

PROJECT QUALITOOL

"TRANSFER OF QUALITY ENSURANCE TOOLS
FOR EUROPEAN RURAL TOURISM SECTOR"

(2008-1-LV1-LEO05-00125)

www.countryholidays.lv/p/qualitool



Education and Culture DG
Lifelong Learning Programme
The action has received EC funding

Time: 2008–2010

Project goal: to provide practical and efficient life-long learning opportunity for SMEs in rural tourism in Europe.

Key activities:

1. Customer survey on quality in rural tourism

The survey is online <http://surveys.countryholidays.lv> and accessible through the banner from the partner web sites. The survey form contains 13 questions on quality experiences and expectations in rural tourism. The data will be used to integrate the market needs in the project results. The survey form can be filled out in English, German, Spanish, Greek, Slovenian, Bulgarian, Latvian, French, Russian, Portuguese, Dutch, Danish languages. All respondents take part in a lottery – the winner gets a week's stay in a country guest house or cottage in one of the project partner countries.

2. Rural tourism review

The review looks at rural tourism quality schemes, provider training forms, quality issues/problems in 12 countries (Austria, Bulgaria, Czech Republic, Georgia, Greece, Luxemburg, Spain, Portugal, Slovenia, Hungary, Belgium, Latvia) in 2008. The information was provided by the project partners and several members of EUROGITÉS. The review conclusions will be used to develop the contents of the web based training tool. The document is downloadable from the project web site.

3. Tool testing by project partners

Before presenting to European rural tourism community, the Web based training tool (the Quality check, the Inspection manual, the Virtual training module) will be simultaneously tested by project partners in Bulgaria, Greece, Spain, Slovenia and Latvia to assess its efficiency in operation and compare results.

4. Rural tourism quality workshop, May 26, 2010, Riga, Latvia

International workshop

Destination management for quality in rural tourism will bring together players in rural tourism sector to discuss trends and changes in rural tourism product and customer behaviour under present economical conditions in Europe, identifying success factors and presenting case studies. The purpose of the workshop is to focus on integrated quality of facilities, service and management as a key to competitiveness of the European rural tourism sector and to exchange best practice experiences. The workshop programme, application form and updated event information are in the project web site:

www.countryholidays.lv/p/qualitool

see you
at the event!

Definition by "Eurogites"

Rural Tourism is a sustainable, multifunctional activity based on local resources related to the traditional agricultural activity, culture, or natural values in the countryside or in small towns where tourism is not the main source of income.

Rural Accommodation is understood as a small-scale hospitality service which combines personal attention, quiet and peaceful setting, and assured quality standards with good conservation of environment, human and cultural authenticity in connection with the local community and its traditions, products, gastronomy, and heritage, under the limits of security and safeguarding the above mentioned resources.



Greece



Latvia



Slovenia

Project partners:



Bulgarian Association
for alternative tourism BAAT
www.baatbg.org



Greek Network
of Rural Accommodation
www.guestinn.com



European Federation of Farm
and Village Tourism EUROGITÉS
www.eurogites.org



Andalusian Network
of Rural Accommodation
www.raar.es



Chamber of Agriculture and Forestry
of Slovenia, Agriculture and Forestry
Institute Celje www.kgzs.si



LAUKU CEĻOTĀJS
Latvian Country
Tourism Association
www.countryholidays.lv

Results:

The product will be based on minimum rural tourism accommodation standards by Eurogites, the European Federation

of Farm and village tourism, experience and examples from running rural tourism properties in Europe, and customer survey on quality in rural tourism.

1. Quality check for minimum RT accommodation quality standards in Europe.

The minimum rural tourism accommodation quality standards are approved by Eurogites and represent the minimum requirements for a rural tourism property to meet the demands of international markets. The standard criteria are grouped under 5 clusters – Equipment (19 criteria; Surroundings (9 criteria); Services at the accommodation and in surroundings (9 criteria); Personal attention, privacy and ambience (7 criteria); Security (9 criteria). The quality check form will be accessible online from www.eurogites.com to rural tourism providers for self-assessment, to rural tourism organisations and training sector for reference. Print version can be used as a checklist on site.

2. Inspection manual.

The manual explains application of each quality criterion. It can be used by rural tourism providers as a guidance and by accommodation inspectors as a reference. Available as a download from the project web site.

3. Virtual training module, illustrating the minimum rural tourism accommodation quality criteria.

The training module will contain the standard criteria, their explanations from the Inspector's manual and photos from rural tourism properties showing compliance or non-compliance with the standards (positive and negative examples). The module will be used in rural tourism provider training.

Target audience:

- rural tourism providers interested to attract international market.
- training sector.

- rural tourism organisations interested in strengthening the image and recognition of rural tourism through common product identity in Europe.



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