

# 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
<b>Product encompasses at least 3 CEE countries</b>		

## EVALUATION SHEET

Criteria	Criterion description	Number of points achieved
<p><b>Criterion 1</b>  <b>Number of additional countries in the product</b></p> <p><b>Maximum points: 10</b></p>	<p>Tourism products that meet the eligibility criteria, may receive</p> <p><b>5 points</b> in case the product encompasses <b>4 countries</b></p> <p><b>10 points</b> in case the product encompasses <b>5 or more countries</b></p>	
<p><b>Criterion 2</b>  <b>Creativity &amp; Authenticity of the tourism product</b></p> <p><b>Maximum points: 15</b></p>	<p>The product is composed of local history, heritage, traditions and culture and/or targets special interest.</p>	
<p><b>Criterion 3</b>  <b>Quantitative &amp; Qualitative Outcomes</b></p> <p><b>Maximum points: 10 (5 +5 points)</b></p>	<p>The products' quantitative outcome, such as the number of guests, overnight stays per country.</p> <p>The products' qualitative outcome, such as user satisfaction and their opinion of individual elements of the product (eg: client satisfaction questionnaires)</p>	
<p><b>Criterion 4</b>  <b>Market communication of the product</b></p> <p><b>Maximum points: 10 (5+5 points)</b></p>	<p>Marketing tools used</p> <p>Chinese regions approached</p>	
<p><b>Criterion 5</b>  <b>Sustainability</b></p> <p><b>Maximum points: 5</b></p>	<p>Sustainability of the product: responsible attitude towards natural and cultural heritage (eg: certified products and/or companies, education of guides)</p>	

**TOTAL NUMBER OF POINTS:**

**50 points**

**TOTAL NUMBER OF POINTS ACHIEVED:**

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