A transparent, independent, evidence-based assessment.

The World Tourism & Travel Quality Organization (WTTQ.Org) applies a comprehensive certification methodology to evaluate quality, hospitality excellence, operational standards, guest experience, sustainability, and destination contribution across the global tourism industry.

THE FRAMEWORK

Six core pillars of tourism and hospitality excellence.

All applicants are assessed against six foundational pillars — each defining a critical dimension of quality, responsibility, and guest experience.

Destination

Accessibility, digital presence, destination promotion, visitor information, and contribution to the destination experience.

Hospitality

Guest experience, customer service, food & beverage, gastronomy, staff excellence, service culture, and memorable visitor experiences.

Property Quality

Cleanliness, maintenance, facilities, guest rooms, design, architecture, presentation, and overall quality standards.

Heritage & Local Community

Cultural authenticity, heritage preservation, local engagement, community support, local sourcing, and destination identity.

Safety

Health and hygiene standards, emergency preparedness, security procedures, risk management, and regulatory compliance.

Sustainability

Environmental responsibility, resource management, waste reduction, sustainable purchasing, community impact, and responsible tourism practices.

ASSESSMENT METHODOLOGY

Five stages of independent evaluation.

Each stage builds a complete portrait of operational quality — from application intake through independent audit.

Stage 1 — Application & Registration

Applicants submit their certification application and core business information. The application is reviewed to confirm eligibility and certification scope.

- Certification Application Form
- Business Registration Information
- Property Information
- Contact Details
- Website and Social Media Profiles

Stage 2 — Documentation Review

Applicants submit supporting documentation across eight evidence categories, demonstrating compliance with WTTQ.Org standards.

Business & Legal Compliance

- Business Registration Certificate
- Tourism License
- Accommodation License
- Tax Registration
- Insurance Certificate
- Fire Safety Certification
- Health & Safety Compliance Documentation

Destination & Digital Presence

- Website URL
- Social Media Profiles
- Online Booking Links
- Destination Marketing Materials
- Digital Presence Screenshots

Hospitality & Guest Experience

- Guest Service Standards Manual
- Customer Service Policy
- Complaint Management Procedures
- Guest Satisfaction Reports
- Staff Training Records

- Service Recovery Procedures

Property Quality

- Housekeeping Standards
- Maintenance Procedures
- Preventive Maintenance Schedules
- Inspection Records
- Property Photography

Food & Beverage (where applicable)

- Food Safety Certification
- HACCP Documentation
- Kitchen Inspection Reports
- Menus
- Supplier Information
- Culinary Awards or Recognition

Heritage & Local Community

- Community Engagement Programs
- Local Supplier Policies
- Heritage Preservation Initiatives
- Cultural Experience Programs
- Local Partnership Documentation

Safety

- Health & Safety Policy
- Emergency Response Plan
- Crisis Management Procedures
- Security Procedures
- Risk Assessment Reports
- First Aid Procedures

Sustainability

- Sustainability Policy
- Environmental Management Plan
- Energy Management Program
- Water Conservation Measures
- Waste Management Procedures
- Sustainability Performance Reports

Stage 3 — Excellence Questionnaire

Applicants complete the WTTQ.Org Global Tourism & Hospitality Excellence Certification Questionnaire. The assessment consists of 120 evaluation criteria covering:

- Destination
- Hospitality
- Property Quality
- Heritage & Local Community
- Safety
- Sustainability

Each criterion is scored using a standardized evaluation scale.

Scoring Scale

Score	Rating
0	Not Available / Non-Compliant
1	Poor
2	Basic
3	Good
4	Very Good
5	Excellent / Best Practice

Stage 4 — Evidence Verification

WTTQ.Org reviewers verify the submitted information. Additional information may be requested during the review process.

- Documentation review
- Website review
- Social media review
- Guest review analysis
- Supporting evidence verification
- Interviews where required

Stage 5 — Independent Audit

Depending on certification level and property type, WTTQ.Org may conduct one or more audit formats. Gold candidates may face additional verification.

Remote Audit

Verification through virtual review and documentation assessment.

Virtual Inspection

Video-based property inspection and management interview.

On-Site Audit

Physical inspection conducted by an approved WTTQ.Org assessor.

- Mystery Guest assessment — an incognito visit by a trained WTTQ.Org evaluator who experiences the property as a regular guest to verify real-world service quality, hospitality, and operational consistency.

CERTIFICATION LEVELS

Three tiers. One global standard.

CERTIFIED QUALITY

Bronze

Score Range: 70 – 79

Recognizes organizations that consistently meet established quality standards and provide a reliable, safe, and professional visitor experience.

CERTIFIED EXCELLENCE

Silver

Score Range: 80 – 89

Recognizes organizations that exceed standard expectations and demonstrate excellence across service delivery, guest satisfaction, hospitality, and operational performance.

CERTIFIED WORLD-CLASS EXCELLENCE

Gold

Score Range: 90 – 100

Recognizes organizations that achieve exceptional performance across all certification pillars and serve as benchmarks of excellence within the tourism and hospitality industry. Additional Gold requirements may apply.

Gold Certification — Additional Requirements

Properties seeking Gold Certification must demonstrate exceptional performance across all assessment categories. Gold is reserved for organizations demonstrating world-class tourism and hospitality excellence.

- Excellence Portfolio
- Management Presentation
- Community Impact Evidence
- Sustainability Performance Evidence
- Awards and Recognition
- Professional Photography
- Additional Interviews
- Independent Verification

CERTIFICATION VALIDITY

Maintained, monitored, and renewed.

WTTQ.Org Certification is valid for a defined certification period and may be subject to:

- Periodic review
- Reassessment
- Ongoing compliance monitoring
- Renewal audits

Certified organizations are expected to maintain standards throughout the certification period.

OUR COMMITMENT

Quality, excellence, and responsible tourism.

WTTQ.Org is committed to maintaining a transparent, independent, and evidence-based certification process that promotes quality, excellence, sustainability, cultural authenticity, and responsible tourism development worldwide. Our methodology gives travelers, tourism professionals, tourism boards, and industry stakeholders confidence that certified organizations have been assessed against internationally benchmarked standards.

WTTQ.org
Advancing Quality, Excellence, and Responsible Tourism Worldwide.