

# Meeting market expectations in rural tourism - what we can learn from customer surveys



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Workshop: Rural and heritage tourism in the EU Strategy for the Baltic Sea Region

# RURAL TOURISM QUALITY SURVEY 2009 – 2011

[www.surveys.countryholidays.lv](http://www.surveys.countryholidays.lv)

- EUROGITES – European Rural Tourism Federation

[www.eurogites.org](http://www.eurogites.org)

- Project QUALITOOL

<http://quality.eurogites.org>

fill in  
questionnaire

win country  
holidays  
in Europe

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Choose One ▾

**⚠ Take part in a lottery and win a country holiday week in Europe!** Taking just 10 minutes to answer the questions of this review, you can win a week's stay in a guest house or a cottage in one of these countries: Spain, Greece, Bulgaria, Slovenia or Latvia.

This review is carried out by the Latvian Country Holiday Association in cooperation with Eurogites, the European Federation of Farm and Village Tourism and rural tourism organisations of Spain, Greece, Bulgaria, Slovenia. Your replies will help us to improve our services!

**Thank you for co-operation!**

Yes, I want to participate in the draw (each person can only participate once)

E-mail :

< Previous   Next >   Cancel   Finish

**LAUKU CEĻOTĀJS**

**EUROGITES**

The action has received EC funding

Education and Culture DG  
Lifelong Learning Programme

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# RESPONDENT PROFILE

- 3487 respondents from 55 countries
- Average respondent:
  - about 37 years old
  - vocational or higher education
  - middle-income level
  - travels about 3 times a year
  - 3.5-10-days-long journeys



- Most represented countries:  
Bulgaria, Slovenia, Greece, Latvia, Lithuania, France

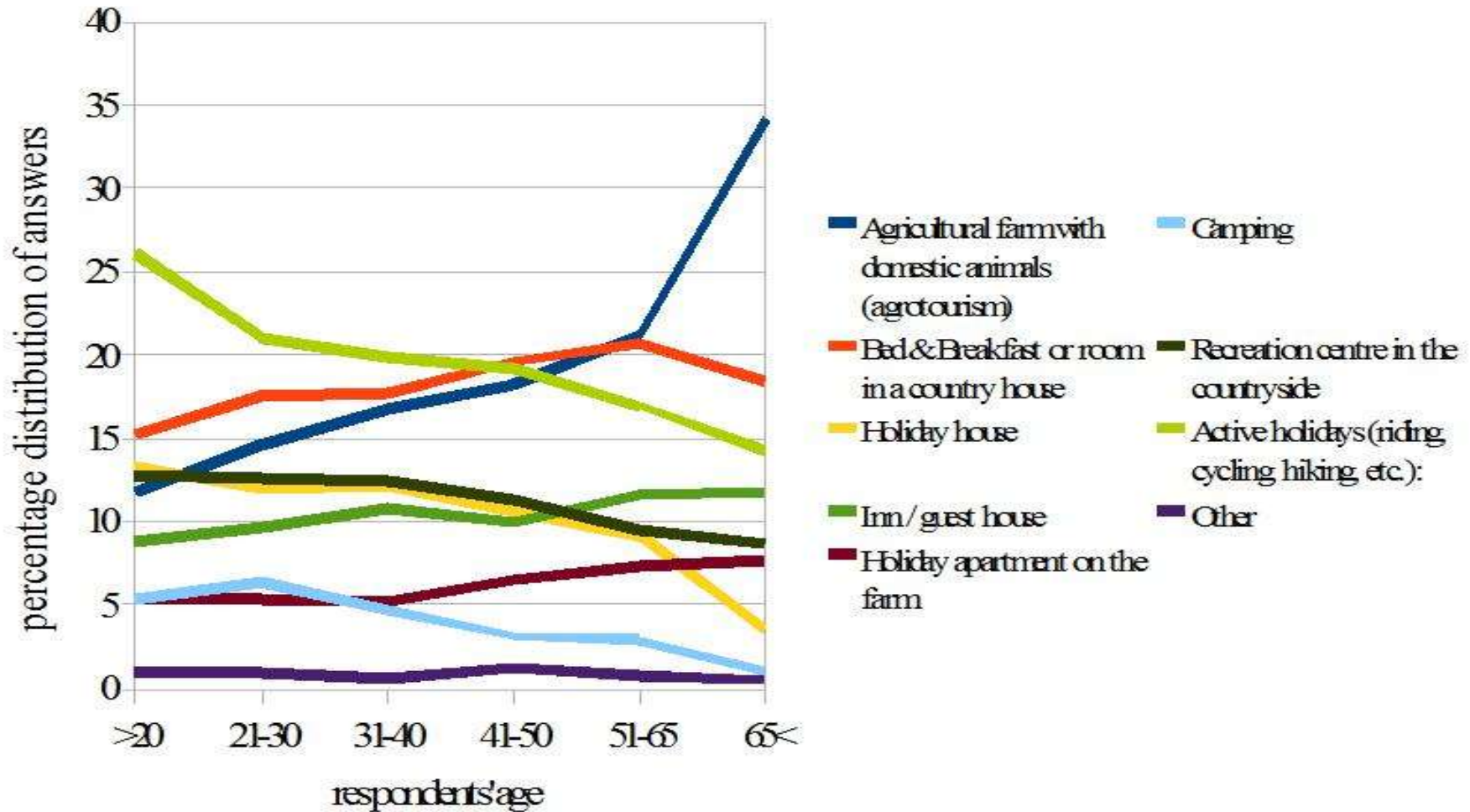
# SURVEY QUESTIONS

1. What do you associate with RT?
2. Any previous experience of rural accommodation
3. Booking preferences
4. Source of information
5. Importance of branding, labelling
6. Recognition of logos
7. Value for money
8. What is important when planning holidays
9. What is important for the first impression
10. What is important during the stay
11. What is important after holidays



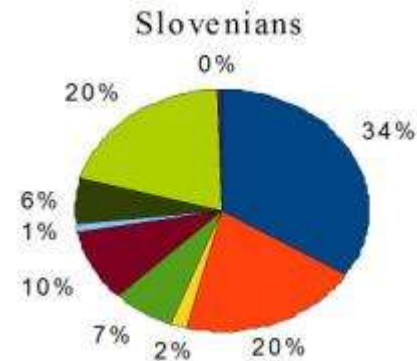
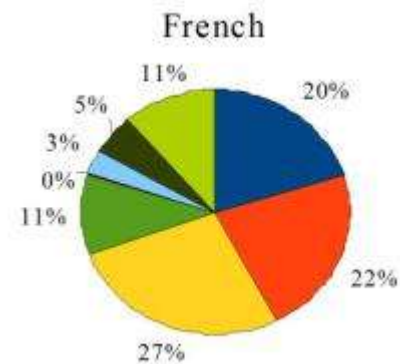
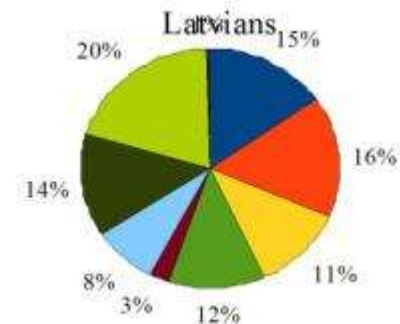
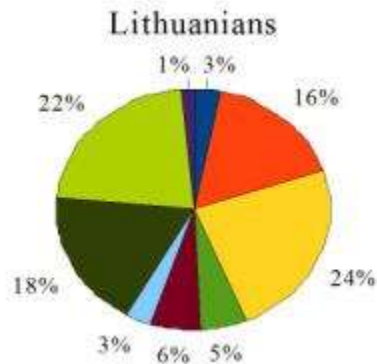
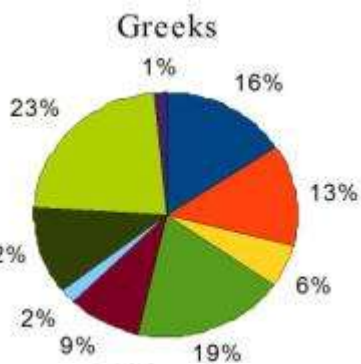
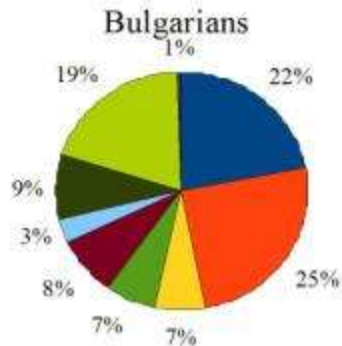
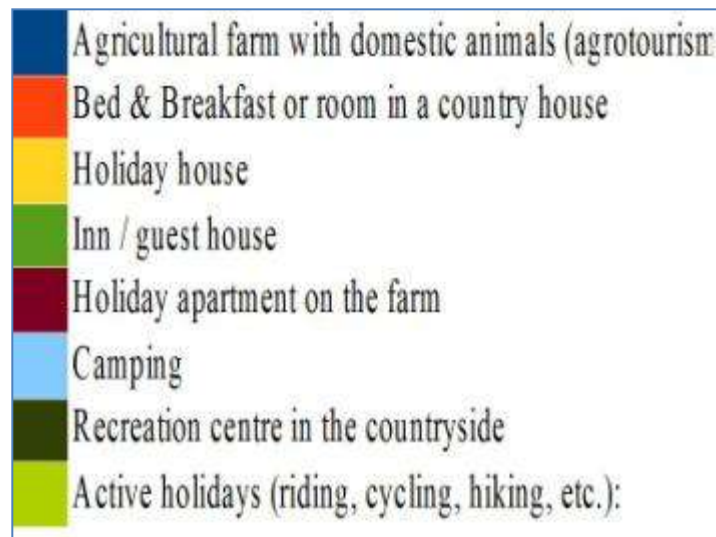
# SURVEY RESULTS: WHAT DO YOU ASSOCIATE WITH RURAL TOURISM?

BY AGE GROUPS



# SURVEY RESULTS: WHAT DO YOU ASSOCIATE WITH RURAL TOURISM?

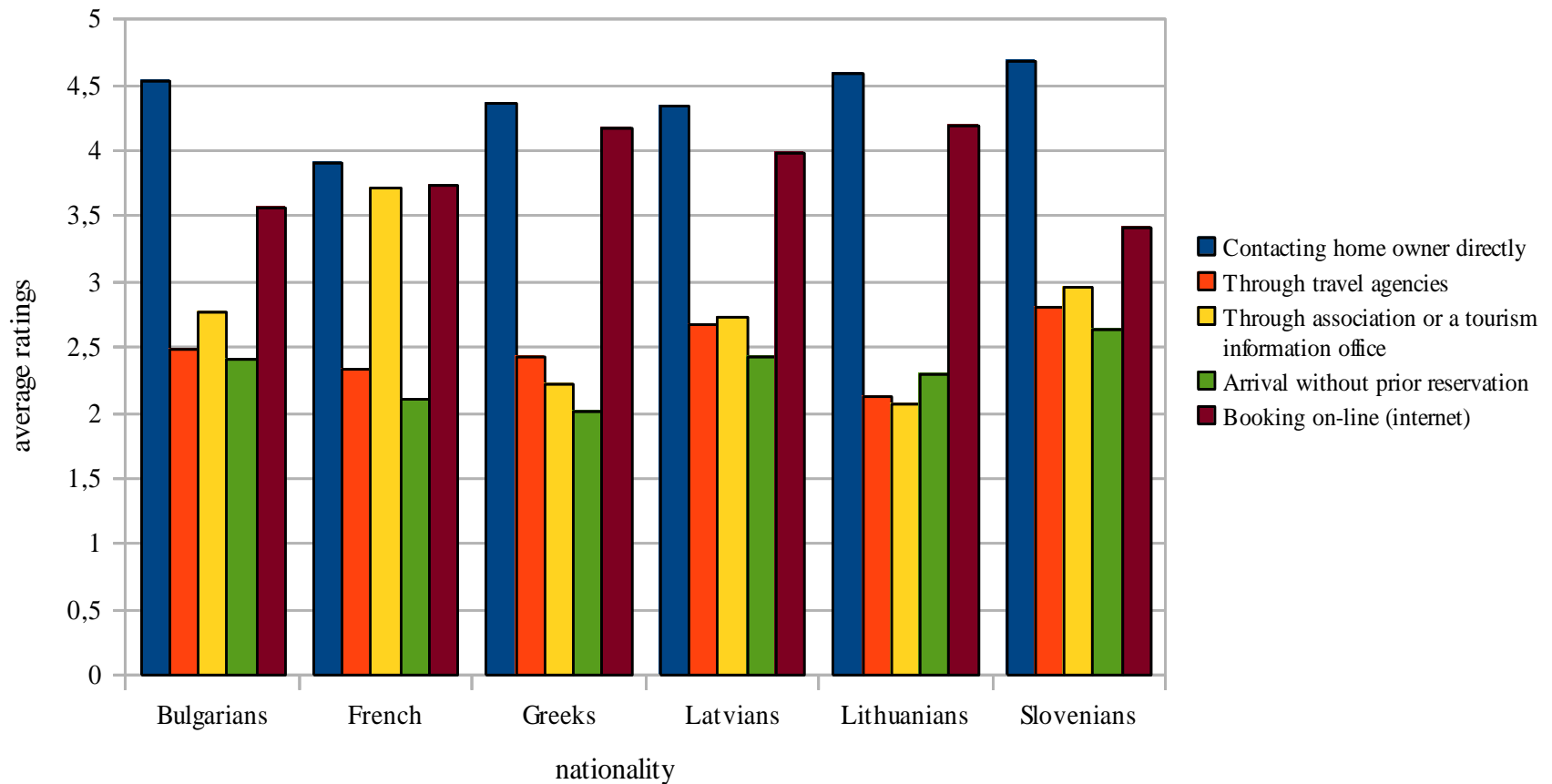
## BY COUNTRIES



# BOOKING PREFERENCES

➤ directly with the providers

➤ via internet

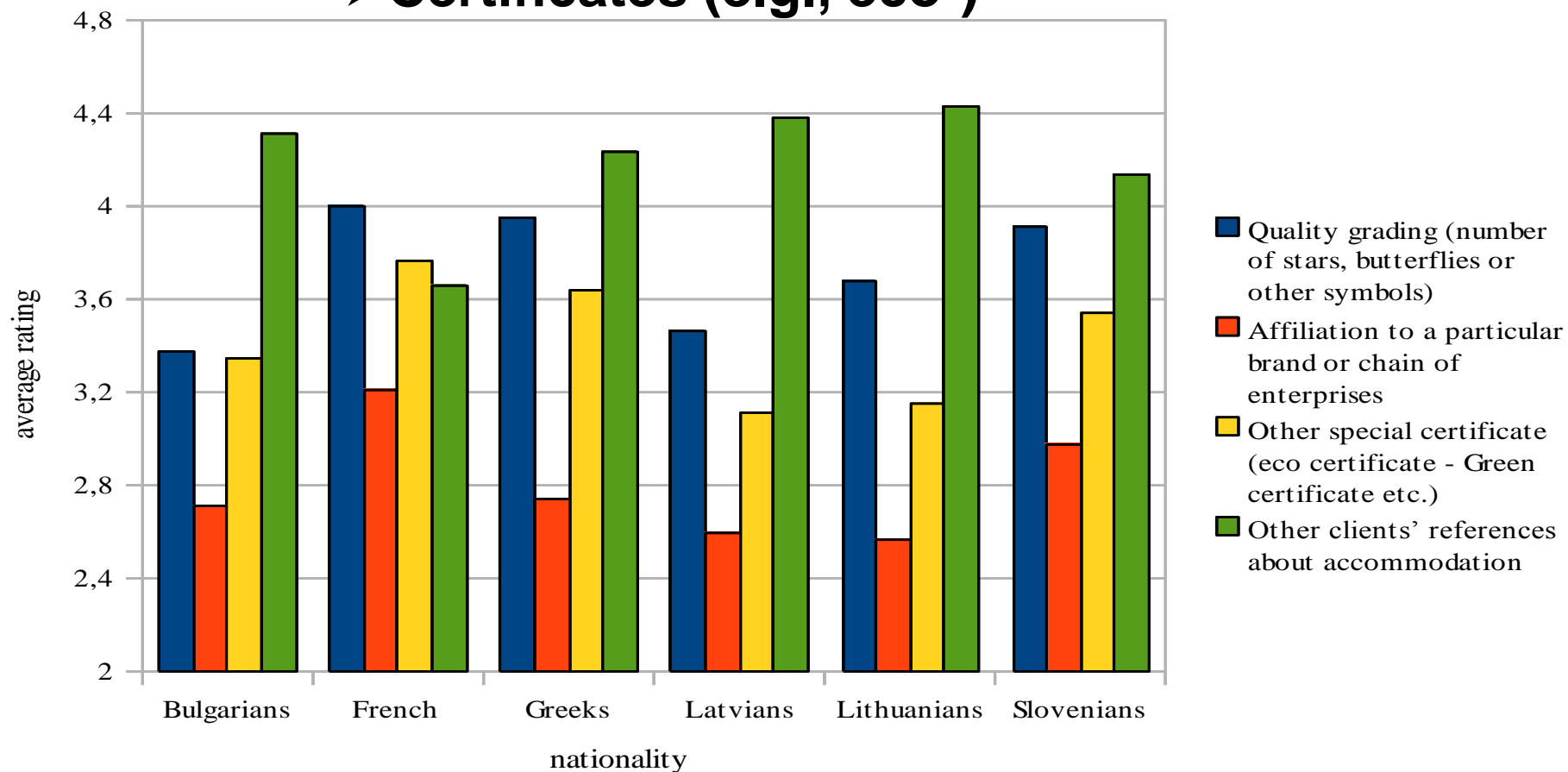


# IMPORTANCE OF CERTIFICATION AND LABELS

➤ Other clients' references

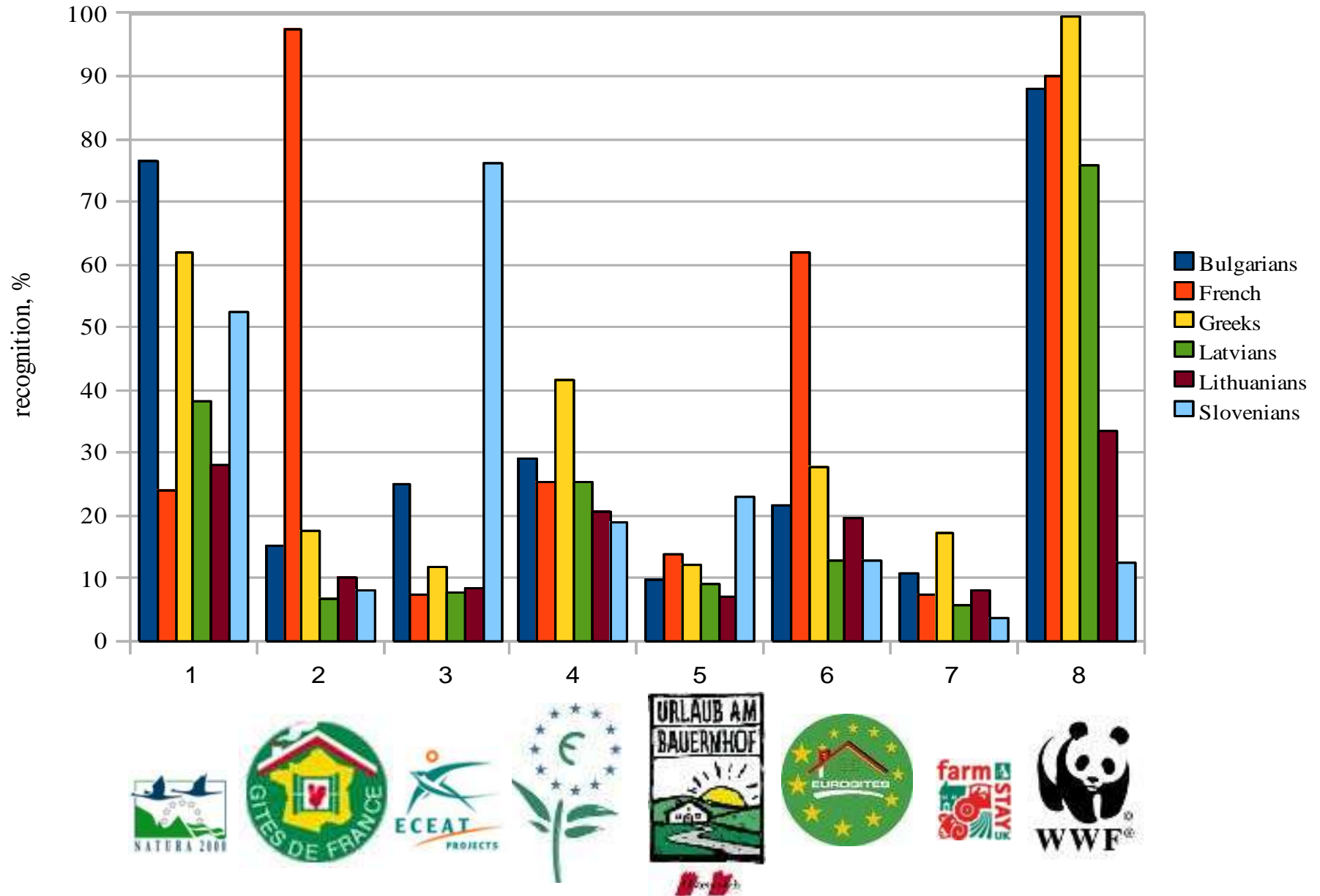
➤ Quality grading

➤ Certificates (e.g., eco-)



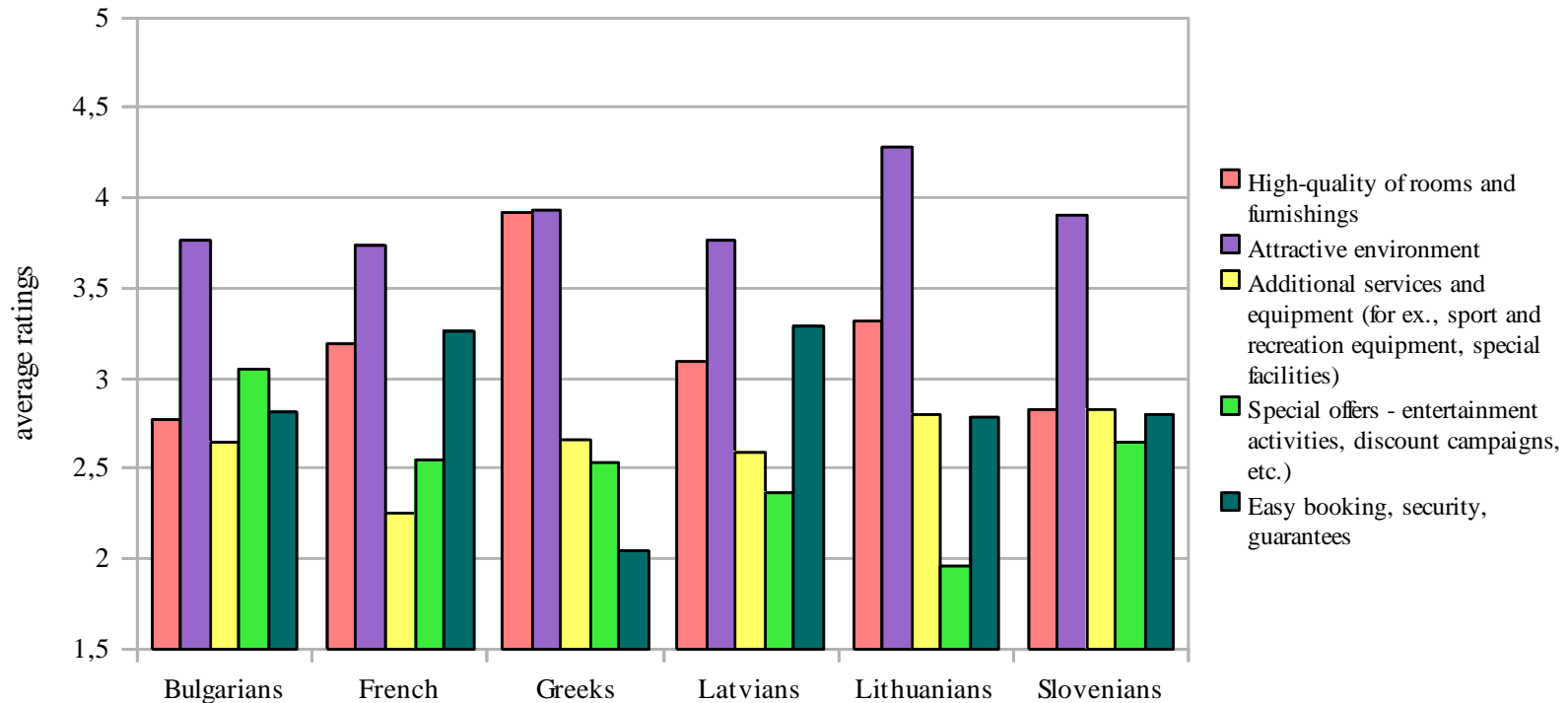


# RECOGNITION OF LOGOS



# VALUE FOR MONEY

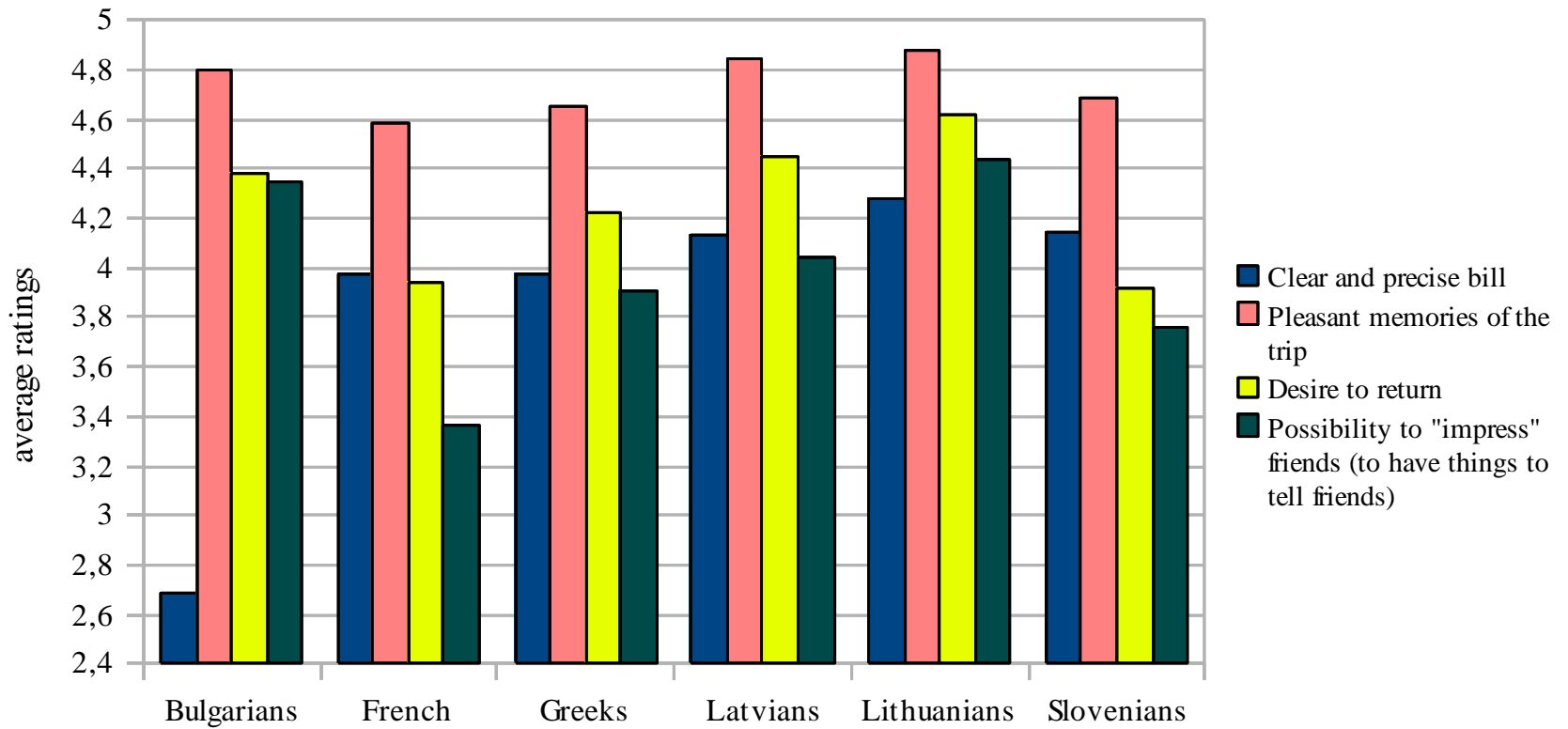
- Attractive environment
- High quality of rooms
- Easy booking, security, guarantees



# WHAT IS IMPORTANT CHOOSING ACCOMMODATION

	<b>Bulgarians</b>	<b>French</b>	<b>Greeks</b>	<b>Latvians</b>	<b>Lithuanians</b>	<b>Slovenians</b>
<b>1</b>	Attractive landscape or nature	Good location	Price level	Price level	Attractive landscape or nature	Attractive landscape or nature
<b>2</b>	Recommendations from friends, colleagues and other visitors of an accommodation place	Complete and reliable information on accommodation	Good location	Attractive landscape or nature	Complete and reliable information on accommodation	Good location
<b>3</b>	Peaceful, silent environment and surrounding	Attractive landscape or nature	Complete and reliable information on accommodation	Complete and reliable information on accommodation	Price level	Complete and reliable information on accommodation
<b>4</b>	Price level	Price level	Attractive landscape or nature	Easy and safe booking with clear terms	Easy and safe booking with clear terms	Peaceful, silent environment and surrounding
<b>5</b>	Complete and reliable information on accommodation	Easy and safe booking with clear terms	Peaceful, silent environment and surrounding	Good location	Peaceful, silent environment and surrounding	Easy and safe booking with clear terms

# WHAT IS IMPORTANT AFTER HOLIDAYS



# SUMMARY

1. Associations with RT	Active holidays/ farm holidays/ B&B
2. Respondents	Age 31-40 years/ travelling with family/medium income level
3. Booking preferences	Directly with the hosts/online
4. Source of information	Personal experience, search on internet, recommendations by friends
5. Importance of branding, labelling	Opinion or recommendations by previous clients
6. Recognition of logos	WWF, Natura 2000, Euroflower, Eurogites
7. Value for money	Attractive surroundings and location
8. Choosing accommodation	Attractive nature or surrounding landscape, price level, complete and reliable information on the accommodation
9. What is important for the first impression	Friendly and personal reception, precise description, accommodation well maintained
10. What is important after holidays	Happy memories, wishing to return, having a story to tell to friends

# VISITOR FEEDBACK

## [www.countryholidays.lv](http://www.countryholidays.lv)

### News

### Accommodations

#### Types

#### Activities

#### In the cities

### SPA

### Car rental

### Ferries

### Baltics

### Search

### Booking

### Publications

### Links

### Contact us



## Feedback

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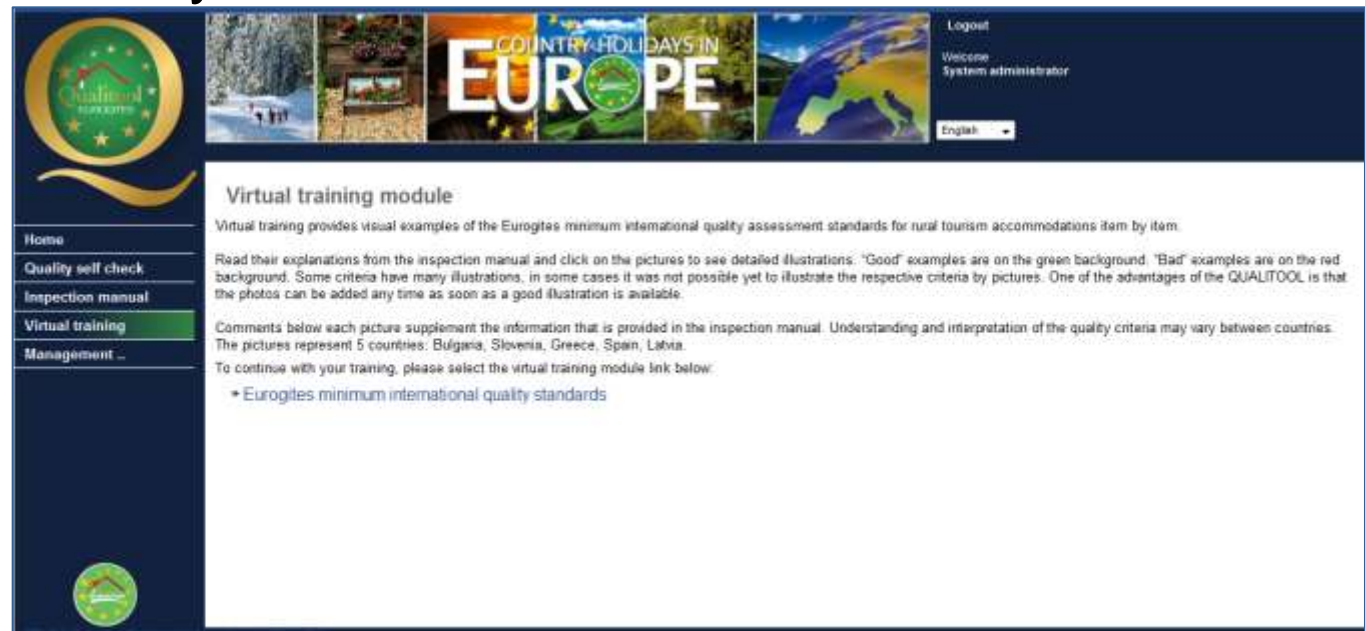
Date	Name	Feedback	Author
07.12.2010 <a href="#">View</a>	<a href="#">LEJAS OZOLI 123</a>	It worked out very well. It is a comfortable home, spacy, lots of beds, and well heated. We really enjoyed the fireplace and the sauna which is then heated at the same time. And it is a beautiful area. The place could do with some good cleaning, but perhaps the owner did not get enough notice.	Clara Warndorff Netherlands
04.12.2010 <a href="#">View</a>	<a href="#">LACU MIGA 571</a>	Labdien! Mums ar vīru ļoti patika Jūsu viesu namā, tik kluss un ļoti skaista apkaime. Mēs plānojam tur iegriezties vēlreiz :)	Saule un Saulvedis Latvia
16.11.2010 <a href="#">View</a>	<a href="#">VERBELNIEKI - BALTA MAJA 284</a>	Путешествуя по Латвии, заехали на ночевку в это местечко. Очень понравился как гостевой дом, так и весь кемпинг. Накормили ужином, хотя было уже поздно и кухня уже закрывалась. Сервис отличный. Спасибо!!!	Michugin Sergey Russian Federation
08.11.2010 <a href="#">View</a>	<a href="#">BERGHOFAS MUIZA - KALNAMUIZA 917</a>	Tur patiešām ir vienreizēji pirts rituāli ar zinošiem un pieredzes bagātiem PIRTNIEKIEM! Viņi organizē Pirts skolu, kurā esmu piedalījies. Pirts skolā jebkurš var iemācīties pirts iešanas rituālus. Iesaku apmeklēt, jo tur var iegūt vienreizējas sajūtas un pozitīvas emocijas uz ilgu laiku...	Arta Latvia
31.10.2010 <a href="#">View</a>	<a href="#">ZIRGA SMAIDS 723</a>	Man jau dikti patika. Ņēmām uz vairākiem mājīņu. Apkārtnē skaista. Īstā vieta, lai vienkārši atpūstos!	Latvia
25.10.2010 <a href="#">View</a>	<a href="#">DUKI 493</a>	The first night in Duki was super. Nice couple who rent it out, and great combination of traditional and modern styles. We really enjoyed it. Very good instructions of how to get there!	Clara Warndorff Netherlands
25.10.2010 <a href="#">View</a>	<a href="#">DZERKALI 730</a>	The second night in Dzerkali was fine. The cottages are functional and comfortable.	Clara Warndorff Netherlands
23.10.2010 <a href="#">View</a>	<a href="#">VENDZAVAS 738</a>	Īstenībā laba vieta, iesaku pamēģināt! Kaprīziem jābrauc uz viesnīcu, normāliem patiks!	janis Latvia
23.10.2010 <a href="#">View</a>	<a href="#">VENDZAVAS 738</a>	Mājiņas ir tīras un skaistas, serviss 100%. Saimniecei paldies. Brauciet atpūsties, nenozēlosiet arī ziemā!	ctb Latvia
19.10.2010 <a href="#">View</a>	<a href="#">SAULININKAS 1131</a>	Apmeklēju šo viesnīcu kādu laiku atpakaļ, un iespaids palika ne notiem labākajiem. Nummuriņu rezervējām 3 personām bet ziepes, glāzes bija aizmirsusi pievienot trešajai personai. Siltums istabā nebija ieslēgts. Restorānā uz recepcijā neviens nerunāja krievu valodā, un angļu valodas līmenis bija ļoti zems. Atmosfēra restorānā bija tāda itkā sēdētu kādā tavernā.. Iesaku padomāt par apkalpojošā personāla profesionalitāti. Brokastis bija OK.	Lelde Bērziņa Latvia

# QUALITY ASPECTS ADDRESSED

1. Equipment
2. Surroundings
3. Services at the accommodation and in surroundings
4. Personal attention, privacy, ambience
5. Security and safety

QUALITOOL

<http://quality.eurogites.org>



The screenshot displays the QUALITOOL website interface. At the top, there is a navigation bar with a logo on the left and a language dropdown menu on the right. The main content area is titled "Virtual training module" and contains text explaining the purpose of the module and providing instructions for using the virtual training tool. The interface is designed to help users understand and interpret the quality criteria for rural tourism accommodations.

Home

Quality self check

Inspection manual

Virtual training

Management ...

Logout

Welcome  
System administrator

English

### Virtual training module

Virtual training provides visual examples of the Eurogites minimum international quality assessment standards for rural tourism accommodations item by item.

Read their explanations from the inspection manual and click on the pictures to see detailed illustrations. "Good" examples are on the green background. "Bad" examples are on the red background. Some criteria have many illustrations, in some cases it was not possible yet to illustrate the respective criteria by pictures. One of the advantages of the QUALITOOL is that the photos can be added any time as soon as a good illustration is available.

Comments below each picture supplement the information that is provided in the inspection manual. Understanding and interpretation of the quality criteria may vary between countries. The pictures represent 5 countries: Bulgaria, Slovenia, Greece, Spain, Latvia.

To continue with your training, please select the virtual training module link below:

- Eurogites minimum international quality standards

# QUALITOOL: SURROUNDINGS

## 2.3. Resources 1: nature, landscape, scenery, ...

Setting and environment: attractive surroundings, views, landscaped territory, nature parks, etc.



## 2.4. Resources 2: ethnographic, culture, tradition, architecture, ...

- Connection with the local community and traditional culture
- Integration of the activity into the surrounding community, guests have possibility to get in contact with the local reality if they want
- Local products and gastronomy available in the surroundings
- Culture events and information (folklore, crafts, traditions, heritage available in the surroundings )





# SERVICES – NATURE FRIENDLY ACTIVITIES

Eurogites quality - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://quality.eurogites.org/tree/view/treeId/ff80808124de17050124de1b58a00001

Eurogites quality

**3.5. Choice of leisure activities in the surroundings**  
A choice of environment friendly activity facilities in the surroundings, e.g., nature trails

**3.6. Access / signposting**

Done

Inbox - antra@celot... Microsoft PowerPol... RT\_quality\_survey\_e...



# FROM CUSTOMER SURVEYS TO PRODUCT DEVELOPMENT



Basic principles for  
**ENVIRONMENTALLY FRIENDLY  
AND SUSTAINABLE**  
nature tourism activities and product  
development in nature areas

Supported by a grant from Iceland,  
Liechtenstein and Norway through  
the EEA Financial Mechanism and  
the Norwegian Financial Mechanism



Basic principles for environmentally friendly and sustainable nature tourism activities and product development in nature areas



[www.celotajs.lv](http://www.celotajs.lv)

# THANK YOU!



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