

TOURISM AWARD MARCO POLO

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



ELIGIBILITY AND EVALUATION CRITERIA 2021

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.	
Criterion 3	The product's quantitative outcome, such as the	

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

TOTAL NUMBER OF POINTS:

55 points

TOTAL NUMBER OF POINTS ACHIEVED:
