

FUNCTION	OPERATOR	ASSOCIATION
<b>AESTHETICS</b>		
Is it attractive?	H	L
Is it eye-catching?	H	L
<b>INFORMATION</b>		
<i>On product?</i>	H	H
<i>Location?</i>	H	H
<i>Contacts?</i>	H	H
<i>Who runs?</i>	H	H
<i>(must answer “who, what, where, when, how)</i>		
<b>NETWORKING</b>		
With Association?	M	H
To similar products?	L	H
<b>LOGISTICS</b>		
Does site describe booking process?	H	L
Can clients reserve/book online?	M	L
<i>Can clients pay online?</i>	L	L
Does site describe payment process?	H	L
Do you offer/describe packages and prices?	H	L
Does your site have an automatic reply mechanism?	M	L
Visitor feedback mechanism?	H	L
<i>Is your site interactive?</i>	M	M
<b>PLANNING, MANAGEMENT, MONITORING</b>		
<i>Does your site collect visitor statistics?</i>	H	H
<i>Does your site track “hits”</i>	H	H
<i>Can the site be easily updated?</i>	H	H
Does your site have applications that meet the user’s needs		
- reporting	M	H
- monitoring	M	H
- <i>geo-referencing</i>	H	H
<b>TRAINING AND TECHNICAL ASSISTANCE</b>		
What is available on and through your site		
-Relevant publications	L	H
-Local events	H	M
- <i>Planning calendar</i>	H	H
-Guidelines/best practice information	L	H
- <i>Special Codes of Conduct (i.e. for sensitive destinations and cultural sites)</i>	H	H
<b>RESEARCH/DATA BASE</b>	L	H
<b>LOBBYING, ADVOCACY, COMMUNICATIONS, CAMPAIGNS</b>	L	H

H-high importance, M – medium, L - low