Assessment criteria

LUXEMBOURG TOURISM AWARDS

LUXEMBOURG TOURISM AWARDS 2021

	Hotel	Camp site	Gîte/B&B/ Youth hostel	Facilities	Tourist services	Gastronomic offer Hotel-Restaurant	Digital tourism offer
Assessment criteria							**Weighting factor**
TOURIST STRATEGY: improvement of the tourist service by taking into account the expectations of existing customers and / or implementation of measures to attract new customers	40%	40%	40%	40%	40%	40%	20%
INNOVATION: implementation of new services or new processes or significant improvement of existing services or processes	20%	20%	20%	20%	20%	20%	50%
SUSTAINABILITY: use of sustainable products or processes, reduction of waste, optimization of energy use, safeguard of natural resources	10%	10%	10%	10%	10%	10%	10%
ACCESSIBILITY: facilitate access for any person by eliminating obstacles, eliminating steps, widening doors etc.	10%	10%	10%	10%	10%	10%	10%
SOCIAL RESPONSIBILITY: the tourist actor relies on a voluntary approach which consists of responsible behavior towards economic actors, the environment and society. The tourist actor applies the principles of sustainable development. Being socially responsible consists of integrating social and environmental issues into day-to-day management and in interactions with external players.	10%	10%	10%	10%	10%	10%	10%
DIGITALIZATION: implementation of processes aimed at transforming traditional processes, objects, tools or even professions through digital technologies in order to make them more efficient	10%	10%	10%	10%	10%	10%	-