

Project “Practise based training tool for safety and security in European rural tourism”

SAFETUR 2012-1-LV1-LEO05-03389



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UK Website Page on existing UK site.

Planned update onto new format Farm Stay UK website to be launched in June / July.

See outline style of page Below.

Home Accommodation Search Why Farm Stay Things to Do News Blog Order Brochure

Quick Search

Accommodation Type
All Types

Location
Town, Postcode, Attraction

Or
Select a Region or County
All regions

Search

Advanced Search

Search by Availability, Facilities, Location or Farm Name

Location Map

Find accommodation using our interactive map

Go Local

Farm Stay Regional Sites.

Special Offers

View all our latest special offers.

The Farm Stay Experience

Watch our Farm Stay videos.

Shop and Eat Local

Search for local food producers

Safetur

Practise based training tool for safety and security in European Rural tourism (2012-1-LV1-LEO05-03389)

Project duration: 01.10.2012 - 30.09.2014

Project goal:

Provide a practical and efficient, continuously updated life-long learning opportunity for tourism micro-SMEs in Europe through improved training accessibility in the field of Safety and Security at workplace and for clients, leading to compliance with cross-European standards, an increased professionalism, competitiveness through trust and reliability and through these, stability and sustainability of rural tourism initiatives in Europe.

Project target group are rural tourism service providers and managers, also VET institutions.

Project main activities:

- Project partner meetings in Latvia, Norway, Germany and United Kingdom.
- Project webpage (http://www.celotajs.lv/cont/prof/proj/SAFETUR/project_en.html), leaflet development and printing.
- Rural tourism Safety&Security case study - best practise examples in partner countries, customer and rural tourism service provider survey's.
- Handbook development - material will be prepared using previous project SECTOUR results and experience received during case study. It will refer to Safety&Security in accommodation, food provided at this level and activities provided by accommodation. Handbook will be adjusted and translated for every partner country, in addition German language will be translated.
- Web tool development. The tool transfers the content of handbook to a virtual enviroment and will consist of web based Safety&Security check as online version of the self-evaluation, inspection manual and virtual training module.
- Project handbook and web tool testing in partner countries, improvements according to testing results.
- Dissemination events in project and EuroGites organization partner countries. Project results will be presented in EuroGites General Assembly.

Project results:

- Handbook "Your rural tourism business - run it smart"
- Web tool - online self evaluation
- Web tool - Inspection manual
- Web tool - Virtual training in Safety & Security
- European Rural Tourism Workshop in Safety

This project has been funded with support from the European Commission.



New Website format

EuroGites and Safetur programme to have landing pages imbedded.

Example of Landing page shown below.

The screenshot shows the FarmStay website interface. At the top, there is a navigation bar with the FarmStay logo, a 'Login' button, and links for 'ACCOMMODATION', 'PLACES TO VISIT', 'THINGS TO DO', 'PARTNERS', 'NEWS & EVENTS', and 'ABOUT'. The main header features the text 'WAKE UP TO THE COUNTRY! BORED OF HOTELS? TRY SOMETHING NEW AND STAY ON A FARM!'. Below this is a search bar with tabs for 'GETAWAY' and 'ACTIVITY'. The search bar includes fields for 'Enter your Destination' (with a search icon and placeholder 'Search by Location or postcode'), 'Arrival Date' (with a calendar icon), 'Nights' (with a moon icon and a minus sign), 'Adults' (with a person icon and a minus sign), and 'Children' (with a person icon and a minus sign). A note states 'All online bookings require 48 hours notice'. A red 'Search Getaways' button is positioned to the right of the search fields. Below the search bar, the 'Suggested Getaways' section displays four cards, each with a photo, a star rating, a price starting from a certain amount, and the name of the getaway. The cards are: 1. Wheatacre Hall Barns (5 stars, from £415.00, Type: Self Catering, location: Beccles, Suffolk); 2. Rawcliffe House Farm (5 stars, from £299.00, Type: Self Catering, location: Pickering, North...); 3. Lee Wick Farm Holiday Cottages (4 stars, from £350.00, Type: Self Catering, location: Clacton on Sea, Essex); 4. West Down (5 stars, from £74.00, Type: B&B, location: Umerleigh, North Devon). At the bottom of the page, there are three promotional banners: 'Special Offers' (with a 'See all Special Offers' button), 'Great Late Deals' (with a 'See all late deals' button), and 'Gift Tokens' (with a 'Buy Gift Voucher' button and an image of a gift token). The Windows taskbar at the very bottom shows several open applications: 'Inbox in Andy - Brac...', 'Re: Safetur meeting ...', 'screenshots - Messa...', and 'Microsoft PowerPoi...'.



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EuroGites and Safetur programme to have landing pages imbedded.

Example of Landing page shown. Potential deadline July 2014



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web site Gallery

Get listed on FarmStay Logout

FARMSTAY ACCOMMODATION PLACES TO VISIT THINGSTODO PARTNERS NEWS&EVENTS ABOUT

Accommodation Search

The West Country
Devon

Location

Within 15 miles
15 miles

Arrival Date - Nights -

Adults - Children -

Find Accommodations

Safetur

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Presentation of Programme at Farm Stay UK Regional meetings

Workshops presented to farm Stay regional meetings for the 11 regions of the UK

South East England	met Autumn 13,	planned Autumn 14
South West England (Devon & Cornwall)	met Autumn 13	planned Autumn 14
South West England (Wessex)	met Autumn 13,	planned June & Autumn 14
West Midlands	met Autumn 13, Spring 14	planned Autumn 14
East Midlands		planned Autumn 14
East Anglia	met Autumn 13, Spring 14	planned Autumn 14
Northumbria and Cumbria	met Autumn 13,	planned Autumn 14
Yorkshire and North West	met Autumn 13, Spring 14	planned Autumn 14
Wales	met Autumn 13, Spring 14,	planned Autumn 14
Scotland	met Autumn 13,	planned Autumn 14
Northern Ireland	no personal visits, update via e-mail	

Plus

UK National conference	Autumn 13, Buxton,	Autumn 14, Scotland
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Potential total out reach approx 1,000

Total personal contacts approx 300



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Handbook Creation

Input into original Handbook Development

Original Editing of Handbook

Autumn '13

Editing of UK Version Only

Editing of European Version for all destinations for English readers

March April 2014



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Public Relations

Press release number 1

To be sent at official launch of New website – see above – March 2014.
Launch delayed until July 2014 so release to coincide with this.

Press release Number 2

To be sent in conjunction with official launch off Handbook (June 2014)



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