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# **ASSESSMENT MANUAL FOR STAR TOURISM PRODUCT: EU SKY ROUTE**



## CONTENTS

<b>Goal and structure of the manual</b>	3
<b>Work dynamics and assessment stages for each product</b>	4
<b>Stage 1. Organising the assessment session</b>	6
<b>Stage 2. Performing the assessment for each day of the organised package</b>	7
<b>Templates and worksheets</b>	12
<b>Annexes with examples of different destinations</b>	22



## **GOAL OF THE MANUAL**

This manual is intended as a guide for assessing the quality and memorability of star tourism experiences for products created as part of the EU SKY ROUTE project.

The following goals are specifically considered:

- A) Providing a guide to help with activities to be performed for assessing the quality and memorability of the product (experience) carried out.
- B) Helping to improve the joint work and integration of the different companies in the sector and the different European destinations in the development of combined EU SKY ROUTE products.
- C) Providing new ideas and improvements for the product created, to continue innovating with a continuous improvement process for the experience being offered.

## **STRUCTURE OF THE MANUAL**

The manual is structured into three parts:

- 1) Work dynamics and assessment stages for each product
- 2) Templates and worksheets
- 3) Annexes with examples of different destinations



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## **WORK DYNAMICS AND ASSESSMENT STAGES FOR EACH PRODUCT**



## 1) WORK DYNAMICS AND ASSESSMENT STAGES FOR EACH PRODUCT

Each destination participating in the project has developed a main star tourism product (package), starting off with its resources and its target audience. So there is a combination of packages at different destinations, as shown in the annex (The different products for each destination must be incorporated as Annex 1).

The following assessment methodology will be followed by each partner for applying to each destination's product (package). If the package lasts longer than three days, the assessment dynamics should be divided into two different sessions, dealing with half of the days in the package in each dynamic. If circumstances do not allow the complete package or product to be tested, it should be done for just one day, based on the product or package's main activity.

(Insert an image or a table with the name of the partners of the project)



**STAGE 1. Organising the assessment session.** The assessment sessions involve as faithful a reproduction as possible of the experience that the end tourist is going to have of the product. Therefore, the organiser must agree on the exact content of the activity, its duration, capacity, etc., and also all of the logistical requirements that have to be planned (invitations to participants, transport, food, space, etc.) with all of the participating service companies and providers.

If the option exists, an abundance of **multimedia material** on the activity in action and during testing should be gathered, which will help aid better assessment of the activity and also promotion of the product.

**PARTICIPANTS:** Three types of agents take part in the activity with different profiles and roles. TEMPLATE 1.

- a) The **provider companies** for each activity included in the package. Their role will be as service providers depending on the product and programme established, but also as “customers” for the services of the rest of the providers that make up the product. Wherever possible, a permanent nucleus of companies for this activity should try to be maintained for the whole test period.
- b) Potential customers who will be used as a **test group** and who, also and additionally, will have the subsequent task of promoting the activity. Journalists, bloggers, marketing companies, scientists, etc. and also tourists with a specific interest in this product will be invited. This group is mobile, and the participants may vary between the different services and days, and the group does not have to be maintained for all test days.
- c) **Promoters** of dynamism within the dynamic and organisers of the test and assessment activity.



## STAGE 2. Performing the assessment for each day of the organised package

Following the schedule of activities planned for each day, the following work structure will be applied. An effort will be made to start and end the dynamic somewhere that is near where the activity is going to take place and that allows all the participants to gather in suitably comfortable conditions.

### 1. Preparation of the day's dynamic.

<b>Attendees:</b>	Provider companies and promoters of dynamism
<b>Duration:</b>	30 minutes
<b>Place:</b>	If possible, somewhere near the activity site
<b>Activity:</b>	<ol style="list-style-type: none"> <li>1. Presentation of the goal of the dynamic and general explanation of the work that will be done throughout the day.</li> <li>2. Introduction of all the attendees.</li> </ol>

This activity will only be done on the first day of testing. The rest of the days, if there are more, will begin with a short summary of the main conclusions from the previous session and the emphasis of the testing activity for the day. If there are several days of testing, specific themes should be chosen for each day, and special emphasis will be put on analysis of them (e.g., stargazing, food, cultural aspects of the destination, etc.).

(Insert a picture with the members of the team)



**Test exercise and simulation of the first part of the tourism package that will not be done during the activity.**

<b>Attendees:</b>	Provider companies and promoters of dynamism
<b>Duration:</b>	30 minutes
<b>Place:</b>	If possible, somewhere near the activity site
<b>Activity:</b>	<ol style="list-style-type: none"> <li>1. For the purpose of assessing the whole activity, there are prior stages that are not going to be reproduced as the tourist has done them prior to the meeting that will be held with them, but they will be analysed here in a simulated fashion. This includes the information and booking stage by the tourist, the arrival at the destination, checking in to accommodation, transport, etc.</li> <li>2. This activity is also useful for practising assessment of an experience theoretically, and also for raising awareness that each stage of the process counts in the development of a memorable experience.</li> </ol>
<b>Template 2</b>	Experience assessment guide. Stage prior to the activity

This activity will only be done on the first day of testing.



## 2. Presentation of the day's activity given by the providers.

<b>Attendees:</b>	Provider companies and promoters of dynamism
<b>Duration:</b>	15 minutes
<b>Place:</b>	If possible, somewhere near the activity site
<b>Activity:</b>	<p>1. The provider companies that make up the dynamic for that day will give a short presentation of the same, keeping to the following guideline:</p> <p>A) Basic explanation of the activity as it would be explained to the customer: duration, activities, etc.</p> <p>B) Explanation of the goal that the activity aims to achieve. Here, the company considers the aspects or stages of its activity that it considers to be the highlights, and also those that may need improvement and even innovations that may have been incorporated for this test. The idea is that it will help the rest of the participating companies to pay more attention to certain aspects of the service.</p>
<b>Template 3</b>	Information from the company prior to the experience

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### 3. Performing the activity according to the planned schedule.

<b>Attendees:</b>	Test group, provider companies and promoters of dynamism
<b>Duration:</b>	As established in the schedule for each activity.
<b>Place:</b>	Place determined for the activity
<b>Activity:</b>	After meeting with the test group, all the participants will do the planned activity according to the schedule for the day. During the activity, the rest of the providers must make notes of possible improvements and ideas to discuss at the end of the experience.

### 4. Assessment of the experience by the test group.

<b>Attendees:</b>	Promoters of dynamism and test group
<b>Duration:</b>	Duration: 40 min.
<b>Place:</b>	Place determined for the activity or somewhere near it if possible
<b>Activity:</b>	<ol style="list-style-type: none"> <li>1. An experience assessment survey will be provided to be completed by the participants in the activity (test group).</li> <li>2. There will be a small group discussion (just with the test group) regarding the activity done.</li> <li>3. Farewell to test group.</li> </ol>
<b>Template 4</b>	Experience assessment survey
<b>Template 5</b>	Schedule of questions for the group dynamic and discussion on the experience



## 5. Assessment of the experience by the provider companies.

<b>Attendees:</b>	Provider companies and promoters of dynamism
<b>Duration:</b>	Duration: 40 min.
<b>Place:</b>	Place determined for the activity or somewhere near it if possible
<b>Activity:</b>	<p>Short discussion regarding the experience; notes and ideas written down by attendees during the activity are shared, to be integrated into one single summary document.</p> <p>Farewell to the group.</p>
<b>Template 5</b>	Schedule of questions for the group dynamic and discussion on the experience

On the last day, there will also be a partial closing session with the provider companies for the days assessed.



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## TEMPLATES AND WORKSHEETS



Template number	Stage	Template name
<b>TEMPLATE 1</b>	<b>STAGE 1</b>	<b>LIST OF PARTICIPANTS</b>

**a) List of participating companies:**

Companies	Person in attendance and role

**b) List of test group:**

Day 1		Day 2		Day 3	
Name	Company/profile	Name	Company/profile	Name	Company/profile



**c) List of organisers and promoters of dynamism**

<b>Name</b>	<b>Company and role in test activity</b>



Template number	Stage	Template name
TEMPLATE 2	STAGE 2	EXPERIENCE ASSESSMENT GUIDE. STAGE PRIOR TO THE ACTIVITY

With the aim of achieving a memorable experience, the tourist process prior to the start of the activity will be analysed. Regarding the different prior stages that are not going to be tested in situ, different key aspects of them that could be included to form part of a memorable experience will be checked.

For these prior stages that are not going to be tested (Prior information: own website; Prior information: off-line promotional material such as leaflets, etc.; Prior information: on-line promotional material such as social networks, other websites, etc.; Website booking process; Telephone booking process; Transport; Check-in), attendees will be asked about possible improvement, using the following questions:

1. What can be done so that, in these stages prior to the start of the activity, the tourist can **learn** more about star tourism and the possibilities offered by the destination in this regard?
2. How can this stage prior to the start of the activity be more **fun**?
3. How can the theming of this stage prior to the activity be improved?
4. How can we **personalise it**: personal, adapted to the tastes of each person, unique, connected to their motivations?
5. How can we improve **pleasant sensory perception** (sensory shock): sound, smell, touch, taste, sight and introduce new aspects in this regard?



Template number	Stage	Template name
<b>TEMPLATE 3</b>	<b>STAGE 2</b>	<b>Information from the company prior to the experience</b>

In order to introduce new aspects and experimental items into the visit, prior to the test, the provider (its personnel) must have assessed itself on the following questions for the main stages of the activity: Meeting point and first point of contact with the group of tourists; Transfer to the stargazing location; Preparation and presentation before the stargazing; Dynamic of the stargazing; Ending the stargazing and farewell; Return transport; Subsequent contact with the tourists.

For the activity, the company (its personnel) must ask itself the following questions, trying to suggest improvements to the current process.

The company will inform the rest of the attendees at the activity of the improvements suggested or introduced, and also of those stages where no possible improvements were found or where it does not know how to apply them.

This exercise is useful for generating a greater number of collective ideas and it also helps the company to identify the possible gap between what it perceives and what is actually perceived by the activity user.

Questions for diagnosis and improvement:

1. What can be done so that, in these stages prior to the start of the activity, the tourist can learn more about star tourism and the possibilities offered by the destination in this regard?
2. How can this stage prior to the start of the activity be more fun?



3. How can the theming of this stage prior to the activity be improved?
4. How can we personalise it: personal, adapted to the tastes of each person, unique, connected to their motivations?
5. How can we improve pleasant sensory perception (sensory shock): sound, smell, touch, taste, sight and introduce new aspects in this regard?





**Age:**

**Sex:**

**Nationality:**

**Duration of the trip:**

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Template number	Stage	Template name
<b>TEMPLATE 5</b>	<b>STAGE 2</b>	<b>Schedule of questions for the group dynamic and discussion on the experience</b>

With the participants in the activities (test group and other provider companies), there will be a short group dynamic at the end of the activity, with the aim of assessing the experience and obtaining possible areas for improvement from it.

Here are some helpful questions that may be useful for these dynamics and the discussion at the end of each day.

1. What was your general impression of the activity as a whole? Better or worse than expected, and why?
2. What were the best aspects?
3. Which were the worst ones?
4. What is the activity missing?
5. What is superfluous in the activity?
6. What would you like to have done and weren't able to?
7. Would you have liked to know more about any particular aspect?
8. How could the activity be more fun?
9. What do you think you'll never forget about today's activity?
10. What other star tourism destinations would you like to discover and why?



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## **Annexes with examples of different destinations**