**ANNEX 2 – (DRAFT) FINAL REPORT**

*This annex contains:*

1. *The EXECUTIVE SUMMARY of the Report, which follows the model of Destination Profile provided under the European Tourism Indicators System (ETIS). This form will be used to give stakeholders an overview of the destination.*
2. *The list of contents of the Report that you can use to organize the information collected through the assessment. You have to describe all the contents, and the list is non-exhaustive (you can add other relevant information).*

**EXECUTIVE SUMARY OF THE REPORT -** DESTINATION PROFILE

|  |  |  |
| --- | --- | --- |
| **DESTINATION:** |  | |
| **COUNTRY:** |  | |
| **DESTINATION BOUNDARY:** |  | |
| **DESTINATION CATEGORY** | Please choose |  |

|  |  |
| --- | --- |
| **Date of information supplied:** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **LOCATION:** |  | **OVERVIEW:** |  |
| Description | Distance from the national capital city (km) | Main types of tourism and most popular activities | Top five most popular tourist attractions (including environmental and cultural attractions). |
|  |  |  | 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| **GEOGRAPHY:** |  |  | **WEATHER PATTERN:** |
| Approximate size of the destination (in km²) and principle physical characteristics (rivers, hills, bays etc). | Dominant habitats (place an X against all that apply) | Level of biodiversity (the range of different plant and animal species) | Average sunshine hours, |
| rainfall (precipitation) and seasonal temperatures |
|  |  |  | **Sunshine: Provide # of hours per season** |
| Urban: | **LOW** biodiversity (small range of species present): | Summer: |
| Sand/shingle beach: |  | Winter: |
| Moor/heathland: | **MEDIUM** biodiversity: |  |
| Farmland: |  | **Precipitation: Provide mm per season** |
| Forest/Woodland: | **HIGH** biodiversity (many different plan and animal species present): | Summer: |
| Alpine: | Winter: |
| Scrubland: |  |  |
| Desert: |  | **Temperature: Provide day and night temperatures per season** |
| Wetland: |  | Summer: |
| Other (please describe): |  | Day: C Night: C |
|  |  | Winter: |
|  |  | Day: C Night: C |
| **TRANSPORT LINKS:** |  |  |  |
| Distance from nearest local and international airport (in km) | Details on any air carriers and/or cruise lines bringing visitors to  the destination? | Public transport facilities to your destination (place an X against all that apply) | Additional private arrangements for transporting visitors to the destination |
|  | Airlines: | Train: |  |
|  | Underground/metro: |
| Cruise operators: | Tram: |
|  | Coach: |
|  | Bus: |
|  | Taxi: |
|  | Ferry: |
|  | Other (please describe): |
| **POPULATION:** |  |  |  |
| Number of permanent residents | Population density | Summer/winter ratio of residents to | Percentage of population employed in tourism related jobs? |
| tourists |
| No. of permanent residents: | Population density:  per km² |  |  |
| **TOURISTS:** |  |  |  |
| Annual visitor numbers, as a total and broken down by principal  market | Annual arrivals by type  of transport | Average tourist expenditure (per person/per day) | Average length of stay |
| Total annual visitors: | Air: |  |  |
| Total annual day visitors: |  |
| Total annual domestic visitors: | Sea: |
| Primary Source Markets: | Rail: |
| (by country and number of visitors i.e. Germany – 40,000): |  |
| 1. | Private car: |
| 2. |  |
| 3. | Other: |
| 4. |  |
| **TOURISM AMENITIES:** |  |  |  |
| Approximate number of hotels (by star rating), and rooms in the destination | Other types of accommodation available (and approximate numbers) | Approximate number of restaurants | Approximate number of bars (nightclubs, pubs etc.) |
| Hotels: | Villas: |  |  |
|  | Apartments: |
| Rooms: | Hostels: |
|  | Campsites: |
|  | Other (please  describe): |
| **STRATEGIES & POLICIES:** |  |  |  |
| The destination has an organisation (eg. DMO) dedicated to its  overall management. | Please choose | If yes, please name: | |
| The destination has a current sustainable tourism strategy/action plan with an agreed monitoring and evaluation process. | Please choose |  | |
| The destination has a current sustainable communication strategy  or plan. | Please choose |
| The destination has a current policy or plan to protect cultural  heritage. | Please choose |
| The destination has a current climate change adaptation strategy or  plan. | Please choose |
| The destination has a current biodiversity management and  monitoring plan. | Please choose |
| The destination has policies in place that require tourism  enterprises to minimise light and noise pollution. | Please choose |
| Percentage of the destination (area in km2) that is recognised as a  protected area. |  |  | |
| **ANY ADDITIONAL INFORMATION RELEVANT TO YOUR DESTINATION THAT YOU FEEL HAS NOT BEEN COVERED IN THE SECTIONS ABOVE:** | | | |
| You may want to consider including a map clarifying the boundaries of your destination here. | | | |

**TABLE OF CONTENTS OF THE REPORT**

Please identify and describe the following:

INVENTORY OF TOURISM ASSETS, INFRASTRUCTURES AND SERVICES, HUMAN AND INSTITUTIONAL CAPACITY:

* Main resources:

Geographical / natural elements more singular (with small description of each one)

Heritage elements/monuments (with small description of each one)

In all cases if possible

* level of use
* current tourist value
* potential tourist value
* Remarks. Including if there is offline information / promotional material - online and in this case, the link
* Adventure tourism activities that can be done / associated
* Infrastructures and services to get to and move around the territory.
* how to get there
* How to travel internally to do the activities and to make complementary visits
* Other services of interest: medical assistance, security, etc.
* Services offered to visitors
* Accommodation
* Gastronomic offer
* Local guides
* Hosts excursions
* Tourist offices
* Local / incoming travel agencies
* Existing activities related to adventure tourism: wilderness, leisure & recreational attractions (hiking, biking, climbing, etc. and other outdoor pursuits).

Rating / Importance:

* By number of companies
* On demand
* Product development potential
* Support facilities to adventure tourism and discovery of the territory
* Visitor’s centres, museums, …
* Relevant walking/cycling/cultural itineraries
* Visits to local craftmen/women and producers
* Identification of stakeholders and agents involved in adventure tourism
* DMO and promotion entities.
* Brief description of tasks and geographical area
* Website
* Actions developed to promote adventure tourism products

DESTINATION REVIEW FROM A SOCIO-ECONOMIC, POLITICAL AND ENVIRONMENTAL PERSPECTIVE:

* Description under a “tourism” perspective

Key elements

More interesting towns, villages … considering their tourism attraction or as services providers.

* Environmental profile of the targeted territory/ies ….

Protected areas, other environmental protection areas, management bodies, etc.

* Legal framework governing adventure tourism (whether it is a tour operator business, a service provider, tour guide, or others), identifying any legal loopholes, and providing a list of regulations that affect this segment in any possible way
* Socio-economic profile of the targeted territory/ies and the role of tourism
* Economic structure;
* Demographic evolution;
* Occupation;
* Engines of local economy;
* Weight and general dynamics of tourism;
* Gender dimension of tourism.