

PUBLIC CALL FOR PARTICIPATION IN THE CERTIFICATION SCHEME

As a national tourism organisation you will very likely have to publish a public call for participation in the certification scheme. Here are some things you should keep in mind.

DEFINE "DESTINATION"

Before you launch the call for destinations, make sure there is a clear definition of a "destination". Is it a municipality, can it consist of more municipalities, or will you certify whole regions? Are cities, protected areas and islands also eligible?



DEFINE ELIGIBLE APPLICANTS



Think about which organisations can apply on behalf of a certain destination. Does it have to be their public DMO or can it also be a private organisation? If so, which rules apply for private organisations? You must avoid a case when unauthorised organisations submit applications.

DEFINE PRICES

Define prices for participation in the programme. Shall prices among destinations differ and depend on their size (number of inhabitants), make sure you state the name of a public and credible source which you will use to calculate population size. (Recommended source is the national statistical office.)



DEFINE AWARD LEVELS

Clearly state and describe the award levels (eg. platinum, gold, silver, bronze) and criteria which apply for each of them. Be aware of the fact that some destinations will regress through time. Think about regulations which will apply in case they no longer comply with your minimum award requirements and publish them in a call or some other document.



DO NOT FORGET TO SHARE WITH PARTICIPANTS INFORMATION ON WHAT COMES AFTER CERTIFICATION - THEIR OBLIGATIONS, YOUR EXPECTATIONS AND PROCESS OF RE-CERTIFICATION.