

Printable Questionnaire

Product Quality Assessment of an Ecotourism Itinerary

2.1 PRODUCT QUALITY	2.1.1 Sound design of the ecotourism product
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Topic	Indicator		Ideal performance	Compliance	No data or non-compliant situation	Don't know / Not applicable
	PRODUCT CONCEPT	The product/package/itinerary is aligned with the tourism development objectives and plans of the protected area or destination.	Clearly aligned with existing objectives and plan	Clearly aligned with objectives, NO plan available	Not aligned or plan not available	Doesn't know / Not applicable
2.1.1 Sound design of the ecotourism product	PRODUCT CONCEPT	The product/package/itinerary is focused on valuing the natural and cultural resources in and around the Protected area(s).	Balance of activities/services appropriately related to the protected area	Few activities/services appropriately relate to the Protected area	No activities related appropriately to the Protected area	Doesn't know / Not applicable
	PRODUCT CONCEPT	The activities related to or within the protected area are developed with the LEC and approved by the PA management body.	All activities developed with the LEC and formally approved	All activities in the PA developed with the LEC	Some activities not developed with the LEC	Doesn't know / Not applicable
	PRODUCT CONCEPT	The number of travellers per group and tours per week is defined, and is within a maximum capacity of travellers defined by the LEC/PA.	Maximum number defined based on carrying capacity of LAC assessment	Maximum number defined	Maximum number NOT defined	Doesn't know / Not applicable
	ITINERARY DESIGN	The itinerary is designed to have an appropriate number, timing, duration, and order of activities (including characteristics such as crescendo, time for more active/relaxing activities, coherence ...).	All characteristics considered	Some characteristics considered	None	Doesn't know / Not applicable
	ITINERARY DESIGN	The package includes a suitable amount of time for relaxing and free time, including experiences to relax in a memorable way in and around the Protected area.	Including memorable relaxing moments related to the PA	Time for relax and free time are considered	Time for relax and free time not considered	Doesn't know / Not applicable
	ITINERARY DESIGN	The product/package/itinerary is designed to	Yes, including alternative activities according to	Yes, not comprehensive alternatives	No	Doesn't know / Not applicable

		cater for different abilities and tastes and can be adapted to the needs of the group.	circumstances or characteristics of the group			
	ITINERARY DESIGN	There is a plan B for all activities according to weather and other environmental conditions, and the characteristics of the group.	For all key activities there is a plan B	For most key activities	None or only for some activities	Doesn't know / Not applicable
	ITINERARY DESIGN	Existence of a conservation-related activity in the itinerary (directly participating and/or learning about conservation aspects of the protected area).	Existing and coherent with itinerary narrative	Existing but not coherent with itinerary narrative	Not existing or planned	Doesn't know / Not applicable
	ITINERARY DESIGN	The product/package/itinerary has signature memorable moments.	Existing and consistent with the story of the product and the Protected area	Existing	Not existing	Doesn't know / Not applicable
	LEADING, GUIDING & INTERPRETATION	The itinerary has an interpretation plan to guide the work of tour leaders and guides, that is aligned with the natural and cultural values of the protected area.	Interpretation plan and contents fully developed	Basic or verbal Interpretation plan	No interpretation plan	Doesn't know / Not applicable
	LEADING, GUIDING & INTERPRETATION	Roles of international/local tour leader and guides are clearly defined.	Clearly defined and formalised in plan	Clearly defined	Not clearly defined	Doesn't know / Not applicable
2.1.2 Market alignment	TARGET MARKET	The product/package/itinerary is designed for relevant ecotourism target markets and is relevant for the destination (including targeting MEET target markets).	Clear, specific target market based on up-to-date market research	Clear, specific target market	Not clear target market	Don't know / Not applicable
	PRICING	The pricing for the itinerary has been studied according to the targeted markets, with clear and potential add-ons and for both B2B and	Comprehensive pricing defined	Pricing defined	Pricing not defined	Don't know / Not applicable

		B2C markets.				
	SEASONALITY	The product/package/itinerary has been conceived primarily for the shoulder or off-season.	Clearly for off or shoulder season	Could also be for peak season	Not clear seasonality of product defined	Don't know / Not applicable
	STORYTELLING	The product/package/itinerary has a unique, distinguishable story and product description that can support a Unique Selling Proposition.	Yes, and clearly aligned with values of the Protected area	Yes	Not available	Don't know / Not applicable
2.1.3 Product component characteristics	ACCOMMODATION	Accommodation properties are small-scale lodgings integrated with the natural environment and deeply connected with the area's local culture.	All accommodation fully meets the indicator	Only some accommodations meet the indicator	No accommodation meets the indicator	Don't know / Not applicable
	MEALS	Meals included in the package primarily feature local ingredients, recipes, and cooking methods.	All meals meet the indicator	Some meals meet the indicator, but not all	No meal meets the indicator	Don't know / Not applicable
	MEALS	Packed lunches and picnics also feature local food and packaging is sustainable (e.g., no single use plastic).	Local food and all packaging sustainable	Local food and some packaging sustainable	Not local food or most packaging not sustainable	Don't know / Not applicable
	MEALS	The tour package includes at least one experience meeting local chefs or food providers.	Included and immersive	Included	Not included	Don't know / Not applicable
	MEALS	The amount of food served throughout the tour is adequate, avoiding food waste.	Amount of food managed in all meals	Amount of food and food waste managed in most meals	Amount of food and food waste not managed	Don't know / Not applicable

	TRANSPORT	Whenever possible, transfers in the tour package include sustainable options.	All transport options feasible are sustainable and integrated in the product	Some transport options that are feasible are sustainable.	No transport options are sustainable even if feasible.	Don't know / Not applicable
	TRANSPORT	The tour package includes alternative travel in-destination (e.g., soft modes, etc.).	Innovative, making sustainable transport as part of the experience	Basic, using sustainable transport when possible	No	Don't know / Not applicable
	ACTIVITIES	The tour package includes experiences that feature non-invasive traditional and cultural heritage	Existing and coherent with itinerary narrative	Existing	Not existing	Don't know / Not applicable
	ACTIVITIES	The tour package includes experiential, nature-based activities in the package tour.	Existing and coherent with itinerary narrative	Existing	Not existing	Don't know / Not applicable
	ACTIVITIES	The tour package includes at least one experience of real, non-invasive interaction with the local community.	Existing and coherent with itinerary narrative	Existing	Not existing	Don't know / Not applicable
	ACTIVITIES	Activities are designed so that they are immersive, and the group is actively participating.	All activities that are feasible of it, are immersive	Only some activities that are feasible of it are immersive	No activities that are feasible of it are immersive	Don't know / Not applicable
2.1.4 Product safety characteristics	HEALTH	There are plans for managing Covid-19 and other contagious diseases.	Compliance with law and active management following international standards	Compliance with law	No plans	Don't know / Not applicable
	HEALTH	Meals and eating conditions are safe and hygienic.	All meals are safe and hygienic, following international standards	All meals are safe and hygienic	All meals are safe and hygienic	Don't know / Not applicable
	HEALTH	Dietary requests (e.g., vegetarian, halal ...) and restrictions (e.g., allergies) are met.	All meals are adapted to different diets and restrictions	All meals adapted to different restrictions, but not all diets	There are meals that are not adapted to different restrictions	Don't know / Not applicable

	HEALTH	Toilet conditions of the different facilities to use during the tour have been assessed for adequacy.	Toilet breaks and facilities are thoroughly planned and assessed	Toilet breaks and facilities are planned	No plans	Don't know / Not applicable
	SAFETY	The equipment used (e.g., helmets, lights ...) is available, safe and of sufficient quality.	Equipment exists and is safe, with a maintenance plan in place	Equipment exists and is safe to use	Equipment lacking or not in good condition	Don't know / Not applicable
	SAFETY	There are risk assessments conducted for all activities involved in the package regarding health, safety, and security.	Risk assessments are regularly conducted by external experts	Risk assessments are regularly conducted	No risk assessment done	Don't know / Not applicable
	SAFETY	There is an emergency plan in place for all activities in the package/itinerary.	Emergency plan in place for all activities	Emergency plan in place for all main risky activities	No risk emergency plan	Don't know / Not applicable
	SAFETY	The transport throughout the package is safe and comfortable.	All transport options are safe	All transport options are safe, but there are issues with comfort	There are transport options that are not safe	Don't know / Not applicable
	SECURITY	Security situation in the destination is regularly assessed and the package is only operated in risk free conditions.	Assessments done in regular basis	Assessments done in ad-hoc basis	Assessments not done	Don't know / Not applicable
2.1.5 Product operations characteristics	TOUR OPERATOR	The tour operator has plans to provide enough information before, during, and after the tour.	Yes, and aligned with the storytelling of the product	Yes	No	Don't know / Not applicable
	TOUR OPERATOR	The tour operator is professional, responsive, reliable, and of good reputation.	Yes, and has won awards	Yes	No	Don't know / Not applicable

	TOUR OPERATOR	The tour operator has established an appropriate group leader to guest ratio.	Ratio defined following conservation principles	Ratio defined	Not existing	Doesn't know / Not applicable
	TOUR OPERATOR	The tour operator has identified one or several tour leaders and has the capacity to train group leaders to lead the tour in the future.	Identified, trained and capacity for training others	Identified but no plan for replacement	Not existing	Doesn't know / Not applicable
	TOUR OPERATOR	The tour operator is assured that the group leader stays with the guests for the duration of the whole package.	Yes, with a clear role defined	Yes	No	Don't know / Not applicable
	TOUR LEADER	The group leader is local (or has strong links to the local community), experienced, and demonstrates extensive knowledge of nature, culture, and/or traditions.	Yes, fully met	Met but room for improvement	Not met	Don't know / Not applicable
	TOUR LEADER	The group leader has applicable qualifications and licenses necessary to fulfil their role.	Yes, with additional qualifications	Yes	No	Don't know / Not applicable
	TOUR LEADER	The tour leader communicates clearly in English or the language of the targeted market.	Yes, fully met	Met but room for improvement	Not met	Don't know / Not applicable
	GUIDES	Presence of local activity guides during specific parts of the tour.	Present anytime relevant	Present just for some key activities	Non present in relevant activities	Don't know / Not applicable
	GUIDES	Guides are local (or have strong links to the local community), experienced, and demonstrate extensive knowledge of nature, culture, and/or traditions.	Yes, fully met	Met but room for improvement	Not met	Don't know / Not applicable

	GUIDES	All the excursion guides have applicable qualifications and licenses necessary to fulfil their role.	Yes, most with additional qualifications	Yes	Not met	Don't know / Not applicable
	GUIDES	Excursion guides can communicate clearly in English (or relevant language for the target market) or can be effectively translated.	Yes, fully met	Met but room for improvement	Not met	Don't know / Not applicable
2.1.6 Product suppliers' characteristics	LOCAL OWNERSHIP	Service providers included in the product/package/itinerary are locally owned and operated.	At least 80% of service providers meet the indicator	>50% service providers meet the indicator, but there is room for improvement	No Service providers meet the indicator	Doesn't know / Not applicable
	LABOUR	The service providers' do comply with all labour regulations and follow international best practices when applicable.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable
	HUMAN RIGHTS	The service providers ensure the respect of human rights and follow international best practices when applicable.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable
	WILDLIFE	The service providers' do NOT buy, trade, or sell endangered, rare, or wild animals and plants or products.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable
		The service providers' do NOT keep wildlife captive unless there is evidence of a registered rehabilitation program and or documented management plan addressing animal welfare.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable

		The service providers' activities do NOT disturb free roaming wildlife and contact with endangered, threatened, rare, and or dangerous wildlife.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable
	ANIMAL WELFARE	The service providers' activities do NOT endanger animal welfare (e.g., horses, dogs ...) and follow best practices in activities involving animals.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable