

QUALITY MANUAL

TOURISM QUALITY SEAL - USERA CHINATOWN OF MADRID



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PRESENTATION

Usera´s Chinatown is one of the areas with the highest concentration of the Chinese community in Spain. This is precisely why the district possesses a **distinctive and singular character** that sets it apart from other zones of Madrid, enriched by the vibrant colors summed up by the different shops, restaurants, and festivities. Through the passage of the recent years, this unique identity has blended with an emerging and dynamic cultural scene, particularly in the field of contemporary art alongside a range of various points of interest in various typologies, offering visitor experiences that range from sport, to entertainment, and architecture.

This positioning of the district of Usera and its Chinatown as a tourist attraction within the city of Madrid has the potential to foster the creation of a **new tourist hub in the capital**. This could lead to the decentralization of tourist activity, diversifying the range of activities available to visitors and tourists.

To achieve this objective, it is essential to ensure that the district´s tourism offer meets appropriate **quality standards** capable of guaranteeing visitor satisfaction. For this reason, the City Council of Madrid and the Usera District propose the creation, implementation, and promotion of the Usera – Chinatown of Madrid Tourism Quality Seal.

This project is being promoted with the aim of recognizing, assessing, and enhancing the quality of the district´s business, strengthening its multicultural identity, and fostering competitive, inclusive, and sustainable tourism. The project is framed in the **Destination Tourism Sustainability Plan (PSTD**, which stands for its Spanish acronym), developed through a clear methodology, verifiable indicators, and a structured sequence of phases designed to maximize efficiency.

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WHAT IS THE USERA - CHINATOWN TOURISM QUALITY SEAL?

The Usera – Chinatown of Madrid Tourism Quality Seal is an **official recognition** granted by the City Council of Madrid, through the Usera District. It certifies that an establishment meets a series of verifiable tourism quality standards aligned with four fundamental pillars:

- Quality of service
- Customer satisfaction
- Accessibility
- Sustainability

This seal constitutes a practical and comprehensive for **continuous improvement**. It is designed to elevate the quality level of the district´s business fabric through a shared and common standard, while reinforcing its identity as a distinctive, multicultural, and appealing tourist destination. At the same time, it strengthens the identity of Madrid´s Chinatown while improving the satisfaction of both the residents and visitors. It is obtained after completing the following process:

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Diagnosis → Training → Individualized technical assistance → Implementation of verified improvements → External evaluation

It is valid for one year, and its maintenance requires consolidating the progress made and maintaining quality standards. All this work culminates in a seal for the establishment. In essence, the seal certifies that the establishment has demonstrated a **genuine commitment** to the improvement, the multicultural engagement, a service professionalization, and a territorial sustainability.

2.1. BENEFITS OF PARTICIPATION

- ✓ **Enhanced overall service quality.** Businesses receive tailored support that enables them to better organize their processes, strengthen customer service, and improve the presentation, accessibility, and sustainability of their premises.
- ✓ **Increased customer satisfaction and online reputation.** The methodology incorporates tools for collecting feedback (through the use of QR codes and surveys), managing reviews, and optimizing the overall experience. This has a direct impact on Google ratings, recommendations, this will make customers come back.
- ✓ **Free training and personalized technical support.** Includes group training sessions, individual on-site visits, expert guidance, and continuous assistance from technical specialists throughout the process.
- ✓ **A tailored Individual Improvement Plan.** Each establishment receives a customized plan outlining specific actions, deadlines, responsible parties, and the evidence required for evaluation.
- ✓ **Enhanced tourist appeal of both the neighborhood and the establishment.** This distinction forms part of a broader strategy, aimed at providing Usera's Chinatown with a distinct tourism identity, while professionalizing the sector through consistent standards. This can help consolidate satisfaction among both tourists and residents, improving its image and attractiveness.
- ✓ **Improved competitiveness.** Establishments that complete the implementation of a quality certification process typically experience in the medium term, improvements in internal processes, increased efficiency, greater organizational clarity, and reduction in customer complaints and incidents.
- ✓ **Greater business visibility.** All recognized establishments will have a trilingual public profile that will include photographs, descriptions, services, accessibility information, and highlighted best practices. An increase in visibility will be enhanced through social media, communication campaigns, events, and promotional materials.
- ✓ **Use of the Usera- Chinatown of Madrid Tourism Quality Distinction seal.** It will allow establishments to clearly communicate their commitment to quality, the implementation of good practices, and reliability to both residents and visitors.

2.2. GUIDING PRINCIPLES OF THE USERA – CHINATOWN TOURISM QUALITY DISTINCTION

The distinction is based on **five guiding principles**, which constitute the methodological and philosophical pillars of the program:

1. **Continuous improvement and professionalization.** The distinction is conceived as a progressive process that includes diagnosis, training, improvement, and evaluation, enabling the ongoing enhancement of each establishment's quality standards.

2. **Cultural diversity and inclusion.** Usera's Chinatown is a multicultural environment; accordingly, the distinction promotes respect for diversity, multilingual communication, and intercultural understanding.

3. **Universal accessibility,** encompassing not only physical access but also communicative and sensory accessibility. The district must be a place where anyone can enter, move freely, understand information, and receive appropriate service.

4. **Environmental, economic, and social sustainability.** This entails reducing waste, using resources responsibly, supporting local products, and promoting socially and community-oriented practices.

5. **Transparency, evidence, and traceability.** The program ensures that every improvement is substantiated and justified; therefore, each phase is documented and recorded through self-assessment checklists, attendance records, Individual Improvement Plans, and other support materials.

2.3. SCOPE OF THE DISTINCTION

The quality distinction is aimed at all **establishments and businesses** located in the neighborhoods of Almendrales, Moscardó, and Pradolongo, within the **Usera district**, particularly those situated along the main thoroughfares that make up Usera's Chinatown.

To participate in the program, establishments must carry out activities related to tourism or of interest to visitors to the district. Furthermore, they must fall within one of the following categories:

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- Travel agencies
- Accommodation providers
- Bars and cafés
- Specialized retail shops
- Art galleries
- Bakeries and pastry shops
- Cocktail bars and nightlife venues
- Specialized bakeries
- Restaurants
- Takeaway establishments
- Others



3

PURPOSE OF THE MANUAL

The Usera – Chinatown of Madrid Quality Distinction Manual is the **core document** that structures, guides, and ensures consistency throughout the continuous improvement process for participating establishments. Its purpose is to provide a shared, practical, and verifiable framework that enhances the quality of tourism services in the district, ensures satisfactory visitor experience, and consolidates a distinctive identity grounded in multiculturalism, accessibility, and sustainability.

This manual serves as the **primary reference tool** for all program stakeholders (establishments, technical teams, evaluators, and local authorities). It clearly defines what is meant by tourism quality within the context of Usera’s Chinatown, how it is measured, how it is improved, and how compliance with established standards is demonstrated.

Its function is not merely informative: the manual is designed as an **operational instrument**, that is, a document intended to be actively used, consulted, and updated throughout the entire process.

3.1. WHAT IS THIS MANUAL FOR?

El manual cumple **cuatro funciones** básicas:

- 1 **To establish the quality standards of the distinction.** It defines the minimum and recommended requirements that an establishment must meet across the project’s four methodological pillars: Service Quality, Customer Satisfaction, Accessibility, and Sustainability, as well as the fundamental area of Food Safety and hygienic food handling. These standards are presented in a clear and practical manner so that any establishment—regardless of size, sector, or language—can understand and apply them.

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- 2 To explain how quality is measured.** The Manual translates the technical project indicators into user-friendly tools such as evaluation/self-assessment checklists, incident recording templates, satisfaction forms, acceptable audit evidence, and criteria for the final score out of 100. In this way, establishments understand what is being assessed, why, and how.
- 3 To guide continuous improvement.** The Manual not only identifies what must be achieved but also provides a range of supporting tools, including examples, best practices, quick-reference guides, and Individual Improvement Plans, enabling businesses to progress step by step without requiring prior technical knowledge.
- 4 To ensure consistent tourist experience across the neighborhood.** All establishments follow the same criteria and evidence requirements, ensuring that visitors receive professional service, encounter welcoming, accessible, and well-organized spaces, recognize sustainable practices, and perceive the area's multicultural identity. This strengthens the tourism identity of Usera's Chinatown and contributes to the destination's positioning.

3.2. KEY FEATURES OF THE MANUAL

This manual is designed, first and foremost, to be **simple and practical**, with each section explaining what is necessary to apply the criteria without technical jargon, supported by examples and ready-to-use tools. Furthermore, it is **multicultural and inclusive**, reflecting the reality of Usera's Chinatown and facilitating its application by businesses operating in different languages and cultural contexts.

Although it is particularly tailored to small establishments with limited staff or resources, the methodology is equally applicable to **businesses of any size**, making it broadly useful across the sector.

Finally, the manual is **fully aligned with training, technical assistance, and evaluation**. It defines the different phases of the program, outlines the tools designed to support participants throughout the process, and transparently explains what will be assessed in Phase 4 and how the final score is calculated.

3.3. HOW TO USE THIS MANUAL

The manual should be used as a **roadmap**, not merely as an informative document. The most effective way to use it is as follows:

- 1. Before joining the program.** The establishment reviews the Explanatory Manual and the main sections of this Manual to understand what participation entails, the benefits involved, and the expected standards.

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2. **During training sessions.** The manual serves as a guide to understanding each pillar, applying practical examples through its tools and guides, identifying areas for improvement, and beginning to define actions for the Individual Improvement Plan.
3. **During technical assistance.** This is the phase in which the manual becomes most valuable. It references the various tools used during technical support, as well as the development and implementation of the Individual Improvement Plan, effectively acting as a guiding document throughout this stage.
4. **As a day-to-day working document.** Through the tools described in the manual, participants can work independently by carrying out self-assessments, using record templates, implementing sustainable best practices, or reviewing accessibility checklists on a regular basis.
5. **To prepare for the final evaluation.** Establishments can use the manual to ensure compliance with the indicators for each pillar, prepare their premises for assessment, and estimate their final score.
6. **After obtaining the distinction.** The manual supports the maintenance of established standards, the updating of implemented best practices, and progression towards higher levels of recognition.

In summary, this manual is both a **reference guide and a practical working tool** aimed at facilitating the professionalization of the tourism sector in Usera's Chinatown. It supports establishments throughout a realistic and progressive process, enabling participants to:

- Understand what tourism quality means in the context of Usera's Chinatown.
- Improve gradually based on structured mechanisms.
- Achieve and maintain standards that enhance the visitor experience.
- Receive public recognition for their efforts.

This Manual is designed to be a living, practical, and accessible tool, and to serve as the methodological cornerstone of the Usera – Chinatown Tourism Quality Distinction.



4

STRUCTURE AND OPERATION OF THE PROGRAM

4.1. METHODOLOGICAL APPROACH OF THE PROJECT

The Usera – Chinatown of Madrid Tourism Quality Distinction is based on a **comprehensive, progressive, and verifiable methodology** designed to support establishments in a process of continuous improvement, regardless of their size, sector, or level of maturity. This approach is built upon **five fundamental** pillars:

- 1. Continuous improvement cycle.** The program follows a structured process in which each establishment undergoes diagnosis, awareness-raising, training, technical support, evaluation, and recognition. This ensures gradual and realistic progress.
- 2. Evidence-based methodology.** All improvements must be observable and recordable through tools such as record templates, satisfaction surveys, accessibility checks, sustainability actions, and documented improvements within the Individual Plan. The program includes internal tools that guarantee fully traceability.
- 3. Personalized technical support.** Each establishment receives individual technical assistance and training sessions, allowing the methodology and standards to be adapted to its specific context.
- 4. Multicultural inclusion and universal accessibility.** Given the multicultural nature of Usera's Chinatown, the methodology prioritizes multilingual communication (Spanish and Chinese and/or English), inclusive service, and the removal of language barriers.
- 5. Alignment with the district's tourism strategy.** The distinction contributes to consolidating Usera's Chinatown as an organized, accessible, sustainable, and high-quality tourist destination, in line with the technical project.

4.2 IMPLEMENTATION PHASES

The program is structured into **five consecutive phases**, each with specific objectives, activities, and deliverables:

PHASE 1. INITIAL DIAGNOSIS

The aim of this phase is to **identify the local business landscape**, assess the initial level of quality through visits and interviews, and determine the district's starting point across the four methodological pillars.

What activities are organized?

The technical team conducts on-site visits and structured interviews to gather information on business activity, service quality, customer satisfaction, accessibility, sustainability, motivation to participate, and any potential language barriers.

Establishments are required to attend the visit (not prior preparation needed), answer simple questions, learn about the program and its benefits, and express their level of interest.

A preliminary overview of strengths and areas for improvement, enabling the development of a Quality Map for Usera's Chinatown.

PHASE 2. AWARENESS AND ENROLMENT

This phase aims to inform establishments about the program, resolve doubts, build trust within the local business community, and formally collect enrolments.

What activities are organized?

The technical team organizes free information sessions, provides the explanatory manual, clarifies requirements, timelines, benefits, and materials, and manages the enrolment protocols.

Establishments that participate will attend sessions, review the information, raise questions, and, if interested, complete and submit the enrolment documentation.

Formal confirmation of participation and definition of the group of participating establishments.

PHASE 3. TRAINING AND TECHNICAL ASSISTANCE

This phase aims to **train establishments in the standards of the distinction, provide individualized support during implementation**, and develop each establishment's Individual Improvement Plan.

What activities are organized?

The technical team delivers training sessions covering the methodological pillars (service quality, customer satisfaction, accessibility, and sustainability), using both theoretical and participatory approaches. In parallel, individual advisory visits are conducted to assess compliance, identify priority areas, and develop Improvement Plans.

Establishments must attend training sessions, collaborate during advisory visits, and implement agreed improvements with the support of the technical team.

By the end of this phase, participating businesses will have received basic training on the key areas, will have defined and implemented an Individual Improvement Plan based on the areas for improvement identified in the self-assessment, and will be ready to complete the program's final evaluation.

PHASE 4. EVALUATION AND AWARDING OF THE DISTINCTION

The objective of this phase is to **objectively assess establishments' compliance** with the indicators, verify evidence of implemented improvements, and determine the level of distinction achieved.

What activities are organized?

Assessors visit the establishments on the agreed-upon date to review their level of compliance with the standard. During the visit, they review checklists, signage, access points, cleanliness and presentation, records, and evidence of the implementation of the Improvement Plan; if necessary, they will take photographs as evidence. Once the evaluation is complete and all necessary information has been gathered, the evaluator prepares the Evaluation Report, which details the results of the evaluation, the level of distinction, the strengths, and the areas for improvement of the evaluated business.

For their part, the establishments commit to receiving and accompanying the evaluator throughout the process, providing access to all printed and digital materials requested, addressing any questions raised, and demonstrating the improvements implemented during Phase 3.

As a result of this phase, participating businesses receive a personalized Evaluation Report that details their level of compliance with the defined methodological indicators, as well as their strengths and weaknesses and the level of distinction achieved.

FASE 5. Promotion and final evaluation

This phase aims to **increase visibility for distinguished establishments**, strengthen the tourism identity of Usera’s Chinatown, and assess the program’s overall impact.

What activities are organized?

During this phase, the public award ceremony is organized and held, during which the seal is presented to all establishments that have completed the process and passed the final evaluation. In addition, an information sheet for each establishment is created on the program’s website, and all recipients are included in communication and promotional activities.

Establishments need only attend the award ceremony, collect the seal, and display it in a visible location within their business. They will also collaborate with local authorities as needed to ensure the results of the program are properly disseminated. Finally, the establishments commit to maintaining the improvements implemented, as well as their level of compliance with the methodology’s standards.

In this way, by the end of Phase 5, the establishments will have greater visibility, a better reputation, and increased trust from customers and users, and will be more attractive to tourists and residents.

4.3. SCORING SYSTEM

The evaluation system for the Usera-Chinatown Tourism Quality Seal is based on a simple, **objective structure that is fully consistent** with the 25-point checklists designed for the program. The goal is to ensure that any establishment can clearly understand how its score is calculated, what is expected of it, and what level of distinction it can achieve.

The evaluation is structured around **four thematic categories, each with a maximum weight of 25 points**, resulting in a **final score out of 100 points**:

- Service quality – 25 points.
- Customer satisfaction – 25 points.
- Accessibility – 25 points.
- Sustainability – 25 points.

Each pillar is assessed through an evaluation and an auto evaluation checklist item scored on a 0–2 scale:

- 0 points:** Not compliant
- 1 point:** Partially compliant
- 2 points:** Fully compliant

The sum of all items results in a score ranging from **0 to 25 points per pillar**. This 25-point format for each pillar ensures symmetry across the four areas of the certification, makes it easy for establishments to understand, simplifies the calculation of the final score without complex weightings, and aligns with a **global scoring system ranging from 0 to 100 points**.

HOW IS THE FINAL SCORE CALCULATED

The final score is the direct sum of the four pillars:

Final score = Service Quality (0-25) + Customer Satisfaction (0-25) + Accessibility (0-25) + Sustainability (0-25)

Example:

- *Service quality: 18 of 25 points*
- *Client satisfaction: 20 of 25 points*
- *Accessibility: 15 of 25 points*
- *Sustainability: 17 of 25 points*

Final score = 18 + 20 + 15 + 17 = 70 of 100 total points

This easy-to-understand scoring system allows businesses to immediately see their current standing, identify areas that need improvement, and plan their improvement initiatives.

EVIDENCE REQUIRED TO VALIDATE THE SCORE

Checklist results are only considered valid if supported by **observable or documented evidence**, such as:

- Customer service protocols.
- Training attendance records.
- Complaint and suggestion forms.

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- Satisfaction surveys.
- Incident logs.
- Review monitoring records.
- Multilingual information.
- Signage and universal communication tools.
- Consumption records.
- Supplier invoices (local source).
- Evidence of sustainable practices.
- Photographs.
- Documentation linked to Improvement Plans.
- Direct observation by the evaluator.

Establishments **must have this evidence** of compliance with the various indicators available at the time of the **evaluation** and must provide the evaluator with access to it. This approach is consistent with the program's principle of traceability; every assessment must be verifiable.

4.4. LEVELS OF DISTINCTION

Based on the final score (0-100), establishments are classified into **three levels of recognition** defined by the methodology of the distinctive:

PARTICIPANT LEVEL. 40 TO 59 POINTS

Recognizes establishments that:

- Has completed the adherence process.
- Has participated in training and technical assistance.
- Has implemented some initial improvements.
- They meet a minimum number of indicators from the checklists.



This level recognizes commitment and starts of the process, key for those establishments that start from more vulnerable situations or that require gradual changes.

Interpretation: The establishment is currently in the process of implementing improvements. It is taking the right steps, but it does not yet sufficiently meet the standards required to receive a higher level of distinction.

DISTINGUISHED LEVEL . 60 TO 84 POINTS

Recognizes establishments that:

- They meet most of the items on the checklist.
- Has implemented visible improvement in one or more pillars.
- They demonstrate an adequate level of service, customer satisfaction, accessibility and sustainability.
- They have responded appropriately to suggestions in the improvement plan.



This is the level that sets the **quality standard expected** by the seal.

Interpretation: The establishment offers a satisfying, highly rated, and consistent experience. It meets the standards of the certification and demonstrates a commitment to the district's tourism quality.

EXCELLENT LEVEL. 85 TO 100 POINTS

Recognizes establishments that:

- Easily exceed the minimum standards.
- They demonstrate exemplary, replicable, and visible improvements.
- They excel in several areas.
- They maintain a consistent digital presence and a proactive relationship with their clients.
- They serve as a benchmark within the neighborhood.



This level of recognition is intended for establishments that **have already fully adopted the vast majority of the proposed indicators**, which constitute basic operational standards.

Interpretation: The establishment is a benchmark for tourism quality within Usera's Chinatown. It not only complies, but also promotes good practices, adding value to the destination.

4.5. VALIDITY PERIOD OF THE DISTINCTION

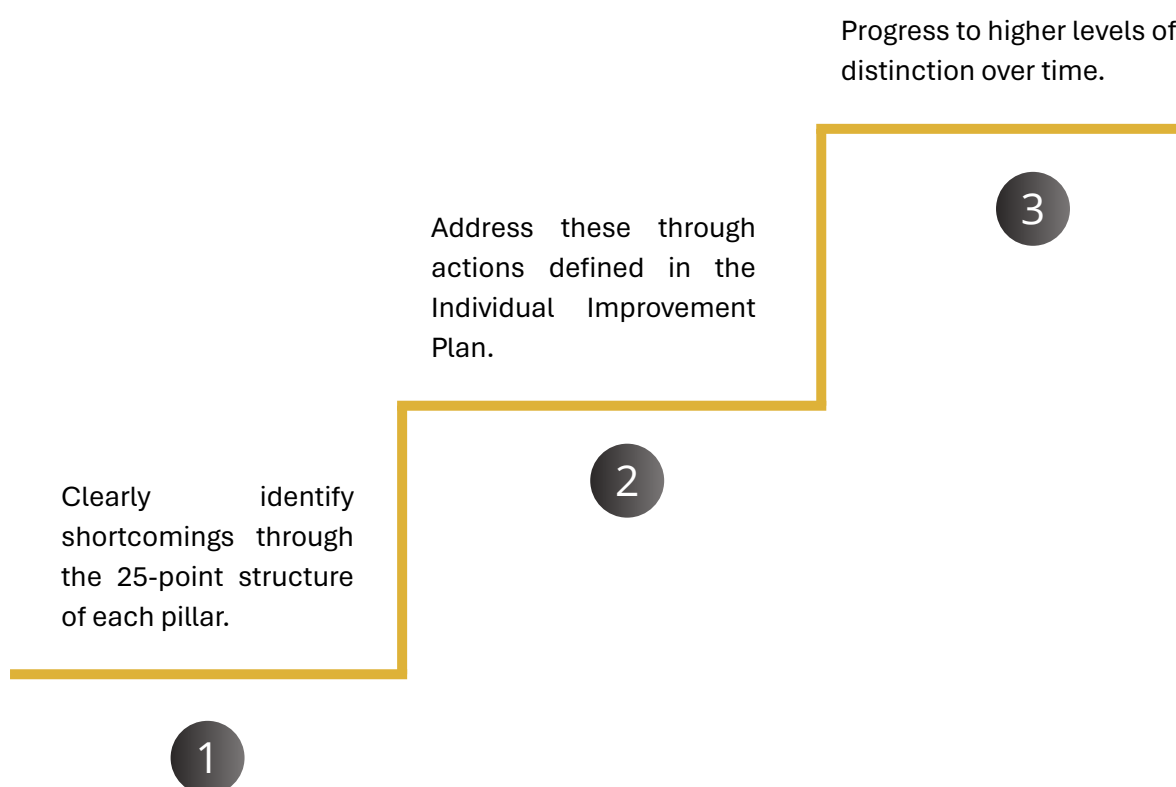
The distinction is **valid for one year** from the date of issuance. At the end of this validity period, the distinguished establishments must undergo a new evaluation, during which their level of compliance with the established methodological criteria will be reviewed once again.

This **new evaluation** follows the same process established for the initial certification evaluation and determines (based on the score obtained) whether the establishment moves up to a higher level or, conversely, is downgraded.

Therefore, it is recommended that certified establishments take full advantage of all the tools acquired during the training and advisory process to identify their strengths and weaknesses and **continue to implement improvements independently**.

4.6. RELATIONSHIP BETWEEN CHECKLISTS, IMPROVEMENT PLANS, AND DISTINCTION LEVELS

The scoring system outlined in the methodology for the Chinatown Usera Quality Seal is designed to ensure that the establishment:



5 PILLARS AND INDICATORS

For each pillar, you will find different objectives, indicators, accepted evidence for evaluation, and supporting tools for the establishments designed to assist in implementing the distinction.

5.1. SERVICE QUALITY

This pillar evaluates the quality of the service offered by the establishment, understood as the combination of customer service, staff professionalism, hygiene, presentation, and organization of space.



Objective: To ensure friendly and effective service, clean and organized spaces, and informed staff willing to improve participating establishments.

CS. CUSTOMER SERVICE AND INTERACTION

- **CS1.1 Appropriate greeting and welcome.** It is observed whether staff offer a friendly initial greeting, eye contact, and basic availability when a customer enters. It evaluates the first impression key to the visitor's perception of quality.
- **CS1.2 Clear, respectful and understandable communication.** Staff express themselves clearly, avoid abrupt or disengaged tones, and show cultural respect. It also considers whether they adapt language when detecting language barriers (for example, use of gestures or key words in another language).
- **CS1.3 Ability to explain products or services.** Staff demonstrate sufficient knowledge of what the establishment offers: prices, opening hours, ingredients, service operation, promotions, allergies, etc. It evaluates product knowledge and the ability to convey confidence to the visitor.
- **CS1.4 Basic resolution of doubts and problems.** It analyses whether staff can respond to simple questions, manage minor incidents, and seek solutions without generating conflict. It shows a proactive attitude and service orientation.
- **CS1.5 General service attitude.** Willingness to help, friendliness, patience, and reaction to busy moments or difficult customers.

HP. HYGIENE AND PRESENTATION

- **HP1.1 Visible general cleanliness.** State of cleanliness of floors, counters, tables, machinery, display cases, and surfaces. Odors, visible stains, and presence of waste are assessed.
- **HP1.2 Order and absence of obstacles.** Clear spaces, safe circulation routes, well-arranged products, absence of boxes, clutter, or elements invading transit areas. Evaluates internal organization and sensitivity to the visitor experience.
- **HP1.3 Presentation of the product or service.** In food or retail businesses: attractive presentation, clear and consistent labelling, organized products. In services: orderly environment and materials ready for use. Evaluates visual coherence and professionalism.
- **HP1.4 Basic maintenance of the establishment.** Reviews the condition of lighting, signage, paintwork, furniture, machinery, and signs. Evaluates whether there are broken, deteriorated, or poorly fixed elements affecting safety or image.

PR. PROFESIONALIZATION AND TRAINING

- **PR1.1 Existence of internal service guidelines.** The establishment has some form of protocol (oral or written) regarding customer service, internal rules, staff roles, response to complaints, etc. Formality is not required, but consistency is.
- **PR1.2 Staff awareness of the project.** Staff demonstrate knowledge of the distinction and that the business participates in it.
- **PR1.3 Prior training or verifiable experience.** Assesses whether staff have proven experience in customer service or have received basic internal or external training. Formal certificates are not required, but evidence is (for example: manager instructions, internal manual, etc.).
- **PR1.4 Commitment to training within the Usera-Chinatown project.** Evaluates openness and willingness of staff to receive future training in quality, accessibility, intercultural service, sustainability, etc.

Supporting tools

- ✓ Internal Customer Service Manual
- ✓ Internal Hygiene and Presentation Manual
- ✓ Uniformity Criteria
- ✓ Complaints and Suggestions Form
- ✓ Service Quality Self-Assessment Checklist

5.2. CUSTOMER SATISFACTION

This pillar evaluates **how customers perceive the experience** offered by the establishment, as well as the business's ability to listen, manage, and improve based on the opinions received.



Objective: To listen to the customer's voice, manage feedback, and turn it into visible improvements.

FC. SYSTEMATIC COLLECTION OF FEEDBACK

- **FC1.1 Existence of a method for collecting feedback.** The establishment has a visible tool (QR survey, paper form, digital system). The actual existence is assessed, not the number of responses.
- **FC1.2 Availability of the form for customers.** The mechanism is accessible in a visible place, shown by staff, or integrated into the experience (QR on tables, posters, tickets, counters...).
- **FC1.3 Recording and storage of feedback.** The business reviews, stores, and organizes the comments received. It may be digital or physical. Order and traceability are assessed.
- **FC1.4 Frequency of review.** The establishment reviews feedback periodically (weekly, biweekly, or monthly), depending on business size. Evidence: records, screenshots, or internal notes.

RM. MANAGEMENT AND RESPONSE TO OPINIONS AND REVIEWS

- **RM1.1 Regular review of reviews on external platforms.** The establishment regularly checks Google Maps, TripAdvisor, or social media. Even without its own profile, it must monitor what appears.

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- **RM1.2 Constructive response to criticism.** Evidence of polite responses, thanks, explanations, or apologies when necessary. A professional tone is valued.
- **RM1.3 Use of feedback for improvement.** The establishment identifies recurring issues and implements small improvements (changes in hours, service, products...).
- **RM1.4 Active promotion of positive feedback.** It is observed whether the establishment displays positive reviews visibly or publicly thanks to customer participation.

DP. DIGITAL PRESENCE, CLEAR INFORMATION, AND CUSTOMER PERCEPTION

- **DP1.1 Adequate minimum digital presence.** The establishment has sufficient online visibility (Google, social media, website, or updated profiles on platforms such as TripAdvisor, The Fork, etc.). A website is not required.
- **DP1.2 Clear information available online.** Digital channels contain accurate information about opening hours, location, services, and prices (where applicable). Evaluates reliability for visitors.
- **DP1.3 Positive overall rating.** Average reviews are ≥ 3.5 or show an upward trend. Businesses with few reviews are not penalized; proportion and general tone are assessed.
- **DP1.4 Basic level of recommendation (simplified NPS).** Measures of whether customers would recommend the establishment. In self-assessment, calculation is not required; general balance is sufficient.
- **DP1.5 Perceived quality according to the evaluator.** Qualitative observation based on the evaluator's experience as a typical customer.

Supporting tools

- ✓ Internal Customer Satisfaction Manual
- ✓ Satisfaction Survey
- ✓ Complaints and Suggestions Form
- ✓ Incident Log
- ✓ Customer Satisfaction Self-Assessment Checklist

5.3. ACCESSIBILITY

This pillar evaluates **whether the establishment is easy to use, understand, and move through** for any person, regardless of their capabilities or language.



Objective: To resolve any type of barrier to access and enjoyment of the establishment in a simple and practical way.

PA. PHYSICAL ACCES TO THE ESTABLISHMENT

- **PA1.1 Accessible entrance.** The entrance door allows access for people with reduced mobility: easy opening, absence of steps or availability of a ramp.
- **PA1.2 Adequate passage width.** Entrances and corridors allow access for strollers or wheelchairs (reasonably wide passage; exact measurement not required).
- **PA1.3 Level differences minimized or resolved.** If there are steps, solutions exist: portable ramps, support, accessible alternatives, or visible assistance.
- **PA1.4 Obstacle-free internal circulation.** The space allows movement without colliding with objects: clear corridors, well-arranged furniture, accessible waiting area.
- **PA1.5 Sufficient lighting in access and circulation areas.** Adequate lighting to allow safe movement and reading of signs.

SC. Signage, visual information, and multilingual communication

- **SC1.1 Basic visible information.** Opening hours, prices, rules, or menus are visible and placed at an accessible height and location.

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- **SC1.2 Use of universal iconography.** Use of pictograms or intuitive symbols to identify toilets, entrance, payment, etc.
- **SC1.3 Information available in several languages.** At least two visible languages (Spanish and Chinese or English). Full translation is not required, but minimum understanding is.
- **SC1.4 Basic ability to provide service in another language.** Staff can provide basic services in another language or have translated materials that facilitate communication.

AS. ADAPTED SERVICES AND SUPPORT ELEMENTS

- **AS1.1 Accessible bathroom or adapted area.** Bathroom with sufficient space, support bars or, if there is no bathroom, a designated area adaptable for people with reduced mobility.
- **AS1.2 Suitable furniture.** Tables, chairs, and counters at an appropriate or accessible height; existence of alternatives if fixed furniture does not allow it.
- **AS1.3 Visual contrast and good visibility.** Good illumination, differentiated colors between floor/furniture, readable signage, reduction of reflections.
- **AS1.4 Additional facilities.** Elements that facilitate autonomy: simple tactile signage, large menus, enlarged text, or visual supports.

Supporting tools

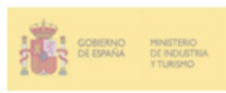
- ✓ Internal Accessibility Manual
- ✓ Operational accessibility checklists
- ✓ Accessibility incident log
- ✓ Accessibility self-assessment checklist

5.4. SUSTAINABILITY

This pillar evaluates **whether the establishment acts responsibly with its environment**, properly managing its resources and promoting environmental and social sustainable practices.



Objective: To reduce environmental impacts, optimize resources, and strengthen the link with local commerce.



WM. WASTE MANAGEMENT AND RECYCLING

- **WM1.1 Basic waste separation.** The establishment separates at least two fractions (organic/recyclable). Differentiated containers or separate bags are observed.
- **WM1.2 Availability of identified containers.** Clearly labelled bins (color, sticker, icon) that facilitate correct waste separation by staff.
- **WM1.3 Proper management of recyclable waste.** Glasses, paper/cardboard, or packaging are disposed of in municipal containers or recycling points.
- **WM1.4 Order and cleanliness in the waste area.** The area where waste is stored is clean, without spills, and organized.
- **WM1.5 Reduction of disposable waste.** Practices to reduce single-use plastics, packaging, or disposable consumables are observed.

EC. Efficient consumption of energy and water

- **EC1.1 Use of efficient lighting (LED or others).** Partial or total replacement with low-consumption lighting. Full renovation is not required, but clear evidence is.
- **EC1.2 Control of climate control use.** Reasonable temperatures, moderate use of air conditioning/heating, doors not permanently open in extreme seasons.
- **EC1.3 Basic water-saving measures.** Automatic taps, reduced flow, leak checks, signage for responsible use, or similar measures.
- **EC1.4 Switching off unused equipment.** Verification that non-essential electrical equipment is turned off outside operating hours or when not in use.

RP. Responsible purchasing and support for local products

- **RP1.1 Partial use of local suppliers.** At least a verifiable part of purchases comes from suppliers in the district or nearby. Delivery notes or direct indication from the business are accepted.

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- **RP1.2 Preference for sustainable or reusable products.** Selection of recycled, biodegradable, or durable materials (bags, packaging, promotional materials...).
- **RP1.3 Visible promotion of local products.** The establishment highlights local or sustainable elements (posters, recommendations, featured products, cultural narratives).
- **RP1.4 Participation in community or environmental initiatives.** The establishment participates in neighborhood activities, municipal campaigns, associations, or collaborative actions linked to sustainability.

Supporting tools

- ✓ Internal Sustainability Manual
- ✓ Consumption Record Template
- ✓ Sustainability Best Practices Guide
- ✓ Sustainability Self-Assessment Checklist

5.5. MANDATORY AREA: FOOD SAFETY AND HYGIENIC HANDLING OF FOOD

This area applies only to **bars, cafés, restaurants, and other establishments that sell prepared food** and it is mandatory in order to obtain the distinction.

It evaluates whether establishments that handle or serve food do so under **minimum conditions of hygiene, organization, and protection**, in order to ensure the customer experience and reduce basic food risks. This area does not replace official health regulations or inspections but verifies that the establishment meets minimum observable standards.



Objective: To guarantee compliance with practices that ensure proper food handling and the safety of all users of the establishment.

- **FS1.1 Protection of exposed food.** Food stored in display cases, tapas, counters, or tables is protected against contamination (covers, display cases, film, domes). No uncovered food is exposed to the environment.

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- **FS1.2 Proper separation between raw and ready-to-eat foods.** In bars or visible areas, there is no mixing of raw (meat, fish) and prepared foods. Prevents cross-contamination.
- **FS1.3 Clean and disinfected work surfaces.** Counters, worktables, and food handling areas are clean, without preparation residues, oils, or visible dirt.
- **FS1.4 Clean and properly stored utensils.** Cutlery, tongs, trays, and containers are clean, dry, and protected (not exposed to dust or contamination).
- **FS1.5 Basic management of cold and heat.** Foods requiring refrigeration are kept appropriately; hot foods are kept covered and/or in temperature-maintaining equipment (no thermometer required, only observable logic).
- **FS1.6 Visual control of expiry dates or preservation status.** No expired, deteriorated, dried, or visibly spoiled food is observed in display cases or visible areas.
- **FS1.7 Staff hygiene in handling.** Staff handling food have clean hands, tied-back hair where appropriate, and avoid touching prepared food with bare hands.
- **FS1.8 Waste management in food handling areas.** Nearby bins with lids or clean systems; no accumulation of waste in bar or service areas.

Herramientas de apoyo

- ✓ Food safety self-assessment checklist.
- ✓ Hygienic handling self-assessment checklist.

6 PARTICIPANT COMMITMENTS

To ensure the proper development of the program and the effective implementation of the methodology, **the establishment must assume the following commitments** and comply with them throughout the entire process.

6.1. REGULATORY COMPLIANCE

The establishment commits to complying with the regulations applicable to its activity, including:

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- Current municipal legislation
 - Consumer protection, accessibility, and disability rights regulations
 - Health, food safety, and hygiene regulations where applicable
 - Safety, emergency, and occupational risk regulations
 - Environmental regulations
- ✓ In addition, the establishment must have a valid **Responsible Urban Planning Declaration** submitted to the Madrid City Council, providing the corresponding proof and assuming responsibility derived from its content, in accordance with Articles 27, 28 and Annex II of Ordinance 6/2022, of 26 April, on Licenses and Responsible Urban Planning Declarations of the Madrid City Council.

6.2. ACTIVE PARTICIPATION IN THE PROGRAM

The establishment agrees to:

- Allow the initial diagnostic visit and provide truthful information.
- Participate in at least 4 training sessions or group workshops.
- Receive a minimum of 3 individual technical assistance sessions (2 in person + 1 online).
- Facilitate the implementation of the Individual Improvement Plan with the technical team.
- Allow the final evaluation in order to qualify for the distinction.

6.3. IMPLEMENTATION OF IMPROVEMENTS

The establishment commits to progressing in the methodological pillars of the program:

- Service quality
- Customer satisfaction
- Accessibility
- Sustainability

6.4. PROPER USE OF THE DISTINCTION

If the establishment passes the final evaluation and obtains the distinction:

- Display the physical distinction in a visible place.
- Using the digital distinction correctly according to the guidelines provided.
- Not use the image of the distinction if the status of distinguished establishment is lost.
- Accept annual re-evaluation to maintain certification.

6.5. ACCESS TO INFORMATION AND COMMUNICATION

The establishment:

- Authorizes the inclusion of its basic data on the district's tourism website.
- Commits to keeping its contact information up to date.
- Accepts receiving communications related to the program.



7

FREQUENTLY ASKED QUESTIONS (FAQS)

Which businesses and establishments can participate in the program?

All establishments located in the Chinatown area of Madrid, the streets surrounding this area, and, more generally, in the neighborhoods of Almendrales, Moscardó and Pradolongo can participate.

What is the validity period of the distinction?

The distinction is valid for one year from the date it is obtained. Once this period has ended, the establishment must undergo a new evaluation to determine its level of distinction again.

Do I need my own website?

No. It is sufficient to have updated information on Google (opening hours, address, photos, etc.) or a minimal digital channel; this is key for customer perception and for visitors/tourists to find the establishment.

How long does it take to prepare for the evaluation?

It depends on the starting point. Generally, the preparation process for the evaluation takes around three weeks.

What evidence is valid for the evaluation?

Dated photographs, records (complaints, consumption, incidents), signage and/or menus in several languages, attendance lists for training sessions, invoices, etc. Any evidence demonstrating compliance with an indicator must be organized and accessible during the visit.

What happens if I do not fully understand a checklist criterion or do not know how to implement an improvement?

The methodology of the distinction is designed so that no one must solve it alone. The program's technical team will be available during training sessions, advisory visits, and throughout the process via email or phone to resolve any doubts that may arise. You do not need to master the methodology from the beginning, as the program is structured to support you step by step and without technical jargon.

What if I have a language barrier?

The training and technical assistance team will include a Chinese interpreter. Do not hesitate to request their help if you need it.

What happens if I do not reach the 60 points required for the Distinguished level?

Nothing happens. The program distinguishes between three levels (Participant, Distinguished and Excellent), and all businesses that complete the process receive some level of recognition. If your overall score is between 40 and 59, you obtain the Participant level, which recognizes your commitment, the work carried out, and your progress across the four pillars of the distinction. Your participation does not end here. The program is designed as an annual cycle of improvement, and in the next edition you will be able to incorporate new improvements and more easily surpass the 60-point threshold to become a Distinguished establishment. The distinction aims to reward effort, progressive improvement, and consistency, not immediate perfection.

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This manual provides a complete, clear, and actionable guide to obtaining and maintaining the Usera – Chinatown of Madrid Tourism Quality Distinction

The key is to start with the **basics**: carry out self-assessment using the checklists, identify and implement the necessary improvement actions, and record the evidence. With the support of the technical team and the commitment of the establishment, improvement becomes achievable, visible, and sustainable.



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