



FARMS

QUALITY CLASSIFICATION MANUAL FOR FARMS

ROYAL COMMISSION FOR ALULA

2022 -2023



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ROYAL COMMISSION FOR ALULA
DMMO EXCELLENCE DEPARTMENT
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VERSION CONTROL

Version Date	Version No.	Responsible for Change	Changes
May 22, 2022	1.0		





DEFINITION AND GRADING PROCESS

For all farms to operate in AlUla with the intent to accommodate or be a designate site for tourists to visit must comply with the General Quality Standards. Furthermore, if the Farm will be used for the purposes of providing accommodation, food & beverage or activities the operator must follow the standards set in the specific aforementioned manuals to ensure proper and accurate classification.

GRADING PROCESS

- (1) **Mandatory Requirements:** All mandatory requirements (M) must be met by the farm. Without full compliance to these points, a classification is not possible at all.
- (2) **Minimum Points:** Even if all mandatory requirement points are achieved in the requested restaurant classification, the restaurant must comply in further optional points to reach a necessary minimum percentage.

CATEGORY	DEFINITION	MINIMUM POINTS
GENERAL	All mandatory requirements must be completed.	69 POINTS
All farms must use the criteria for the general quality classification standards. In addition to that any other optional services providing such as F&B, accommodations or activities must be considered for quality classification and will be used for further inspections. e.g. if the farm operator decides to operate with a café inside the farm, operator must ensure compliance to the standards found in the F&B Manual and specified classification		



GENERAL QUALITY STANDARDS

REQUIREMENTS	NO.	CRITERIA	POINTS	STATUS
GENERAL	1	All licenses & certificates are available and valid (Fire Safety & Life, Hygiene, Administrative documents must be in possession of the manager/landlord)	2	M
	2	Fees are clearly indicated to the customer	2	M
	3	First aid kit must be available	2	M
	4	Farm must have a TripAdvisor & Google Map account that displays accurate location & information	5	M
RESERVATION	5	Phone reservation is possible (dates, prices, number of people, possible associated services)	2	M
	6	Phone reservation is available (without excessive delay in answering the call)	3	M
	7	Reservation online is possible and functioning fluidly (website or mobile application) – <i>Mandatory for accommodations</i>	3	
	8	Confirmation with information is sent (Email or text message) after the reservation	5	M
	9	Online payment is available	3	
	10	The app or website is available in both languages Arabic & English	5	
	11	The website/mobile application provides easy access to accurate pricing information such as: full fare, list of free ticket holders, possible free days, children's prices	2	
	12	The website/mobile application provides a telephone number for individuals to obtain information	2	
	13	A specific contact (email, phone) for the disabled public is provided on the website/mobile application.	5	
	14	The website/mobile application specifies the accepted means of payment such as checks and cards (Visa, American Express, Mastercard)	3	
	15	The website/mobile application gives precise information on the opening hours/visit times	5	
16	Information on welcoming disabled visitors is available	5		
17	The website/mobile application allows visitors to give their opinion: links provided to TripAdvisor & Google Map for evaluation	5		
OUTSIDE	18	The entrance is clean, undamaged and tidy	2	M
	19	The exterior of the establishment is well maintained and visually appealing to customers.	3	M
	20	The exterior of the establishment prevents safety risks for customers.	3	M



REQUIREMENTS	NO.	CRITERIA	POINTS	STATUS
	21	Opening hours and days are clearly displayed outside the site/rendez-vous point as well as contact details	3	M
	22	The venue provides a parking lot that is in good condition and is neat, tidy and free from litter	2	M
	23	Staff is available when visitors arrive	3	
WELCOME	24	The different means of payment accepted are clearly displayed inside: type of cards (Visa, American Express, Mastercard)	2	M
	25	Change is available to give change to the customer	3	M
	26	A receipt is provided	3	M
	27	Wifi is available	5	
	28	Staff in contact with the visitor have a clean and neat appearance and dress, as well as a professional attitude and controlled body language	2	M
	29	The visitor is given the opportunity to leave a comment or is informed of the opportunity to send feedback	5	M
	30	The information communicated and displayed is up-to-date and correctly presented: not handwritten, no traces of tape, no crookedness...	2	
CLEANLINESS	31	Visitors are invited to respect sanitary measures	2	M
	32	Bathrooms are available for visitors with enough numbers depending on the size & capacity of the location	3	M
	33	Cleaning is done at a schedule and frequency to ensure that no dirt or garbage are visible at all times	2	M
	34	Cleaning is done at least twice a day in bathrooms following a daily schedule, frequency must be increased to ensure no dirt, filled up garbage or bad smells emanate in the bathroom	2	M

