

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

<b>Criterion 3</b> <b>Quantitative &amp; Qualitative Outcomes</b>  <b>Maximum points: 10</b> <b>(5 +5 points)</b>	The product's quantitative outcome, such as the 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)	
<b>Criterion 4</b> <b>Market communication of the product</b>  <b>Maximum points: 10</b>	Proofs of used marketing tools in available form, eg. contracts with Chinese providers, published press releases and articles, print screens, videos and other.	
<b>Criterion 5</b> <b>Sustainability</b>  <b>Maximum points: 5</b>	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)	

**TOTAL NUMBER OF POINTS:**

**50 points**

**TOTAL NUMBER OF POINTS ACHIEVED:**

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