



ODPOCZYWAJ
NA WSI



Good practices in the use of rural heritage to develop and promote rural tourism offer in Europe



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- * MA Economics / Business Administration
- * Co-founder of the Andalusian Rural Tourism entrepreneur organisation RAAR
- * EuroGîtes – European Federation of Rural Tourism
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EuroGites: 30 organisations from 26 countries:



Austria (2)
Belgium (3)
Bosnia-Herzegovina
Bulgaria
Cyprus
Estonia
Finland
Georgia (2)
Germany
Greece
Hungary
Latvia
Lithuania
Luxembourg
Moldova
Montenegro
Norway
Poland
Romania
Serbia
Slovenia
Slovakia
Spain
Switzerland
Ukraine
United Kingdom

www.eurogites.org

History of Development



- * Spontaneous phenomenon in Europe since start of 20th century
- * First organised approach: **Gîtes de France** (1955)
- * **Agro-Tourism**: complementary income to Agriculture ('60-'80)
- * **Rural Tourism** as part of development policies in rural areas ('85-'00 / LEADER programmes of EU)
- * **Internationalization and Internet** (2000 ->)

Figures Europe 2019

- * total offer above **600.000 units**
- * **5-6,5 million beds**
- * **< 15%** “Agro”-tourism (working farms)
- * **< 20%** “B&B style”, **> 80%** self-catering
- * **60 billion €** p.a. direct expenses in accommodation, total impact **> 180 billion €**
- * **15%** of bed capacity in Europe
- * **Complementary** income for 30-50% of services

IMPORTANT FOR SUCCESS:

- * Diversification of target markets
- * Valorization of **rural assets**
- * Visibility of destination
- * **Be digital**



There are clients for (m)any rural assets



- “55+”
- *Romantic escape*
- *Agro-Tourism*
- *Travellers with pets*
- *LGTB*
- *Health and well-being (“wellness”)*
- *Family meetings or events*
- *MICE*
- *Sensations and experiences*

- * **Nature / Eco-tourism**
- * **Food and drink**
- * **Families with kids / mono-parental**
- * **Activities: walking, biking, boating, ...**
- * **Monuments, culture, history**
- * **Events and festivities**

Common characteristics

Stable / resilient demand

High and specific motivation

Know what they are looking for

Less seasonal

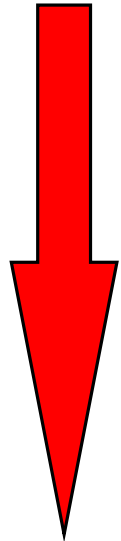
Trigger effect of accommodation

Spending on accommodation

- Daily estimate with 4 guests in accommodation: 60 EUR
- Annual occupancy rate: 20% = 72 days = **4320 EUR**

Only **30%** of total visitor spending is on accommodation

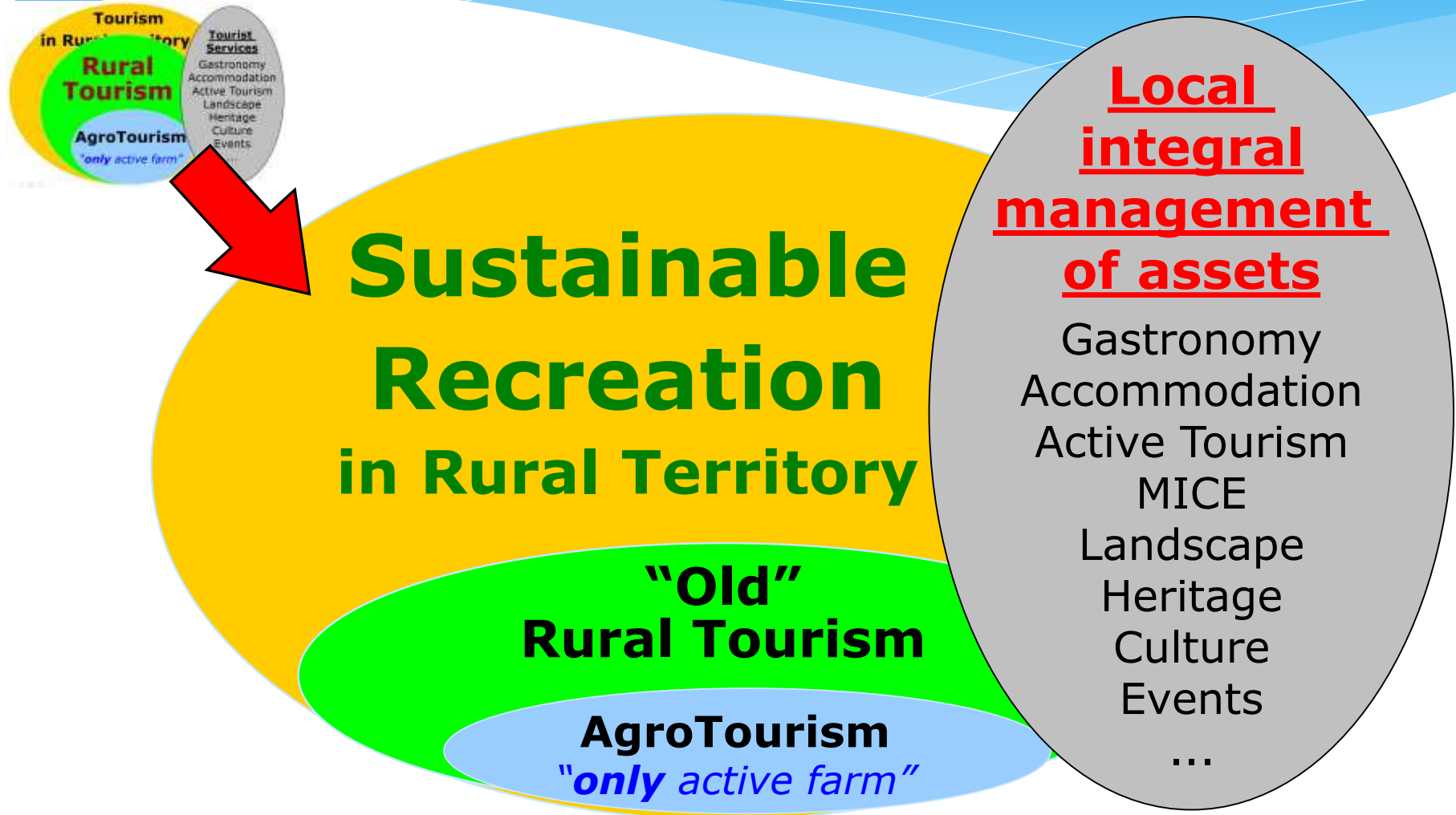
- Accommodation (30%) 4320 EUR
- Other spending (70%) 10080 EUR
- Total direct spending in local economy: **14400 EUR**



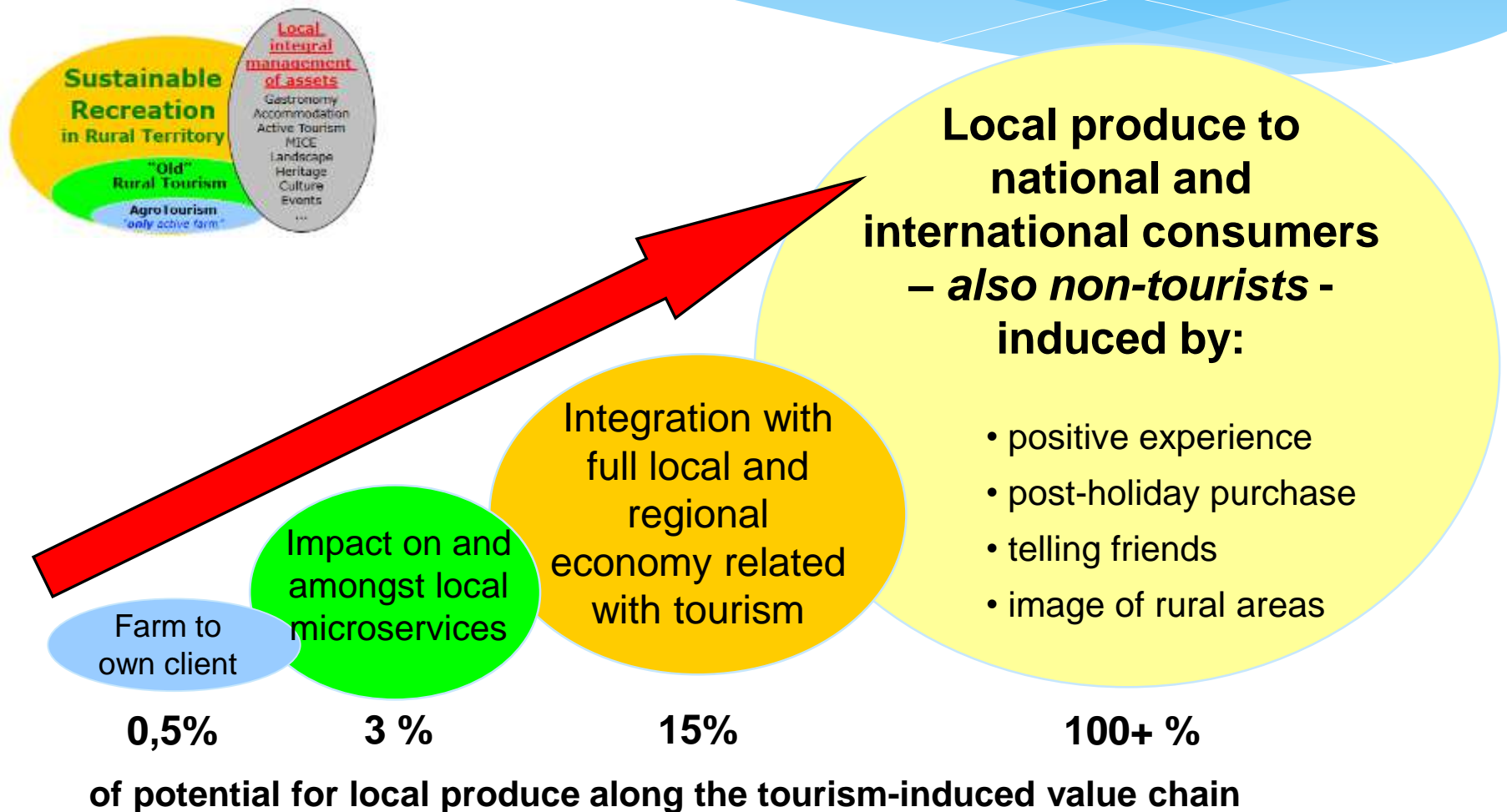
Local economy multiplier – about 2.0

total generation of local income, around **29000 EUR**

Revised concept



Extending the market for local produce



Factors for success

Evaluation of EuroGites cuatrimestral surveys 2009-2017

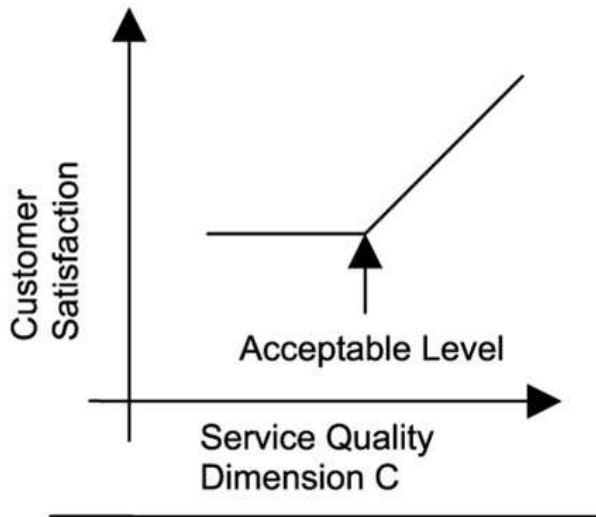
Positive

- Holiday product
- Recognized destination
- Clear-cut image and brand
- Simple and easy regulation
- Proactive promotion
- Extra-regional markets
- Good Price-Quality relation
- Segmentation / specialisation
- Effective commercial channels

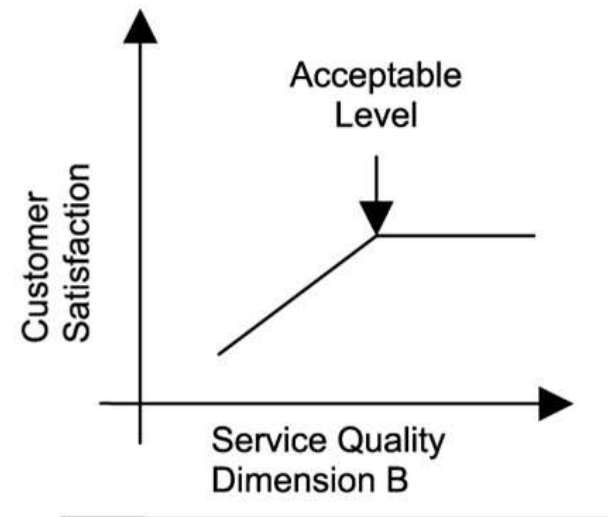
Negative

- (only) Weekend or short-break
- Only generic “rural” image
- Atomized individual promotion
- Over-regulation or taxation
- Lack of reliable standards
- Unflexible pricing
- Isolated services without bounding to territory
- Individual sales

Which are the important factors?



Satisfier

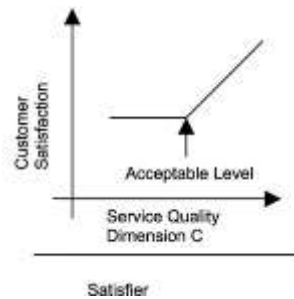


Dissatisfier

Which are important factors?

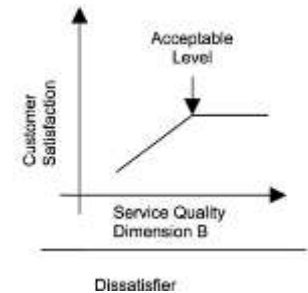
Satisfaction

Personal treat
Equipment level
Ambience / style
Clean
Meals / food
Surroundings
Decoration
Price-quality
Activities offered

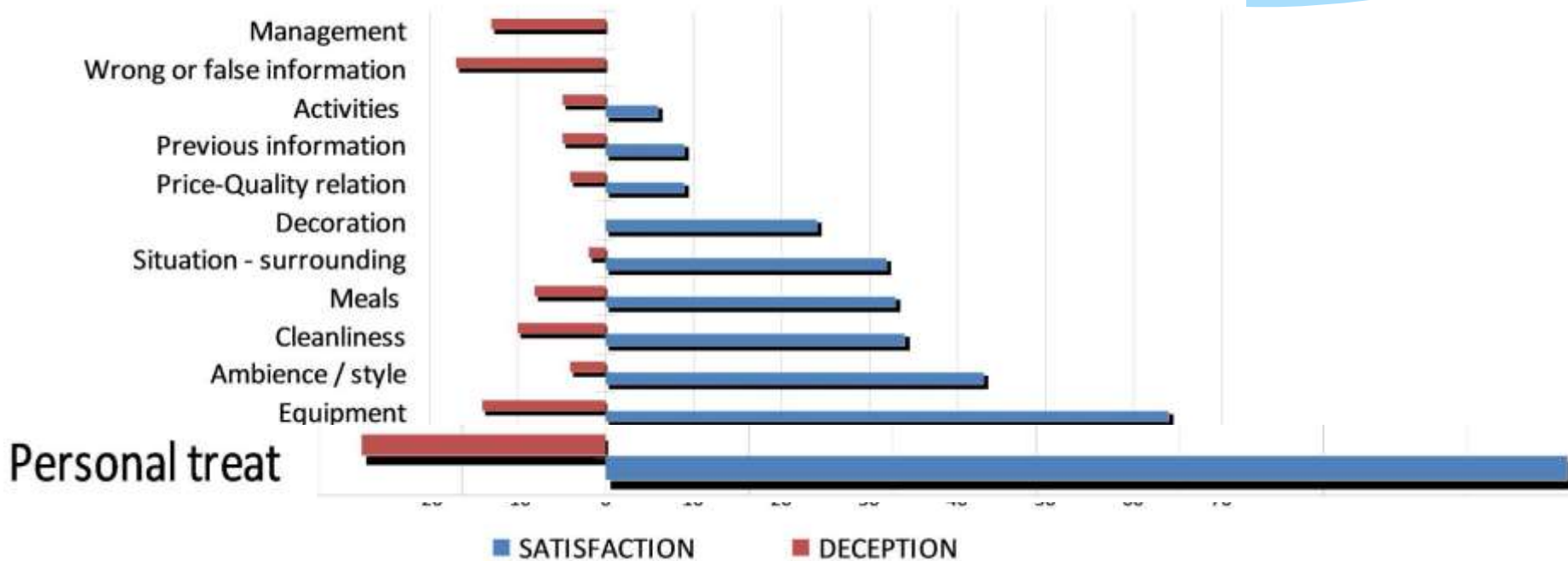


Deception

Personal treat
Wrong information
Equipment
Bad management
Clean
Meals / food
Too little information
Activities badly managed
Ambience
Price-quality



Elements of Satisfaction and Deception



.... at the heart of all: **it's a person !**



Best Practice:

How others do it



LITHUANIAN
COUNTRYSIDE TOURISM
ASSOCIATION

POKŠIŲ KAIME
TRADICINIŲ ŪKIŲ



Lithuania



Lithuanian Countryside Tourism Association

- * Accommodation, gastronomy, and any tourism-related activities in rural areas
- * 380 members
- * Annual budget 130.000 EUR
- * Staff: 4 + projects
- * Marketing, product development, training, web, assessment, promotion of rural destinations
- * Very dynamic, involves young generation



Romania



- * Founded 1994, based on the French model
- * Up to 3000 members
- * Annual budget – high 4-digit/low 5 digit area
- * Staff: central office 1-2, plus local branches
- * Focussed on accommodation and heritage
- * Several annual events at local level, based on food, craft, and celebrations
- * Project-based financial structure



Austria



Urlaub am Bauernhof Austria

Austrian Farm Tourism

- * Federation of regional branches (since 1991)
- * 2350 members
- * Annual budget 1.200.000 EUR
- * Staff: 5 (central office) + regional branches
- * Marketing, branding of “farm tourism”, internet + channel management, consultancy / training
- * Only accommodation services on working farms, some special interest (riding, wine)
- * Work in context of strong DMOs in Austria



Norway



HANEN will guide you to the rural pearls of Norway.
Enjoy the genuine experiences, the tasteful food and the great stories

**Genuine, authentic and tasteful. Enjoy
Norway.**

- * Accommodation, local food, rural activities
- * 460 members
- * Annual budget 600.000 EUR
- * Staff: 3 + projects
- * Web and homepage marketing for members, lobbying, work groups, networking, media work
- * Combines the three elements into one product that is launched as a whole

The future of Rural Tourism?



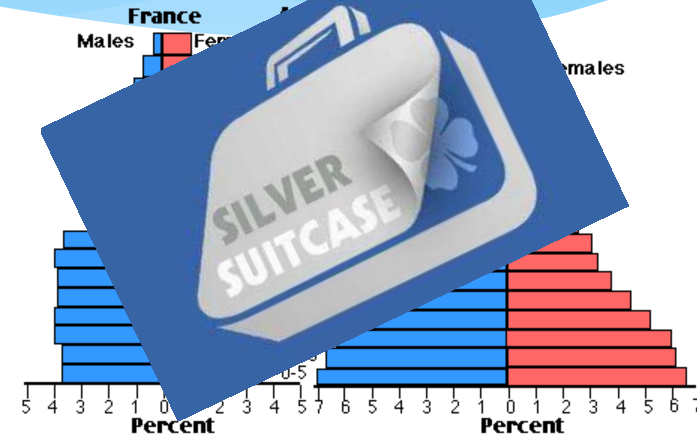
Address real needs → Focus on the User Experience



Challenges and chances

- Generation change
- Digitalization of communication and sales
- Globalization of competition
- Product definition, development, and visibility
- Many do the same – “inventing the wheel again”

- New markets – seniors, nature, worldwide “with a personal touch”
- Values and expectations in favour
- “Slow & Small is beautiful”
- “Big data” available also for us



What to do?

- * Innovations
- * Authentic and real experiences
- * Use technology



Google bing

Booking.com

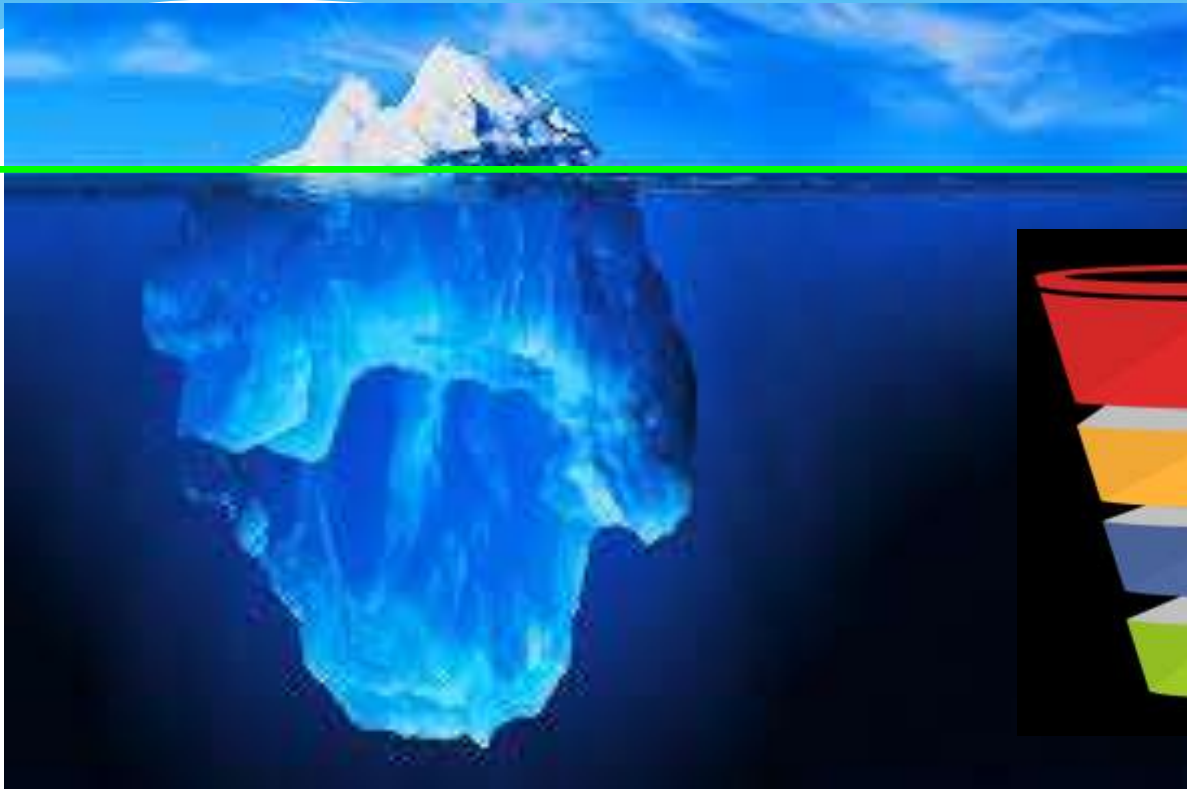
facebook

You Tube

twitter



Visibility: Iceberg + funnel



Be in the mind of the client

Engage with new players





42 alojamientos



APARTAMENTO ENTERO
Apartment Mała Galeria . Milki , Mazury
4 huéspedes · 2 dormitorios · 4 camas · 2 baños
Aparcamiento gratuito en las instalaciones · Cocina...

Todavía no hay evaluaciones



ALOJAMIENTO ENTERO
Holiday cottage with 2 bedrooms on 65m² in Gizycko
5 huéspedes · 2 dormitorios · 5 camas · 1 baño
Aparcamiento gratuito en las instalaciones · Cocina...

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Tu anfitrión es una empresa · Aparcamiento gratuito en las...

Todavía no hay evaluaciones



Rural Poland - Masuren

Quality and branding

- Legal requirements (registration)
- Classification in private ownership
- Official systems define minimums
- Most relevant: **Client Evaluations**



- Strong and recognized brands
- Reflect client's needs and add value
- Relevant in times of internet ?
- Market intelligence is needed

Training in agro- and rural tourism

- No known full university or VET careers
- Occasional Master programs (undocumented)
- Agro-tourism modules as optative specialization in VET of a few countries; widely irrelevant
- Monographic courses without continuity, usually organised by professional organisations – **most effective**
- Formal qualification in management of rural accommodation e.g. in Spain – no practical relevance

Skills gaps

Skill gaps at generic level for the full tourism sector in

- ***Soft skills***
- ***Communication and micro-SME management***
- ***Digital skills***

Projects
addressing
skill gaps:



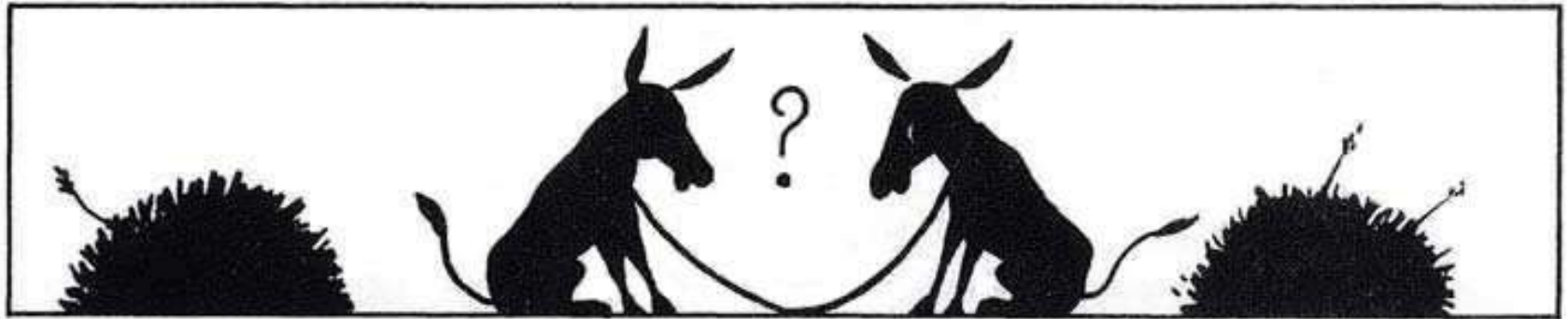
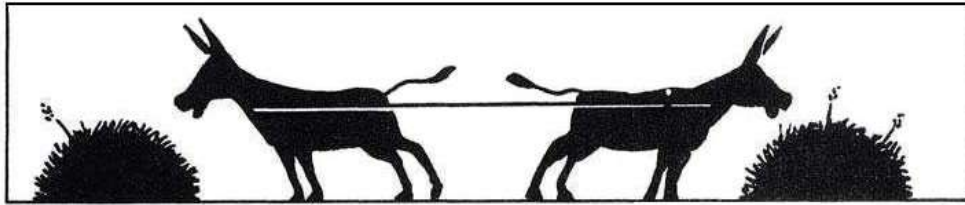
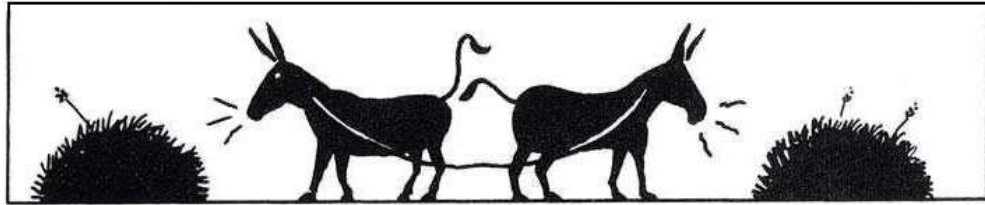
**EUROPEAN
TOURISM
CAREERS**

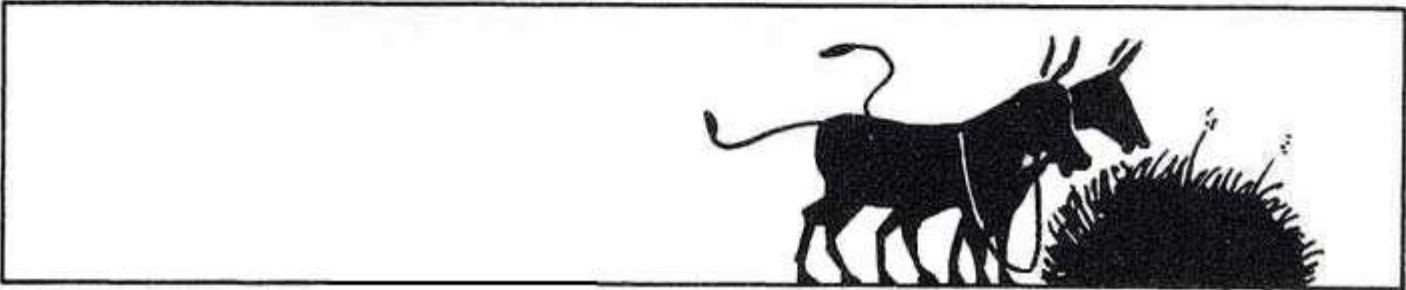
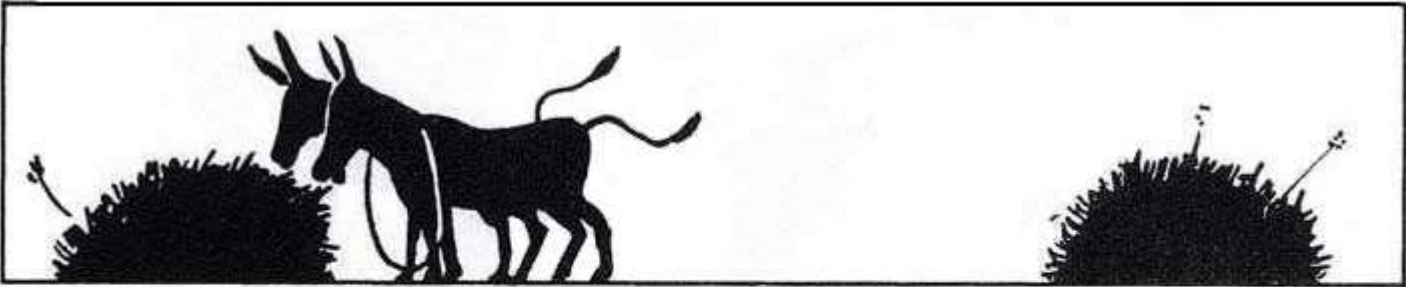
NTG
Next Tourism Generation Alliance

Summing up ...

- * Satisfaction and visibility depend on the whole **DESTINATION**
- * Clear image based on real (!) **Unique Selling Points**
- * Reliable Quality – **less is more**
- * Holistic approach: Accommodation is **NOT** (usually) the product
- * Be **sustainable** ... and **COMMUNICATE** it!
- * Anticipate **mainstream trends** (*demographic and value changes, ...*)
- * **Innovation** in ICT and special segments
- * Improve qualification -> **training**







Believe in ourselves

“We live where others only can spend a holiday”

“The tourism image of our country is based on the heritage that we preserve.”



**Dziękuję !
Thank you !
for your attention**