

## Step 1: Assess the Potential

### HANDOUT: CULTURAL HERITAGE TOURISM EVENT ASSESSMENT FORM



Name of Event: \_\_\_\_\_

City/State: \_\_\_\_\_ Date Held: \_\_\_\_\_

**Critique:** Rate on scale of 1-10 with “10” as highest score

- |    |   |       |
|----|---|-------|
| 1. | General Appearance: facility, landscape, signage        | _____ |
| 2. | Event Presentation:                                     |       |
|    | Historic Event: authenticity, interpretation            | _____ |
|    | Cultural Event: performance, entertainment              | _____ |
| 3. | Significance to region:                                 | _____ |
| 4. | Accessibility: ADA compliance, days/hours of operation  | _____ |
| 5. | Organization/management: strength, funding, creativity  | _____ |
| 6. | Quality of Tourist Services: gift shop, toilets, guides | _____ |
| 7. | Marketing potential: target markets                     | _____ |

**TOTAL** \_\_\_\_\_

Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Conducted by: \_\_\_\_\_ Date: \_\_\_\_\_