

Summary of Tourism Award Marco Polo (TAMP)

The idea to set an award for best performing CEE businesses in the Chinese tourism market first came up in 2015 and then was finally approved by the meeting of the Ministers' of the 17+1 (then 16+1) tourism cooperation in Dubrovnik in the autumn of 2018. After that the Tourism Coordination Centre in Budapest and the national coordinators of the CEE countries elaborated the terms and conditions of the award in winter 2019. The aim of setting an award was to strengthen the tie between the governmental and business levels of the cooperation in the two regions, the CEE and China.

Since 2019 annually, the Tourism Award Marco Polo is given to those CEE tourism enterprises who created the „best joint Central and Eastern European tourism product” meeting the needs of Chinese travellers. The „best” product is the one that is built on the unique character of the CEE region, its history, culture, traditions, etc. Sustainability point of view and respect for the local community are also important criteria.

In practice, the ‘best joint tourism product’ is a round trip in the countries of Central and Eastern Europe. The award criteria stipulates that the joint product must be realized in at least 3 CEE countries.

In the first year, 2019, Fly Montenegro Travel, a Montenegrin company won the gold award with its product “Small private tours in the Balkan region”, which covered four visa-free countries for Chinese: Serbia, Bosnia and Hercegovina and Montenegro. CT Poland won the silver prize with their tour called European Concerto, taking the Chinese tourists to Poland, Czechia, Slovakia and Hungary. Long Teng Hungary Ltd., an experienced travel management company, arranging inbound leisure for tourist groups coming from the Chinese speaking regions came bronze with their product „12 European country-tour”

COVID-19 made a huge attack on the 2020 performance of the travel industry worldwide. Therefore it is remarkable that the Tourism Coordination Centre received applications in spite of the serious situation that Central and Eastern European businesses had to face in March. Thanks to the persistence and efforts made by the National Coordinator team of the 17 CEE countries, the suitable applicants were found and we can hand over the Gold Certificate of 2020 and the Honourable Mention, the latter being a special award, given to hotels who introduced some special services, focusing on the Chinese market.

What are the advantages of winning TAMP?

Tourism Award Marco Polo is a prestige award. The awardees are asked to wear a banner for one year when they communicate about their product. The banner says: Tourism Award Marco Polo, with the recommendation of the China – CEEC’s Tourism Cooperation). See the banner below:



Also for one year, using the same banner, the Tourism Cooperation Centre, the ministries of 17 CEE countries and the national tourism agencies of the 17 countries also communicates about the winner companies and products; in the travel media, on the common website of the cooperation: www.ceec-china.travel and LinkedIn, while the cooperating CEE countries use the country ministries' and agencies' surface and the travel media for communication.

Winners of TAMP 2020:

Gold winner: FunclubLtd.

Honourable Mention: Sheraton Grand Warsaw