

MARCO POLO AWARD

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

ELIGIBILITY AND EVALUATION CRITERIA



CEEnter

The new shape of Central and Eastern Europe

Name of tourism product:

Applicant:

ELIGIBILITY	Yes	No
Product encompasses at least 3 CEE countries		

EVALUATION SHEET

Criteria	Criterion description	Number of points achieved
Criterion 1 Number of additional countries in the product Maximum points: 10	Tourism products that meet the eligibility criteria, may receive 5 points in case the product encompasses 4 countries 10 points in case the product encompasses 5 or more 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 Quantitative & Qualitative Outcomes Maximum points: 10 (5 +5 points)	The products' quantitative outcome, such as the number of guests, overnight stays per country. The products' 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 (5+5 points)	Marketing tools used Chinese regions approached	
Criterion 5 Sustainability Maximum points: 5	Sustainability of the product: responsible attitude towards natural and cultural heritage (eg: certified products and/or companies, education of guides)	

TOTAL NUMBER OF POINTS:

50 points

TOTAL NUMBER OF POINTS ACHIEVED:
