

TOURISM AWARD MARCO POLO

for the creation of a joint CEE tourism product
for Chinese tourists



CEEnter

The new shape of Central and Eastern Europe

ELIGIBILITY AND EVALUATION CRITERIA 2020

Name of tourist product:

Applicant:

ELIGIBILITY	Yes	No	If yes, starting points
Product with registered overnights in at least 3 CEE countries			5 points

EVALUATION SHEET

Criteria	Criterion description	Number of points achieved
Criterion 1 Number of additional countries in the product Maximum points: 5	The product has registered overnights in more than 3 countries	
Criterion 2 Creativity & Authenticity of the tourism product Maximum points: 15	The product is composed of local history, heritage, traditions and culture and/or targets special interest.	

<p>Criterion 3 Quantitative & Qualitative Outcomes</p> <p>Maximum points: 10 (5 +5 points)</p>	<p>The product's quantitative outcome, such as the number of guests, overnight stays per country.</p>	
	<p>The product's qualitative outcome, such as user satisfaction and their opinion of individual elements of the product (eg: client satisfaction questionnaires)</p>	
<p>Criterion 4 Market communication of the product</p> <p>Maximum points: 10</p>	<p>Proofs of used marketing tools in available form, eg. contracts with Chinese providers, published press releases and articles, print screens, videos and other.</p>	
<p>Criterion 5 Sustainability</p> <p>Maximum points: 5</p>	<p>Sustainability of the product: responsible attitude towards natural and cultural heritage (eg: certified products and/or companies, education of guides, program elements that reflect responsibility towards local communities and/or nature)</p>	

TOTAL NUMBER OF POINTS:

50 points

TOTAL NUMBER OF POINTS ACHIEVED:
