



# **SELF-ASSESSMENT TOOLS FOR CULTURAL TOURISM**

## 1. WHAT IS NEEDED FOR YOUR GREAT HERITAGE STORY?

<b>Website</b>	<a href="http://www.muze.hr/">http://www.muze.hr/</a>
<b>Developer</b>	Muze d.o.o.
<b>Language</b>	CRO / EN
<b>Assessment area</b>	Cultural heritage
<b>Target</b>	Cultural heritage employees, entrepreneurs, private initiatives dealing with cultural heritage
<b>Assessed items</b>	<p>Cultural &amp; tourism:</p> <ul style="list-style-type: none"> <li>- Entrepreneurs</li> <li>- Employees</li> <li>- Governance</li> </ul>
<b>Method</b>	<ul style="list-style-type: none"> <li>- Questionnaire</li> <li>- Possibility to access to learning resources (preparation of business pplan based on tools provided by MUZE)</li> </ul>

## 2. ANGLING TOURISM SELF-ASSESSMENT TOOL

<b>Website</b>	<a href="https://tourismexcellencenorth.ca/">https://tourismexcellencenorth.ca/</a> <a href="https://tourismexcellencenorth.ca/angling-tourism/">https://tourismexcellencenorth.ca/angling-tourism/</a>
<b>Developer</b>	Tourism Excellence North
<b>Language</b>	ENG / FR
<b>Assessment area</b>	<ul style="list-style-type: none"> <li>- Tourism</li> <li>- Angling Tourism</li> </ul>
<b>Target</b>	<ul style="list-style-type: none"> <li>- Managers</li> <li>- Owners</li> <li>- Staff</li> </ul> <p>(in the sector of tourism and, more specifically, angling tourism)</p>
<b>Assessed items</b>	<ul style="list-style-type: none"> <li>- General practices in angling tourism</li> <li>- Legal practices in angling tourims</li> <li>- Operations in angling tourism</li> <li>- Sustainable managerial practices</li> <li>- Visitors experience</li> <li>- Marketing practices</li> </ul> <p>-</p>
<b>Method</b>	<ul style="list-style-type: none"> <li>- Questionnaire</li> <li>- Comparison with other organisations/companies in similar sector (anonymously)</li> <li>- Online learning tools</li> <li>- Customized suggestions prepared by Tourism Excellence North</li> </ul>

### 3. RESPONSIBLE TOURISM SELF-ASSESSMENT TOOL

<b>Website</b>	<a href="https://tkp.tourism.gov.za/rt/certification/Pages/Responsible-Tourism-Self-Assessment-Tool.aspx">https://tkp.tourism.gov.za/rt/certification/Pages/Responsible-Tourism-Self-Assessment-Tool.aspx</a>
<b>Developer</b>	Department of Tourism PAIA
<b>Language</b>	EN
<b>Assessment area</b>	Responsible/Sustainable tourism businesses
<b>Target</b>	Tourism stakeholders (managers, policy makers, owners, employees...)
<b>Assessed items</b>	<ul style="list-style-type: none"> <li>- Economic criteria</li> <li>- Social &amp; cultural criteria</li> <li>- Sustainable operations &amp; management criteria</li> <li>- Environmental criteria</li> </ul>
<b>Method</b>	<ul style="list-style-type: none"> <li>- Questionnaire to be filled by tourism stakeholder</li> <li>- Option for further support via email</li> <li>- Personal training</li> </ul>
<b>Additional comments</b>	It is necessary to register before the usage of the self-assessment tool

#### 4. Tourism Business Self-Assessment

<b>Website</b>	<a href="https://www.tourismtribe.com/">https://www.tourismtribe.com/</a> <a href="https://www.tourismtribe.com/health-check/">https://www.tourismtribe.com/health-check/</a>
<b>Developer</b>	Digital Coaching International
<b>Language</b>	EN
<b>Assessment area</b>	Tourism business
<b>Target</b>	Tourism operators
<b>Assessed items</b>	<ul style="list-style-type: none"> <li>- Return on investment</li> <li>- Tourism business and social networks</li> <li>- Attracting foreign visitors</li> <li>- Importance of IT tools</li> </ul>
<b>Method</b>	<ul style="list-style-type: none"> <li>- Questionnaire</li> <li>- Availability of additional learning tools</li> </ul>