



## EVALUATION CHART FOR B&B LOCATIONS

## CRITERIA FOR THE SCORE

**NOTE:** Points are given and calculated according to the options. *The compulsory criteria are highlighted in red color.*

**Best score**      **Minimum score**

### 1. COMMUNICATION CAPACITY

<b>Fax</b>	doesn't posses one	0	<b>3</b>	<b>2</b>
	possesses one	1		
	placed in another location but in checked frequently	1		
	<b>daily checked correspondence</b>	<b>1</b>		
<b>Internet and mailbox</b>	no connection	0	<b>3</b>	<b>2</b>
	is connected	1		
	placed in another location but is checked frequently	1		
	<b>daily checked correspondence</b>	<b>1</b>		
	mailbox set on autoreply	1		
<b>Communication</b>	<b>expression and commmunication abilities</b>	<b>1</b>	<b>4</b>	<b>3</b>
	<b>Romanian</b>	<b>1</b>		
	<b>+ a foreign language</b>	<b>1</b>		
	more than a foreign language	1		

### 2. ACCES TO LOCATION

<b>With personal car</b>	1	<b>4</b>	<b>2</b>
<b>With public transportation service to the locality and then with personal resources</b>	1		
With public transportation service within 500m of location	1		
With transport service provided by location	1		

### 3. LOCATION LOOK

<b>Interior</b>	<b>harmonized</b>	<b>1</b>	<b>4</b>	<b>3</b>
<b>Exterior</b>	<b>neat building</b>	<b>1</b>		
	<b>neat surroundings/yard</b>	<b>1</b>		
<b>Ambient</b>	specific, well personalized	1		

### 4. MANAGEMENT CAPACITY

<b>Extension of tourist services</b>	natural products	1	<b>5</b>	<b>1</b>
	entertainment	1		
	wellness and beauty services	1		
	<b>place for group meetings</b>	<b>1</b>		
	event organizing	1		
<b>Personal safety</b>	<b>secured parking place</b>	<b>1</b>	<b>4</b>	<b>2</b>
	safe box	1		
	<b>secured access to the building/yard</b>	<b>1</b>		
	video surveillance	1		
<b>Independent promotion</b>	independent website	1	<b>4</b>	<b>2</b>

	personalized image on other websites	1		
	printed promotion materials	1		
	participation to at least 2 events per year	1		
<b>Computer operation capacity</b>	document processing	1	<b>3</b>	<b>3</b>
	internet use	1		
	data transmission	1		
<b>5. REPRESENTITIVENESS FOR B&amp;B CONCEPT</b>			<b>4</b>	<b>3</b>
	Room for breakfast and other related facilities	1		
	Room for group meetings	1		
	Family like environment provided by host	1		
	Personalisation of location	1		
<b>6. THE COGNITION OF B&amp;B RELATION DOCUMENTS</b>			<b>9</b>	<b>9</b>
	Who is ARCTE B&B?	1		
	Basic concepts			
	sustainable development	1		
	ecological orientation	1		
	ARCTE vision for the B&B product	1		
	Code of Conduct in partnership	1		
	Types of relations and specific documents			
	collaboration/partnership protocol	1		
	mutual promotion contract	1		
	collaboration convention for members of the ARCTE B&B National Tourist Network	1		
	contract / protocol with providers of complementary products/services	1		
<b>7. CURRENT STATUS OF THE COLLABORATION WITH ARCTE B&amp;B</b>			<b>7</b>	<b>5</b>
	Collaboration/partnership protocol	1		
	Mutual promotion contract	1		
	Contract / protocol with providers of complementary products/services	1		
	Adhesion to the National Tourist Network and payment of the initial financial contribution	2		
	Up to date payment of annual financial contribution	2		
<b>8. PARTICIPATION TO ARCTE B&amp;B PROGRAMMES</b>			<b>7</b>	<b>4</b>
	Video Promotion Program (PPV)	1		
	Ecological cleaning products for location and ambiance (GNLD)	1		
	Natural products for personal care (STYX)	1		
	Promotion of ARCTE B&B			
	maximum visibility of the brand simbol on the outside of the location	1		
	projection of audio-video materials (CD/DVD)	1		
	ARCTE B&B printed materials (magazines, guides, leaflets), posted in location	1		
	promotion materials of ARCTE B&B partners, posted in location	1		
<b>9. EVALUATOR'S POINT OF VIEW (argumented)</b>		2	<b>2</b>	
	<b>TOTAL SCORE</b>		<b>63</b>	<b>41</b>

OBSERVATIONS: **BLUE = Percentage according to minimum scores**

*Order according to the percentage of the minimum scores*

2.	<b>ACCESS TO LOCATION</b>	4,88%	4	2
3.	LOCATION LOOK	7,32%	4	3
5.	<b>REPRESENTITIVENESS FOR B&amp;B CONCEPT</b>	7,32%	4	3
8.	PARTICIPATION TO ARCTE B&B PROGRAMMES	9,76%	7	4
7.	<b>CURRENT STATUS OF THE COLLABORATION WITH ARCTE B&amp;B</b>	12,20%	7	5
1.	<b>COMMUNICATION CAPACITY</b>	17,07%	10	7
4.	MANAGEMENT CAPACITY	19,51%	16	8
6.	<b>THE COGNITION OF B&amp;B RELATION DOCUMENTS</b>	21,95%	9	9
9.	EVALUATOR'S POINT OF VIEW (argumented)	0,00%	2	
	<b>TOTAL SCORE</b>		<b>63</b>	<b>41</b>

*Order according to current number in chart*

1.	<b>COMMUNICATION CAPACITY</b>	17,07%	10	7
2.	<b>ACCESS TO LOCATION</b>	4,88%	4	2
3.	LOCATION ASPECT	7,32%	4	3
4.	MANAGEMENT CAPACITY	19,51%	16	8
5.	<b>REPRESENTITIVENESS FOR B&amp;B CONCEPT</b>	7,32%	4	3
6.	<b>THE COGNITION OF B&amp;B RELATION DOCUMENTS</b>	21,95%	9	9
7.	<b>CURRENT STATUS OF ARCTE B&amp;B COLLABORATION</b>	12,20%	7	5
8.	PARTICIPATION TO ARCTE B&B PROGRAMMES	9,76%	7	4
9.	EVALUATOR'S POINT OF VIEW (argumented)	0,00%	2	
	<b>TOTAL SCORE</b>		<b>63</b>	<b>41</b>