

PROJECT PARTNERS



Latvian Country Tourism
Association "Lauku ceļotājs"
www.celotajs.lv



Norwegian Rural tourism
and local food "HANEN"
www.hanen.no



Bulgarian association for
alternative tourism BAAT
www.baatbg.org



European Federation of
Rural Tourism - EuroGites
www.eurogites.org



Red Andaluza de
Alojamientos Rurales
www.raar.es



Lithuanian Countryside
Tourism Association of Lithuania
www.atostogoskaime.lt



Farm Stay UK Limited
www.farmstay.co.uk

www.safetour.celotajs.lv



Photo:United Kingdom

OUTCOMES / PROJECT RESULTS:

1) **Handbook "Your rural tourism business – run it smart"** - refers to Safety & Security in accommodation, catering provided at this level, and activities offered by the accommodation. The handbook will be downloadable as a pdf file in Latvian, German, Spanish, Norwegian and English languages.

2) **Web based Safety and Security training tool**, consisting of three parts:

- Safety and Security check: a web based form for real-time online evaluation. Results of the check will be reflected by a report that is provided to the Rural Tourism service.
- The inspection manual – will be provided for download as part of the online tool.
- Virtual training module with Safety and Security criteria, photos, or short texts illustrating compliance with the criteria.

Project SAFETUR "Practise based training tool for
safety and security in European rural tourism"
2012-1-LV1-LEO05-03389

PROJECT "SAFETUR"

SAFETY AND SECURITY IN EUROPEAN RURAL TOURISM – PRACTICE BASED TRAINING APPROACH



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PROJECT INFO

Target audience:

RT providers, RT organisations, training sector

Objectives:

Provide a practical and efficient life-long learning opportunity in the field of Safety and Security at workplace and for clients.

Continuously updated with special attention to the need and situation of tourism micro-SMEs in Europe, leading to compliance with cross-European standards through improved training accessibility. Increased professionalism, trust, and reliability and through these, higher competitiveness, stability, and sustainability of rural tourism initiatives in Europe.



ACTIVITIES

1. Define target audience needs:

1.1. Best practise examples in partner countries – information on state of the art in Security and Safety requirements in rural tourism services, and the tools, measures, documents, training, or information materials that exist in the partner countries are collected and summarized.

1.2. 100 customer feedbacks connected with Safety & Security from each partner country are to be collected and analysed. This feedback is gathered from client's comments and criticisms on important accommodation web pages like booking.com, tripadvisor.com, national tourism association webpages, and others.

1.3. Survey and summary of RT customers experience using rural tourism services in the project partner countries. This survey is available online, distributed by partner organisation countries and via the Eurogites webpage.

2. Standard transnational list of criteria on Safety and Security in Rural Tourism.

3. Handbook „Your RT business - run it smart” on Safety and Security in Rural Tourism. This material uses examples and real cases retrieved during the analysis for customer feedbacks. It will be separated in two parts:

- Safety and Security for internal management of Rural Tourism services (S&S at the workplace)
- Safety and Security for the customer (prevention of accidents, sanitary rules, procedures and claims,..).

4. Create a web based tool, consisting of online Safety and Security self-check, inspection manual and virtual training module, according to the training requirements of SMEs. Testing and transfer to EuroGites.

5. Testing and finalisation – partners test the previous activity results in their home countries, give feedback, improve, and integrate it in the provider training – manual.

6. All project results will be transferred to EuroGites – European Federation for Rural Tourism.

7. Project dissemination:

7.1. Dissemination seminars in partner countries and Eurogites member countries

7.2. Project results delivered to training establishments for integration in their training programs and updating of the training program contents.

7.3. European Rural Tourism Workshop on Safety in September 2014.

