering service operational hours are limited.

Two-Star Requirements (XX Points)

- No catering service.
- A few packaged foodstuffs available.
- Bottled water and the like offered on request.

One-Star Requirement (XX Points)

- May offer a bottle of water or similar products, only.
- No catering service at all.
- No mini bar service or fridge on offer.

Item 1.5: Guest Rooms - Bedroom Impressions*Five-Star Requirements (XX Points)*

- All rooms are spacious and generally large, with access to all facilities.
- Adequate space to store luggage without interfering with the rest of the room.
- There is enough space to accommodate various guests comfortably.
- Overall great impression, extremely clean and well-organized layout.

Four-Star Requirements (XX Points)

- Room is relatively spacious, with good access to all facilities.
- Sitting room and accommodations may be slightly more cramped.
- No areas of difficult access or restricted.
- The layout is clean and gives off a very good impression.

Three-Star Requirements (XX Points)

- The room is large enough to hold all necessary furniture and items.
- There may be some areas where access is difficult or restricted.
- Items and furniture may have to be moved in order to facilitate access.
- Some chairs may fit multiple purposes, such as sitting chair and desk chair.

Two-Star Requirements (XX Points)

- The room is relatively small and cramped.
- Access with baggage is awkward.
- Overall large furniture in comparison to the available space.
- Gives off a fair impression, overall.

One-Star Requirement (XX Points)

- Furniture too large, or too small for room.
- Access to most facilities is awkward.
- May have external perturbances, such as loud music from nearby venues.
- Overall poor impression and unclean, unorganized layout.

Item 1.6: Guest Rooms - Guest Bathrooms*Five-Star Requirements (XX Points)*

- Bathrooms are spotless and perfectly clean.
- Absolutely no sign of mold or mildew on any surface.
- Outfitted with a wealth of additional fixtures, such as hot tub, bidet, etc.
- Amenities are presented in an well-organized fashion. Evidence of luxury.

Four-Star Requirements (XX Points)

- Very good cleanliness standard.
- Fresh, pleasant smell.
- Overall, feels very clean, and in good condition.
- Little to ~~no~~ signs of wear and tear.

Three-Star Requirements (XX Points)

- Surfaces are clean.
- Little to no signs of dust.
- May present some slight discoloration or signs of ageing.

Two-Star Requirements (XX Points)

- Some surfaces may present evidence of dust.
- The flooring may be discoloured or otherwise stained.
- Surfaces may be dull or unclean.

One-Star Requirement (XX Points)

- Very low standards of housekeeping and organization.
- Mold may be readily visible.
- Floor stained, or presence of unpleasant odours.
- Overall feels damp and musty.

Item 1.7: Guest Rooms - Room Accessories*Five-Star Requirements (XX Points)*

- HDTV present in room. May include further entertainment features, such as DVD.
- Seating space includes several chairs, and a small coffee table or such.
- Desk is well-outfitted with lamps, among other accessories.
- Room covers an extremely wide variety of accessories, such as fridge.

Four-Star Requirements (XX Points)

- A large, yet not necessarily HDTV is included.
- Sitting space and accompanying furniture is slightly less varied and detailed.
- Smaller fridge, reading lamp, reading material provided.

Three-Star Requirements (XX Points)

- May include ice tray, glasses.
- Coffee maker and cups present.
- Standing lamp, coat hanger, large armchairs.

Two-Star Requirements (XX Points)

- Accessory selection is very limited.
- Desk lamp exclusively, may feature other assorted items.
- Room feels largely simple, without many accessories.

One-Star Requirement (XX Points)

- Room is reduced to a selection of very basic essentials.
- Room is extremely simple and item selection is otherwise basic.
- Accessories may be damaged or in need of immediate repair.

Item 1.8: Guest Rooms - Beds and Bedding*Five-Star Requirements (XX Points)*

- Beds are extremely well presented, elegant, and luxurious.
- Very large beds, designed for comfort and luxury.
- Several pillows, duvets, and linens are present, with more available.
- Bedding is truly comfortable, and allows for a restful sleep.

Four-Star Requirements (XX Points)

- Several pillows and pillowcases are present.
- Various linens and a duvet are provided.
- Bed is well made and well organized.
- Absolutely no stains or wrinkles in bed presentation.

Three-Star Requirements (XX Points)

- Bed presentation is very clean and well organized.
- Frills, such as duvet and additional pillows and pillowcases are included.
- Bedding is comfortable.

Two-Star Requirements (XX Points)

- Presents a simple, unfrilled bed, linens and pillows.
- Presentation is simple, yet organized and relatively clean.
- Bedding is relatively soft, and comfortable.

One-Star Requirement (XX Points)

- A simple bed, with a simple linen and pillow case is presented.
- Linen may present either stains, or be crumpled, or damaged.
- Presentation is downright shabby or unorganized.

- Leisure and Guest Services Classification Criteria

Item 2.1: Availability of Concierge, Car Rental, Transport and Shuttle Services

Five-Star Requirements (XX Points)

- The hotel has a very complete concierge service, in addition to tour operator access.
- The hotel offers its own shuttle service, or company car service as a means of transport.
- The concierge services are versed in English and Spanish.

Four-Star Requirements (XX Points)

- The hotel is able to secure transport to local attractions and points of interest by its own means.
- Concierge service is able to book access to tours, among other services.
- No car provided by the hotel, but has access to car rental facilities.
- Can secure transport to the nearest airport.

Three-Star Requirements (XX Points)

- Personnel is readily available to provide assistance and recommendations of points of interest and travel destinations.
- Can provide transport to nearby car rental facilities.

Two-Star Requirements (XX Points)

- Concierge is limited to handing out brochures of points of interest, or general directions.
- Able to secure transport through calling taxis.
- Able to provide, at the very least, general pointers on utilization of mass transport service, if applicable.

One-Star Requirement (0 Points)

- No information regarding nearby points of interest or travel destinations.
- No information regarding local means of transport.

Item 2.2: Event and Event Planning Infrastructure & Capabilities*Five-Star Requirements (XX Points)*

- The establishment has various conference halls and designated spaces to hold social events at.
- The establishment is prepared to provide catering, stationery, and equipment for events.
- The establishment is prepared to hold several major events simultaneously, ranging from 500 - 800 people.

Four-Star Requirements (XX Points)

- The establishment has several conference halls to hold events at.
- The establishment is prepared to rent equipment, stationery, and other assorted items to its clients.
- Its conference halls can hold several hundred people at once.

Three-Star Requirements (XX Points)

- The establishment is prepared to provide limited equipment, such as projectors.
- Limited catering, such as coffee, is readily available.
- Conference halls are much more limited; One or two large conference halls available.

Two-Star Requirements (XX Points)

- Only one conference hall available.
- Several small halls may be available, sitting few people comfortable for small meetings.

One-Star Requirement (0 Points)

- No conference halls or event services available.
- No event catering available whatsoever.
- No equipment rental.

Item 2.3: Pool and Gym Facilities*Five-Star Requirements (XX Points)*

- The hotel has either one or more large swimming pools, along relaxation facilities nearby.
- The establishment's gym is large, well equipped, and has personal trainers available upon request.
- The gym provides lockers, showers, entertainment and refreshments.
- The pool is accompanied by a bar, or access to drinks and refreshments.

Four-Star Requirements (XX Points)

- The gym's facilities are slightly less complete. No entertainment options or refreshments.
- Pool's size is smaller, accompanied only by some chairs and a few plants.
- Accompanying features are less detailed, and overall present less attention to detail.
- Gym and pool facilities are high quality, but lack evidence of luxury.

Three-Star Requirements (XX Points)

- A simple pool is available.
- A relatively complete gym is available.
- Gym and pool facilities both look clean, and in a good state of repair.

Two-Star Requirements (XX Points)

- No pool facilities.
- A very small gym is present.
- Very few machines available for usage.
- Some may be damaged or in need of repair.

One-Star Requirement (0 Points)

- No pool facilities whatsoever.
- No gym or exercise facilities present whatsoever.

Item 2.4: Spa and Hairdresser Facilities*Five-Star Requirements (XX Points)*

- The establishment boasts a very complete spa, equipped with several individual rooms, a lounge, and a menu of several different treatments and specialized personnel.
- The spa facilities play fitting background music, and set an atmosphere of tranquility to match the overall tone.
- The spa facilities offer a truly relaxing and luxurious, experience.
- High quality hairdresser and stylist facilities available within the hotel.

Four-Star Requirements (XX Points)

- The hotel has a simple spa, offering high-quality treatments to its guests.
- Wellness facilities are available, including a sauna and a hot tub.
- No hairdresser facilities.

Three-Star Requirements (XX Points)

- Simple massages and stress relieving procedures in the gym
- No dedicated spa facilities.
- A couple dedicated rooms to perform services at.

Two-Star Requirements (XX Points)

- Only a few beds and tables to perform simple massages at.
- No menu or professional therapists.

One-Star Requirement (0 Points)

- Absolutely no spa, or wellness facilities of any kind available.
- No hairdresser available, or any facilities resembling it.

Item 2.5: Laundry Service Availability*Five-Star Requirements (XX Points)*

- The hotel can handle any request, on any time frame.
- From shoe shine service to dry cleaning suits and dresses.
- Specialist laundry services available upon request.
- Timely and perfectionist on maintaining scheduled times.

Four-Star Requirements (XX Points)

- Timely laundry service, available during general operational hours.
- Can handle most requests efficiently and in a timely fashion.
- Pieces of clothing are returned in good, clean state and quickly.

Three-Star Requirements (XX Points)

- A laundry service that can handle most requests, but falls short of handling more difficult requests.
- Only available for a few hours, no evidence of luxury service or excellence.
- Service merely cleans clothing in a timely fashion.

Two-Star Requirements (XX Points)

- The establishment has a simple laundry service.
- The hotel has washing machines available for use by its guests, for a fee.

One-Star Requirement (0 Points)

- The hotel does not have any laundry services available for its clients.
- No cleaning requests may be made, only basic linen and pillowcase cleaning is expected.

Item 2.6: Valet Parking, Currency Exchange, ATM Services*Five-Star Requirements (XX Points)*

- The hotel has a very reactive, luxurious valet parking service.
- ATM facilities within the premises of the hotel are available twenty four hours, seven days a week.
- Currency exchange services are provided for local currency, along with other currencies of common usage.
- Valet parking service is extremely fast, polite and professional.

Four-Star Requirements (XX Points)

- Valet parking service is fast to react, and does not leave customers waiting for long times.
- Personnel is warm and welcoming, having protocols for welcoming guests and customers.
- ATM services available within the premises.

Three-Star Requirements (XX Points)

- Valet parking services tend to make customers wait.
- Rather impersonal service, not particularly warm or welcoming.

Two-Star Requirements (XX Points)

- No valet parking services available.
- Hotel personnel may offer simple money exchange services at the front desk, but currency or ATM services are otherwise unavailable.
- Hotel provides luggage assistance from parking to the main facilities.

One-Star Requirement (0 Points)

- No valet parking services.
- No currency exchange or ATM facilities available.

- Facility Standard and Personnel Classification Criteria**Item 3.1: Staff Security Drill Training and Capabilities***Five-Star Requirements (XX Points)*

- The hotel has a safety brigade, in charge of handling evacuations and safety drills carried out periodically across the facilities.
- Every department of the establishment, across all of its facilities, has dedicated personnel who are well trained in safety protocol and evacuation procedures.
- Safety drills are carried out periodically every few months under the supervision of members of this safety brigade.

Four-Star Requirements (XX Points)

- The hotel does not have a safety brigade, but most, if not all of its personnel are well-versed in basic safety protocols.
- Evacuation procedures are handled by the safety department, and are carried out in an orderly fashion according to protocol.

Three-Star Requirements (XX Points)

- The hotel conducts safety drills occasionally across all of its departments.
- The hotel has security personnel available at all times, monitoring entrances and exits to the establishment.

Two-Star Requirements (XX Points)

- A basic CCTV system controls entrances and exits to the establishment.
- There is a security guard on-duty available providing a basic security service.

One-Star Requirement (0 Points)

- ~~No security drills are performed at any time.~~
- Threats to security are handled ad-hoc.

Item 3.2: Availability of Personnel and Specialized Languages*Five-Star Requirements (XX Points)*

- There is designated personnel for all areas of the hotel, each performing exclusive functions for their determined area of expertise.
- There are supervisors and personnel fluent in various languages available 24 / 7.
- Food service personnel are available 24 / 7.

Four-Star Requirements (XX Points)

- There is specialized personnel versed and fluent in several languages available during operational hours on various departments.
- There is personnel fluent in English available 24 / 7.

Three-Star Requirements (XX Points)

- At least one staff-member is capable of speaking an additional language other than English, and is generally available during operational hours.
- English-speaking personnel is commonplace around the hotel grounds and available regularly in all facilities.

Two-Star Requirements (XX Points)

- At least one staff-member is fluent in English, and available during general operating hours.
- At the very least there is one staff-member available in the front desk and lobby area 24 / 7, capable of performing check-ins and check-outs.

One-Star Requirement (0 Points)

- There is a bare minimum of personnel available only at the front desk during operational hours.
- Absolutely no presence of any English-speaking personnel.

Item 3.3: General Impression of Hotel Facilities and Public Spaces*Five-Star Requirements (XX Points)*

- The hotel has an impressive performance upon first glance. All public spaces seem luxurious and perfectly clean.
- Furniture and overall organization of lobbies and public areas are both, luxurious and exquisite.

Four-Star Requirements (XX Points)

- The establishment's public spaces and lobbies are well organized, and their decor is suitable to high standards of comfort.
- Comfort and cleanliness are a priority in the lobbies and public spaces of these hotels.
- Furniture is not only well selected and properly organized, but it also creates an atmosphere of comfort and elegance.

Three-Star Requirements (XX Points)

- Lobbies and public spaces are relatively comfortable.
- Ample availability of comfortable spaces for sitting and conducting business, or just lounging about.
- Spaces and lobbies are clean and otherwise very pleasant spaces at first glance.

Two-Star Requirements (XX Points)

- Upon first glance, the establishment's public areas and lobbies are seemingly clean.
- Absolutely no evidence of luxury, but only the bare necessary essentials for operations.
- Simple, yet clean and comfortable premises make for a fair level of comfort.

One-Star Requirement (0 Points)

- The establishment's presentation and overall cleanliness standards are poor.
- Public areas and lobbies look dusty, or poorly groomed on all accounts.

- **Item 3.4: Gardens and Green Areas Evaluation Criteria**

Five-Star Requirements (XX Points)

- The hotel has several green spaces and areas available to its guests.
- These green spaces, such as small parks, are well-taken care off and landscaped in such a way that it reflects and exalts local flora.
- There is a feeling of luxury about the hotel's green spaces, mostly due to its perfect maintenance.

Four-Star Requirements (XX Points)

- Has access to a single large, green space. This area offers a relaxing atmosphere, and its overall landscaping is pleasant to look at.
- Green area is well-maintained and well-groomed.

Three-Star Requirements (XX Points)

- The establishment does not have access to any major green spaces, or areas.
- There are several large plants strewn about the hotel grounds and facilities, maintaining an overall fresh atmosphere in all of its departments.
- Each and every one of these plants is well kept and in proper condition.

Two-Star Requirements (XX Points)

- Presence of greenery is much reduced in comparison to higher standards and classes.
- Only greenery in the establishment is noticeable on the lobby, or front desk area.
- Plant condition could be much higher, or they display some slight damage or lack of proper care. I.E. Dried out or damaged.

One-Star Requirement (0 Points)

- Absolutely no greenery available throughout the entire establishment.
- Only plants or greenery available is in extremely poor condition, or heavily damaged due to lack of care.

Item 3.5: General Personnel (Customer Service Orientation) Classification Criteria*Five-Star Requirements (XX Points)*

- General personnel and staff members who have high customer interaction are extremely reactive and extremely well-educated in customer attention matters.
- These personnel are extremely professional, and are regularly on the hunt for any service they may provide, or anything they may offer help with.
- Overall grooming of all personnel is superb, befitting elegance and luxury.

Four-Star Requirements (XX Points)

- Personnel will occasionally pop up on high traffic areas and provide services as required.
- Personnel has a very high attention to detail, and will generally carry out necessary services quickly, efficiently and in an organized fashion.

Three-Star Requirements (XX Points)

- Personal grooming is well organized and perfectly clean.
- Personnel respond immediately to customer calls, and provide attention and close following until issues are resolved or assistance is provided.

Two-Star Requirements (XX Points)

- Personnel is fairly reactive, and answer customer calls relatively quickly.
- However, personnel actively makes no effort to find out customers to aid or provide services to.

One-Star Requirement (0 Points)

- Personnel is extremely non-reactive, requiring high insistence in order to obtain any type of attention or service.
- Personal grooming is poor, may be wearing casual or otherwise inappropriate clothing.

Item 3.6: Availability of Bars and Restaurant Facilities*Five-Star Requirements (XX Points)*

- The establishment has at the very least three restaurants and a specialized bar within its premises.
- The establishment has more a fine boutique within its premises, which has access to brand items and local souvenirs.
- Restaurants' and bars' schedules go beyond regular operational hours, attending customers later into the day than other hotel services.

Four-Star Requirements (XX Points)

- The establishment has at the very least two restaurants within its premises. A small bar within these will also contribute to fulfilling this criteria.
- The establishment has a small boutique which has access to local souvenirs and collector's items.

Three-Star Requirements (XX Points)

- The establishment has a small restaurant within its premises, which offers service during operational hours with simple dishes for lunch and dinner.
- The establishment has a small store which has access to local items such as packaged foodstuffs and other commodities for guests to purchase.

Two-Star Requirements (XX Points)

- The establishment has a small cafeteria which offers a very simple service and variety of food.
- The establishment's cafeteria does not extend beyond regular operational hours, its schedule being severely limited.

One-Star Requirement (0 Points)

- The establishment does not have any access to cafeterias, food vendors, or boutiques.

- Restaurant Services Classification Criteria

Item 4.1: Decoration, Furniture, and Overall Atmosphere

Five-Star Requirements (XX Points)

- The establishment's restaurant decoration is superb. Maintains an atmosphere of extreme comfort and elegance.
- The establishment's decoration is not only comfortable, elegant and luxurious, but it also is organized around a central theme which is reinforced through its cuisine.

Four-Star Requirements (XX Points)

- Tables may show some signs of usage or ageing, but are otherwise in proper condition.
- Some pieces of decoration may not match the theme, or feel out of place with the rest.

Three-Star Requirements (XX Points)

- Tables and linens may show damage or age, while their original quality was very good, they now show usage.
- There is, however, no damage that can be appreciated at first glance.

Two-Star Requirements (XX Points)

- Tables, chairs, and furniture in general are in barely acceptable conditions.
- All furniture shows some degree of usage, and may even show damage or be in generally poor conditions.
- Overall no theme is reinforced through decoration and furniture.

One-Star Requirement (0 Points)

- Paper napkins or tissue boxes are present, no linen cloths on tables, and does not provide linen napkins.
- No theme present between decoration, furniture and cuisine.
- Furniture is of poor material, construction, and in a state of disrepair.

Item 4.2: Housekeeping and Cleanliness Standards*Five-Star Requirements (XX Points)*

- Extremely high standards of cleanliness across all areas. Absolutely no evidence of dust, crumbs, or previous meals on any of the tables.
- Vacuuming and flooring is always exceptionally clean.
- Cutlery, glasses and dishes are perfectly clean to match the luxury atmosphere of the restaurant.
- Tables are always ready and set, awaiting the next customer.

Four-Star Requirements (XX Points)

- Relatively high cleanliness standards, no evidence of previous meals.
- Linens and cutlery are clean and in excellent condition.
- There is evidence of clutter on some tables (wine lists, menus, etc.)

Three-Star Requirements (XX Points)

- Tables are clean in time for meal services.
- Tables are not automatically set and prepared in between meals.
- There is general evidence of cleaning procedures, and general cleanliness.
- No dust or crumbs visible.

Two-Star Requirements (XX Points)

- A few tables are not set or otherwise not prepared in between meals.
- Evidence of dust on few surfaces.
- Glasses, menus and clutter is present on some tables. Somewhat disorganized presentation.

One-Star Requirement (0 Points)

- Dusty, generally untidy presentation.
- There are leftovers from previous meals on tables.
- Cutlery is stained, same as linen. Overall messy presentation and atmosphere.

Item 4.3: Restaurant Personnel Service Orientation Criteria*Five-Star Requirements (XX Points)*

- The restaurant personnel in charge of service are extremely well trained, maintain a bright and helpful attitude, and are extremely reactive to any customer requests.
- Orders are taken quickly, efficiently, and thus offer a high rating of customer satisfaction.
- The restaurant is prepared to handle guests who do not speak Spanish, with menus and staff members versed in English on duty.

Four-Star Requirements (XX Points)

- Personnel are reactive and quick to attend any customer who requires assistance.
- Food handling is efficient and does not have any obvious flaws.
- Staff members are well-versed in the products of their menu, and can accurately recommend dishes and wine selections to accompany food.

Three-Star Requirements (XX Points)

- Personnel can easily recommend food selections, and provide detailed, accurate descriptions of each dish.
- Overall their handling of food is very clean and well-organized.

Two-Star Requirements (XX Points)

- Staff members are quick to react to being called.
- Food handling is fair, and overall training and attitude are both good.
- Personnel does not have a good grasp on how to recommend wine or food selections.

One-Star Requirement (0 Points)

- Restaurant personnel is limited to basic services only.
- Highly non-reactive staff, requires insistence to ensure service.

Item 4.4: Menu Width and Cuisine*Five-Star Requirements (XX Points)*

- The menu is extremely wide, with several selections on a number of categories.
- Cuisine is overall made to suit a particular theme, that is reflected on the restaurant's decor, atmosphere, and even drink selection and furniture.
- The restaurant's cuisine is of extremely high quality, tailoring to a luxurious and exclusive clientele.

Four-Star Requirements (XX Points)

- The menu variety is fairly wide, containing a number of staple dishes as well as various dishes that match the restaurant's theme.
- Foodstuff and dish quality is fairly high. The quality of its dishes can be appreciated at first glance.
- Very high quality on food presentation and dish selection.

Three-Star Requirements (XX Points)

- Restaurant theme is not strictly enforced, and in turn may have various dishes from various different cultures.
- Offers staple dishes with local twists, or alterations that offer an otherwise unique or different experience.

Two-Star Requirements (XX Points)

- Food quality is decent, and maintains a very clean presentation.
- Food availability is limited, yet does not seem hard pressed to suit the customer's needs, given that it presents several different options from among local staples.

One-Star Requirement (0 Points)

- Only the most basic of staple dishes available.
- The restaurant's cuisine is of a very basic quality.
- Does not offer anything beyond a very simple variety of items.

ANNEX FOUR

SAMPLE THREE: HOTEL TORRES DE ALBA

Hotel Torres de Alba

• Minimum Mandatory Standards

- Emergency, Sign, Security and Fire Evacuation Standards

5 Stars	4 Stars	3 Stars	2 Stars	1 Star	
Emergency and fire evacuation signs are posted in all food and beverage outlets, back of house, corridors, lobbies and open spaces in both, English and Spanish. ✓					
Emergency and fire evacuation signs, as well as evacuation plans detailing evacuation routes are posted in all rooms in both, English and Spanish. ✓					
Power generator capable of generating power for the establishment for up to eight hours, maintaining essential operations (excluding A/C) in case of a blackout or power shortage. ✓					
Reservoir or water supply capable of supplying all rooms, in the case of a shortage of water. ✓					
Hotel entrances are controlled by cameras twenty four (24) hours a day, seven (7) days a week. ✓					
A security guard is available twenty four (24) hours a day, seven (7) days a week. ✓					
All corridors and floors must have adequate emergency lighting. ✓					
All emergency stairs must have a handrail, and an a sign indicating the floor that's clearly visible. ✓					
The hotel is prepared to handle threats to security, including but not limited to bomb threats, fires, etc. ✓					
During times of emergency, elevator access is restricted. ✓					
All signs in public areas must be fully readable at night. ✓					
Each floor must be properly labelled as such. ✓					
Signs indicating the number of a guest room, either on the door, or nearby, is mandatory. ✓					
Signs indicating the general direction of specific room numbers are mandatory on the corridors of each floor. ✓					
Signs available showing hours of hotel services and events.				-	✓
Clearly marked floors on all elevators. ✓					

• **Facility and Operation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Hotel staff are available to guests twenty four (24) hours a day, seven (7) days a week. ✓				
The establishment maintains accounting books and records of all its business transactions. ✓				
The name of the establishment is in display in its facilities, records, invoices, correspondence, brochures, etc. ✓				
All areas of operation where guests and employees are frequently expected have proper lighting. ✓				
All buildings and properties are in clean condition and well-maintained; There is no debris and these do not pose a health and safety hazard to employees and / or general public. ✓				
All gardens and public spaces, if any, are to be well-maintained. ✓				
All gardens, pathways, landscaped areas and public spaces must be safe to the public. ✓				
General tariffs (rack rates) must be available in the reception or lobby. ✓				
Foreign currency exchange rates must be in public display in English near to where this service will be offered, if applicable. ✓				
Garbage collection and waste disposal processes are in place. ✓				
All guests are escorted to their rooms at check-in, along with their baggage. Guests with special needs are escorted throughout their stay.		Upon request, guests are escorted to their rooms, along with their baggage. Guests with special needs are escorted throughout their stay.		Only guests with special needs are escorted to their rooms. ✓
A safety deposit box is available in each and every room, in addition to an item safekeeping service available in the lobby or reception of the establishment.			A safety deposit box is available only in the lobby or reception of the establishment. ✓	
All corridors and stairs are in a good state of repair, free of debris or obstacles that could endanger the guests or general public. ✓				
Lighting in all areas is appropriate at all times for comfort, and regular operations. ✓				
Air conditioning maintains a comfortable temperature, between 18c - 23c, throughout the year in all public areas and lobbies. Special attention is paid to being able to maintain a comfortable temperature during the summer months (January, February, March, April.). ✓				
All corridors should be clean, well-lit and well maintained. ✓				
Maintenance services must be available sixteen (16) hours per day. ✓				
All electrical equipment must be properly maintained and in good working conditions. ✓				
The hotel has its own entrance, separate from parking and vehicle entrances, and restaurant entrances. ✓				
The hotel's entrance is accessible to guests with disabilities. ✓				

• **Facility and Operation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star	
Separate service and personnel entrance.		-			✓
There is a clearly designated reception and lobby area, with a lounge or sitting area nearby.					✓
Reception staff available twenty four (24) hours per day, seven (7) days per week.					✓
Fully stocked first aid kit available for quick access in the reception or lobby area.					✓
At least one in-house telephone is available for use by guests in the reception or lobby area.					✓
Background music plays in the lobby or reception area.					✓
A clock, with the local time, is on display and readily visible to all guests in the lobby or reception area.					✓
At least one English-speaking personnel is available at all times in front desk area.					✓
There is a functioning concierge service.		-			✓
A sitting area is provided with sufficient comfortable sitting.					✓
Minimum of two (2) elevators serving all floors, guest rooms and additional facilities.			Minimum of one (1) elevator.	-	✓
All elevator interiors are clean and in a good state of repair.					✓
Separate elevators for guest and personnel.			-		✓
All elevators should be accessible to guests with disabilities.					✓
Wake up call service available twenty four (24) hours.					✓
Luggage room available in the lobby or entrance area.					✓
Wheelchair available upon request.					✓
Internet access available across all of the establishment's facilities.		Internet access restricted to the lobby or front desk area only.		-	✓
Hotel website has transaction capabilities.			Hotel has a basic functioning website.		✓
One parking spot available per room.			Limited parking space available.		✓
Adequate security and lighting in parking space.			No lighting or security in parking space.		✓

• **Establishment Room, Lodging and Accommodation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Five percent (5%) of all rooms are either suites, or junior suites. ✓	Two percent (2%) of all rooms are either suites, or junior suites.	-	-	-
Connecting rooms are available in five percent (5%) of the establishment's rooms. ✓				
There is a minimum of three (3) handicap accessible rooms		There is a minimum of two (2) handicap accessible rooms.		-
All bedrooms are cleaned daily.			-	
All beds are changed daily.		All beds are changed at least twice weekly, or in between guests' arrival.		
All windows are cleaned periodically. ✓				
One clean pillow per person, with a clean pillowcase, is provided in all rooms. ✓				
At least one blanket or duvet is provided per bed, in all rooms. ✓				
Additional pillows and blankets are available within the room.			Additional pillows and blankets available upon request.	
All beds have access from both sides. ✓				
All mattresses are clean and spotless, well-maintained. ✓				
Baby beds are available upon request. ✓			-	
A bedside table is provided for each bed. These tables must be in good condition. ✓				
A desk with chair is provided and in good condition for each and every room. ✓				
A desk lamp is provided and in good condition for each and every room. ✓				
Multiple individual chairs are provided for each and every room. ✓				
All windows within rooms should be able to be locked. ✓				
All windows within each room should be provided with curtains, blinds, or shutters. ✓				
Each room's door should be able to be locked. ✓				
Each room's door has a peep-hole. ✓				
Each room should be able to be locked from the inside without using a key. ✓				
Electronic key-card door lock system in place. ✓			-	
General room lighting controlled by switched inside the room. ✓				

• **Establishment Room, Lodging and Accommodation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
All light bulbs must be in proper working order. ✓				
Closet and wardrobe in each room, with at least two hangers provided. ✓				
At least one full-length mirror must be provided in each room. ✓				
Telephones provided in each room. ✓				
Telephone rates are available in each room. ✓				
Colour television with remote control is available. ✓				
Cable / Digital / Satellite television channels are available, with international television channels available. ✓			Local television channels available only. ✓	
Luggage rack is provided in each room. ✓				
Ironing board and iron provided in each room. ✓				
All bathrooms are cleaned daily. ✓			All bathrooms are cleaned at least three times per week. ✓	
Washbasin with hot and cold water on tap. ✓				
Shower and bathtub with hot and cold water available. ✓		Shower with hot and cold water available. ✓		Rudimentary shower available. ✓
Toilet with seat and lid available. ✓				
Toilet paper holder and spare rolls available. ✓				
One clean hand towel per person staying in room. ✓				
One clean face towel per person staying in room. ✓				
One clean shower towel per person staying in room. ✓				
Fresh soap for each guest, available in every room. ✓				
Electric outlet available close to the mirror. ✓				
Mirror with light above available in each room. ✓				
Shower curtain, screen or sliding doors. ✓				
Hook for clothes available either on bathroom door or on walls. ✓				
Running water is available at all times. ✓				
Adequate water pressure for bathing and showering. ✓				
Multiple waste bins available in each room. These are cleaned daily with housekeeping. ✓				

- **Hotel Rating and Classification Criteria**

- **Hotel Guest Accommodation and Lodging Rating Criteria**

Item 1.1: Guest Rooms - Housekeeping

Five-Star Requirements (XX Points)

- Every inch of the room is perfectly clean and spotless. Absolutely no dust is visible.
- Bed is perfectly made, and the linen does not show any evidence of stains or smears.
- All surfaces are perfectly clean and gleaming.
- No equipment is broken, or missing. No loose screws, blown light bulbs, etc.

Four-Star Requirements (XX Points)

- The room is visibly clean. No dust is visible unless closer inspection is made.
- One or two small items or areas may be dirty, missing, or damaged.
- Standard of cleanliness and presentation not quite as elevated.

Three-Star Requirements (XX Points)

- Dust may be clearly visible on some areas of the room, or beneath the bed.
- Items and furniture are not as clean or well-presented.
- Several items missing or damaged.
- Visible smears and spots in linen or walls.

Two-Star Requirements (XX Points)

- Surfaces are dusty.
- Blown lightbulbs, loose handles, screws, missing hair dryers, etc, are common.
- Linens are downright dirty and blinds may be dusty.

One-Star Requirement (0 Points)

- Rubbish bin may be unclean. Debris may be present in room.
- Tiles and walls may present damage.
- Room may present unpleasant odours.

Item 1.2: Guest Rooms - Decoration*Five-Star Requirements (XX Points)*

- The room has exquisite decoration.
- An outstanding combination of wallpaper and furniture.
- The hotel's individual decoration and pieces of furniture are evidences of luxury.
- The hotel has paintings and decor which accent the room's theme.

Four-Star Requirements (XX Points)

- Decoration is not quite perfect, yet still of outstanding quality.
- Room's theme is not as heavily enforced.
- Some few elements may be slightly worn out or scratched.

Three-Star Requirements (XX Points)

- No attempt to match decoration to wallpaper or to any theme.
- Much less attention to detail.
- Individual pieces of decor look somewhat worn out, yet still acceptable.

Two-Star Requirements (XX Points)

- Mismatched items present.
- Some items are heavily scratched or even damaged.
- The room's style is plain and very simple.

One-Star Requirement (XX Points)

- Walls show cracks or damage.
- Decoration is missing parts, damaged, or heavily mismatched.
- Items are of low grade material.
- Furniture is in dire need of repair.

Item 1.3: Guest Rooms - Amenities and Toiletries*Five-Star Requirements (XX Points)*

- The hotel offers a complete range of bathroom essentials.
- Conditioner, shampoo, bathrobe, slippers, and several different towels are supplied.
- In-room stationery bearing the hotel's seal is presented.
- Specialist coffee maker and tea making supplies in superb condition.

Four-Star Requirements (XX Points)

- At least one of item is missing; Variety of toiletries and amenities is still very high.
- No stationery or paper present.
- Bathrobe and slippers present.

Three-Star Requirements (XX Points)

- No bathrobe or slippers.
- Various different types of towels present.
- The hotel offers shampoo and soap.
- Hair dryer, safety deposit box and ironing board present.

Two-Star Requirements (XX Points)

- Very little in terms of toiletries and amenities.
- Either ironing board, coffee maker, or safety box.
- Only basic bathroom essentials are offered, if any.

One-Star Requirement (XX Points)

- Very basic toiletries are presented.
- Only soap for hands and shower, if any.
- Basic hand towel and shower towel only.

Item 1.4: Guest Rooms - Mini Bar and Catering Service*Five-Star Requirements (XX Points)*

- The hotel boasts an impressive array of in-room products.
- From imported alcoholic beverages to various foodstuffs.
- The establishment has a professionally-designed menu in various languages.
- Catering service operational 24 / 7.

Four-Star Requirements (XX Points)

- Slightly reduced number of available items.
- Menu is available exclusively in English and Spanish.
- Catering service may have reduced operational hours.

Three-Star Requirements (XX Points)

- Catering service is taken straight from the restaurant's menu.
- This, however, limits the choices on items to basic meals such as hamburgers.
- Mini bar service is very limited to local drinks and packed items.
- Catering service operational hours are limited.

Two-Star Requirements (XX Points)

- No catering service.
- A few packaged foodstuffs available.
- Bottled water and the like offered on request.

One-Star Requirement (XX Points)

- May offer a bottle of water or similar products, only.
- No catering service at all.
- No mini bar service or fridge on offer.

Item 1.5: Guest Rooms - Bedroom Impressions*Five-Star Requirements (XX Points)*

- All rooms are spacious and generally large, with access to all facilities.
- Adequate space to store luggage without interfering with the rest of the room.
- There is enough space to accommodate various guests comfortably.
- Overall great impression, extremely clean and well-organized layout.

Four-Star Requirements (XX Points)

- Room is relatively spacious, with good access to all facilities.
- Sitting room and accommodations may be slightly more cramped.
- No areas of difficult access or restricted.
- The layout is clean and gives off a very good impression.

Three-Star Requirements (XX Points)

- The room is large enough to hold all necessary furniture and items.
- There may be some areas where access is difficult or restricted.
- Items and furniture may have to be moved in order to facilitate access.
- Some chairs may fit multiple purposes, such as sitting chair and desk chair.

Two-Star Requirements (XX Points)

- The room is relatively small and cramped.
- Access with baggage is awkward.
- Overall large furniture in comparison to the available space.
- Gives off a fair impression, overall.

One-Star Requirement (XX Points)

- Furniture too large, or too small for room.
- Access to most facilities is awkward.
- May have external perturbances, such as loud music from nearby venues.
- Overall poor impression and unclean, unorganized layout.

Item 1.6: Guest Rooms - Guest Bathrooms*Five-Star Requirements (XX Points)*

- Bathrooms are spotless and perfectly clean.
- Absolutely no sign of mold or mildew on any surface.
- Outfitted with a wealth of additional fixtures, such as hot tub, bidet, etc.
- Amenities are presented in an well-organized fashion. Evidence of luxury.

Four-Star Requirements (XX Points)

- Very good cleanliness standard.
- Fresh, pleasant smell.
- Overall, feels very clean, and in good condition.
- Little to no signs of wear and tear.

Three-Star Requirements (XX Points)

- Surfaces are clean.
- Little to no signs of dust.
- May present some slight discoloration or signs of ageing.

Two-Star Requirements (XX Points)

- Some surfaces may present evidence of dust.
- The flooring may be discoloured or otherwise stained.
- Surfaces may be dull or unclean.

One-Star Requirement (XX Points)

- Very low standards of housekeeping and organization.
- Mold may be readily visible.
- Floor stained, or presence of unpleasant odours.
- Overall feels damp and musty.

Item 1.7: Guest Rooms - Room Accessories*Five-Star Requirements (XX Points)*

- HDTV present in room. May include further entertainment features, such as DVD.
- Seating space includes several chairs, and a small coffee table or such.
- Desk is well-outfitted with lamps, among other accessories.
- Room covers an extremely wide variety of accessories, such as fridge.

Four-Star Requirements (XX Points)

- A large, yet not necessarily HDTV is included.
- Sitting space and accompanying furniture is slightly less varied and detailed.
- Smaller fridge, reading lamp, reading material provided.

Three-Star Requirements (XX Points)

- May include ice tray, glasses.
- Coffee maker and cups present.
- Standing lamp, coat hanger, large armchairs.

Two-Star Requirements (XX Points)

- Accessory selection is very limited.
- Desk lamp exclusively, may feature other assorted items.
- Room feels largely simple, without many accessories.

One-Star Requirement (XX Points)

- Room is reduced to a selection of very basic essentials.
- Room is extremely simple and item selection is otherwise basic.
- Accessories may be damaged or in need of immediate repair.

Item 1.8: Guest Rooms - Beds and Bedding*Five-Star Requirements (XX Points)*

- Beds are extremely well presented, elegant, and luxurious.
- Very large beds, designed for comfort and luxury.
- Several pillows, duvets, and linens are present, with more available.
- Bedding is truly comfortable, and allows for a restful sleep.

Four-Star Requirements (XX Points)

- Several pillows and pillowcases are present.
- Various linens and a duvet are provided.
- Bed is well made and well organized.
- Absolutely no stains or wrinkles in bed presentation.

Three-Star Requirements (XX Points)

- Bed presentation is very clean and well organized.
- Frills, such as duvet and additional pillows and pillowcases are included.
- Bedding is comfortable.

Two-Star Requirements (XX Points)

- Presents a simple, unfrilled bed, linens and pillows.
- Presentation is simple, yet organized and relatively clean.
- Bedding is relatively soft, and comfortable.

One-Star Requirement (XX Points)

- A simple bed, with a simple linen and pillow case is presented.
- Linen may present either stains, or be crumpled, or damaged.
- Presentation is downright shabby or unorganized.

- Leisure and Guest Services Classification Criteria

Item 2.1: Availability of Concierge, Car Rental, Transport and Shuttle Services

Five-Star Requirements (XX Points)

- The hotel has a very complete concierge service, in addition to tour operator access.
- The hotel offers its own shuttle service, or company car service as a means of transport.
- The concierge services are versed in English and Spanish.

Four-Star Requirements (XX Points)

- The hotel is able to secure transport to local attractions and points of interest by its own means.
- Concierge service is able to book access to tours, among other services.
- No car provided by the hotel, but has access to car rental facilities.
- Can secure transport to the nearest airport.

Three-Star Requirements (XX Points)

- Personnel is readily available to provide assistance and recommendations of points of interest and travel destinations.
- Can provide transport to nearby car rental facilities.

Two-Star Requirements (XX Points)

- Concierge is limited to handing out brochures of points of interest, or general directions.
- Able to secure transport through calling taxis.
- Able to provide, at the very least, general pointers on utilization of mass transport service, if applicable.

One-Star Requirement (0 Points)

- No information regarding nearby points of interest or travel destinations.
- No information regarding local means of transport.

Item 2.2: Event and Event Planning Infrastructure & Capabilities*Five-Star Requirements (XX Points)*

- The establishment has various conference halls and designated spaces to hold social events at.
- The establishment is prepared to provide catering, stationery, and equipment for events.
- The establishment is prepared to hold several major events simultaneously, ranging from 500 - 800 people.

Four-Star Requirements (XX Points)

- The establishment has several conference halls to hold events at.
- The establishment is prepared to rent equipment, stationery, and other assorted items to its clients.
- Its conference halls can hold several hundred people at once.

Three-Star Requirements (XX Points)

- The establishment is prepared to provide limited equipment, such as projectors.
- Limited catering, such as coffee, is readily available.
- Conference halls are much more limited; One or two large conference halls available.

Two-Star Requirements (XX Points)

- Only one conference hall available.
- Several small halls may be available, sitting few people comfortable for small meetings.

One-Star Requirement (0 Points)

- No conference halls or event services available.
- No event catering available whatsoever.
- No equipment rental.

Item 2.3: Pool and Gym Facilities*Five-Star Requirements (XX Points)*

- The hotel has either one or more large swimming pools, along relaxation facilities nearby.
- The establishment's gym is large, well equipped, and has personal trainers available upon request.
- The gym provides lockers, showers, entertainment and refreshments.
- The pool is accompanied by a bar, or access to drinks and refreshments.

Four-Star Requirements (XX Points)

- The gym's facilities are slightly less complete. No entertainment options or refreshments.
- Pool's size is smaller, accompanied only by some chairs and a few plants.
- Accompanying features are less detailed, and overall present less attention to detail.
- Gym and pool facilities are high quality, but lack evidence of luxury.

Three-Star Requirements (XX Points)

- A simple pool is available.
- A relatively complete gym is available.
- Gym and pool facilities both look clean, and in a good state of repair.

Two-Star Requirements (XX Points)

- No pool facilities.
- A very small gym is present.
- Very few machines available for usage.
- Some may be damaged or in need of repair.

One-Star Requirement (0 Points)

- No pool facilities whatsoever.
- No gym or exercise facilities present whatsoever.

Item 2.4: Spa and Hairdresser Facilities*Five-Star Requirements (XX Points)*

- The establishment boasts a very complete spa, equipped with several individual rooms, a lounge, and a menu of several different treatments and specialized personnel.
- The spa facilities play fitting background music, and set an atmosphere of tranquility to match the overall tone.
- The spa facilities offer a truly relaxing and luxurious, experience.
- High quality hairdresser and stylist facilities available within the hotel.

Four-Star Requirements (XX Points)

- The hotel has a simple spa, offering high-quality treatments to its guests.
- Wellness facilities are available, including a sauna and a hot tub.
- No hairdresser facilities.

Three-Star Requirements (XX Points)

- Simple massages and stress relieving procedures in the gym
- No dedicated spa facilities.
- A couple dedicated rooms to perform services at.

Two-Star Requirements (XX Points)

- Only a few beds and tables to perform simple massages at.
- ~~No menu or professional therapists.~~

One-Star Requirement (0 Points)

- ~~Absolutely no spa, or wellness facilities of any kind available.~~
- No hairdresser available, or any facilities resembling it.

Item 2.5: Laundry Service Availability*Five-Star Requirements (XX Points)*

- The hotel can handle any request, on any time frame.
- From shoe shine service to dry cleaning suites and dresses.
- Specialist laundry services available upon request.
- Timely and perfectionist on maintaining scheduled times.

Four-Star Requirements (XX Points)

- Timely laundry service, available during general operational hours.
- Can handle most requests efficiently and in a timely fashion.
- Pieces of clothing are returned in good, clean state and quickly.

Three-Star Requirements (XX Points)

- A laundry service that can handle most requests, but falls short of handling more difficult requests.
- Only available for a few hours, no evidence of luxury service or excellence.
- Service merely cleans clothing in a timely fashion.

Two-Star Requirements (XX Points)

- The establishment has a simple laundry service.
- The hotel has washing machines available for use by its guests, for a fee.

One-Star Requirement (0 Points)

- The hotel does not have any laundry services available for its clients.
- No cleaning requests may be made, only basic linen and pillowcase cleaning is expected.

Item 2.6: Valet Parking, Currency Exchange, ATM Services*Five-Star Requirements (XX Points)*

- The hotel has a very reactive, luxurious valet parking service.
- ATM facilities within the premises of the hotel are available twenty four hours, seven days a week.
- Currency exchange services are provided for local currency, along with other currencies of common usage.
- Valet parking service is extremely fast, polite and professional.

Four-Star Requirements (XX Points)

- Valet parking service is fast to react, and does not leave customers waiting for long times.
- Personnel is warm and welcoming, having protocols for welcoming guests and customers.
- ATM services available within the premises.

Three-Star Requirements (XX Points)

- Valet parking services tend to make customers wait.
- Rather impersonal service, not particularly warm or welcoming.

Two-Star Requirements (XX Points)

- No valet parking services available.
- Hotel personnel may offer simple money exchange services at the front desk, but currency or ATM services are otherwise unavailable.
- Hotel provides luggage assistance from parking to the main facilities.

One-Star Requirement (0 Points)

- No valet parking services.
- No currency exchange or ATM facilities available.

- Facility Standard and Personnel Classification Criteria

Item 3.1: Staff Security Drill Training and Capabilities

Five-Star Requirements (XX Points)

- The hotel has a safety brigade, in charge of handling evacuations and safety drills carried out periodically across the facilities.
- Every department of the establishment, across all of its facilities, has dedicated personnel who are well trained in safety protocol and evacuation procedures.
- Safety drills are carried out periodically every few months under the supervision of members of this safety brigade.

Four-Star Requirements (XX Points)

- ~~The hotel does not have a safety brigade, but most, if not all of its personnel are well-versed in basic safety protocols.~~
- Evacuation procedures are handled by the safety department, and are carried out in an orderly fashion according to protocol.

Three-Star Requirements (XX Points)

- The hotel conducts safety drills occasionally across all of its departments.
- The hotel has security personnel available at all times, monitoring entrances and exits to the establishment.

Two-Star Requirements (XX Points)

- A basic CCTV system controls entrances and exits to the establishment.
- There is a security guard on-duty available providing a basic security service.

One-Star Requirement (0 Points)

- No security drills are performed at any time.
- Threats to security are handled ad-hoc.

Item 3.2: Availability of Personnel and Specialized Languages*Five-Star Requirements (XX Points)*

- There is designated personnel for all areas of the hotel, each performing exclusive functions for their determined area of expertise.
- There are supervisors and personnel fluent in various languages available 24 / 7.
- Food service personnel are available 24 / 7.

Four-Star Requirements (XX Points)

- There is specialized personnel versed and fluent in several languages available during operational hours on various departments.
- There is personnel fluent in English available 24 / 7.

Three-Star Requirements (XX Points)

- At least one staff-member is capable of speaking an additional language other than English, and is generally available during operational hours.
- English-speaking personnel is commonplace around the hotel grounds and available regularly in all facilities.

Two-Star Requirements (XX Points)

- At least one staff-member is fluent in English, and available during general operating hours.
- At the very least there is one staff-member available in the front desk and lobby area 24 / 7, capable of performing check-ins and check-outs.

One-Star Requirement (0 Points)

- There is a bare minimum of personnel available only at the front desk during operational hours.
- Absolutely no presence of any English-speaking personnel.

Item 3.3: General Impression of Hotel Facilities and Public Spaces*Five-Star Requirements (XX Points)*

- The hotel has an impressive performance upon first glance. All public spaces seem luxurious and perfectly clean.
- Furniture and overall organization of lobbies and public areas are both, luxurious and exquisite.

Four-Star Requirements (XX Points)

- The establishment's public spaces and lobbies are well organized, and their decor is suitable to high standards of comfort.
- Comfort and cleanliness are a priority in the lobbies and public spaces of these hotels.
- Furniture is not only well selected and properly organized, but it also creates an atmosphere of comfort and elegance.

Three-Star Requirements (XX Points)

- Lobbies and public spaces are relatively comfortable.
- Ample availability of comfortable spaces for sitting and conducting business, or just lounging about.
- Spaces and lobbies are clean and otherwise very pleasant spaces at first glance.

Two-Star Requirements (XX Points)

- Upon first glance, the establishment's public areas and lobbies are seemingly clean.
- Absolutely no evidence of luxury, but only the bare necessary essentials for operations.
- Simple, yet clean and comfortable premises make for a fair level of comfort.

One-Star Requirement (0 Points)

- The establishment's presentation and overall cleanliness standards are poor.
- Public areas and lobbies look dusty, or poorly groomed on all accounts.

- **Item 3.4: Gardens and Green Areas Evaluation Criteria**

Five-Star Requirements (XX Points)

- The hotel has several green spaces and areas available to its guests.
- These green spaces, such as small parks, are well-taken care off and landscaped in such a way that it reflects and exalts local flora.
- There is a feeling of luxury about the hotel's green spaces, mostly due to its perfect maintenance.

Four-Star Requirements (XX Points)

- Has access to a single large, green space. This area offers a relaxing atmosphere, and its overall landscaping is pleasant to look at.
- Green area is well-maintained and well-groomed.

Three-Star Requirements (XX Points)

- The establishment does not have access to any major green spaces, or areas.
- There are several large plants strewn about the hotel grounds and facilities, maintaining an overall fresh atmosphere in all of its departments.
- Each and every one of these plants is well kept and in proper condition.

Two-Star Requirements (XX Points)

- Presence of greenery is much reduced in comparison to higher standards and classes.
- Only greenery in the establishment is noticeable on the lobby, or front desk area.
- Plant condition could be much higher, or they display some slight damage or lack of proper care. I.E. Dried out or damaged.

One-Star Requirement (0 Points)

- Absolutely no greenery available throughout the entire establishment.
- Only plants or greenery available is in extremely poor condition, or heavily damaged due to lack of care.

Item 3.5: General Personnel (Customer Service Orientation) Classification Criteria

Five-Star Requirements (XX Points)

- General personnel and staff members who have high customer interaction are extremely reactive and extremely well-educated in customer attention matters.
- These personnel are extremely professional, and are regularly on the hunt for any service they may provide, or anything they may offer help with.
- Overall grooming of all personnel is superb, befitting elegance and luxury.

Four-Star Requirements (XX Points)

- Personnel will occasionally pop up on high traffic areas and provide services as required.
- Personnel has a very high attention to detail, and will generally carry out necessary services quickly, efficiently and in an organized fashion.

Three-Star Requirements (XX Points)

- Personal grooming is well organized and perfectly clean.
- Personnel respond immediately to customer calls, and provide attention and close following until issues are resolved or assistance is provided.

Two-Star Requirements (XX Points)

- Personnel is fairly reactive, and answer customer calls relatively quickly.
- However, personnel actively makes no effort to find out customers to aid or provide services to.

One-Star Requirement (0 Points)

- Personnel is extremely non-reactive, requiring high insistence in order to obtain any type of attention or service.
- Personal grooming is poor, may be wearing casual or otherwise inappropriate clothing.

Item 3.6: Availability of Bars and Restaurant Facilities

Five-Star Requirements (XX Points)

- The establishment has at the very least three restaurants and a specialized bar within its premises.
- The establishment has more a fine boutique within its premises, which has access to brand items and local souvenirs.
- Restaurants' and bars' schedules go beyond regular operational hours, attending customers later into the day than other hotel services.

Four-Star Requirements (XX Points)

- The establishment has at the very least two restaurants within its premises. A small bar within these will also contribute to fulfilling this criteria.
- The establishment has a small boutique which has access to local souvenirs and collector's items.

Three-Star Requirements (XX Points)

- The establishment has a small restaurant within its premises, which offers service during operational hours with simple dishes for lunch and dinner.
- The establishment has a small store which has access to local items such as packaged foodstuffs and other commodities for guests to purchase.

Two-Star Requirements (XX Points)

- The establishment has a small cafeteria which offers a very simple service and variety of food.
- The establishment's cafeteria does not extend beyond regular operational hours, its schedule being severely limited.

One-Star Requirement (0 Points)

- The establishment does not have any access to cafeterias, food vendors, or boutiques.

- Restaurant Services Classification Criteria

Item 4.1: Decoration, Furniture, and Overall Atmosphere

Five-Star Requirements (XX Points)

- The establishment's restaurant decoration is superb. Maintains an atmosphere of extreme comfort and elegance.
- The establishment's decoration is not only comfortable, elegant and luxurious, but it also is organized around a central theme which is reinforced through its cuisine.

Four-Star Requirements (XX Points)

- Tables may show some signs of usage or ageing, but are otherwise in proper condition.
- Some pieces of decoration may not match the theme, or feel out of place with the rest.

Three-Star Requirements (XX Points)

- Tables and linens may show damage or age, while their original quality was very good, they now show usage.
- There is, however, no damage that can be appreciated at first glance.

Two-Star Requirements (XX Points)

- Tables, chairs, and furniture in general are in barely acceptable conditions.
- All furniture shows some degree of usage, and may even show damage or be in generally poor conditions.
- Overall no theme is reinforced through decoration and furniture.

One-Star Requirement (0 Points)

- Paper napkins or tissue boxes are present, no linen cloths on tables, and does not provide linen napkins.
- No theme present between decoration, furniture and cuisine.
- Furniture is of poor material, construction, and in a state of disrepair.

Item 4.2: Housekeeping and Cleanliness Standards*Five-Star Requirements (XX Points)*

- Extremely high standards of cleanliness across all areas. Absolutely no evidence of dust, crumbs, or previous meals on any of the tables.
- Vacuuming and flooring is always exceptionally clean.
- Cutlery, glasses and dishes are perfectly clean to match the luxury atmosphere of the restaurant.
- Tables are always ready and set, awaiting the next customer.

Four-Star Requirements (XX Points)

- Relatively high cleanliness standards, no evidence of previous meals.
- Linens and cutlery are clean and in excellent condition.
- There is evidence of clutter on some tables (wine lists, menus, etc.)

Three-Star Requirements (XX Points)

- Tables are clean in time for meal services.
- Tables are not automatically set and prepared in between meals.
- There is general evidence of cleaning procedures, and general cleanliness.
- No dust or crumbs visible.

Two-Star Requirements (XX Points)

- A few tables are not set or otherwise not prepared in between meals.
- Evidence of dust on few surfaces.
- Glasses, menus and clutter is present on some tables. Somewhat disorganized presentation.

One-Star Requirement (0 Points)

- Dusty, generally untidy presentation.
- There are leftovers from previous meals on tables.
- Cutlery is stained, same as linen. Overall messy presentation and atmosphere.

Item 4.3: Restaurant Personnel Service Orientation Criteria*Five-Star Requirements (XX Points)*

- The restaurant personnel in charge of service are extremely well trained, maintain a bright and helpful attitude, and are extremely reactive to any customer requests.
- Orders are taken quickly, efficiently, and thus offer a high rating of customer satisfaction.
- The restaurant is prepared to handle guests who do not speak Spanish, with menus and staff members versed in English on duty.

Four-Star Requirements (XX Points)

- Personnel are reactive and quick to attend any customer who requires assistance.
- Food handling is efficient and does not have any obvious flaws.
- Staff members are well-versed in the products of their menu, and can accurately recommend dishes and wine selections to accompany food.

Three-Star Requirements (XX Points)

- Personnel can easily recommend food selections, and provide detailed, accurate descriptions of each dish.
- Overall their handling of food is very clean and well-organized.

Two-Star Requirements (XX Points)

- Staff members are quick to react to being called.
- Food handling is fair, and overall training and attitude are both good.
- Personnel does not have a good grasp on how to recommend wine or food selections.

One-Star Requirement (0 Points)

- Restaurant personnel is limited to basic services only.
- Highly non-reactive staff, requires insistence to ensure service.

Item 4.4: Menu Width and Cuisine*Five-Star Requirements (XX Points)*

- The menu is extremely wide, with several selections on a number of categories.
- Cuisine is overall made to suit a particular theme, that is reflected on the restaurant's decor, atmosphere, and even drink selection and furniture.
- The restaurant's cuisine is of extremely high quality, tailoring to a luxurious and exclusive clientele.

Four-Star Requirements (XX Points)

- The menu variety is fairly wide, containing a number of staple dishes as well as various dishes that match the restaurant's theme.
- Foodstuff and dish quality is fairly high. The quality of its dishes can be appreciated at first glance.
- Very high quality on food presentation and dish selection.

Three-Star Requirements (XX Points)

- Restaurant theme is not strictly enforced, and in turn may have various dishes from various different cultures.
- Offers staple dishes with local twists, or alterations that offer an otherwise unique or different experience.

Two-Star Requirements (XX Points)

- Food quality is decent, and maintains a very clean presentation.
- Food availability is limited, yet does not seem hard pressed to suit the customer's needs, given that it presents several different options from among local staples.

One-Star Requirement (0 Points)

- Only the most basic of staple dishes available.
- The restaurant's cuisine is of a very basic quality.
- Does not offer anything beyond a very simple variety of items.

ANNEX FIVE

SAMPLE FOUR: HOTEL WALDORF ASTORIA

• **Facility and Operation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Hotel staff are available to guests twenty four (24) hours a day, seven (7) days a week. ✓				
The establishment maintains accounting books and records of all its business transactions. ✓				
The name of the establishment is in display in its facilities, records, invoices, correspondence, brochures, etc. ✓				
All areas of operation where guests and employees are frequently expected have proper lighting. ✓				
All buildings and properties are in clean condition and well-maintained; There is no debris and these do not pose a health and safety hazard to employees and / or general public. ✓				
All gardens and public spaces, if any, are to be well-maintained. ✓				
All gardens, pathways, landscaped areas and public spaces must be safe to the public. ✓				
General tariffs (rack rates) must be available in the reception or lobby. ✓				
Foreign currency exchange rates must be in public display in English near to where this service will be offered, if applicable. ✓				
Garbage collection and waste disposal processes are in place. ✓				
All guests are escorted to their rooms at check-in, along with their baggage. Guests with special needs are escorted throughout their stay. ✓		Upon request, guests are escorted to their rooms, along with their baggage. Guests with special needs are escorted throughout their stay.		Only guests with special needs are escorted to their rooms.
A safety deposit box is available in each and every room, in addition to an item safekeeping service available in the lobby or reception of the establishment. ✓			A safety deposit box is available only in the lobby or reception of the establishment.	
All corridors and stairs are in a good state of repair, free of debris or obstacles that could endanger the guests or general public. ✓				
Lighting in all areas is appropriate at all times for comfort, and regular operations. ✓				
Air conditioning maintains a comfortable temperature, between 18c - 23c, throughout the year in all public areas and lobbies. Special attention is paid to being able to maintain a comfortable temperature during the summer months (January, February, March, April.) ✓				
All corridors should be clean, well-lit and well maintained. ✓				
Maintenance services must be available sixteen (16) hours per day. ✓				
All electrical equipment must be properly maintained and in good working conditions. ✓				
The hotel has its own entrance, separate from parking and vehicle entrances, and restaurant entrances. ✓				
The hotel's entrance is accessible to guests with disabilities. ✓				

• **Facility and Operation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
		✓	-	
Separate service and personnel entrance.				
There is a clearly designated reception and lobby area, with a lounge or sitting area nearby.				
Reception staff available twenty four (24) hours per day, seven (7) days per week.				
Fully stocked first aid kit available for quick access in the reception or lobby area.				
At least one in-house telephone is available for use by guests in the reception or lobby area.				
Background music plays in the lobby or reception area.				
A clock, with the local time, is on display and readily visible to all guests in the lobby or reception area.				
At least one English-speaking personnel is available at all times in front desk area.				
There is a functioning concierge service.				
A sitting area is provided with sufficient comfortable sitting.				
Minimum of two (2) elevators serving all floors, guest rooms and additional facilities.			Minimum of one (1) elevator.	-
All elevator interiors are clean and in a good state of repair.				
Separate elevators for guest and personnel.				
All elevators should be accessible to guests with disabilities.				
Wake up call service available twenty four (24) hours.				
Luggage room available in the lobby or entrance area.				
Wheelchair available upon request.				
Internet access available across all of the establishment's facilities.		Internet access restricted to the lobby or front desk area only.		-
Hotel website has transaction capabilities.			Hotel has a basic functioning website.	
One parking spot available per room.			Limited parking space available.	
Adequate security and lighting in parking space.			No lighting or security in parking space.	

• *Establishment Room, Lodging and Accommodation Standards*

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Five percent (5%) of all rooms are either suites, or junior suites. ✓	Two percent (2%) of all rooms are either suites, or junior suites. ✓	-	-	-
Connecting rooms are available in five percent (5%) of the establishment's rooms. ✓				
There is a minimum of three (3) handicap accessible rooms		There is a minimum of two (2) handicap accessible rooms. ✓		
All bedrooms are cleaned daily. ✓		-		
All beds are changed daily. ✓		All beds are changed at least twice weekly, or in between guests' arrival. ✓		
All windows are cleaned periodically. ✓				
One clean pillow per person, with a clean pillowcase, is provided in all rooms. ✓				
At least one blanket or duvet is provided per bed, in all rooms. ✓				
Additional pillows and blankets are available within the room. ✓		Additional pillows and blankets available upon request. ✓		
All beds have access from both sides. ✓				
All mattresses are clean and spotless, well-maintained. ✓				
Baby beds are available upon request. ✓		-		
A bedside table is provided for each bed. These tables must be in good condition. ✓				
A desk with chair is provided and in good condition for each and every room. ✓				
A desk lamp is provided and in good condition for each and every room. ✓				
Multiple individual chairs are provided for each and every room. ✓				
All windows within rooms should be able to be locked. ✓				
All windows within each room should be provided with curtains, blinds, or shutters. ✓				
Each room's door should be able to be locked. ✓				
Each room's door has a peep-hole. ✓				
Each room should be able to be locked from the inside without using a key. ✓				
Electronic key-card door lock system in place. ✓		-		
General room lighting controlled by switched inside the room. ✓				

• **Establishment Room, Lodging and Accommodation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
All light bulbs must be in proper working order. ✓				
Closet and wardrobe in each room, with at least two hangers provided. ✓				
At least one full-length mirror must be provided in each room. ✓				
Telephones provided in each room. ✓				
Telephone rates are available in each room. ✓				
Colour television with remote control is available. ✓				
Cable / Digital / Satellite television channels are available with international television channels available. ✓			Local television channels available only. ✓	
Luggage rack is provided in each room. ✓				
Ironing board and iron provided in each room. ✓			-	
All bathrooms are cleaned daily. ✓			All bathrooms are cleaned at least three times per week. ✓	
Washbasin with hot and cold water on tap. ✓				
Shower and bathtub with hot and cold water available. ✓		Shower with hot and cold water available. ✓		Rudimentary shower available. ✓
Toilet with seat and lid available. ✓				
Toilet paper holder and spare rolls available. ✓				
One clean hand towel per person staying in room. ✓				
One clean face towel per person staying in room. ✓				
One clean shower towel per person staying in room. ✓				
Fresh soap for each guest, available in every room. ✓				
Electric outlet available close to the mirror. ✓				
Mirror with light above available in each room. ✓				
Shower curtain, screen or sliding doors. ✓				
Hook for clothes available either on bathroom door or on walls. ✓				
Running water is available at all times. ✓				
Adequate water pressure for bathing and showering. ✓				
Multiple waste bins available in each room. These are cleaned daily with housekeeping. ✓				

- **Hotel Rating and Classification Criteria**

- **Hotel Guest Accommodation and Lodging Rating Criteria**

Item 1.1: Guest Rooms - Housekeeping

Five-Star Requirements (XX Points)

- Every inch of the room is perfectly clean and spotless. Absolutely no dust is visible.
- Bed is perfectly made, and the linen does not show any evidence of stains or smears.
- All surfaces are perfectly clean and gleaming.
- No equipment is broken, or missing. No loose screws, blown light bulbs, etc.

Four-Star Requirements (XX Points)

- The room is visibly clean. No dust is visible unless closer inspection is made.
- One or two small items or areas may be dirty, missing, or damaged.
- Standard of cleanliness and presentation not quite as elevated.

Three-Star Requirements (XX Points)

- Dust may be clearly visible on some areas of the room, or beneath the bed.
- Items and furniture are not as clean or well-presented.
- Several items missing or damaged.
- Visible smears and spots in linen or walls.

Two-Star Requirements (XX Points)

- Surfaces are dusty.
- Blown lightbulbs, loose handles, screws, missing hair dryers, etc, are common.
- Linens are downright dirty and blinds may be dusty.

One-Star Requirement (0 Points)

- Rubbish bin may be unclean. Debris may be present in room.
- Tiles and walls may present damage.
- Room may present unpleasant odours.

Item 1.2: Guest Rooms - Decoration*Five-Star Requirements (XX Points)*

- The room has exquisite decoration.
- An outstanding combination of wallpaper and furniture.
- The hotel's individual decoration and pieces of furniture are evidences of luxury.
- The hotel has paintings and decor which accent the room's theme.

Four-Star Requirements (XX Points)

- Decoration is not quite perfect, yet still of outstanding quality.
- Room's theme is not as heavily enforced.
- Some few elements may be slightly worn out or scratched.

Three-Star Requirements (XX Points)

- No attempt to match decoration to wallpaper or to any theme.
- Much less attention to detail.
- Individual pieces of decor look somewhat worn out, yet still acceptable.

Two-Star Requirements (XX Points)

- Mismatched items present.
- Some items are heavily scratched or even damaged.
- The room's style is plain and very simple.

One-Star Requirement (XX Points)

- Walls show cracks or damage.
- Decoration is missing parts, damaged, or heavily mismatched.
- Items are of low grade material.
- Furniture is in dire need of repair.

Item 1.3: Guest Rooms – Amenities and Toiletries

Five-Star Requirements (XX Points)

- The hotel offers a complete range of bathroom essentials.
- Conditioner, shampoo, bathrobe, slippers, and several different towels are supplied.
- In-room stationery bearing the hotel's seal is presented.
- Specialist coffee maker and tea making supplies in superb condition.

Four-Star Requirements (XX Points)

- At least one of item is missing; Variety of toiletries and amenities is still very high.
- No stationery or paper present.
- Bathrobe and slippers present.

Three-Star Requirements (XX Points)

- No bathrobe or slippers.
- Various different types of towels present.
- The hotel offers shampoo and soap.
- Hair dryer, safety deposit box and ironing board present.

Two-Star Requirements (XX Points)

- Very little in terms of toiletries and amenities.
- Either ironing board, coffee maker, or safety box.
- Only basic bathroom essentials are offered, if any.

One-Star Requirement (XX Points)

- Very basic toiletries are presented.
- Only soap for hands and shower, if any.
- Basic hand towel and shower towel only.

Item 1.4: Guest Rooms - Mini Bar and Catering Service*Five-Star Requirements (XX Points)*

- The hotel boasts an impressive array of in-room products.
- From imported alcoholic beverages to various foodstuffs.
- The establishment has a professionally-designed menu in various languages.
- Catering service operational 24 / 7.

Four-Star Requirements (XX Points)

- Slightly reduced number of available items.
- Menu is available exclusively in English and Spanish.
- Catering service may have reduced operational hours.

Three-Star Requirements (XX Points)

- Catering service is taken straight from the restaurant's menu.
- This, however, limits the choices on items to basic meals such as hamburgers.
- Mini bar service is very limited to local drinks and packed items.
- Catering service operational hours are limited.

Two-Star Requirements (XX Points)

- No catering service.
- A few packaged foodstuffs available.
- Bottled water and the like offered on request.

One-Star Requirement (XX Points)

- May offer a bottle of water or similar products, only.
- No catering service at all.
- No mini bar service or fridge on offer.

Item 1.5: Guest Rooms - Bedroom Impressions*Five-Star Requirements (XX Points)*

- All rooms are spacious and generally large, with access to all facilities.
- Adequate space to store luggage without interfering with the rest of the room.
- There is enough space to accommodate various guests comfortably.
- Overall great impression, extremely clean and well-organized layout.

Four-Star Requirements (XX Points)

- Room is relatively spacious, with good access to all facilities.
- Sitting room and accommodations may be slightly more cramped.
- No areas of difficult access or restricted.
- The layout is clean and gives off a very good impression.

Three-Star Requirements (XX Points)

- The room is large enough to hold all necessary furniture and items.
- There may be some areas where access is difficult or restricted.
- Items and furniture may have to be moved in order to facilitate access.
- Some chairs may fit multiple purposes, such as sitting chair and desk chair.

Two-Star Requirements (XX Points)

- The room is relatively small and cramped.
- Access with baggage is awkward.
- Overall large furniture in comparison to the available space.
- Gives off a fair impression, overall.

One-Star Requirement (XX Points)

- Furniture too large, or too small for room.
- Access to most facilities is awkward.
- May have external perturbances, such as loud music from nearby venues.
- Overall poor impression and unclean, unorganized layout.

Item 1.6: Guest Rooms - Guest Bathrooms*Five-Star Requirements (XX Points)*

- Bathrooms are spotless and perfectly clean.
- Absolutely no sign of mold or mildew on any surface.
- Outfitted with a wealth of additional fixtures, such as hot tub, bidet, etc.
- Amenities are presented in an well-organized fashion. Evidence of luxury.

Four-Star Requirements (XX Points)

- Very good cleanliness standard.
- Fresh, pleasant smell.
- Overall, feels very clean, and in good condition.
- Little to no signs of wear and tear.

Three-Star Requirements (XX Points)

- Surfaces are clean.
- Little to no signs of dust.
- May present some slight discoloration or signs of ageing.

Two-Star Requirements (XX Points)

- Some surfaces may present evidence of dust.
- The flooring may be discoloured or otherwise stained.
- Surfaces may be dull or unclean.

One-Star Requirement (XX Points)

- Very low standards of housekeeping and organization.
- Mold may be readily visible.
- Floor stained, or presence of unpleasant odours.
- Overall feels damp and musty.

Item 1.7: Guest Rooms - Room Accessories*Five-Star Requirements (XX Points)*

- HDTV present in room. May include further entertainment features, such as DVD.
- Seating space includes several chairs, and a small coffee table or such.
- Desk is well-outfitted with lamps, among other accessories.
- Room covers an extremely wide variety of accessories, such as fridge.

Four-Star Requirements (XX Points)

- A large, yet not necessarily HDTV is included.
- Sitting space and accompanying furniture is slightly less varied and detailed.
- Smaller fridge, reading lamp, reading material provided.

Three-Star Requirements (XX Points)

- May include ice tray, glasses.
- Coffee maker and cups present.
- Standing lamp, coat hanger, large armchairs.

Two-Star Requirements (XX Points)

- Accessory selection is very limited.
- Desk lamp exclusively, may feature other assorted items.
- Room feels largely simple, without many accessories.

One-Star Requirement (XX Points)

- Room is reduced to a selection of very basic essentials.
- Room is extremely simple and item selection is otherwise basic.
- Accessories may be damaged or in need of immediate repair.

Item 1.8: Guest Rooms - Beds and Bedding*Five-Star Requirements (XX Points)*

- Beds are extremely well presented, elegant, and luxurious.
- Very large beds, designed for comfort and luxury.
- Several pillows, duvets, and linens are present, with more available.
- Bedding is truly comfortable, and allows for a restful sleep.

Four-Star Requirements (XX Points)

- Several pillows and pillowcases are present.
- Various linens and a duvet are provided.
- Bed is well made and well organized.
- Absolutely no stains or wrinkles in bed presentation.

Three-Star Requirements (XX Points)

- Bed presentation is very clean and well organized.
- Frills, such as duvet and additional pillows and pillowcases are included.
- Bedding is comfortable.

Two-Star Requirements (XX Points)

- Presents a simple, unfrilled bed, linens and pillows.
- Presentation is simple, yet organized and relatively clean.
- Bedding is relatively soft, and comfortable.

One-Star Requirement (XX Points)

- A simple bed, with a simple linen and pillow case is presented.
- Linen may present either stains, or be crumpled, or damaged.
- Presentation is downright shabby or unorganized.

- Leisure and Guest Services Classification Criteria

Item 2.1: Availability of Concierge, Car Rental, Transport and Shuttle Services

Five-Star Requirements (XX Points)

- The hotel has a very complete concierge service, in addition to tour operator access.
- The hotel offers its own shuttle service, or company car service as a means of transport.
- The concierge services are versed in English and Spanish.

Four-Star Requirements (XX Points)

- The hotel is able to secure transport to local attractions and points of interest by its own means.
- Concierge service is able to book access to tours, among other services.
- No car provided by the hotel, but has access to car rental facilities.
- Can secure transport to the nearest airport.

Three-Star Requirements (XX Points)

- Personnel is readily available to provide assistance and recommendations of points of interest and travel destinations.
- Can provide transport to nearby car rental facilities.

Two-Star Requirements (XX Points)

- Concierge is limited to handing out brochures of points of interest, or general directions.
- Able to secure transport through calling taxis.
- Able to provide, at the very least, general pointers on utilization of mass transport service, if applicable.

One-Star Requirement (0 Points)

- No information regarding nearby points of interest or travel destinations.
- No information regarding local means of transport.

Item 2.2: Event and Event Planning Infrastructure & Capabilities

Five-Star Requirements (XX Points)

- The establishment has various conference halls and designated spaces to hold social events at.
- The establishment is prepared to provide catering, stationery, and equipment for events.
- The establishment is prepared to hold several major events simultaneously, ranging from 500 - 800 people.

Four-Star Requirements (XX Points)

- The establishment has several conference halls to hold events at.
- The establishment is prepared to rent equipment, stationery, and other assorted items to its clients.
- Its conference halls can hold several hundred people at once.

Three-Star Requirements (XX Points)

- The establishment is prepared to provide limited equipment, such as projectors.
- Limited catering, such as coffee, is readily available.
- Conference halls are much more limited; One or two large conference halls available.

Two-Star Requirements (XX Points)

- Only one conference hall available.
- Several small halls may be available, sitting few people comfortable for small meetings.

One-Star Requirement (0 Points)

- No conference halls or event services available.
- No event catering available whatsoever.
- No equipment rental.

Item 2.3: Pool and Gym Facilities*Five-Star Requirements (XX Points)*

- The hotel has either one or more large swimming pools, along relaxation facilities nearby.
- The establishment's gym is large, well equipped, and has personal trainers available upon request.
- The gym provides lockers, showers, entertainment and refreshments.
- The pool is accompanied by a bar, or access to drinks and refreshments.

Four-Star Requirements (XX Points)

- The gym's facilities are slightly less complete. No entertainment options or refreshments.
- Pool's size is smaller, accompanied only by some chairs and a few plants.
- Accompanying features are less detailed, and overall present less attention to detail.
- Gym and pool facilities are high quality, but lack evidence of luxury.

Three-Star Requirements (XX Points)

- A simple pool is available.
- A relatively complete gym is available.
- Gym and pool facilities both look clean, and in a good state of repair.

Two-Star Requirements (XX Points)

- No pool facilities.
- A very small gym is present.
- Very few machines available for usage.
- Some may be damaged or in need of repair.

One-Star Requirement (0 Points)

- No pool facilities whatsoever.
- No gym or exercise facilities present whatsoever.

Item 2.4: Spa and Hairdresser Facilities*Five-Star Requirements (XX Points)*

- The establishment boasts a very complete spa, equipped with several individual rooms, a lounge, and a menu of several different treatments and specialized personnel.
- The spa facilities play fitting background music, and set an atmosphere of tranquility to match the overall tone.
- The spa facilities offer a truly relaxing and luxurious, experience.
- High quality hairdresser and stylist facilities available within the hotel.

Four-Star Requirements (XX Points)

- ~~The hotel has a simple spa, offering high-quality treatments to its guests.~~
- Wellness facilities are available, including a sauna and a hot tub.
- No hairdresser facilities.

Three-Star Requirements (XX Points)

- Simple massages and stress relieving procedures in the gym
- No dedicated spa facilities.
- A couple dedicated rooms to perform services at.

Two-Star Requirements (XX Points)

- Only a few beds and tables to perform simple massages at.
- No menu or professional therapists.

One-Star Requirement (0 Points)

- Absolutely no spa, or wellness facilities of any kind available.
- No hairdresser available, or any facilities resembling it.

Item 2.5: Laundry Service Availability*Five-Star Requirements (XX Points)*

- The hotel can handle any request, on any time frame.
- From shoe shine service to dry cleaning suits and dresses.
- Specialist laundry services available upon request.
- Timely and perfectionist on maintaining scheduled times.

Four-Star Requirements (XX Points)

- Timely laundry service, available during general operational hours.
- Can handle most requests efficiently and in a timely fashion.
- Pieces of clothing are returned in good, clean state and quickly.

Three-Star Requirements (XX Points)

- A laundry service that can handle most requests, but falls short of handling more difficult requests.
- Only available for a few hours, no evidence of luxury service or excellence.
- Service merely cleans clothing in a timely fashion.

Two-Star Requirements (XX Points)

- The establishment has a simple laundry service.
- The hotel has washing machines available for use by its guests, for a fee.

One-Star Requirement (0 Points)

- The hotel does not have any laundry services available for its clients.
- No cleaning requests may be made, only basic linen and pillowcase cleaning is expected.

Item 2.6: Valet Parking, Currency Exchange, ATM Services

Five-Star Requirements (XX Points)

- The hotel has a very reactive, luxurious valet parking service.
- ATM facilities within the premises of the hotel are available twenty four hours, seven days a week.
- Currency exchange services are provided for local currency, along with other currencies of common usage.
- Valet parking service is extremely fast, polite and professional.

Four-Star Requirements (XX Points)

- Valet parking service is fast to react, and does not leave customers waiting for long times.
- Personnel is warm and welcoming, having protocols for welcoming guests and customers.
- ATM services available within the premises.

Three-Star Requirements (XX Points)

- Valet parking services tend to make customers wait.
- Rather impersonal service, not particularly warm or welcoming.

Two-Star Requirements (XX Points)

- No valet parking services available.
- Hotel personnel may offer simple money exchange services at the front desk, but currency or ATM services are otherwise unavailable.
- Hotel provides luggage assistance from parking to the main facilities.

One-Star Requirement (0 Points)

- No valet parking services.
- No currency exchange or ATM facilities available.

- Facility Standard and Personnel Classification Criteria

Item 3.1: Staff Security Drill Training and Capabilities

Five-Star Requirements (XX Points)

- The hotel has a safety brigade, in charge of handling evacuations and safety drills carried out periodically across the facilities.
- Every department of the establishment, across all of its facilities, has dedicated personnel who are well trained in safety protocol and evacuation procedures.
- Safety drills are carried out periodically every few months under the supervision of members of this safety brigade.

Four-Star Requirements (XX Points)

- The hotel does not have a safety brigade, but most, if not all of its personnel are well-versed in basic safety protocols.
- Evacuation procedures are handled by the safety department, and are carried out in an orderly fashion according to protocol.

Three-Star Requirements (XX Points)

- The hotel conducts safety drills occasionally across all of its departments.
- The hotel has security personnel available at all times, monitoring entrances and exits to the establishment.

Two-Star Requirements (XX Points)

- A basic CCTV system controls entrances and exits to the establishment.
- There is a security guard on-duty available providing a basic security service.

One-Star Requirement (0 Points)

- No security drills are performed at any time.
- Threats to security are handled ad-hoc.

Item 3.2: Availability of Personnel and Specialized Languages*Five-Star Requirements (XX Points)*

- There is designated personnel for all areas of the hotel, each performing exclusive functions for their determined area of expertise.
- There are supervisors and personnel fluent in various languages available 24 / 7.
- ~~Food service personnel are available 24 / 7.~~

Four-Star Requirements (XX Points)

- There is specialized personnel versed and fluent in several languages available during operational hours on various departments.
- There is personnel fluent in English available 24 / 7.

Three-Star Requirements (XX Points)

- At least one staff-member is capable of speaking an additional language other than English, and is generally available during operational hours.
- English-speaking personnel is commonplace around the hotel grounds and available regularly in all facilities.

Two-Star Requirements (XX Points)

- At least one staff-member is fluent in English, and available during general operating hours.
- At the very least there is one staff-member available in the front desk and lobby area 24 / 7, capable of performing check-ins and check-outs.

One-Star Requirement (0 Points)

- There is a bare minimum of personnel available only at the front desk during operational hours.
- Absolutely no presence of any English-speaking personnel.

Item 3.3: General Impression of Hotel Facilities and Public Spaces*Five-Star Requirements (XX Points)*

- The hotel has an impressive performance upon first glance. All public spaces seem luxurious and perfectly clean.
- Furniture and overall organization of lobbies and public areas are both, luxurious and exquisite.

Four-Star Requirements (XX Points)

- The establishment's public spaces and lobbies are well organized, and their decor is suitable to high standards of comfort.
- Comfort and cleanliness are a priority in the lobbies and public spaces of these hotels.
- Furniture is not only well selected and properly organized, but it also creates an atmosphere of comfort and elegance.

Three-Star Requirements (XX Points)

- Lobbies and public spaces are relatively comfortable.
- Ample availability of comfortable spaces for sitting and conducting business, or just lounging about.
- Spaces and lobbies are clean and otherwise very pleasant spaces at first glance.

Two-Star Requirements (XX Points)

- Upon first glance, the establishment's public areas and lobbies are seemingly clean.
- Absolutely no evidence of luxury, but only the bare necessary essentials for operations.
- Simple, yet clean and comfortable premises make for a fair level of comfort.

One-Star Requirement (0 Points)

- The establishment's presentation and overall cleanliness standards are poor.
- Public areas and lobbies look dusty, or poorly groomed on all accounts.

- **Item 3.4: Gardens and Green Areas Evaluation Criteria**

Five-Star Requirements (XX Points)

- The hotel has several green spaces and areas available to its guests.
- These green spaces, such as small parks, are well-taken care off and landscaped in such a way that it reflects and exalts local flora.
- There is a feeling of luxury about the hotel's green spaces, mostly due to its perfect maintenance.

Four-Star Requirements (XX Points)

- Has access to a single large, green space. This area offers a relaxing atmosphere, and its overall landscaping is pleasant to look at.
- Green area is well-maintained and well-groomed.

Three-Star Requirements (XX Points)

- ~~The establishment does not have access to any major green spaces, or areas.~~
- There are several large plants strewn about the hotel grounds and facilities, maintaining an overall fresh atmosphere in all of its departments.
- Each and every one of these plants is well kept and in proper condition.

Two-Star Requirements (XX Points)

- Presence of greenery is much reduced in comparison to higher standards and classes.
- Only greenery in the establishment is noticeable on the lobby, or front desk area.
- Plant condition could be much higher, or they display some slight damage or lack of proper care. I.E. Dried out or damaged.

One-Star Requirement (0 Points)

- Absolutely no greenery available throughout the entire establishment.
- Only plants or greenery available is in extremely poor condition, or heavily damaged due to lack of care.

Item 3.5: General Personnel (Customer Service Orientation) Classification Criteria

Five-Star Requirements (XX Points)

- General personnel and staff members who have high customer interaction are extremely reactive and extremely well-educated in customer attention matters.
- These personnel are extremely professional, and are regularly on the hunt for any service they may provide, or anything they may offer help with.
- Overall grooming of all personnel is superb, befitting elegance and luxury.

Four-Star Requirements (XX Points)

- Personnel will occasionally pop up on high traffic areas and provide services as required.
- Personnel has a very high attention to detail, and will generally carry out necessary services quickly, efficiently and in an organized fashion.

Three-Star Requirements (XX Points)

- Personal grooming is well organized and perfectly clean.
- Personnel respond immediately to customer calls, and provide attention and close following until issues are resolved or assistance is provided.

Two-Star Requirements (XX Points)

- Personnel is fairly reactive, and answer customer calls relatively quickly.
- However, personnel actively makes no effort to find out customers to aid or provide services to.

One-Star Requirement (0 Points)

- Personnel is extremely non-reactive, requiring high insistence in order to obtain any type of attention or service.
- Personal grooming is poor, may be wearing casual or otherwise inappropriate clothing.

Item 3.6: Availability of Bars and Restaurant Facilities*Five-Star Requirements (XX Points)*

- The establishment has at the very least three restaurants and a specialized bar within its premises.
- The establishment has more a fine boutique within its premises, which has access to brand items and local souvenirs.
- Restaurants' and bars' schedules go beyond regular operational hours, attending customers later into the day than other hotel services.

Four-Star Requirements (XX Points)

- The establishment has at the very least two restaurants within its premises. A small bar within these will also contribute to fulfilling this criteria.
- The establishment has a small boutique which has access to local souvenirs and collector's items.

Three-Star Requirements (XX Points)

- The establishment has a small restaurant within its premises, which offers service during operational hours with simple dishes for lunch and dinner.
- The establishment has a small store which has access to local items such as packaged foodstuffs and other commodities for guests to purchase.

Two-Star Requirements (XX Points)

- The establishment has a small cafeteria which offers a very simple service and variety of food.
- The establishment's cafeteria does not extend beyond regular operational hours, its schedule being severely limited.

One-Star Requirement (0 Points)

- The establishment does not have any access to cafeterias, food vendors, or boutiques.

- Restaurant Services Classification Criteria

Item 4.1: Decoration, Furniture, and Overall Atmosphere

Five-Star Requirements (XX Points)

- The establishment's restaurant decoration is superb. Maintains an atmosphere of extreme comfort and elegance.
- The establishment's decoration is not only comfortable, elegant and luxurious, but it also is organized around a central theme which is reinforced through its cuisine.

Four-Star Requirements (XX Points)

- Tables may show some signs of usage or ageing, but are otherwise in proper condition.
- Some pieces of decoration may not match the theme, or feel out of place with the rest.

Three-Star Requirements (XX Points)

- Tables and linens may show damage or age, while their original quality was very good, they now show usage.
- There is, however, no damage that can be appreciated at first glance.

Two-Star Requirements (XX Points)

- Tables, chairs, and furniture in general are in barely acceptable conditions.
- All furniture shows some degree of usage, and may even show damage or be in generally poor conditions.
- Overall no theme is reinforced through decoration and furniture.

One-Star Requirement (0 Points)

- Paper napkins or tissue boxes are present, no linen cloths on tables, and does not provide linen napkins.
- No theme present between decoration, furniture and cuisine.
- Furniture is of poor material, construction, and in a state of disrepair.

Item 4.2: Housekeeping and Cleanliness Standards*Five-Star Requirements (XX Points)*

- Extremely high standards of cleanliness across all areas. Absolutely no evidence of dust, crumbs, or previous meals on any of the tables.
- Vacuuming and flooring is always exceptionally clean.
- Cutlery, glasses and dishes are perfectly clean to match the luxury atmosphere of the restaurant.
- Tables are always ready and set, awaiting the next customer.

Four-Star Requirements (XX Points)

- Relatively high cleanliness standards, no evidence of previous meals.
- Linens and cutlery are clean and in excellent condition.
- There is evidence of clutter on some tables (wine lists, menus, etc.)

Three-Star Requirements (XX Points)

- Tables are clean in time for meal services.
- Tables are not automatically set and prepared in between meals.
- There is general evidence of cleaning procedures, and general cleanliness.
- No dust or crumbs visible.

Two-Star Requirements (XX Points)

- A few tables are not set or otherwise not prepared in between meals.
- Evidence of dust on few surfaces.
- Glasses, menus and clutter is present on some tables. Somewhat disorganized presentation.

One-Star Requirement (0 Points)

- Dusty, generally untidy presentation.
- There are leftovers from previous meals on tables.
- Cutlery is stained, same as linen. Overall messy presentation and atmosphere.

Item 4.3: Restaurant Personnel Service Orientation Criteria*Five-Star Requirements (XX Points)*

- The restaurant personnel in charge of service are extremely well trained, maintain a bright and helpful attitude, and are extremely reactive to any customer requests.
- Orders are taken quickly, efficiently, and thus offer a high rating of customer satisfaction.
- The restaurant is prepared to handle guests who do not speak Spanish, with menus and staff members versed in English on duty.

Four-Star Requirements (XX Points)

- Personnel are reactive and quick to attend any customer who requires assistance.
- Food handling is efficient and does not have any obvious flaws.
- Staff members are well-versed in the products of their menu, and can accurately recommend dishes and wine selections to accompany food.

Three-Star Requirements (XX Points)

- Personnel can easily recommend food selections, and provide detailed, accurate descriptions of each dish.
- Overall their handling of food is very clean and well-organized.

Two-Star Requirements (XX Points)

- Staff members are quick to react to being called.
- Food handling is fair, and overall training and attitude are both good.
- Personnel does not have a good grasp on how to recommend wine or food selections.

One-Star Requirement (0 Points)

- Restaurant personnel is limited to basic services only.
- Highly non-reactive staff, requires insistence to ensure service.

Item 4.4: Menu Width and Cuisine*Five-Star Requirements (XX Points)*

- The menu is extremely wide, with several selections on a number of categories.
- Cuisine is overall made to suit a particular theme, that is reflected on the restaurant's decor, atmosphere, and even drink selection and furniture.
- The restaurant's cuisine is of extremely high quality, tailoring to a luxurious and exclusive clientele.

Four-Star Requirements (XX Points)

- The menu variety is fairly wide, containing a number of staple dishes as well as various dishes that match the restaurant's theme.
- Foodstuff and dish quality is fairly high. The quality of its dishes can be appreciated at first glance.
- Very high quality on food presentation and dish selection.

Three-Star Requirements (XX Points)

- Restaurant theme is not strictly enforced, and in turn may have various dishes from various different cultures.
- Offers staple dishes with local twists, or alterations that offer an otherwise unique or different experience.

Two-Star Requirements (XX Points)

- Food quality is decent, and maintains a very clean presentation.
- Food availability is limited, yet does not seem hard pressed to suit the customer's needs, given that it presents several different options from among local staples.

One-Star Requirement (0 Points)

- Only the most basic of staple dishes available.
- The restaurant's cuisine is of a very basic quality.
- Does not offer anything beyond a very simple variety of items.

ANNEX SIX

SAMPLE FIVE: HOTEL MARRIOTT

• **Facility and Operation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Hotel staff are available to guests twenty four (24) hours a day, seven (7) days a week. ✓				
The establishment maintains accounting books and records of all its business transactions. ✓				
The name of the establishment is in display in its facilities, records, invoices, correspondence, brochures, etc. ✓				
All areas of operation where guests and employees are frequently expected have proper lighting. ✓				
All buildings and properties are in clean condition and well-maintained; There is no debris and these do not pose a health and safety hazard to employees and / or general public. ✓				
All gardens and public spaces, if any, are to be well-maintained. ✓				
All gardens, pathways, landscaped areas and public spaces must be safe to the public. ✓				
General tariffs (rack rates) must be available in the reception or lobby. ✓				
Foreign currency exchange rates must be in public display in English near to where this service will be offered, if applicable. ✓				
Garbage collection and waste disposal processes are in place. ✓				
All guests are escorted to their rooms at check-in, along with their baggage. Guests with special needs are escorted throughout their stay. ✓		Upon request, guests are escorted to their rooms, along with their baggage. Guests with special needs are escorted throughout their stay.		Only guests with special needs are escorted to their rooms.
A safety deposit box is available in each and every room, in addition to an item safekeeping service available in the lobby or reception of the establishment. ✓			A safety deposit box is available only in the lobby or reception of the establishment.	
All corridors and stairs are in a good state of repair, free of debris or obstacles that could endanger the guests or general public. ✓				
Lighting in all areas is appropriate at all times for comfort, and regular operations. ✓				
Air conditioning maintains a comfortable temperature, between 18c - 23c, throughout the year in all public areas and lobbies. Special attention is paid to being able to maintain a comfortable temperature during the summer months (January, February, March, April.). ✓				
All corridors should be clean, well-lit and well maintained. ✓				
Maintenance services must be available sixteen (16) hours per day. ✓				
All electrical equipment must be properly maintained and in good working conditions. ✓				
The hotel has its own entrance, separate from parking and vehicle entrances, and restaurant entrances. ✓				
The hotel's entrance is accessible to guests with disabilities. ✓				

• **Facility and Operation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Separate service and personnel entrance.	✓	-		
There is a clearly designated reception and lobby area, with a lounge or sitting area nearby.				✓
Reception staff available twenty four (24) hours per day, seven (7) days per week.				✓
Fully stocked first aid kit available for quick access in the reception or lobby area.				✓
At least one in-house telephone is available for use by guests in the reception or lobby area.				✓
Background music plays in the lobby or reception area.				✓
A clock, with the local time, is on display and readily visible to all guests in the lobby or reception area.				✓
At least one English-speaking personnel is available at all times in front desk area.				✓
There is a functioning concierge service.	✓	-		
A sitting area is provided with sufficient comfortable sitting.				✓
Minimum of two (2) elevators serving all floors, guest rooms and additional facilities.	✓	Minimum of one (1) elevator.	-	
All elevator interiors are clean and in a good state of repair.				✓
Separate elevators for guest and personnel.	✓	-		
All elevators should be accessible to guests with disabilities.				✓
Wake up call service available twenty four (24) hours.				✓
Luggage room available in the lobby or entrance area.				✓
Wheelchair available upon request.				✓
Internet access available across all of the establishment's facilities.	✓	Internet access restricted to the lobby or front desk area only.	-	
Hotel website has transaction capabilities.	✓	Hotel has a basic functioning website.		
One parking spot available per room.	✓	Limited parking space available.		
Adequate security and lighting in parking space.	✓	No lighting or security in parking space.		

• **Establishment Room, Lodging and Accommodation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Five percent (5%) of all rooms are either suites, or junior suites. ✓	Two percent (2%) of all rooms are either suites, or junior suites.	-	-	-
Connecting rooms are available in five percent (5%) of the establishment's rooms. ✓				
There is a minimum of three (3) handicap accessible rooms. ✓	There is a minimum of two (2) handicap accessible rooms.		-	
All bedrooms are cleaned daily. ✓			-	
All beds are changed daily. ✓		All beds are changed at least twice weekly, or in between guests' arrival.		
All windows are cleaned periodically. ✓				
One clean pillow per person, with a clean pillowcase, is provided in all rooms. ✓				
At least one blanket or duvet is provided per bed, in all rooms. ✓				
Additional pillows and blankets are available within the room. ✓			Additional pillows and blankets available upon request.	
All beds have access from both sides. ✓				
All mattresses are clean and spotless, well-maintained. ✓				
Baby beds are available upon request. ✓				-
A bedside table is provided for each bed. These tables must be in good condition. ✓				
A desk with chair is provided and in good condition for each and every room. ✓				
A desk lamp is provided and in good condition for each and every room. ✓				
Multiple individual chairs are provided for each and every room. ✓				
All windows within rooms should be able to be locked. ✓				
All windows within each room should be provided with curtains, blinds, or shutters. ✓				
Each room's door should be able to be locked. ✓				
Each room's door has a peep-hole. ✓				
Each room should be able to be locked from the inside without using a key. ✓				
Electronic key-card door lock system in place. ✓				-
General room lighting controlled by switched inside the room. ✓				

• **Establishment Room, Lodging and Accommodation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
All light bulbs must be in proper working order. ✓				
Closet and wardrobe in each room, with at least two hangers provided. ✓				
At least one full-length mirror must be provided in each room. ✓				
Telephones provided in each room. ✓				
Telephone rates are available in each room. ✓				
Colour television with remote control is available. ✓				
Cable / Digital / Satellite television channels are available, with international television channels available. ✓			Local television channels available only. ✓	
Luggage rack is provided in each room. ✓				
Ironing board and iron provided in each room. ✓			-	
All bathrooms are cleaned daily. ✓			All bathrooms are cleaned at least three times per week. ✓	
Washbasin with hot and cold water on tap. ✓				
Shower and bathtub with hot and cold water available. ✓		Shower with hot and cold water available. ✓		Rudimentary shower available. ✓
Toilet with seat and lid available. ✓				
Toilet paper holder and spare rolls available. ✓				
One clean hand towel per person staying in room. ✓				
One clean face towel per person staying in room. ✓				
One clean shower towel per person staying in room. ✓				
Fresh soap for each guest, available in every room. ✓				
Electric outlet available close to the mirror. ✓				
Mirror with light above available in each room. ✓				
Shower curtain, screen or sliding doors. ✓				
Hook for clothes available either on bathroom door or on walls. ✓				
Running water is available at all times. ✓				
Adequate water pressure for bathing and showering. ✓				
Multiple waste bins available in each room. These are cleaned daily with housekeeping. ✓				

● **Hotel Rating and Classification Criteria**

- Hotel Guest Accommodation and Lodging Rating Criteria

Item 1.1: Guest Rooms - Housekeeping

Five-Star Requirements (XX Points)

- Every inch of the room is perfectly clean and spotless. Absolutely no dust is visible.
- Bed is perfectly made, and the linen does not show any evidence of stains or smears.
- All surfaces are perfectly clean and gleaming.
- No equipment is broken, or missing. No loose screws, blown light bulbs, etc.

Four-Star Requirements (XX Points)

- The room is visibly clean. No dust is visible unless closer inspection is made.
- One or two small items or areas may be dirty, missing, or damaged.
- Standard of cleanliness and presentation not quite as elevated.

Three-Star Requirements (XX Points)

- Dust may be clearly visible on some areas of the room, or beneath the bed.
- Items and furniture are not as clean or well-presented.
- Several items missing or damaged.
- Visible smears and spots in linen or walls.

Two-Star Requirements (XX Points)

- Surfaces are dusty.
- Blown lightbulbs, loose handles, screws, missing hair dryers, etc, are common.
- Linens are downright dirty and blinds may be dusty.

One-Star Requirement (0 Points)

- Rubbish bin may be unclean. Debris may be present in room.
- Tiles and walls may present damage.
- Room may present unpleasant odours.

Item 1.2: Guest Rooms - Decoration*Five-Star Requirements (XX Points)*

- The room has exquisite decoration.
- An outstanding combination of wallpaper and furniture.
- The hotel's individual decoration and pieces of furniture are evidences of luxury.
- The hotel has paintings and decor which accent the room's theme.

Four-Star Requirements (XX Points)

- Decoration is not quite perfect, yet still of outstanding quality.
- Room's theme is not as heavily enforced.
- Some few elements may be slightly worn out or scratched.

Three-Star Requirements (XX Points)

- No attempt to match decoration to wallpaper or to any theme.
- Much less attention to detail.
- Individual pieces of decor look somewhat worn out, yet still acceptable.

Two-Star Requirements (XX Points)

- Mismatched items present.
- Some items are heavily scratched or even damaged.
- The room's style is plain and very simple.

One-Star Requirement (XX Points)

- Walls show cracks or damage.
- Decoration is missing parts, damaged, or heavily mismatched.
- Items are of low grade material.
- Furniture is in dire need of repair.

Item 1.3: Guest Rooms - Amenities and Toiletries*Five-Star Requirements (XX Points)*

- The hotel offers a complete range of bathroom essentials.
- Conditioner, shampoo, bathrobe, slippers, and several different towels are supplied.
- In-room stationery bearing the hotel's seal is presented.
- Specialist coffee maker and tea making supplies in superb condition.

Four-Star Requirements (XX Points)

- At least one of item is missing; Variety of toiletries and amenities is still very high.
- No stationery or paper present.
- Bathrobe and slippers present.

Three-Star Requirements (XX Points)

- No bathrobe or slippers.
- Various different types of towels present.
- The hotel offers shampoo and soap.
- Hair dryer, safety deposit box and ironing board present.

Two-Star Requirements (XX Points)

- Very little in terms of toiletries and amenities.
- Either ironing board, coffee maker, or safety box.
- Only basic bathroom essentials are offered, if any.

One-Star Requirement (XX Points)

- Very basic toiletries are presented.
- Only soap for hands and shower, if any.
- Basic hand towel and shower towel only.

Item 1.4: Guest Rooms - Mini Bar and Catering Service*Five-Star Requirements (XX Points)*

- The hotel boasts an impressive array of in-room products.
- From imported alcoholic beverages to various foodstuffs.
- The establishment has a professionally-designed menu in various languages.
- Catering service operational 24 / 7.

Four-Star Requirements (XX Points)

- Slightly reduced number of available items.
- Menu is available exclusively in English and Spanish.
- Catering service may have reduced operational hours.

Three-Star Requirements (XX Points)

- Catering service is taken straight from the restaurant's menu.
- This, however, limits the choices on items to basic meals such as hamburgers.
- Mini bar service is very limited to local drinks and packed items.
- Catering service operational hours are limited.

Two-Star Requirements (XX Points)

- No catering service.
- A few packaged foodstuffs available.
- Bottled water and the like offered on request.

One-Star Requirement (XX Points)

- May offer a bottle of water or similar products, only.
- No catering service at all.
- No mini bar service or fridge on offer.

Item 1.5: Guest Rooms - Bedroom Impressions*Five-Star Requirements (XX Points)*

- All rooms are spacious and generally large, with access to all facilities.
- Adequate space to store luggage without interfering with the rest of the room.
- There is enough space to accommodate various guests comfortably.
- Overall great impression, extremely clean and well-organized layout.

Four-Star Requirements (XX Points)

- Room is relatively spacious, with good access to all facilities.
- Sitting room and accommodations may be slightly more cramped.
- No areas of difficult access or restricted.
- The layout is clean and gives off a very good impression.

Three-Star Requirements (XX Points)

- The room is large enough to hold all necessary furniture and items.
- There may be some areas where access is difficult or restricted.
- Items and furniture may have to be moved in order to facilitate access.
- Some chairs may fit multiple purposes, such as sitting chair and desk chair.

Two-Star Requirements (XX Points)

- The room is relatively small and cramped.
- Access with baggage is awkward.
- Overall large furniture in comparison to the available space.
- Gives off a fair impression, overall.

One-Star Requirement (XX Points)

- Furniture too large, or too small for room.
- Access to most facilities is awkward.
- May have external perturbances, such as loud music from nearby venues.
- Overall poor impression and unclean, unorganized layout.

Item 1.6: Guest Rooms - Guest Bathrooms*Five-Star Requirements (XX Points)*

- Bathrooms are spotless and perfectly clean.
- Absolutely no sign of mold or mildew on any surface.
- Outfitted with a wealth of additional fixtures, such as hot tub, bidet, etc.
- Amenities are presented in an well-organized fashion. Evidence of luxury.

Four-Star Requirements (XX Points)

- Very good cleanliness standard.
- Fresh, pleasant smell.
- Overall, feels very clean, and in good condition.
- Little to no signs of wear and tear.

Three-Star Requirements (XX Points)

- Surfaces are clean.
- Little to no signs of dust.
- May present some slight discoloration or signs of ageing.

Two-Star Requirements (XX Points)

- Some surfaces may present evidence of dust.
- The flooring may be discoloured or otherwise stained.
- Surfaces may be dull or unclean.

One-Star Requirement (XX Points)

- Very low standards of housekeeping and organization.
- Mold may be readily visible.
- Floor stained, or presence of unpleasant odours.
- Overall feels damp and musty.

Item 1.7: Guest Rooms - Room Accessories*Five-Star Requirements (XX Points)*

- HDTV present in room. May include further entertainment features, such as DVD.
- Seating space includes several chairs, and a small coffee table or such.
- Desk is well-outfitted with lamps, among other accessories.
- Room covers an extremely wide variety of accessories, such as fridge.

Four-Star Requirements (XX Points)

- A large, yet not necessarily HDTV is included.
- Sitting space and accompanying furniture is slightly less varied and detailed.
- Smaller fridge, reading lamp, reading material provided.

Three-Star Requirements (XX Points)

- May include ice tray, glasses.
- Coffee maker and cups present.
- Standing lamp, coat hanger, large armchairs.

Two-Star Requirements (XX Points)

- Accessory selection is very limited.
- Desk lamp exclusively, may feature other assorted items.
- Room feels largely simple, without many accessories.

One-Star Requirement (XX Points)

- Room is reduced to a selection of very basic essentials.
- Room is extremely simple and item selection is otherwise basic.
- Accessories may be damaged or in need of immediate repair.

Item 1.8: Guest Rooms - Beds and Bedding*Five-Star Requirements (XX Points)*

- Beds are extremely well presented, elegant, and luxurious.
- Very large beds, designed for comfort and luxury.
- Several pillows, duvets, and linens are present, with more available.
- Bedding is truly comfortable, and allows for a restful sleep.

Four-Star Requirements (XX Points)

- Several pillows and pillowcases are present.
- Various linens and a duvet are provided.
- Bed is well made and well organized.
- Absolutely no stains or wrinkles in bed presentation.

Three-Star Requirements (XX Points)

- Bed presentation is very clean and well organized.
- Frills, such as duvet and additional pillows and pillowcases are included.
- Bedding is comfortable.

Two-Star Requirements (XX Points)

- Presents a simple, unfrilled bed, linens and pillows.
- Presentation is simple, yet organized and relatively clean.
- Bedding is relatively soft, and comfortable.

One-Star Requirement (XX Points)

- A simple bed, with a simple linen and pillow case is presented.
- Linen may present either stains, or be crumpled, or damaged.
- Presentation is downright shabby or unorganized.

- Leisure and Guest Services Classification Criteria

Item 2.1: Availability of Concierge, Car Rental, Transport and Shuttle Services

Five-Star Requirements (XX Points)

- The hotel has a very complete concierge service, in addition to tour operator access.
- The hotel offers its own shuttle service, or company car service as a means of transport.
- The concierge services are versed in English and Spanish.

Four-Star Requirements (XX Points)

- The hotel is able to secure transport to local attractions and points of interest by its own means.
- Concierge service is able to book access to tours, among other services.
- No car provided by the hotel, but has access to car rental facilities.
- Can secure transport to the nearest airport.

Three-Star Requirements (XX Points)

- Personnel is readily available to provide assistance and recommendations of points of interest and travel destinations.
- Can provide transport to nearby car rental facilities.

Two-Star Requirements (XX Points)

- Concierge is limited to handing out brochures of points of interest, or general directions.
- Able to secure transport through calling taxis.
- Able to provide, at the very least, general pointers on utilization of mass transport service, if applicable.

One-Star Requirement (0 Points)

- No information regarding nearby points of interest or travel destinations.
- No information regarding local means of transport.

Item 2.2: Event and Event Planning Infrastructure & Capabilities

Five-Star Requirements (XX Points)

- The establishment has various conference halls and designated spaces to hold social events at.
- The establishment is prepared to provide catering, stationery, and equipment for events.
- The establishment is prepared to hold several major events simultaneously, ranging from 500 - 800 people.

Four-Star Requirements (XX Points)

- The establishment has several conference halls to hold events at.
- The establishment is prepared to rent equipment, stationery, and other assorted items to its clients.
- Its conference halls can hold several hundred people at once.

Three-Star Requirements (XX Points)

- The establishment is prepared to provide limited equipment, such as projectors.
- Limited catering, such as coffee, is readily available.
- Conference halls are much more limited; One or two large conference halls available.

Two-Star Requirements (XX Points)

- Only one conference hall available.
- Several small halls may be available, sitting few people comfortable for small meetings.

One-Star Requirement (0 Points)

- No conference halls or event services available.
- No event catering available whatsoever.
- No equipment rental.

Item 2.3: Pool and Gym Facilities*Five-Star Requirements (XX Points)*

- The hotel has either one or more large swimming pools, along relaxation facilities nearby.
- The establishment's gym is large, well equipped, and has personal trainers available upon request.
- The gym provides lockers, showers, entertainment and refreshments.
- The pool is accompanied by a bar, or access to drinks and refreshments.

Four-Star Requirements (XX Points)

- The gym's facilities are slightly less complete. No entertainment options or refreshments.
- Pool's size is smaller, accompanied only by some chairs and a few plants.
- Accompanying features are less detailed, and overall present less attention to detail.
- Gym and pool facilities are high quality, but lack evidence of luxury.

Three-Star Requirements (XX Points)

- A simple pool is available.
- A relatively complete gym is available.
- Gym and pool facilities both look clean, and in a good state of repair.

Two-Star Requirements (XX Points)

- No pool facilities.
- A very small gym is present.
- Very few machines available for usage.
- Some may be damaged or in need of repair.

One-Star Requirement (0 Points)

- No pool facilities whatsoever.
- No gym or exercise facilities present whatsoever.

Item 2.4: Spa and Hairdresser Facilities*Five-Star Requirements (XX Points)*

- The establishment boasts a very complete spa, equipped with several individual rooms, a lounge, and a menu of several different treatments and specialized personnel.
- The spa facilities play fitting background music, and set an atmosphere of tranquility to match the overall tone.
- The spa facilities offer a truly relaxing and luxurious, experience.
- High quality hairdresser and stylist facilities available within the hotel.

Four-Star Requirements (XX Points)

- The hotel has a simple spa, offering high-quality treatments to its guests.
- Wellness facilities are available, including a sauna and a hot tub.
- No hairdresser facilities.

Three-Star Requirements (XX Points)

- Simple massages and stress relieving procedures in the gym
- No dedicated spa facilities.
- A couple dedicated rooms to perform services at.

Two-Star Requirements (XX Points)

- Only a few beds and tables to perform simple massages at.
- No menu or professional therapists.

One-Star Requirement (0 Points)

- Absolutely no spa, or wellness facilities of any kind available.
- No hairdresser available, or any facilities resembling it.

Item 2.5: Laundry Service Availability*Five-Star Requirements (XX Points)*

- The hotel can handle any request, on any time frame.
- From shoe shine service to dry cleaning suits and dresses.
- Specialist laundry services available upon request.
- Timely and perfectionist on maintaining scheduled times.

Four-Star Requirements (XX Points)

- Timely laundry service, available during general operational hours.
- Can handle most requests efficiently and in a timely fashion.
- Pieces of clothing are returned in good, clean state and quickly.

Three-Star Requirements (XX Points)

- A laundry service that can handle most requests, but falls short of handling more difficult requests.
- Only available for a few hours, no evidence of luxury service or excellence.
- Service merely cleans clothing in a timely fashion.

Two-Star Requirements (XX Points)

- The establishment has a simple laundry service.
- The hotel has washing machines available for use by its guests, for a fee.

One-Star Requirement (0 Points)

- The hotel does not have any laundry services available for its clients.
- No cleaning requests may be made, only basic linen and pillowcase cleaning is expected.

Item 2.6: Valet Parking, Currency Exchange, ATM Services

Five-Star Requirements (XX Points)

- The hotel has a very reactive, luxurious valet parking service.
- ATM facilities within the premises of the hotel are available twenty four hours, seven days a week.
- Currency exchange services are provided for local currency, along with other currencies of common usage.
- Valet parking service is extremely fast, polite and professional.

Four-Star Requirements (XX Points)

- Valet parking service is fast to react, and does not leave customers waiting for long times.
- Personnel is warm and welcoming, having protocols for welcoming guests and customers.
- ATM services available within the premises.

Three-Star Requirements (XX Points)

- Valet parking services tend to make customers wait.
- Rather impersonal service, not particularly warm or welcoming.

Two-Star Requirements (XX Points)

- No valet parking services available.
- Hotel personnel may offer simple money exchange services at the front desk, but currency or ATM services are otherwise unavailable.
- Hotel provides luggage assistance from parking to the main facilities.

One-Star Requirement (0 Points)

- No valet parking services.
- No currency exchange or ATM facilities available.

- Facility Standard and Personnel Classification Criteria

Item 3.1: Staff Security Drill Training and Capabilities

Five-Star Requirements (XX Points)

- The hotel has a safety brigade, in charge of handling evacuations and safety drills carried out periodically across the facilities.
- Every department of the establishment, across all of its facilities, has dedicated personnel who are well trained in safety protocol and evacuation procedures.
- Safety drills are carried out periodically every few months under the supervision of members of this safety brigade.

Four-Star Requirements (XX Points)

- ~~The hotel~~ does not have a safety brigade, but most, if not all of its personnel are well-versed in basic safety protocols.
- Evacuation procedures are handled by the safety department, and are carried out in an orderly fashion according to protocol.

Three-Star Requirements (XX Points)

- The hotel conducts safety drills occasionally across all of its departments.
- The hotel has security personnel available at all times, monitoring entrances and exits to the establishment.

Two-Star Requirements (XX Points)

- A basic CCTV system controls entrances and exits to the establishment.
- There is a security guard on-duty available providing a basic security service.

One-Star Requirement (0 Points)

- No security drills are performed at any time.
- Threats to security are handled ad-hoc.

Item 3.2: Availability of Personnel and Specialized Languages

Five-Star Requirements (XX Points)

- There is designated personnel for all areas of the hotel, each performing exclusive functions for their determined area of expertise.
- There are supervisors and personnel fluent in various languages available 24 / 7.
- Food service personnel are available 24 / 7.

Four-Star Requirements (XX Points)

- There is specialized personnel versed and fluent in several languages available during operational hours on various departments.
- There is personnel fluent in English available 24 / 7.

Three-Star Requirements (XX Points)

- At least one staff-member is capable of speaking an additional language other than English, and is generally available during operational hours.
- English-speaking personnel is commonplace around the hotel grounds and available regularly in all facilities.

Two-Star Requirements (XX Points)

- At least one staff-member is fluent in English, and available during general operating hours.
- At the very least there is one staff-member available in the front desk and lobby area 24 / 7, capable of performing check-ins and check-outs.

One-Star Requirement (0 Points)

- There is a bare minimum of personnel available only at the front desk during operational hours.
- Absolutely no presence of any English-speaking personnel.

Item 3.3: General Impression of Hotel Facilities and Public Spaces

Five-Star Requirements (XX Points)

- The hotel has an impressive performance upon first glance. All public spaces seem luxurious and perfectly clean.
- Furniture and overall organization of lobbies and public areas are both, luxurious and exquisite.

Four-Star Requirements (XX Points)

- The establishment's public spaces and lobbies are well organized, and their decor is suitable to high standards of comfort.
- Comfort and cleanliness are a priority in the lobbies and public spaces of these hotels.
- Furniture is not only well selected and properly organized, but it also creates an atmosphere of comfort and elegance.

Three-Star Requirements (XX Points)

- Lobbies and public spaces are relatively comfortable.
- Ample availability of comfortable spaces for sitting and conducting business, or just lounging about.
- Spaces and lobbies are clean and otherwise very pleasant spaces at first glance.

Two-Star Requirements (XX Points)

- Upon first glance, the establishment's public areas and lobbies are seemingly clean.
- Absolutely no evidence of luxury, but only the bare necessary essentials for operations.
- Simple, yet clean and comfortable premises make for a fair level of comfort.

One-Star Requirement (0 Points)

- The establishment's presentation and overall cleanliness standards are poor.
- Public areas and lobbies look dusty, or poorly groomed on all accounts.

- **Item 3.4: Gardens and Green Areas Evaluation Criteria**

Five-Star Requirements (XX Points)

- The hotel has several green spaces and areas available to its guests.
- These green spaces, such as small parks, are well-taken care off and landscaped in such a way that it reflects and exalts local flora.
- There is a feeling of luxury about the hotel's green spaces, mostly due to its perfect maintenance.

Four-Star Requirements (XX Points)

- Has access to a single large, green space. This area offers a relaxing atmosphere, and its overall landscaping is pleasant to look at.
- Green area is well-maintained and well-groomed.

Three-Star Requirements (XX Points)

- The establishment does not have access to any major green spaces, or areas.
- There are several large plants strewn about the hotel grounds and facilities, maintaining an overall fresh atmosphere in all of its departments.
- Each and every one of these plants is well kept and in proper condition.

Two-Star Requirements (XX Points)

- Presence of greenery is much reduced in comparison to higher standards and classes.
- Only greenery in the establishment is noticeable on the lobby, or front desk area.
- Plant condition could be much higher, or they display some slight damage or lack of proper care. I.E. Dried out or damaged.

One-Star Requirement (0 Points)

- Absolutely no greenery available throughout the entire establishment.
- Only plants or greenery available is in extremely poor condition, or heavily damaged due to lack of care.

Item 3.5: General Personnel (Customer Service Orientation) Classification Criteria*Five-Star Requirements (XX Points)*

- General personnel and staff members who have high customer interaction are extremely reactive and extremely well-educated in customer attention matters.
- These personnel are extremely professional, and are regularly on the hunt for any service they may provide, or anything they may offer help with.
- Overall grooming of all personnel is superb, befitting elegance and luxury.

Four-Star Requirements (XX Points)

- Personnel will occasionally pop up on high traffic areas and provide services as required.
- Personnel has a very high attention to detail, and will generally carry out necessary services quickly, efficiently and in an organized fashion.

Three-Star Requirements (XX Points)

- Personal grooming is well organized and perfectly clean.
- Personnel respond immediately to customer calls, and provide attention and close following until issues are resolved or assistance is provided.

Two-Star Requirements (XX Points)

- Personnel is fairly reactive, and answer customer calls relatively quickly.
- However, personnel actively makes no effort to find out customers to aid or provide services to.

One-Star Requirement (0 Points)

- Personnel is extremely non-reactive, requiring high insistence in order to obtain any type of attention or service.
- Personal grooming is poor, may be wearing casual or otherwise inappropriate clothing.

Item 3.6: Availability of Bars and Restaurant Facilities*Five-Star Requirements (XX Points)*

- The establishment has at the very least three restaurants and a specialized bar within its premises.
- The establishment has more a fine boutique within its premises, which has access to brand items and local souvenirs.
- Restaurants' and bars' schedules go beyond regular operational hours, attending customers later into the day than other hotel services.

Four-Star Requirements (XX Points)

- The establishment has at the very least two restaurants within its premises. A small bar within these will also contribute to fulfilling this criteria.
- The establishment has a small boutique which has access to local souvenirs and collector's items.

Three-Star Requirements (XX Points)

- The establishment has a small restaurant within its premises, which offers service during operational hours with simple dishes for lunch and dinner.
- The establishment has a small store which has access to local items such as packaged foodstuffs and other commodities for guests to purchase.

Two-Star Requirements (XX Points)

- The establishment has a small cafeteria which offers a very simple service and variety of food.
- The establishment's cafeteria does not extend beyond regular operational hours, its schedule being severely limited.

One-Star Requirement (0 Points)

- The establishment does not have any access to cafeterias, food vendors, or boutiques.

- Restaurant Services Classification Criteria

Item 4.1: Decoration, Furniture, and Overall Atmosphere

Five-Star Requirements (XX Points)

- The establishment's restaurant decoration is superb. Maintains an atmosphere of extreme comfort and elegance.
- The establishment's decoration is not only comfortable, elegant and luxurious, but it also is organized around a central theme which is reinforced through its cuisine.

Four-Star Requirements (XX Points)

- Tables may show some signs of usage or ageing, but are otherwise in proper condition.
- Some pieces of decoration may not match the theme, or feel out of place with the rest.

Three-Star Requirements (XX Points)

- Tables and linens may show damage or age, while their original quality was very good, they now show usage.
- There is, however, no damage that can be appreciated at first glance.

Two-Star Requirements (XX Points)

- Tables, chairs, and furniture in general are in barely acceptable conditions.
- All furniture shows some degree of usage, and may even show damage or be in generally poor conditions.
- Overall no theme is reinforced through decoration and furniture.

One-Star Requirement (0 Points)

- Paper napkins or tissue boxes are present, no linen cloths on tables, and does not provide linen napkins.
- No theme present between decoration, furniture and cuisine.
- Furniture is of poor material, construction, and in a state of disrepair.

Item 4.2: Housekeeping and Cleanliness Standards*Five-Star Requirements (XX Points)*

- Extremely high standards of cleanliness across all areas. Absolutely no evidence of dust, crumbs, or previous meals on any of the tables.
- Vacuuming and flooring is always exceptionally clean.
- Cutlery, glasses and dishes are perfectly clean to match the luxury atmosphere of the restaurant.
- Tables are always ready and set, awaiting the next customer.

Four-Star Requirements (XX Points)

- Relatively high cleanliness standards, no evidence of previous meals.
- Linens and cutlery are clean and in excellent condition.
- There is evidence of clutter on some tables (wine lists, menus, etc.)

Three-Star Requirements (XX Points)

- Tables are clean in time for meal services.
- Tables are not automatically set and prepared in between meals.
- There is general evidence of cleaning procedures, and general cleanliness.
- No dust or crumbs visible.

Two-Star Requirements (XX Points)

- A few tables are not set or otherwise not prepared in between meals.
- Evidence of dust on few surfaces.
- Glasses, menus and clutter is present on some tables. Somewhat disorganized presentation.

One-Star Requirement (0 Points)

- Dusty, generally untidy presentation.
- There are leftovers from previous meals on tables.
- Cutlery is stained, same as linen. Overall messy presentation and atmosphere.

Item 4.3: Restaurant Personnel Service Orientation Criteria*Five-Star Requirements (XX Points)*

- The restaurant personnel in charge of service are extremely well trained, maintain a bright and helpful attitude, and are extremely reactive to any customer requests.
- Orders are taken quickly, efficiently, and thus offer a high rating of customer satisfaction.
- The restaurant is prepared to handle guests who do not speak Spanish, with menus and staff members versed in English on duty.

Four-Star Requirements (XX Points)

- Personnel are reactive and quick to attend any customer who requires assistance.
- Food handling is efficient and does not have any obvious flaws.
- Staff members are well-versed in the products of their menu, and can accurately recommend dishes and wine selections to accompany food.

Three-Star Requirements (XX Points)

- Personnel can easily recommend food selections, and provide detailed, accurate descriptions of each dish.
- Overall their handling of food is very clean and well-organized.

Two-Star Requirements (XX Points)

- Staff members are quick to react to being called.
- Food handling is fair, and overall training and attitude are both good.
- Personnel does not have a good grasp on how to recommend wine or food selections.

One-Star Requirement (0 Points)

- Restaurant personnel is limited to basic services only.
- Highly non-reactive staff, requires insistence to ensure service.

Item 4.4: Menu Width and Cuisine*Five-Star Requirements (XX Points)*

- The menu is extremely wide, with several selections on a number of categories.
- Cuisine is overall made to suit a particular theme, that is reflected on the restaurant's decor, atmosphere, and even drink selection and furniture.
- The restaurant's cuisine is of extremely high quality, tailoring to a luxurious and exclusive clientele.

Four-Star Requirements (XX Points)

- The menu variety is fairly wide, containing a number of staple dishes as well as various dishes that match the restaurant's theme.
- Foodstuff and dish quality is fairly high. The quality of its dishes can be appreciated at first glance.
- Very high quality on food presentation and dish selection.

Three-Star Requirements (XX Points)

- Restaurant theme is not strictly enforced, and in turn may have various dishes from various different cultures.
- Offers staple dishes with local twists, or alterations that offer an otherwise unique or different experience.

Two-Star Requirements (XX Points)

- Food quality is decent, and maintains a very clean presentation.
- Food availability is limited, yet does not seem hard pressed to suit the customer's needs, given that it presents several different options from among local staples.

One-Star Requirement (0 Points)

- Only the most basic of staple dishes available.
- The restaurant's cuisine is of a very basic quality.
- Does not offer anything beyond a very simple variety of items.

ANNEX SEVEN

SAMPLE SIX: HOTEL PRINCIPE

• **Facility and Operation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Hotel staff are available to guests twenty four (24) hours a day, seven (7) days a week. ✓				
The establishment maintains accounting books and records of all its business transactions. ✓				
The name of the establishment is in display in its facilities, records, invoices, correspondence, brochures, etc. ✓				
All areas of operation where guests and employees are frequently expected have proper lighting. ✓				
All buildings and properties are in clean condition and well-maintained; There is no debris and these do not pose a health and safety hazard to employees and / or general public. ✓				
All gardens and public spaces, if any, are to be well-maintained. ✓				
All gardens, pathways, landscaped areas and public spaces must be safe to the public. ✓				
General tariffs (rack rates) must be available in the reception or lobby. ✓				
Foreign currency exchange rates must be in public display in English near to where this service will be offered, if applicable. ✓				
Garbage collection and waste disposal processes are in place. ✓				
All guests are escorted to their rooms at check-in, along with their baggage. Guests with special needs are escorted throughout their stay.		Upon request, guests are escorted to their rooms, along with their baggage. Guests with special needs are escorted throughout their stay. ✓		Only guests with special needs are escorted to their rooms. ✓
A safety deposit box is available in each and every room, in addition to an item safekeeping service available in the lobby or reception of the establishment. ✓			A safety deposit box is available only in the lobby or reception of the establishment. ✓	
All corridors and stairs are in a good state of repair, free of debris or obstacles that could endanger the guests or general public. ✓				
Lighting in all areas is appropriate at all times for comfort, and regular operations. ✓				
Air conditioning maintains a comfortable temperature, between 18c - 23c, throughout the year in all public areas and lobbies. Special attention is paid to being able to maintain a comfortable temperature during the summer months (January, February, March, April). ✓				
All corridors should be clean, well-lit and well maintained. ✓				
Maintenance services must be available sixteen (16) hours per day. ✓				
All electrical equipment must be properly maintained and in good working conditions. ✓				
The hotel has its own entrance, separate from parking and vehicle entrances, and restaurant entrances. ✓				
The hotel's entrance is accessible to guests with disabilities. ✓				

• *Facility and Operation Standards (Cont.)*

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Separate service and personnel entrance.		✓	-	
There is a clearly designated reception and lobby area, with a lounge or sitting area nearby.				✓
Reception staff available twenty four (24) hours per day, seven (7) days per week.				✓
Fully stocked first aid kit available for quick access in the reception or lobby area.				✓
At least one in-house telephone is available for use by guests in the reception or lobby area.				✓
Background music plays in the lobby or reception area.				✓
A clock, with the local time, is on display and readily visible to all guests in the lobby or reception area.				✓
At least one English-speaking personnel is available at all times in front desk area.				✓
There is a functioning concierge service.		-		✗
A sitting area is provided with sufficient comfortable sitting.				✓
Minimum of two (2) elevators serving all floors, guest rooms and additional facilities.		✓	Minimum of one (1) elevator.	-
All elevator interiors are clean and in a good state of repair.				✓
Separate elevators for guest and personnel.			-	✗
All elevators should be accessible to guests with disabilities.				✓
Wake up call service available twenty four (24) hours.				✓
Luggage room available in the lobby or entrance area.				✓
Wheelchair available upon request.				✓
Internet access available across all of the establishment's facilities.		✓	Internet access restricted to the lobby or front desk area only.	-
Hotel website has transaction capabilities.		✓	Hotel has a basic functioning website.	
One parking spot available per room.			Limited parking space available.	
Adequate security and lighting in parking space.		✓	No lighting or security in parking space.	

• **Establishment Room, Lodging and Accommodation Standards**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
Five percent (5%) of all rooms are either suites, or junior suites.	Two percent (2%) of all rooms are either suites, or junior suites.	-	-	-
Connecting rooms are available in five percent (5%) of the establishment's rooms.				
There is a minimum of three (3) handicap accessible rooms		There is a minimum of two (2) handicap accessible rooms.		-
All bedrooms are cleaned daily.			-	
All beds are changed daily.		All beds are changed at least twice weekly, or in between guests' arrival.		
All windows are cleaned periodically.				
One clean pillow per person, with a clean pillowcase, is provided in all rooms.				
At least one blanket or duvet is provided per bed, in all rooms.				
Additional pillows and blankets are available within the room.			Additional pillows and blankets available upon request.	
All beds have access from both sides.				
All mattresses are clean and spotless, well-maintained.				
Baby beds are available upon request.			-	
A bedside table is provided for each bed. These tables must be in good condition.				
A desk with chair is provided and in good condition for each and every room.				
A desk lamp is provided and in good condition for each and every room.				
Multiple individual chairs are provided for each and every room.				
All windows within rooms should be able to be locked.				
All windows within each room should be provided with curtains, blinds, or shutters.				
Each room's door should be able to be locked.				
Each room's door has a peep-hole.				
Each room should be able to be locked from the inside without using a key.				
Electronic key-card door lock system in place.			-	
General room lighting controlled by switched inside the room.				

• **Establishment Room, Lodging and Accommodation Standards (Cont.)**

5 Stars	4 Stars	3 Stars	2 Stars	1 Star
All light bulbs must be in proper working order.				
Closet and wardrobe in each room, with at least two hangers provided.				
At least one full-length mirror must be provided in each room.				
Telephones provided in each room.				
Telephone rates are available in each room.				
Colour television with remote control is available.				
Cable / Digital / Satellite television channels are available, with international television channels available.			Local television channels available only.	
Luggage rack is provided in each room.				
Ironing board and iron provided in each room.			-	
All bathrooms are cleaned daily.			All bathrooms are cleaned at least three times per week.	
Washbasin with hot and cold water on tap.				
Shower and bathtub with hot and cold water available.		Shower with hot and cold water available.		Rudimentary shower available.
Toilet with seat and lid available.				
Toilet paper holder and spare rolls available.				
One clean hand towel per person staying in room.				
One clean face towel per person staying in room.				
One clean shower towel per person staying in room.				
Fresh soap for each guest, available in every room.				
Electric outlet available close to the mirror.				
Mirror with light above available in each room.				
Shower curtain, screen or sliding doors.				
Hook for clothes available either on bathroom door or on walls.				
Running water is available at all times.				
Adequate water pressure for bathing and showering.				
Multiple waste bins available in each room. These are cleaned daily with housekeeping.				

- **Hotel Rating and Classification Criteria**

- **Hotel Guest Accommodation and Lodging Rating Criteria**

- Item 1.1: *Guest Rooms - Housekeeping*

- Five-Star Requirements (XX Points)*

- Every inch of the room is perfectly clean and spotless. Absolutely no dust is visible.
- Bed is perfectly made, and the linen does not show any evidence of stains or smears.
- All surfaces are perfectly clean and gleaming.
- No equipment is broken, or missing. No loose screws, blown light bulbs, etc.

- Four-Star Requirements (XX Points)*

- The room is visibly clean. No dust is visible unless closer inspection is made.
- One or two small items or areas may be dirty, missing, or damaged.
- Standard of cleanliness and presentation not quite as elevated.

- Three-Star Requirements (XX Points)*

- ~~Dust may be clearly visible on some areas of the room, or beneath the bed.~~
- Items and furniture are not as clean or well-presented.
- Several items missing or damaged.
- Visible smears and spots in linen or walls.

- Two-Star Requirements (XX Points)*

- Surfaces are dusty.
- Blown lightbulbs, loose handles, screws, missing hair dryers, etc, are common.
- Linens are downright dirty and blinds may be dusty.

- One-Star Requirement (0 Points)*

- Rubbish bin may be unclean. Debris may be present in room.
- Tiles and walls may present damage.
- Room may present unpleasant odours.

Item 1.2: Guest Rooms - Decoration*Five-Star Requirements (XX Points)*

- The room has exquisite decoration.
- An outstanding combination of wallpaper and furniture.
- The hotel's individual decoration and pieces of furniture are evidences of luxury.
- The hotel has paintings and decor which accent the room's theme.

Four-Star Requirements (XX Points)

- Decoration is not quite perfect, yet still of outstanding quality.
- Room's theme is not as heavily enforced.
- Some few elements may be slightly worn out or scratched.

Three-Star Requirements (XX Points)

- No attempt to match decoration to wallpaper or to any theme.
- Much less attention to detail.
- Individual pieces of decor look somewhat worn out, yet still acceptable.

Two-Star Requirements (XX Points)

- Mismatched items present.
- Some items are heavily scratched or even damaged.
- The room's style is plain and very simple.

One-Star Requirement (XX Points)

- Walls show cracks or damage.
- Decoration is missing parts, damaged, or heavily mismatched.
- Items are of low grade material.
- Furniture is in dire need of repair.

Item 1.3: Guest Rooms - Amenities and Toiletries*Five-Star Requirements (XX Points)*

- The hotel offers a complete range of bathroom essentials.
- Conditioner, shampoo, bathrobe, slippers, and several different towels are supplied.
- In-room stationery bearing the hotel's seal is presented.
- Specialist coffee maker and tea making supplies in superb condition.

Four-Star Requirements (XX Points)

- At least one of item is missing; Variety of toiletries and amenities is still very high.
- No stationery or paper present.
- Bathrobe and slippers present.

Three-Star Requirements (XX Points)

- No bathrobe or slippers.
- Various different types of towels present.
- The hotel offers shampoo and soap.
- Hair dryer, safety deposit box and ironing board present.

Two-Star Requirements (XX Points)

- Very little in terms of toiletries and amenities.
- Either ironing board, coffee maker, or safety box.
- Only basic bathroom essentials are offered, if any.

One-Star Requirement (XX Points)

- Very basic toiletries are presented.
- Only soap for hands and shower, if any.
- Basic hand towel and shower towel only.

Item 1.4: Guest Rooms - Mini Bar and Catering Service*Five-Star Requirements (XX Points)*

- The hotel boasts an impressive array of in-room products.
- From imported alcoholic beverages to various foodstuffs.
- The establishment has a professionally-designed menu in various languages.
- Catering service operational 24 / 7.

Four-Star Requirements (XX Points)

- Slightly reduced number of available items.
- Menu is available exclusively in English and Spanish.
- Catering service may have reduced operational hours.

Three-Star Requirements (XX Points)

- Catering service is taken straight from the restaurant's menu.
- This, however, limits the choices on items to basic meals such as hamburgers.
- Mini bar service is very limited to local drinks and packed items.
- Catering service operational hours are limited.

Two-Star Requirements (XX Points)

- No catering service.
- A few packaged foodstuffs available.
- Bottled water and the like offered on request.

One-Star Requirement (XX Points)

- May offer a bottle of water or similar products, only.
- No catering service at all.
- No mini bar service or fridge on offer.

Item 1.5: Guest Rooms - Bedroom Impressions*Five-Star Requirements (XX Points)*

- All rooms are spacious and generally large, with access to all facilities.
- Adequate space to store luggage without interfering with the rest of the room.
- There is enough space to accommodate various guests comfortably.
- Overall great impression, extremely clean and well-organized layout.

Four-Star Requirements (XX Points)

- Room is relatively spacious, with good access to all facilities.
- Sitting room and accommodations may be slightly more cramped.
- No areas of difficult access or restricted.
- The layout is clean and gives off a very good impression.

Three-Star Requirements (XX Points)

- The room is large enough to hold all necessary furniture and items.
- There may be some areas where access is difficult or restricted.
- Items and furniture may have to be moved in order to facilitate access.
- Some chairs may fit multiple purposes, such as sitting chair and desk chair.

Two-Star Requirements (XX Points)

- The room is relatively small and cramped.
- Access with baggage is awkward.
- Overall large furniture in comparison to the available space.
- Gives off a fair impression, overall.

One-Star Requirement (XX Points)

- Furniture too large, or too small for room.
- Access to most facilities is awkward.
- May have external perturbances, such as loud music from nearby venues.
- Overall poor impression and unclean, unorganized layout.

Item 1.6: Guest Rooms - Guest Bathrooms*Five-Star Requirements (XX Points)*

- Bathrooms are spotless and perfectly clean.
- Absolutely no sign of mold or mildew on any surface.
- Outfitted with a wealth of additional fixtures, such as hot tub, bidet, etc.
- Amenities are presented in an well-organized fashion. Evidence of luxury.

Four-Star Requirements (XX Points)

- Very good cleanliness standard.
- Fresh, pleasant smell.
- Overall, feels very clean, and in good condition.
- Little to no signs of wear and tear.

Three-Star Requirements (XX Points)

- Surfaces are clean.
- Little to no signs of dust.
- May present some slight discoloration or signs of ageing.

Two-Star Requirements (XX Points)

- Some surfaces may present evidence of dust.
- The flooring may be discoloured or otherwise stained.
- Surfaces may be dull or unclean.

One-Star Requirement (XX Points)

- Very low standards of housekeeping and organization.
- Mold may be readily visible.
- Floor stained, or presence of unpleasant odours.
- Overall feels damp and musty.

Item 1.7: Guest Rooms - Room Accessories*Five-Star Requirements (XX Points)*

- HDTV present in room. May include further entertainment features, such as DVD.
- Seating space includes several chairs, and a small coffee table or such.
- Desk is well-outfitted with lamps, among other accessories.
- Room covers an extremely wide variety of accessories, such as fridge.

Four-Star Requirements (XX Points)

- A large, yet not necessarily HDTV is included.
- Sitting space and accompanying furniture is slightly less varied and detailed.
- Smaller fridge, reading lamp, reading material provided.

Three-Star Requirements (XX Points)

- May include ice tray, glasses.
- Coffee maker and cups present.
- Standing lamp, coat hanger, large armchairs.

Two-Star Requirements (XX Points)

- Accessory selection is very limited.
- Desk lamp exclusively, may feature other assorted items.
- Room feels largely simple, without many accessories.

One-Star Requirement (XX Points)

- Room is reduced to a selection of very basic essentials.
- Room is extremely simple and item selection is otherwise basic.
- Accessories may be damaged or in need of immediate repair.

Item 1.8: Guest Rooms - Beds and Bedding*Five-Star Requirements (XX Points)*

- Beds are extremely well presented, elegant, and luxurious.
- Very large beds, designed for comfort and luxury.
- Several pillows, duvets, and linens are present, with more available.
- Bedding is truly comfortable, and allows for a restful sleep.

Four-Star Requirements (XX Points)

- Several pillows and pillowcases are present.
- Various linens and a duvet are provided.
- Bed is well made and well organized.
- Absolutely no stains or wrinkles in bed presentation.

Three-Star Requirements (XX Points)

- Bed presentation is very clean and well organized.
- Frills, such as duvet and additional pillows and pillowcases are included.
- Bedding is comfortable.

Two-Star Requirements (XX Points)

- Presents a simple, unfrilled bed, linens and pillows.
- Presentation is simple, yet organized and relatively clean.
- Bedding is relatively soft, and comfortable.

One-Star Requirement (XX Points)

- A simple bed, with a simple linen and pillow case is presented.
- Linen may present either stains, or be crumpled, or damaged.
- Presentation is downright shabby or unorganized.

- Leisure and Guest Services Classification Criteria

Item 2.1: Availability of Concierge, Car Rental, Transport and Shuttle Services

Five-Star Requirements (XX Points)

- The hotel has a very complete concierge service, in addition to tour operator access.
- The hotel offers its own shuttle service, or company car service as a means of transport.
- The concierge services are versed in English and Spanish.

Four-Star Requirements (XX Points)

- The hotel is able to secure transport to local attractions and points of interest by its own means.
- Concierge service is able to book access to tours, among other services.
- No car provided by the hotel, but has access to car rental facilities.
- Can secure transport to the nearest airport.

Three-Star Requirements (XX Points)

- Personnel is readily available to provide assistance and recommendations of points of interest and travel destinations.
- Can provide transport to nearby car rental facilities.

Two-Star Requirements (XX Points)

- Concierge is limited to handing out brochures of points of interest, or general directions.
- Able to secure transport through calling taxis.
- Able to provide, at the very least, general pointers on utilization of mass transport service, if applicable.

One-Star Requirement (0 Points)

- No information regarding nearby points of interest or travel destinations.
- No information regarding local means of transport.

Item 2.2: Event and Event Planning Infrastructure & Capabilities*Five-Star Requirements (XX Points)*

- The establishment has various conference halls and designated spaces to hold social events at.
- The establishment is prepared to provide catering, stationery, and equipment for events.
- The establishment is prepared to hold several major events simultaneously, ranging from 500 - 800 people.

Four-Star Requirements (XX Points)

- The establishment has several conference halls to hold events at.
- The establishment is prepared to rent equipment, stationery, and other assorted items to its clients.
- Its conference halls can hold several hundred people at once.

Three-Star Requirements (XX Points)

- The establishment is prepared to provide limited equipment, such as projectors.
- Limited catering, such as coffee, is readily available.
- Conference halls are much more limited; One or two large conference halls available.

Two-Star Requirements (XX Points)

- Only one conference hall available.
- Several small halls may be available, sitting few people comfortable for small meetings.

One-Star Requirement (0 Points)

- No conference halls or event services available.
- No event catering available whatsoever.
- No equipment rental.

Item 2.3: Pool and Gym Facilities*Five-Star Requirements (XX Points)*

- The hotel has either one or more large swimming pools, along relaxation facilities nearby.
- The establishment's gym is large, well equipped, and has personal trainers available upon request.
- The gym provides lockers, showers, entertainment and refreshments.
- The pool is accompanied by a bar, or access to drinks and refreshments.

Four-Star Requirements (XX Points)

- The gym's facilities are slightly less complete. No entertainment options or refreshments.
- Pool's size is smaller, accompanied only by some chairs and a few plants.
- Accompanying features are less detailed, and overall present less attention to detail.
- Gym and pool facilities are high quality, but lack evidence of luxury.

Three-Star Requirements (XX Points)

- A simple pool is available.
- A relatively complete gym is available.
- Gym and pool facilities both look clean, and in a good state of repair.

Two-Star Requirements (XX Points)

- No pool facilities.
- A very small gym is present.
- Very few machines available for usage.
- Some may be damaged or in need of repair.

One-Star Requirement (0 Points)

- No pool facilities whatsoever.
- No gym or exercise facilities present whatsoever.

Item 2.4: Spa and Hairdresser Facilities*Five-Star Requirements (XX Points)*

- The establishment boasts a very complete spa, equipped with several individual rooms, a lounge, and a menu of several different treatments and specialized personnel.
- The spa facilities play fitting background music, and set an atmosphere of tranquility to match the overall tone.
- The spa facilities offer a truly relaxing and luxurious, experience.
- High quality hairdresser and stylist facilities available within the hotel.

Four-Star Requirements (XX Points)

- The hotel has a simple spa, offering high-quality treatments to its guests.
- Wellness facilities are available, including a sauna and a hot tub.
- No hairdresser facilities.

Three-Star Requirements (XX Points)

- Simple massages and stress relieving procedures in the gym
- No dedicated spa facilities.
- A couple dedicated rooms to perform services at.

Two-Star Requirements (XX Points)

- Only a few beds and tables to perform simple massages at.
- No menu or professional therapists.

One-Star Requirement (0 Points)

- Absolutely no spa, or wellness facilities of any kind available.
- No hairdresser available, or any facilities resembling it.

Item 2.5: Laundry Service Availability*Five-Star Requirements (XX Points)*

- The hotel can handle any request, on any time frame.
- From shoe shine service to dry cleaning suits and dresses.
- Specialist laundry services available upon request.
- Timely and perfectionist on maintaining scheduled times.

Four-Star Requirements (XX Points)

- Timely laundry service, available during general operational hours.
- Can handle most requests efficiently and in a timely fashion.
- Pieces of clothing are returned in good, clean state and quickly.

Three-Star Requirements (XX Points)

- A laundry service that can handle most requests, but falls short of handling more difficult requests.
- Only available for a few hours, no evidence of luxury service or excellence.
- Service merely cleans clothing in a timely fashion.

Two-Star Requirements (XX Points)

- The establishment has a simple laundry service.
- The hotel has washing machines available for use by its guests, for a fee.

One-Star Requirement (0 Points)

- The hotel does not have any laundry services available for its clients.
- No cleaning requests may be made, only basic linen and pillowcase cleaning is expected.

Item 2.6: Valet Parking, Currency Exchange, ATM Services*Five-Star Requirements (XX Points)*

- The hotel has a very reactive, luxurious valet parking service.
- ATM facilities within the premises of the hotel are available twenty four hours, seven days a week.
- Currency exchange services are provided for local currency, along with other currencies of common usage.
- Valet parking service is extremely fast, polite and professional.

Four-Star Requirements (XX Points)

- Valet parking service is fast to react, and does not leave customers waiting for long times.
- Personnel is warm and welcoming, having protocols for welcoming guests and customers.
- ATM services available within the premises.

Three-Star Requirements (XX Points)

- Valet parking services tend to make customers wait.
- Rather impersonal service, not particularly warm or welcoming.

Two-Star Requirements (XX Points)

- No valet parking services available.
- Hotel personnel may offer simple money exchange services at the front desk, but currency or ATM services are otherwise unavailable.
- Hotel provides luggage assistance from parking to the main facilities.

One-Star Requirement (0 Points)

- No valet parking services.
- No currency exchange or ATM facilities available.

- Facility Standard and Personnel Classification Criteria

Item 3.1: Staff Security Drill Training and Capabilities

Five-Star Requirements (XX Points)

- The hotel has a safety brigade, in charge of handling evacuations and safety drills carried out periodically across the facilities.
- Every department of the establishment, across all of its facilities, has dedicated personnel who are well trained in safety protocol and evacuation procedures.
- Safety drills are carried out periodically every few months under the supervision of members of this safety brigade.

Four-Star Requirements (XX Points)

- The hotel does not have a safety brigade, but most, if not all of its personnel are well-versed in basic safety protocols.
- Evacuation procedures are handled by the safety department, and are carried out in an orderly fashion according to protocol.

Three-Star Requirements (XX Points)

- The hotel conducts safety drills occasionally across all of its departments.
- The hotel has security personnel available at all times, monitoring entrances and exits to the establishment.

Two-Star Requirements (XX Points)

- A basic CCTV system controls entrances and exits to the establishment.
- There is a security guard on-duty available providing a basic security service.

One-Star Requirement (0 Points)

- No security drills are performed at any time.
- Threats to security are handled ad-hoc.

Item 3.2: Availability of Personnel and Specialized Languages*Five-Star Requirements (XX Points)*

- There is designated personnel for all areas of the hotel, each performing exclusive functions for their determined area of expertise.
- There are supervisors and personnel fluent in various languages available 24 / 7.
- Food service personnel are available 24 / 7.

Four-Star Requirements (XX Points)

- There is specialized personnel versed and fluent in several languages available during operational hours on various departments.
- There is personnel fluent in English available 24 / 7.

Three-Star Requirements (XX Points)

- At least one staff-member is capable of speaking an additional language other than English, and is generally available during operational hours.
- English-speaking personnel is commonplace around the hotel grounds and available regularly in all facilities.

Two-Star Requirements (XX Points)

- At least one staff-member is fluent in English, and available during general operating hours.
- At the very least there is one staff-member available in the front desk and lobby area 24 / 7, capable of performing check-ins and check-outs.

One-Star Requirement (0 Points)

- There is a bare minimum of personnel available only at the front desk during operational hours.
- Absolutely no presence of any English-speaking personnel.

Item 3.3: General Impression of Hotel Facilities and Public Spaces

Five-Star Requirements (XX Points)

- The hotel has an impressive performance upon first glance. All public spaces seem luxurious and perfectly clean.
- Furniture and overall organization of lobbies and public areas are both, luxurious and exquisite.

Four-Star Requirements (XX Points)

- The establishment's public spaces and lobbies are well organized, and their decor is suitable to high standards of comfort.
- Comfort and cleanliness are a priority in the lobbies and public spaces of these hotels.
- Furniture is not only well selected and properly organized, but it also creates an atmosphere of comfort and elegance.

Three-Star Requirements (XX Points)

- Lobbies and public spaces are relatively comfortable.
- Ample availability of comfortable spaces for sitting and conducting business, or just lounging about.
- Spaces and lobbies are clean and otherwise very pleasant spaces at first glance.

Two-Star Requirements (XX Points)

- Upon first glance, the establishment's public areas and lobbies are seemingly clean.
- Absolutely no evidence of luxury, but only the bare necessary essentials for operations.
- Simple, yet clean and comfortable premises make for a fair level of comfort.

One-Star Requirement (0 Points)

- The establishment's presentation and overall cleanliness standards are poor.
- Public areas and lobbies look dusty, or poorly groomed on all accounts.

- **Item 3.4: Gardens and Green Areas Evaluation Criteria**

Five-Star Requirements (XX Points)

- The hotel has several green spaces and areas available to its guests.
- These green spaces, such as small parks, are well-taken care off and landscaped in such a way that it reflects and exalts local flora.
- There is a feeling of luxury about the hotel's green spaces, mostly due to its perfect maintenance.

Four-Star Requirements (XX Points)

- Has access to a single large, green space. This area offers a relaxing atmosphere, and its overall landscaping is pleasant to look at.
- Green area is well-maintained and well-groomed.

Three-Star Requirements (XX Points)

- The establishment does not have access to any major green spaces, or areas.
- There are several large plants strewn about the hotel grounds and facilities, maintaining an overall fresh atmosphere in all of its departments.
- Each and every one of these plants is well kept and in proper condition.

Two-Star Requirements (XX Points)

- Presence of greenery is much reduced in comparison to higher standards and classes.
- Only greenery in the establishment is noticeable on the lobby, or front desk area.
- Plant condition could be much higher, or they display some slight damage or lack of proper care. I.E. Dried out or damaged.

One-Star Requirement (0 Points)

- Absolutely no greenery available throughout the entire establishment.
- Only plants or greenery available is in extremely poor condition, or heavily damaged due to lack of care.

Item 3.5: General Personnel (Customer Service Orientation) Classification Criteria*Five-Star Requirements (XX Points)*

- General personnel and staff members who have high customer interaction are extremely reactive and extremely well-educated in customer attention matters.
- These personnel are extremely professional, and are regularly on the hunt for any service they may provide, or anything they may offer help with.
- Overall grooming of all personnel is superb, befitting elegance and luxury.

Four-Star Requirements (XX Points)

- Personnel will occasionally pop up on high traffic areas and provide services as required.
- Personnel has a very high attention to detail, and will generally carry out necessary services quickly, efficiently and in an organized fashion.

Three-Star Requirements (XX Points)

- Personal grooming is well organized and perfectly clean.
- Personnel respond immediately to customer calls, and provide attention and close following until issues are resolved or assistance is provided.

Two-Star Requirements (XX Points)

- Personnel is fairly reactive, and answer customer calls relatively quickly.
- However, personnel actively makes no effort to find out customers to aid or provide services to.

One-Star Requirement (0 Points)

- Personnel is extremely non-reactive, requiring high insistence in order to obtain any type of attention or service.
- Personal grooming is poor, may be wearing casual or otherwise inappropriate clothing.

Item 3.6: Availability of Bars and Restaurant Facilities*Five-Star Requirements (XX Points)*

- The establishment has at the very least three restaurants and a specialized bar within its premises.
- The establishment has more a fine boutique within its premises, which has access to brand items and local souvenirs.
- Restaurants' and bars' schedules go beyond regular operational hours, attending customers later into the day than other hotel services.

Four-Star Requirements (XX Points)

- The establishment has at the very least two restaurants within its premises. A small bar within these will also contribute to fulfilling this criteria.
- The establishment has a small boutique which has access to local souvenirs and collector's items.

Three-Star Requirements (XX Points)

- The establishment has a small restaurant within its premises, which offers service during operational hours with simple dishes for lunch and dinner.
- The establishment has a small store which has access to local items such as packaged foodstuffs and other commodities for guests to purchase.

Two-Star Requirements (XX Points)

- The establishment has a small cafeteria which offers a very simple service and variety of food.
- The establishment's cafeteria does not extend beyond regular operational hours, its schedule being severely limited.

One-Star Requirement (0 Points)

- The establishment does not have any access to cafeterias, food vendors, or boutiques.

- Restaurant Services Classification Criteria

Item 4.1: Decoration, Furniture, and Overall Atmosphere

Five-Star Requirements (XX Points)

- The establishment's restaurant decoration is superb. Maintains an atmosphere of extreme comfort and elegance.
- The establishment's decoration is not only comfortable, elegant and luxurious, but it also is organized around a central theme which is reinforced through its cuisine.

Four-Star Requirements (XX Points)

- Tables may show some signs of usage or ageing, but are otherwise in proper condition.
- Some pieces of decoration may not match the theme, or feel out of place with the rest.

Three-Star Requirements (XX Points)

- Tables and linens may show damage or age, while their original quality was very good, they now show usage.
- There is, however, no damage that can be appreciated at first glance.

Two-Star Requirements (XX Points)

- Tables, chairs, and furniture in general are in barely acceptable conditions.
- All furniture shows some degree of usage, and may even show damage or be in generally poor conditions.
- Overall no theme is reinforced through decoration and furniture.

One-Star Requirement (0 Points)

- Paper napkins or tissue boxes are present, no linen cloths on tables, and does not provide linen napkins.
- No theme present between decoration, furniture and cuisine.
- Furniture is of poor material, construction, and in a state of disrepair.

Item 4.2: Housekeeping and Cleanliness Standards*Five-Star Requirements (XX Points)*

- Extremely high standards of cleanliness across all areas. Absolutely no evidence of dust, crumbs, or previous meals on any of the tables.
- Vacuuming and flooring is always exceptionally clean.
- Cutlery, glasses and dishes are perfectly clean to match the luxury atmosphere of the restaurant.
- Tables are always ready and set, awaiting the next customer.

Four-Star Requirements (XX Points)

- Relatively high cleanliness standards, no evidence of previous meals.
- Linens and cutlery are clean and in excellent condition.
- There is evidence of clutter on some tables (wine lists, menus, etc.)

Three-Star Requirements (XX Points)

- Tables are clean in time for meal services.
- Tables are not automatically set and prepared in between meals.
- There is general evidence of cleaning procedures, and general cleanliness.
- No dust or crumbs visible.

Two-Star Requirements (XX Points)

- A few tables are not set or otherwise not prepared in between meals.
- Evidence of dust on few surfaces.
- Glasses, menus and clutter is present on some tables. Somewhat disorganized presentation.

One-Star Requirement (0 Points)

- Dusty, generally untidy presentation.
- There are leftovers from previous meals on tables.
- Cutlery is stained, same as linen. Overall messy presentation and atmosphere.

Item 4.3: Restaurant Personnel Service Orientation Criteria*Five-Star Requirements (XX Points)*

- The restaurant personnel in charge of service are extremely well trained, maintain a bright and helpful attitude, and are extremely reactive to any customer requests.
- Orders are taken quickly, efficiently, and thus offer a high rating of customer satisfaction.
- The restaurant is prepared to handle guests who do not speak Spanish, with menus and staff members versed in English on duty.

Four-Star Requirements (XX Points)

- Personnel are reactive and quick to attend any customer who requires assistance.
- Food handling is efficient and does not have any obvious flaws.
- Staff members are well-versed in the products of their menu, and can accurately recommend dishes and wine selections to accompany food.

Three-Star Requirements (XX Points)

- Personnel can easily recommend food selections, and provide detailed, accurate descriptions of each dish.
- Overall their handling of food is very clean and well-organized.

Two-Star Requirements (XX Points)

- Staff members are quick to react to being called.
- Food handling is fair, and overall training and attitude are both good.
- Personnel does not have a good grasp on how to recommend wine or food selections.

One-Star Requirement (0 Points)

- Restaurant personnel is limited to basic services only.
- Highly non-reactive staff, requires insistence to ensure service.

Item 4.4: Menu Width and Cuisine*Five-Star Requirements (XX Points)*

- The menu is extremely wide, with several selections on a number of categories.
- Cuisine is overall made to suit a particular theme, that is reflected on the restaurant's decor, atmosphere, and even drink selection and furniture.
- The restaurant's cuisine is of extremely high quality, tailoring to a luxurious and exclusive clientele.

Four-Star Requirements (XX Points)

- The menu variety is fairly wide, containing a number of staple dishes as well as various dishes that match the restaurant's theme.
- Foodstuff and dish quality is fairly high. The quality of its dishes can be appreciated at first glance.
- Very high quality on food presentation and dish selection.

Three-Star Requirements (XX Points)

- Restaurant theme is not strictly enforced, and in turn may have various dishes from various different cultures.
- Offers staple dishes with local twists, or alterations that offer an otherwise unique or different experience.

Two-Star Requirements (XX Points)

- Food quality is decent, and maintains a very clean presentation.
- Food availability is limited, yet does not seem hard pressed to suit the customer's needs, given that it presents several different options from among local staples.

One-Star Requirement (0 Points)

- Only the most basic of staple dishes available.
- The restaurant's cuisine is of a very basic quality.
- Does not offer anything beyond a very simple variety of items.