

Project Criteria

The following project criteria are decisive for the handling of tourist attraction-based projects by ecoplus:

- **theme** – clearly defined theme; claim to uniqueness in terms of content: the main theme has the capacity to differentiate itself from other similar ones and also has the potential to attract the interest of a predefined target group
- **visitor orientation** – the separate elements of the facility function in such a way that they serve well the educational, entertainment and recreational needs of the visitor; contemporary methods of visitor management and orientation are consciously practised
- **relevance for tourism** – the project should serve as a touchstone or stimulus for the tourist and recreational economy; added-value components such as admissions, sales of souvenirs, restaurants & catering etc. should be integral to the concept; the potential target audience (e.g. day tourists, families, schools) should be proactively addressed; additionally, the needs of the target audience are accommodated in the creation of the programme
- **relevance for the regional economy** – the project should contribute to the overall attractiveness of the region's programme; the readiness to cooperate with other tourist destinations in the immediate local vicinity should be apparent
- **profitability** – the project must pay off over the long term