

# 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
<b>Criterion 1</b> <b>Number of additional countries in the product</b>  <b>Maximum points: 10</b>	Tourism products that meet the eligibility criteria, may receive <b>5 points</b> in case the product encompasses <b>4 countries</b> <b>10 points</b> in case the product encompasses <b>5 or more countries</b>	
<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 (5 +5 points)</b>	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)	
<b>Criterion 4</b> <b>Market communication of the product</b>  <b>Maximum points: 10 (5+5 points)</b>	Marketing tools used  Chinese regions approached	
<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)	

**TOTAL NUMBER OF POINTS:**

**50 points**

**TOTAL NUMBER OF POINTS ACHIEVED:**

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