

## Training in RURAL TOURISM

### EXERCISE 1.6.

## EVALUATION OF THE TOURIST POTENTIAL OF THE REGION

1. Natural heritage.	Yes	Maybe	No
In your region, there is one of the most famous natural attractions in your country, which is visited by a large number of tourists every year;			
Your region is characterized by natural diversity. There is a lot to see in the region and there is something for everyone. There are mountains and plains, there are also lakes, rivers and streams. In general, tourists like to travel through the region and enjoy nature;			
Fauna - the animal world is an important tourist potential in your region. There are plenty of harmless wild animals that are easily accessible to tourists. Or maybe there are some unique species in the region that attract tourists;			
Flora – various plants are an important tourist potential in your region. The flora is very rich and diverse, there are some unique species that attract tourists;			
Water – there are either natural or artificial water areas. At least some of them have opportunities for recreational activities.			
SUBTOTAL			

2. Cultural heritage.	Yes	Maybe	No
In your region, there is one of the most famous cultural and historical attractions in your country, which is visited by a large number of tourists every year;			
Your region has rich cultural and historical content. A lot is invested in the preservation of cultural and historical heritage;			
A large number of active museums and other cultural institutions show the connection of this region with its past, as well as the readiness to preserve cultural heritage;			
Visitors to this region can enjoy many attractions. Different events are held regularly and there is something for everyone. There is a number of cultural, musical and other festivals and fairs;			
What makes this region stand out is the warm welcome to all visitors, as well as the respect and appreciation of diversity.			
SUBTOTAL			

<b>3. Active vacation.</b>	<b>Yes</b>	<b>Maybe</b>	<b>No</b>
<b>In your region, there is one of the most famous locations for active vacations in your country, which is visited by a large number of tourists every year;</b>			
<b>Sports facilities in the region are developed and provide an opportunity for tourists to enjoy various sports activities;</b>			
<b>The region can boast of offering various opportunities to tourists, such as the possibility of walking in nature and riding bicycles on marked trails, horse riding and many other activities;</b>			
<b>The region also offers water-related activities such as fishing, boating and swimming;</b>			
<b>For those who are more interested in extreme adventures, the region offers a large number of such activities. Some of the activities are off-road driving, cave exploration, rock climbing and many others.</b>			
<b>SUBTOTAL</b>			

<b>4. Services.</b>	<b>Yes</b>	<b>Maybe</b>	<b>No</b>
<b>Your region is one of the best known in your country for the quality of services for tourists;</b>			
<b>Your region is known for a large number of well-stocked shops, a good network of banks and a post office. In addition to classic stores, you can also find various specialized stores, while tourists themselves may also find shops with different souvenirs from the region. Internet and telephone network coverage in the region is good. All this fully meets the needs of residents, as well as the needs of tourists;</b>			
<b>The region has a wide range of facilities for the repair and maintenance of cars and bicycles;</b>			
<b>Hospitality and tourism are very important in this region, so you can see a wide variety of catering facilities, hotels and restaurants that offer different types of food and drinks, both domestic and foreign. In addition to all that, local residents and tourists have the opportunity to visit cinemas, theaters and many other cultural and entertainment facilities;</b>			
<b>Accommodation for tourists in the region is offered by various hotels, motels, camps and guesthouses.</b>			
<b>SUBTOTAL</b>			

5. Tourist infrastructure.	Yes	Maybe	No
Your region is one of the best-known in your country in terms of the quality of tourist infrastructure;			
Transport services in the region include the use of different types of transport, as well as the possibility of renting different types of vehicles (cars, bicycles, boats...);			
Security is at a high level in the region. Medical services are available 24 hours a day;			
All public areas in the region are maintained to be clean and tidy, both for local residents and tourists;			
Tourists are provided with a large amount of information, as well as support for easier navigation during the visit. To make it easier for tourists to navigate, maps, brochures, local guides, interpretation of local attractions and many other types of support are offered. Tourist information centers also provide assistance to the region.			
SUBTOTAL			

6. Attitude towards tourists	Yes	Maybe	No
Your region is known for its excellent attitude towards tourists. This region has great potential in tourism, which is why a lot of energy and resources are being invested in order to attract as many tourists as possible. The data shows that the number of visitors is increasing, which shows us that the region is moving in the right direction;			
Tourist infrastructure is at a satisfactory level and meets the needs of tourists;			
The region is known for its warm welcome, so local businesses meet the demands of all visitors;			
Understanding and respect for diversity and other cultures is one of the main postulates of the region. Visitors from different cultures are served in a cultured and cordial manner, full of understanding;			
Experiences of visitors to this region are very positive. Visitors to the region always feel welcome and accepted.			
SUBTOTAL			

7. Traffic.	Yes	Maybe	No
Your region is one of the best known in your country for the quality of the transport infrastructure for tourists;			
This region has a high-quality road system, which facilitates travel for visitors;			
The roads in this region are in good condition, and allow easy navigation. There is also extensive road and tourist signage;			
Main access roads allow traffic to flow freely and unhindered at all times;			
Visiting this region allow easy visiting of other nearby attractions. Also, the region borders other states.			
SUBTOTAL			

8. Tourist attractiveness.	Yes	Maybe	No
Your region is one of the more famous destinations in your country;			
Easy access to the region is provided by the airport, quality roads and the highway;			
The tourism industry in the region does not depend on the season and climate. Also, it does not depend on any specific event or specific festival;			
The tourist market is large enough. This market has great potential for business and investment;			
SUBTOTAL			

	Yes	Maybe	No
<b>TOTAL</b>			