

# **MARCO POLO AWARD**

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



# CEEnter

The new shape of Central and Eastern Europe

## **GUIDELINES**

### **I. INTRODUCTION**

1. Creation of Marco Polo Award was unanimously accepted by all participants of the 4<sup>th</sup> High-Level Meeting on Tourism Cooperation between China and Central and Eastern European Countries (CEEC) which was held in Dubrovnik (Croatia) on 18-20 September 2018.
2. The countries who joined the cooperation in the field of tourism are China, Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Republic of North Macedonia, Montenegro, Poland, Romania, Serbia, Slovakia and Slovenia.
3. The main aim of the cooperation is to increase the mutual tourism traffic between China and the CEE region. Presenting the CEE countries in China as one single destination

may allow better visibility of our region in China and contribute to the rise in the number of Chinese tourist arrivals in Central and Eastern Europe (CEE).

4. The Marco Polo Award aims to develop routes and products appealing to the Chinese travelers. Award will be given to acknowledge the contribution of different kinds of private tourism stakeholders (e.g. tour operators, travel agencies) for the best tourism product comprising local history, traditions, culture as well as a special interest tourism offer and encompassing **at least three CEE countries**.
5. The Marco Polo Award will be given once a year based on the information about the tourism products and results of the previous year.
6. Located in Budapest (Hungary) the China - Central and Eastern European Countries' Tourism Coordination Center (further referred to as TCC) will act as a coordination body.

## **II. CATEGORIES**

There is one category of Marco Polo Award, for the best tourism product meeting the Award criteria.

## **III. CRITERIA**

1. The Marco Polo Award recognizes significant contribution of tourism initiatives, which lead towards the creation of the best joint tourism product earmarked to Chinese tourism market, comprising local history, traditions, culture, special interests and encompassing at least three CEE countries in the previous year.
2. The detailed criteria are listed in document "Eligibility and Evaluation Criteria".

## **IV. LANGUAGE**

1. English is the working language of the Marco Polo Award; therefore, all documents shall be submitted in English. Exceptionally, TCC will accept supplementary documents in languages other than English provided they are accompanied by an English translation.
2. The applicant is responsible for collecting, translating and sending the supplementary documents along with the completed Application Form. TCC will only contact the applicants for matters related to the application if necessary.

## **V. ELIGIBILITY OF APPLICATIONS**

1. Application for the Marco Polo Award can be made by any private tourism stakeholders.
2. The submitted tourism product should be on the market for minimum of one year. Non-implemented initiatives shall not be considered.
3. Applications that are incomplete or received after the deadline (31<sup>st</sup> May 2019 by 23:59 Central European Time) will not be considered.
4. Applications shall be submitted to TCC, to the e-mail address [tcc@mfa.gov.hu](mailto:tcc@mfa.gov.hu) before the deadline stipulated in point V.3.

## **VI. JURY**

1. The awardees will be selected by the Jury.
2. The composition of the Jury is as follows:

- a.) permanent members: the representative of TCC and the representative of China National Tourist Office of the Ministry of Culture and Tourism in Central and Eastern Europe (CNTO Budapest)
  - b.) compulsory member: the representative of the country organizing the following High-Level Meeting (HLM) on tourism
  - c.) 4 rotating members (1 per country) from the National Coordinator team on voluntary basis.
3. Jury members shall receive no financial compensation for their service.

## **VII. ANNOUNCEMENT OF AWARDEES**

1. Jury will announce the awardees of the Marco Polo Award by 9<sup>th</sup> September 2019 through direct communication using the contact details provided in their application.
2. The Marco Polo Award will take the form of a Diploma (gold, silver and bronze). No financial compensation will be given in connection with the Award.

## **VIII. BENEFITS**

1. Product presentation of awardees at High-Level Meeting in Tourism in Riga (22<sup>th</sup> to 24<sup>th</sup> October)
2. One-year promotion through the communication channels and partner network of TCC and the 16 CEE countries
3. Wear the label “Marco Polo Award, with the recommendation of China – CEEC’s Tourism Cooperation
4. Gold medalist has the opportunity to join CITM Shanghai 2019 on the invitation of CNTO Budapest

## **IX. TIMETABLE OF EVENTS**

1. The list underneath provides the provisional dates relevant to the Marco Polo Award. The TCC, at its sole discretion, may adjust these Guidelines as well as the Timetable of Events at any time and in any way deemed necessary in order to carry out the procedures herein established.

1 <sup>st</sup> March 2019	Start of application period
31 <sup>st</sup> May 2019	Deadline of reception of applications
9 <sup>th</sup> September 2019	Announcement of the awardees
23 <sup>rd</sup> October 2019	Awarding Ceremony at HLM on tourism in Riga

## **X. PERSONAL DATA PROTECTION**

By submitting their application, participants expressly grant their consent to the use of their name and initiatives in connection with the Marco Polo Award process and the recording and maintenance of related files. Participants may exercise their rights to access, modify, cancel and oppose the processing of their personal details by sending an e-mail to TCC ([tcc@mfa.gov.hu](mailto:tcc@mfa.gov.hu)) indicating which right they wish to exercise.

## **XI. ACCEPTANCE OF THE GUIDELINES**

By submitting their application, participants acknowledge their acceptance of the entire content of these Guidelines. Failure to accept any of the provisions contained

in the present Guidelines shall constitute the non-participation of the applicant in the Marco Polo Award and rejection of the awarded prize, if applicable.