

5th European Congress on Rural Tourism, Alpbach/Tyrol

Programme

Time	October 6, 2014
13:00 – 14:00	Opening * Andy Woodward ; President EuroGites * Klaus Vitzthum ; President Farm Holidays Austria * Josef Margreiter , Executive Director Tyrol Tourist Board * Dr. Angelika Liedler ; Head of Division International Tourism, Austrian Federal Ministry of Science, Research and Economy * Christian Rosenwirth ; Head of Division Rural Development, Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management Moderator: Hans Embacher - Executive Director Farm Holidays Austria
14:00 – 15:30	First session - Rural tourism - a hidden champion? Klaus Ehrlich - General Secretary EuroGites, Spain ➤ Rural tourism in Europe - state of the art (figures, products, concepts, markets, ...) Jason Freezer - Head of Destination Management VisitEngland, UK ➤ Securing a successful future for rural tourism Potential, market forces and development needs in rural tourism <u>The diversity of rural tourism in Europe – 2 practical cases from North and South</u> Anne Karine Statle - Manager of LofotenMat, Norway ➤ Under the arctic sky Rural Tourism on the Lofoten Almudena Martín Torregrosa – Provider and Board member of the Rural Tourism Association of Andalusia, Spain ➤ Rural appartements in Andalusia
15:30 – 16:00	Coffee break
16:00 – 17:30	Second session - Trends & horizons Developments in the social, cultural and business environment Bente Grimm - Project manager at the „Institut für Tourismus- und Bäderforschung in Nordeuropa“, Germany ➤ How well do you know your customer? Customer expectations and needs, the "customer journey" in the internet, market and expectation research & similar; facts from the German market Prof. Dr. Roman Egger - Researcher and lecturer in the field of eTourism at Salzburg University of Applied Sciences, Austria ➤ Is the future a bright one? The technological perspective. Technological developments in tourism (from internet-tools, GPS-applications to google glass) and their application and effect on tourism; Information and communication technologies challenging the tourism industry
19:30 – 20:00	Exposition of posters from participating countries with their representatives being available to give explanations (in the foyer of CongressAlpbach)
From 20:00	Dinner At the conference venue - hosted by the Austrian Ministry of Agriculture, Environment and Water Management Music: Die Hoameligen

Time	October 7, 2014
09:00 – 09:10	Johann Hörtnagl - President Farm Holidays in the Tyrol, Austria ➤ Opening of the day
09:10 – 09:40	Third session - The Challenge of Change Hans Dominicus - Managing director of the Netherlands' Centre of Expertise Tourism, Leisure & Hospitality (CELTH), The Netherlands ➤ The challenge of change Keynote on the permanent changes and how to cope with it ("strategies for change-management")
09:40 – 11:00	Working groups Five parallel working groups on specific topics <i>Moderator: Andy Woodward, Director Farm Stay UK</i> A. Impact of internet on booking - OTA versus own sales (simultaneous translation English and German) Experts: Ronald Felder - Managing director of Tiscover, Austria and Klaus Niederacher - Chief Operating Officer Seekda, Austria <u>Leading questions:</u> <ul style="list-style-type: none"> ▪ In general online-platforms are highly standardized. How can/could they support or promote rural tourism or be more geared to the strengths of it? (individuality, personal contact, small business, ...) ▪ How do you see the future of it in the internet / on OTA's? ▪ From the viewpoint of an OTA – what is the role and function of an it-organisation? <i>Moderator: Linas Zabaliunas, President of the Lithuanian Countryside Tourism Association</i> B. Branding, quality and consumer satisfaction Quality control, crowd-sourced evaluation versus "objective evaluation", ... (simultaneous translation English and German) Experts: Michael Menzel - Sales Director, TrustYou, Germany and Elisabeth Hiltermann - CEO Kohl & Partner Hotel and Tourism Consulting Munich, Germany <u>Leading questions:</u> <ul style="list-style-type: none"> ▪ "How best to ensure "quality" in terms of customer-satisfaction: customer-review-platforms vs. quality-systems like stars, flowers, etc." ▪ "Objective" vs. "subjective" quality. What do we need in the future? ▪ Are the customers interested in it-brands? If yes, why? What do they look for when they use a brand? How can an it-brand's quality be best integrated in OTA's? <i>Moderator: Asnate Ziemele, President of Lauku Celotajs, Latvian Country Tourism Assoc.</i> C. Safety and Security – legal and practical framework, and how to ease it for micro-services? Project: SAFETUR - Practice based training tool for safety and security in European Rural tourism (2012-1-LV1-LEO05-03389) Experts: Jasper Hart - Farmer and Tourism Entrepreneur, Great Britain and Simon Hansen - Operations Manager TrollAktiv / Rescue 3 instructor, Norway <u>Leading questions:</u> <ul style="list-style-type: none"> ▪ Safety in an adventurous environment - How do clients appreciate safety and security? ▪ What are main issues (problems and conflicts) perceived by clients and providers ▪ Experiences with legal requirements in EU countries – what is Best Practice? ▪ Are requirements as such adequate to micro-service reality? – getting worse or getting better?

	<p><i>Moderator: Patrick Farjas, Board member of Gites de France</i></p> <p>D. The role and future of rural tourism organisations (English only!)</p> <p>Experts: Susanne Warlimont - Managing Director National association Bauernhof- und Landurlaub Bayern, Germany and Almudena Martín Torregrosa – Provider and board member of the Rural Tourism Association of Andalusia, Spain</p> <p><u>Leading questions:</u></p> <ul style="list-style-type: none"> What do our (potential) clients (providers, members) want from us as an organisation? What do the (potential) guests want from an rt-organisation? What can we deliver? What can the rt-organisations deliver, e.g. different from or with respect to online-booking-platforms, etc.?? Is there a “public interest” in rt-organisations? What can they deliver what the market cannot/does not deliver? What will the role of rt-organisations be in 10 years’ time? <p><i>Moderator: Panos Poulos, President of the Peloponnese Agrotourism Union / Secretary General of SEAGE, Greek Agrotourism Union</i></p> <p>E. Rural tourism is more than a bed - but what more? (German only!)</p> <p>Experts: Cornelia Hass - Managing director of the Rural Tourism Association of Mecklenburg-Vorpommern, Germany and Franz Gredler - Head of Department Business Development, Eurotours International, Austria</p> <p>Leading questions:</p> <ul style="list-style-type: none"> What is expected from “rural tourism” (what is different from other forms of tourism)? How do we fulfil these needs and desires? Which services do we provide “internally” and what do we need from “external partners”? Is rt distinctly different in these fields? Do we have a “rural tourism USP”? What is this RT-USP and what needs to be added?
11:00 – 11:30	Coffee break
11:30 – 12:30	Reports of working groups to plenary & discussion
12:30 – 14:00	Lunch
14:00 – 15:30	<p>Fourth session - A look over the fence</p> <p>What can we learn from other perspectives</p> <p>Franz Gredler - Head of Department Business Development, Eurotours International, Kitzbühel/Austria</p> <ul style="list-style-type: none"> ➤ Cooperation with tour operators – advertising with guaranteed success!? Work with tour operators – what are the rules? <p>Sabine Pool - Project Manager Research and Development, National Foundation for the Elderly, The Netherlands</p> <ul style="list-style-type: none"> ➤ New market-segments for rural tourism: older target groups <p>Andreia Roque - ABRATURR - Associação Brasileira de Turismo Rural, Brazil</p> <ul style="list-style-type: none"> ➤ New Markets: Rural tourism in Brazil <p>Hans Dominicus - Managing director of the Netherlands’ Centre of Expertise Tourism, Leisure & Hospitality; former marketing director, Amsterdam Marketing, Netherlands</p> <ul style="list-style-type: none"> ➤ How our competitors do it. What can we learn from the success of City Tourism?
15:30 – 16:00	Coffee break

16:00 – 17:30	<p>Fifth session - What do we need for a good future?</p> <p>Moderator: Hans Embacher – Executive Director Farm Holidays Austria</p> <p>Panel discussion on impressions, ideas, recommendations, what to take home from the congress, etc. with:</p> <ul style="list-style-type: none"> ➤ Luis Cortés - Founder & CEO of Ferias de Navarra S.L., Pamplona/Spain ➤ Peggy Balitsari - Co-founder of the Greek Network of rural accommodation Guest Inn, Greece ➤ Ernst Schwald – „Bodensee Akademie“ for sustainable development, Dornbirn/Austria ➤ Karin Schabus – Provider Holidays on the farm, Bad Kleinkirchheim/Austria ➤ Kristina Vanciene – Rural Tourism Provider, Lithuania
17:30 – 17:40	<p>Andy Woodward; President EuroGites</p> <ul style="list-style-type: none"> ➤ Summary and closure of the congress for the plenum
19:00	<p>An evening in the Alps</p> <p>Dinner and music at the Hornboden mountain restaurant in the Alps</p> <p>Transfer parking area Böglerhof–Hornboden cable car (see local plan) at 19:00</p> <p>Return–Transfer: cable car (bottom station)–Böglerhof at 22:15, 23:15 and 00:15 (Attention: cable car from Hornboden (top station) only at the following times: 22:00, 23:00 and 23:45)</p> <p>Music: ClariMusi</p> <p>ATTENTION: Solid shoes recommended!</p>

Time	October 8, 2014 Excursions
------	----------------------------

Excursion 1 - “Tyrolean Holiday Farms – hands-on cases”

Meeting point: bus stop “Böglerhof” in Alpbach

8.45

Departure in Alpbach

9.00 to 10.30

Visit to the typical tyrolean holiday farm “Oberhaslach” in Reith. It combines active agriculture and tourism:

- Farm holidays in two self-catering units
- Agriculture based on grassland management
- Dairy farming (35 milk cows, 50 young stock)

The owner is the president of the Tyrol Chamber of Agriculture.

11.00

After this visit, we will stop for a “Jause” (snack) in the lovely “Hildegard-von-Bingen” garden. Along a guided stroll through this garden, we will learn about the cultivation and use of natural herbs.

12.30 to 14.00

Lunch in the Tyrolean-Inn “Dorfwirt” in Reith (beverages to pay on spot)

14.30 to 16.00

Above the village of Reith and with a nice panoramic view, we will visit the farmstead “Gasteighof”. Aswell family-run business that combines several activities:

- Holiday on the farm
- Grassland management with dairy farming
- Cattle breeding
- Forestry (production and sale of firewood)
- Christmas tree plantation

16.30

Arrival in Alpbach

Excursion 2 - "Life in the Alps – past, present and future"

Meeting point: bus stop "Böglerhof" in Alpbach

9.00

Departure in Alpbach

9.30 to 10.45

Visit to a 4-flower-labelled holiday farm right on the shores of a lake: the Haflingerhof in Kramsach. They combine different activities:

- Farmholiday accommodation (family rooms and apartments)
- Horseriding
- Mountain pastures with cheese production
- Dairy farming (120 cows)
- Farm – Café
- Farm-made icecream

11.00 to 12.30

Open-Air Museum of traditional farmsteads at Kramsach:

Guided tour through the historic valleys of Tyrol. We visit original tyrolean farmsteads from the past centuries that were reconstructed on this open-air museum site.

12.30 to 14.00

Lunch in the Tyrolean-Inn "Rohrerhof" (beverages to pay on spot)

14.30 to 16.30

Alpbach – region of culinary delights:

We enjoy the nice things of life - "Kristall-Bräu": fresh brewed beer from a small local brewery, and tasty local cheese (Käserei in Reith) produced from pasture milk. The chance for a glimpse behind the scene, tasting included

17.00

Arrival in Alpbach

Supported by:

