

ROOTS



ARGUMENTE

RATIONALE



Summary

1. Rural Tourism – SWOT Analysis	3
1.1 European Level	6
1.2 The Netherlands	6
1.3 Italy, Sicily	7
1.4 Northern Ireland	7
1.5 Romania	11
1.6 Spain	13
2. Needs of families in rural areas to set up guesthouse or B&B activities	17
3. Setting up a guesthouse/B&B	22
3.1 European Level – general framework	22
3.2 Legal requirements in Holland	22
3.3 Legal requirements in Italy	26
3.4 Legal requirements in Northern Ireland	28
3.5 Legal requirements in Romania	32
3.6 Legal requirements in Spain	36
3.7 Camping sites – a possibility of rural tourism	42
Chapter 4. Rural tourism marketing	44
4.1. Marketing strategy	44
4.2 “On line booking system. How to develop it” – A step by step guide	49

Editorial Office:

Bistrita-Nasaud Chamber of Commerce and Industry - Romania (Project co-ordinator), Castlereagh Enterprises Ltd. - Northern Ireland, UK, Celtas BV - The Netherlands, FISR - Italy, Lawton School - Spain

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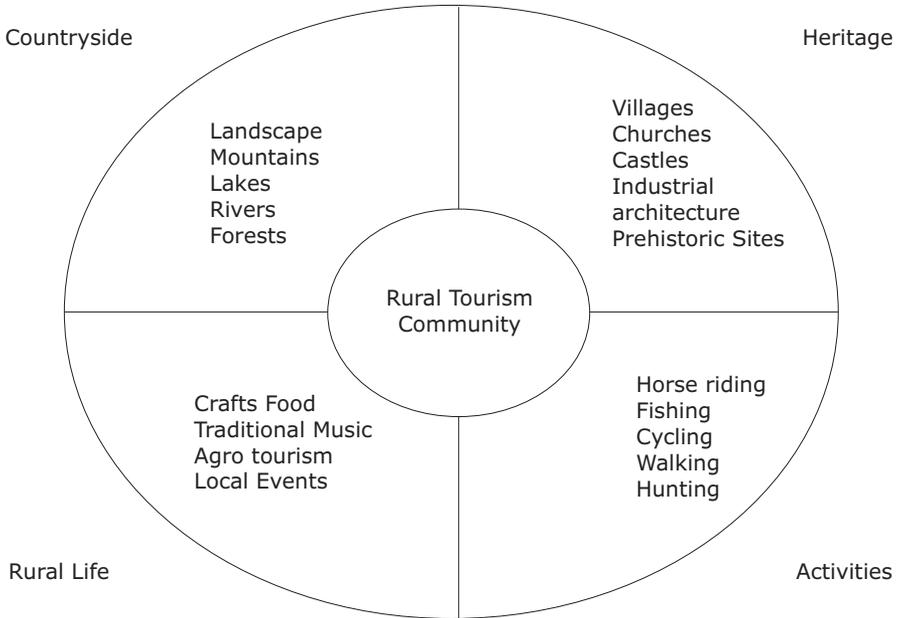
Elena-Maria Barbos, Romania

Illustration:

Elisabeta Chereches, Romania - Acrylic colors

Chapter 1. Rural Tourism - SWOT Analysis

WORLD TOURISM ORGANIZATION DEFINITION OF RURAL TOURISM



Given the nuances in the definition of rural tourism, for our SWOT analysis, we will concentrate on the following characteristics:

- * It takes place in a rural or natural environment
- * Low density development, based on a strategy of low impact, no massification, and quality as opposed to quantity
- * It does not change local customs
- * It regenerates local economy and creates employment based on small businesses, which complement the main rural activity
- * It takes advantage of local traditional building styles and materials to provide accommodation and restaurants
- * It is based on knowledge of local resources and culture to generate income and improve the quality of life of the local population
- * Local associations act as a support to the process of integration of rural tourism in the community
- * Sustainable implantation, understood as lasting and environmentally friendly, economically viable and socially equitable for the local community

In other words sustainable rural tourism should:

- * Make optimum ecological use of resources by safeguarding natural resources and biological diversity
- * Respect and preserve the local culture, the architecture and traditional values of the community
- * Assure viable long-term business, which provides social and economic benefits to the host community and reduces poverty
- * For the tourist sustainable rural tourism should provide a high grade of satisfaction and experiences which induce responsible tourism

Sustainable rural tourism requires knowledgeable participation of all relevant actors, firm political leadership and a continuous controlled process that encourages preventive measures where necessary.

Rural Tourism - PROS and CONS from a socio-economic, Cultural and Environmental Point of View

PROS

Socio-economic

- * Diversifies rural economy empowering the service sector
- * Generates new service demand for the community and aids creation and maintenance of infrastructures
- * Promotes innovative activities
- * Benefits the development of local products and crafts
- * Generates new jobs
- * Furnishes complementary income to family revenue
- * Creates opportunities for young people and women
- * Addresses the population balance in the local community
- * Influences a reduction in rural exodus
- * Contributes to the promotion of return migration
- * Contributes to local endogenous development.

Cultural

- * Revitalizes local culture
- * Promotes a sense of local identity
- * Promotes community self esteem and group activities
- * Helps the identification and knowledge of a given place
- * Promotes opportunities for cultural exchange between local residents and new arrivals.

Environmental

- * Contributing factor in the revitalization of natural resources in the region
- * Contributes to a consciousness of heritage and environment
- * Favors the protection of rural species
- * Promotes environmental appreciation in the local community
- * Promotes upkeep of agriculture and landscape mosaic
- * Renovates old buildings and reduces mass building.

CONS

Socio-economic

- * Jobs created are part time and are generally precarious
- * Contributes to the perpetuation of the role of the woman as carers for tourists
- * Generates inflation and price increases in the community and housing market.
- * It is a seasonal activity and requires other complementary sources of revenue
- * Introduces investment detached from the community

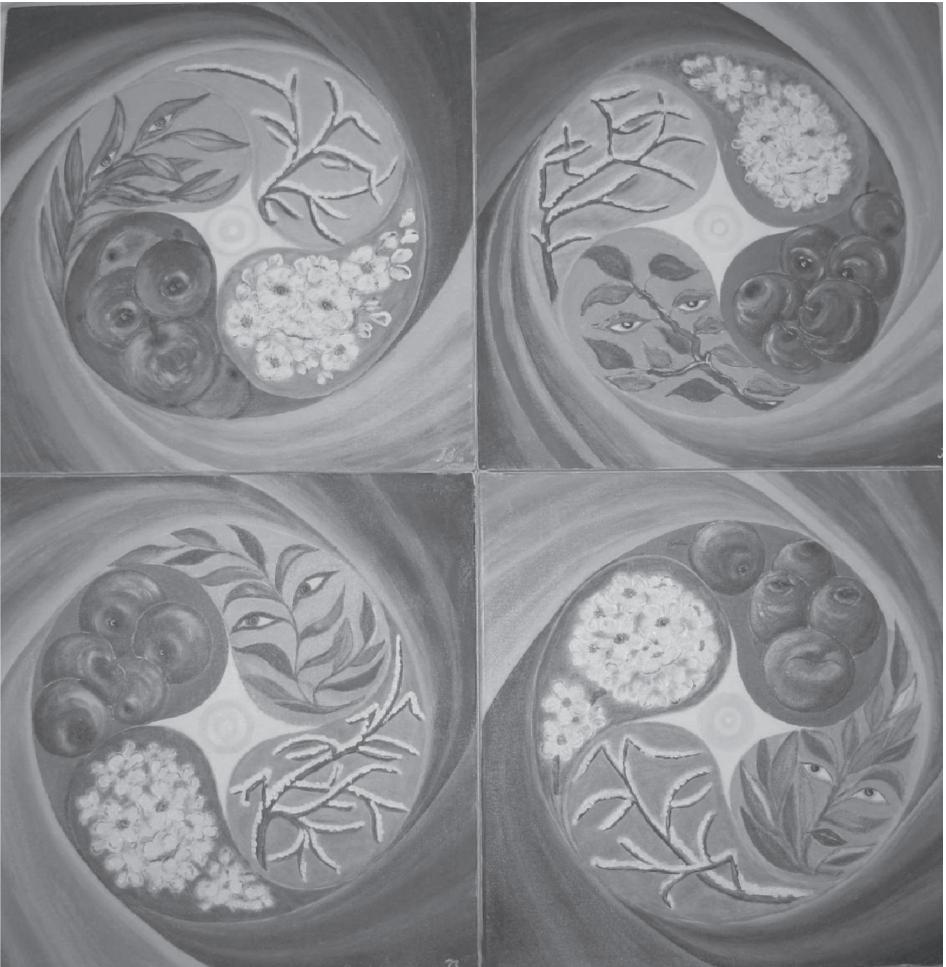
- * It can establish itself outside the dynamics of the community
- * The profits generated may not be spread over the community.

Cultural

- * It may "manufacture" an artificial local culture
- * It may upset local social community balance
- * It may generate "gentry" and awaken feelings of rejection towards the newcomers
- * It may cause a feeling of usurpation of identity and marginalization in the local community.

Environment

- * Tourism and tourists have an impact on the environment
- * Tourism generates pollution, waste and acoustic and light contamination
- * Tourism uses up environmental resources and changes the habitat of flora and fauna.



SWOT Analysis at EU Level**Strengths**

- Wealth of Natural resources
- Positive economic effect on rural communities
- Support mechanisms (government and non-governmental support)
- Restoration of rural buildings
- Environmental conservation occurring
- Preservation of genetic diversity in crops/plants and animal species
- Preservation of cultural traditions & architecture
- Growing sector at pan-EU level

Weaknesses

- An ageing, under-educated population in rural areas
- Lack of economic resources for development
- Lack of appropriate business skills
- Pressure of the tourist behaviour
- Lack of capacity for innovation
- Lack of professionalism

Opportunities

- Growth sector at EU level
- Growth of co-operation networks
- Use of and access to ICT to assist business development
- Demand for alternative holidays/experiences
- Opportunities created by rural development
- Up skilling of those involved in the industry
- Demand currently exceeds demand
- Measures encouraging the establish of young population in rural areas
- The development of interest and consumer behavior for traditional and natural products

Threats

- Government policy/legislation
- Tourism outside of the EU (Asia, USA etc)
- Gender oppression in the rural environment
- Diseases e.g. UK - Foot and Mouth disease
- Natural disasters e.g. flooding, volcanoes, earthquakes
- Excessive tourist pressure on natural resources
- Economic downturn
- Lack of co-operation and networking between providers in the rural environment

Rural Development and Agri-Tourism in The Netherlands - SWOT Analysis**Strengths**

- Original Dutch landscape
- Historic character
- Lots of water
- Central position
- Cultural heritage
- Variety of landscape
- SME accommodation
- Rest on Sunday's

Weaknesses

- No overall tourist view
- Few English brochures available
- Opening hours of SME recreation activities
- Recreation closed on Sunday's
- SME attractions not suitable for individuals
- Attractions are difficult to find
- Shortage of bar/restaurants
- Shortage of recreative parkings
- Shortage of accommodation

<p>Opportunities</p> <ul style="list-style-type: none"> · More active seniors · Outdoor recreation is more important · Rest becomes more important then activity 	<p>Threats</p> <ul style="list-style-type: none"> · Tourist wants more quality · Standards must be higher · Lot of recreation activities and concurrence · Concurrence around the rural space
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Rural Development and Agri-Tourism in Italy - SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> · Homogeneity in the socio-economic factors · Primary Sector as a key resource (crops Citrus, Olives and olive oil, citrus jam and other processed products like: ricotta, cheese etc., biological products) · Significant presence of the typical crafts · Agritourism and cultural tourism potential · Environmental and natural potential 	<p>Weaknesses</p> <ul style="list-style-type: none"> · High distance from the most important cities · High traveling prices · High indices of land abandonment · Income per person below the EU average GDP (Income per person below 75% of EU average) · Ageing phenomenon · Unemployment rate higher than the European average · Low level of expansion of the tertiary production, especially of the public services
<p>Opportunities</p> <ul style="list-style-type: none"> · Increasing demand for conservation and appreciation of the historic core of the lesser-known locations, as many villages of the "Riviera Jonica" and hill villages - invaluable cultural heritage less known even to the people living in the same area · Promotion of tourism demand · Promotion of Farm Holiday, supported by environmental and natural land potential · Valorization of typical handicrafts (wood processing, manufacturing, food etc.) 	<p>Threats</p> <ul style="list-style-type: none"> · Limited demand in contrast with the potential · The service sector is still traditional and is unable to offer support to innovative enterprises in the agriculture, industry and tourism · Long distances · Low efficiency of public transportation

Development and Agri-Tourism in Northern Ireland - SWOT Analysis

<p>Strengths</p> <p>Many farmers, rural communities and countryside dwellers in Northern Ireland have used the uniqueness of their location or circumstances to inspire and drive forward successful businesses. Rural entrepreneurs have successfully diversified into or started new businesses in markets as diverse as agri-food, agri tourism, crafts, recycling, leisure and health. Many officials in Northern Ireland believe that</p>	<p>Weaknesses</p> <p>Northern Ireland's rural economy and farmers in particular, are facing an unpredictable future, with an increasingly competitive global market affecting returns on food production. While agriculture remains essential to rural economies, its position in the overall economy is changing. Agri-food processing requires much more development and there is poor supply chain communication and integration.</p>
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communities in Northern Ireland play a vital and significant role in the economic, social and environmental life of the whole region of Northern Ireland.

The preferred development in Northern Ireland is continuous and collaborative relationships between local communities and those responsible for local development, regional planning and service delivery and that all cultural traditions should be respected equally and that positive community relations should be promoted.

Despite the negative image of Northern Ireland held in many foreign countries, on account of the Troubles, tourism is an important part of the Northern Irish economy. Tourism is likely to become one of the main growth areas of the economy in the near future with the continuation of the peace process and the normalisation of the image of Northern Ireland internationally. The most popular tourist attractions include Belfast, Armagh, the Giant's Causeway and Northern Ireland's many castles.

Farm shops and farmers markets are on the increase. Many farmers allow tourist to watch or advertise this as an attraction for young children, some farms have developed holiday cottages and campsites on the farmland to encourage tourism. Farm gate sales such as pick your own operations for fresh fruit are also very popular and continue to be developed.



In rural areas there is also a need for diversification, creation of micro enterprises and childcare or eldercare facilities.

There were 303,000 farm holdings in 2003 which contributed 7.9 billion to the UK economy or 0.8% gross value added. Many farms went out of business in 2003. Over the past decade 99,000 people or 16% of the workforce left the farming industry (source: The DEFRA report on UK Agriculture 2003). We are rapidly losing the skills to produce our own food.

The UK is falling behind our European neighbours in terms of agricultures contribution to the economy.

The UK is becoming a dependent food nation – 42% of our food is imported.

Perhaps more worrying than the decline in self sufficiency is the decline in the number of family run farms across the country. A large number of family farms maintain the cultural diversity of food production, they provide rural employment and the starting point for regional food differentiation, they also maintain farming bio diversity and the local food system that helps to protect the world from the rapid spread of disease.

The physical distance between customers and farmers has widened. Fewer people work in agriculture today. Increasing mechanisation has led to a huge reduction in the agricultural workforce as well as the number of people employed in the summer months for harvesting and temporary farm labour. Local shops selling local products have almost disappeared. The number of people shopping at high street butchers, greengrocers and bakers has massively declined in line with the growth of supermarket shopping.

Childcare has been a major barrier for rural women in particular for a number of years. Northern Ireland requires development of a childcare strategy, developed in partnership with key player, which would make a real and lasting difference to the lives of rural women right across Northern Ireland.

Opportunities

Residents of rural economies are responding to their changing economic circumstances by seeking to enhance their income from sources other than traditional means. As a result, an increasing amount of support is being offered to rural businesses to help them maintain and diversify their operations, and create new opportunities to improve the countryside by creating sustainable enterprises. Support available includes Invest Northern Ireland, Department of Agriculture and Rural Development (DARD), the Ulster Farmers Union, Rural Development Council and the Department for Environment, Food and Rural Affairs (DEFRA).

One third of all people who live in Northern Ireland live in a rural area that is nearly 600,000 people in total. It is therefore critical that the new Executive Government takes immediate stock of and devises a policy for the role and contribution that rural Northern Ireland can make to the overall development of the region. The new administration needs to ensure all Government departments, the new local Government structures of super councils and the reformed housing, health and education sectors subscribe to clear objectives for rural Northern Ireland and like many rural stakeholders believe the most effective way to achieve this is through a White Paper. A rural White Paper in Northern Ireland would clearly signal a strong commitment by Government to rural areas.

The required services and public resources must be available to rural areas and the policy makers need a close working relationship between the farming and other neighbours to successfully manage and protect the land and the diversity of the countryside.

The existence of a 220 mile boarder region between Northern Ireland and the Republic of Ireland provides a further opportunity to consider the needs and opportunities for rural communities and associated services on both sides of the border.

Customers in Northern Ireland are increasingly aware of health issues surrounding the foods they buy.

Threats

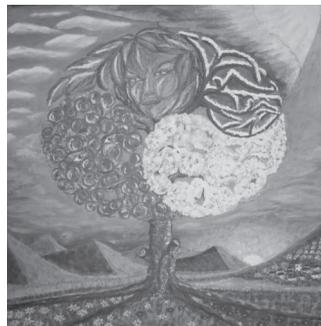
It is vitally important that farmers in Northern Ireland establish an alternative source of income in the current climate where many farmers are largely dependent on payment schedules that are set to diminish in value over the coming years.

Recent adverse weather conditions such as heavy rain has forced many farmers to write off some of their crops. The 2001 foot and mouth outbreak and BSE have caused consumer confidence in UK and Northern Ireland produce to fall with current statistics stating that just 18% of people buy British food.

Prices being paid for milk and meats purchased by the supermarket chains to be sold as bottled milk and packaged meat as very low. Research shows it costs an average of 21.32p to produce a litre of milk in Northern Ireland in 2006/2007 whilst the selling price was 17.9p per litre. The supermarkets continue to make considerable profits with their retail mark up and increasing demand for their products. The research also indicated that 16% of dairy farmers are planning to quit over the next two years because of this resulting in a loss of £166 million output and job losses throughout the industry right down to tank drivers. A reduction of one sector will have a major impact on the rest of the economy.

Most of foods can be produced much more cheaply in other areas of the EU.

Widespread concerns over the impact that intensive farming has on the environment have raised concerns. The Government have set regulations to provide a clear set of standards which farmers must adhere to.



Consequently they are more likely than ever to seek top quality, sourceable goods, for which they are willing to pay a premium. Key factors influencing this trend are perceptions of the countryside and intensive farming methods coupled with perceptions of commercial food production. Concerns over the excessive food miles covered by importing fresh foods raise environmental issues including energy expenditure. The nutritional benefits of consuming produce as fresh as possible are widely acknowledged, thus creating a huge opportunity for the local farmer.

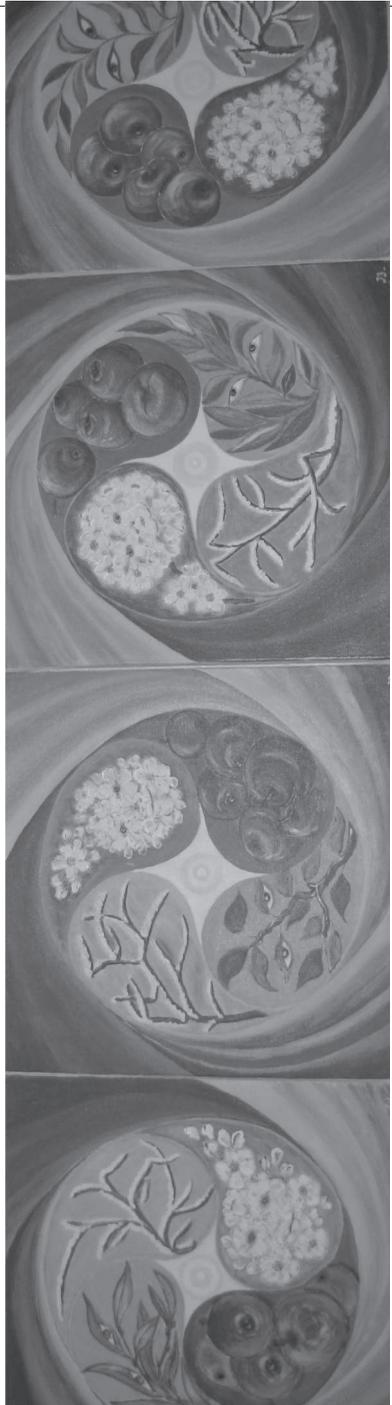
The Soil Association have noted that 80% of households bought organic food in 2006, and that recent research has shown that 97% of people in the UK are against GM food being sold in supermarkets. The Government has found no recorded cases of BSE in organically bred and reared cattle. Food scares and farming crises, such as 2005's avian flu pandemic and the foot and mouth outbreak in 2001 have contributed to widespread perception that organic meat is safer, and many customers are willing to pay premium prices for this reassurance.

Northern Ireland's rural development plan aims to focus on vocational training, farm modernisation and supply chain movements, support for less favoured areas and agri environment and forest environment measures, diversification of rural economy, cultural heritage and promotion of tourism, to be supported by local communities through a bottom up approach.

Research undertaken indicates that a more competitive agricultural industry in Northern Ireland can be achieved through:

- Increased business and technical competence
- Improved market focus
- A dynamic approach to innovation and uptake of new technologies
- Improved physical capital

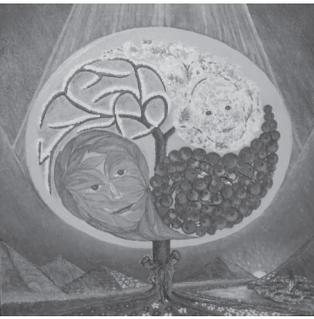
Greater economic opportunities in rural areas of Northern Ireland can be achieved through:



- Supporting the creation and development of micro businesses
- Development of innovative products and services
- Encouraging farm households to diversify into non-agricultural activities to increase their incomes
- Encourage the development of activity tourism
- Sustainable development of the natural and built environment
- Encouraging greater usage of ICT (Information Communications Technology) and broadband
- Improving the quality of life and creating strong and vibrant rural community infrastructure through:
 - * Engaging with rural communities to identify and address problems and opportunities
 - * Building community capacity and leadership
 - * Social and economic regeneration of rural villages and their surrounding areas
- Improving access to basic services by rural dwellers



Rural and agri-tourism development in Romania - SWOT ANALYSIS

Strengths	Weaknesses
Human Resources	
<ul style="list-style-type: none"> · Increased number of adult population participating in education and training · Relatively low labour costs comparing to EU 27 · Latent labour force 	<ul style="list-style-type: none"> · Population ageing phenomenon · Emigration phenomenon (abroad, "city mirage") · Low education level · Lack of skills and abilities in certain domains like: management, marketing, foreign languages · A low rate of active population occupied in agricol activities · A decrease number of persons involved in handicrafts services and commerce in rural area · Weak professional education and endowment of education infrastructure · Weak adults' professional training offer in domain · Weak entrepreneurial spirit
Economical Dimension	
<ul style="list-style-type: none"> · High variety and richness of biodiversity 	<ul style="list-style-type: none"> · Low life quality level

<ul style="list-style-type: none"> · Preservation of the genetic diversity of crop plants and animals at the place of formation and development (in situ) · Preservation of the diversity of species and of the genetic diversity at the level of the individual farms constitutes a key element for a sustainable agriculture · Practice of ecological agriculture in small farms · Large land resources with highest agricultural potential · Weak human intervention in reconfiguring natural areas 	<ul style="list-style-type: none"> · Lack of alternative income sources · Low investment level in services and small industry for absorbing young labour force · Low competitiveness (yields, low productivity), · Low number of contracts with industry · Fragmented property (the average plot is less than two hectares) · High costs in small sized farms due to land fragmentation · Traditional exploitation · Incapacity of small farms to invest for modernisation · Lack of modern technical, managerial and financial tools and knowledge · Larger individual farms not very much developed, as compared to the situation in other EU member states · Low level of usage of the land to its true potential · Associations or farmer groups by products or groups of products are relatively weakly represented · Lack of market information · Lack of distribution chain (en-gros commerce) · Lacking conformity with the European standards · Dependency of the subsistence agriculture
<p>Tourism potential</p>	
<ul style="list-style-type: none"> · Rich development potential natural resources, relief · Rich rural heritage: preservation of cultural traditions, local products: food and drinks, traditional architecture · People hospitality · Development of week-end tourism · Diversified tourism resources in all the regions including cultural towns, spa, itinerant tourism, winter and extreme sports in all Regions · The existence of protected areas (National Parks) 	<ul style="list-style-type: none"> · Massive deforestation · Waters' pollution · Underdeveloped infrastructures of transport and utilities · Lack of experience · Lack of information and tourist maps · Cultural infrastructure degradation · Acculturation phenomenon · Lack of tourism marketing organizations · Lack of tourism development strategies · Lack of agri-tourism potential and handicrafts promotion · Low offer of tourist packages
<p>Opportunities</p> <ul style="list-style-type: none"> · Financial opportunities valorization · Increased number of tourists and investors 	<p>Threats</p> <ul style="list-style-type: none"> · Natural calamities · Green House Gas Emissions and climate changes

<ul style="list-style-type: none"> · Increased number of tourists and investors · Setting up of integrated developed plan · Promotion of endogenous potential at international level · Rules encouraging producers groups · Measures encouraging the establish of young population in rural areas · The development of interest and consumer behaviour for traditional and natural product · Use of renewable energy from biomass and waste 	<ul style="list-style-type: none"> · Free access to new labour markets · Incapacity to set up strong local partnerships and associations of producers and tourism operators · High cost for meeting and compliance with the European food standards, food safe legislation, HACCP norms · Services' and products' prices evolution at international level · Highest attractiveness for urban area and other countries · Non-rational agricultural management
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Sources:

- * NATIONAL STRATEGY PLAN FOR RURAL DEVELOPMENT 2007-2013
- * Sustainable Development Strategy for BN County
- * National Statistical Institute

Rural and agri-tourism development in Spain - SWOT ANALYSIS

The SWOT analysis takes the following factors into account:

- * Institutional framework: laws and regulations, associations, applied systems, strategies, public support and experience
- * Image: Rehabilitation as a practical field of activity, confidence in the territory, associative strategies
- * Natural, cultural and social resources: the value of the natural surroundings, knowledge of the natural surroundings, growing appreciation of the natural surroundings, demand for responsible development
- * Infrastructures: tourist oriented services, telecommunications equipment and incorporation of alternative energies
- * Accommodation supply: integration in the countryside, direct management, pioneers with experience, Q for quality, applied systems, autonomy, popularization among associated promoters is easier
- * Complementary supply: quality, divers resources, public support, employment, synergies in rural sectors
- * Demand: interest in systems with guaranties and labels, demand for environmentally responsible integral supply
- * Promotion and commercialization: promotion systems and direct marketing, direct contrasting authenticity, internet for segmentation, synergies with other sectors
- * Economic, social effects and local development: generation of complementary income, local implication in reception, real experiences for clients, environmental good practices.

Strengths	Weaknesses
Institutional Framework	
<ul style="list-style-type: none"> · Rural tourism legislation based on the rehabilitation of traditional buildings · Existence of a wide network of rural tourism associations 	<ul style="list-style-type: none"> · Lack of an integral rural tourism development plan oriented towards environment management and product quality

<ul style="list-style-type: none"> · Encouragement by public authorities of rural tourism quality strategies such as Q for Quality, EMAS, etc. 	<ul style="list-style-type: none"> · Legal dispersion due to heterogeneous legislation
Image	
<ul style="list-style-type: none"> · Examples of good practice in the rehabilitation of buildings for Rural Tourism and the concept of sustainability · A positive, successful image of Rural Tourism has increased local confidence in their own capacity for development 	<ul style="list-style-type: none"> · Rural Tourism is seen mainly as "stays" not as an integral product · Heterogeneous perception, without a national quality standard
Natural, cultural and social resources	
<ul style="list-style-type: none"> · Natural environment of great value, protected natural parks, diversity and quality of the countryside · Development of promoter knowledge and skills on heritage and resources 	<ul style="list-style-type: none"> · Disappearance of agriculture and cattle farming as a complement · Lack of strategies to make full use of all the potential of rural resources · Aging rural population
Infrastructures	
<ul style="list-style-type: none"> · Infrastructures are oriented to tourism using resources · Services are oriented to local residents (shops, pharmacies, health centres) 	<ul style="list-style-type: none"> · Problems relating to waste management persist.
Accommodation supply	
<ul style="list-style-type: none"> · Well integrated into the countryside · Simple, sustainable management · Exemplary establishments with quality systems implanted · Managed personally by the owner who is proud of his/her product or house/ establishment. · Liberty of margin to improve strategic goals to increase competitive advantage 	<ul style="list-style-type: none"> · Growth in supply is greater than in demand · High rate of irregular supply which unbalances occupation and prices · Lack of quality control · Little capacity for innovation · Unit costs of introducing quality and environment management are excessive · Lack of business training
Complementary supply	
<ul style="list-style-type: none"> · Maximum quality and diversity of resources · Institutional support for business development 	<ul style="list-style-type: none"> · Quality orientation lacking · Lacking professionalism
Demand	
<ul style="list-style-type: none"> · Growing interest in branding and tourist products guaranties 	<ul style="list-style-type: none"> · Persistently seasonal and weekends with no other choice in the case of national tourism
Promotion and commercialization	
<ul style="list-style-type: none"> · Direct marketing thanks to Internet in the home · Authentic promotion, not banal or sophisticated 	<ul style="list-style-type: none"> · No relation between quality and price · Lack of visible promotion strategies for responsible tourism

Economic and social effects and local development	
· Acceptable increase in local complementary income with possible growth	· Lack of mature cross sector links to create an "integral rural product"
Opportunities	Threats
Institutional Framework	
· Availability of grants and subsidies for Rural Tourism product qualification and consolidation (LEADER, PRODER) · Introduction of United Nations program Local Agenda 2 to promote sustainable development · Cooperation networks between territories through sustainability projects	· Vision of more quantitative than qualitative growth by public bodies · Standard systems excessively bureaucratic and complex · Urban and territorial policies do not contemplate harmony and esthetics
Image	
· Greater visibility of associated tourism Bound to the intention to reach a global strategy	· Poor image of Rural Tourism Yield on the effort of implanting Quality systems
Natural, cultural and social resources	
· Growing appreciation of the natural environment on the part of tourists and society as a whole · Social demand for more responsible environment development, which respects natural resources as a source of competition and quality of life	· Return to the primary sector and its contribution to maintaining the countryside · Urban pressure on many rural areas which deteriorate the environment and excessive tourist pressure on certain resources
Infrastructures	
· Production and use of renewable energy · Access to telecommunication systems	
Accommodation supply	
· Quality systems such as "Q", Biosphere House, EMAS are becoming popular · Associations help meet the challenges · Growing use of ITC, improvement in management training and awareness of ecolabels	· Uncontrolled growth of supply out of step with demand · Aging Promoter with no generational continuity · Little attention paid to level of services in accommodation
Complementary supply	
· Growing complementary supply with its own demand (local museums, active tourism businesses, etc) which is included in Rural Tourism supply and creates employment · Improvements in the rural environment create new opportunities: wine route, ecological farming, handicrafts etc.	· Difficulties in involving Rural Tourism associations in making complementary supply more dynamic · Quality systems are more occupied with standards than ensuring measure to make each stay "authentic and unforgettable experiences" · Problem regulation: laws attending

	<ul style="list-style-type: none"> · certain activities such as quads · Lack of common legislation between Autonomous Regions on Rural Tourism
Demand	
<ul style="list-style-type: none"> · Demand for integral environment friendly supply (eco-agriculture, eco efficient energy etc) · Acceptation of products with greater added value: ecotourism, enotourism, trails 	<ul style="list-style-type: none"> · Shortage of research to facilitate determining and anticipating tendencies in demand
Promotion and commercialization	
<ul style="list-style-type: none"> · Channels in the web for information. Interaction, segmentation and customer fidelity · Synergies in commercialization of quality products: ecological, DDOO (Departamento De Desarrollo Organizacional Objetivo) 	<ul style="list-style-type: none"> · Scarcity of proposals for quality in rural tourism which introduce a common shared destination, code of ethics and self-regulation
Economic and social effects and local development	
<ul style="list-style-type: none"> · Involvement in rural tourism impules the need to implicate oneself in quality and sustainability · Manual and catalogue implementation of "good practices" (environmental, training etc.) 	<ul style="list-style-type: none"> · Loss of local influence in the development tendencies of rural tourism by municipalities, counties, provinces · Residential tourism in second homes creates a risk for rural tourism

CONCLUSION

The conservation and harmonious exploitation of the environment, of the landscape, of traditional architecture, of cultures and traditions play a fundamental role in rural tourism. But no less important is its contribution to benefits to rural areas such as the creation and maintenance of employment, complementing income from agricultural, maintenance of services, support for handicrafts, etc. as well as all the efforts made to consolidate the rural tourism sector.

Sources:

* Turismo Rural y Sostenibilidad: Carlos Fernández Hernández. Universidad de La Laguna. Tenerife

* Políticas, Turismo Rural y Sostenibilidad: Gemma Cànoves, Montserrat Vil arino y Luís Herrera Universidad de Santiago de Compostela * Turismo Rural en España: Paisajes y Usuarios, Nuevos Usos y Nuevas Visiones Gemma Cànoves Valiente Luis Herrera Jiménez Universidad Autónoma de Barcelona

* INI - Instituto Nacional de Estadística

Chapter 2. Needs of families in rural areas to set up guesthouse or B&B activities – field research report

In order to identify the needs and possibilities for families in rural areas to set up guesthouse or B&B activities, a survey was carried out in Spain, The Netherlands, Northern Ireland and Romania. The data were processed using SPSS software. The results highlighted the following:

- The most important factors that influenced the decision to start a business are: "do something I enjoy", independence, "make my own money or income", belief in my product or service, "use my skills, knowledge and experience" (see chart 1)

- Level of knowledge:

- * "Legal requirements": the major areas where the individuals are lacking, apply to: health and safety, planning permission, employing staff, licensing laws, environmental issues and business registration (see chart 2)

- * "Basic standards": the knowledge required relates, almost in the same proportion, to: facilities, food standards, accommodation standards and services (see chart 3)

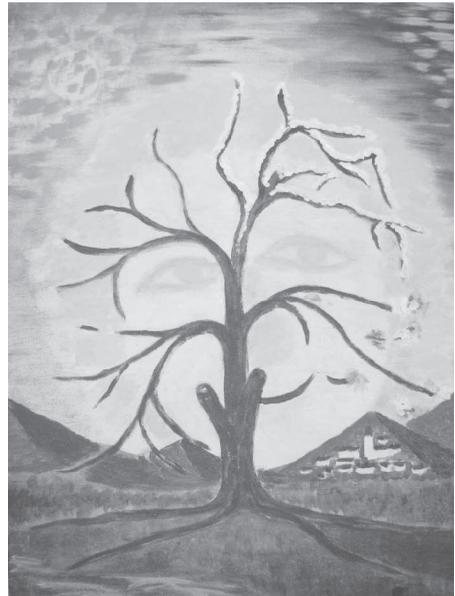
- Concerning the financial or other kind of support that specific organizations can provide to the development of rural business, the most known are financial institutions and tourist board (see chart 4)

- Most of the persons, who started or have considered starting a business in rural tourism field, have previous experience in: customer care, marketing and selling (see chart 5)

- For "skills that people need", the survey showed: operations and legal, finance skills, selling, marketing and administration (see chart 6)

- In the category of entrepreneurial skills, the rating for the following was below average: dealing with risks, taking initiative, problem solving, team leading (see chart 7)

- In order to finance their own business people prefer: bank loans, self-financing, government grants (see chart 8)



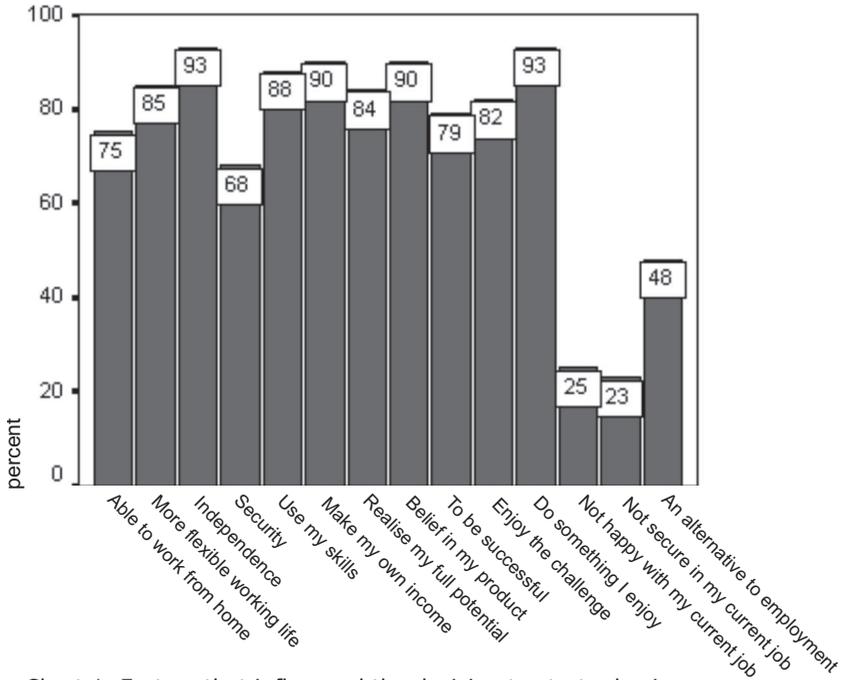


Chart 1. Factors that influenced the decision to start a business

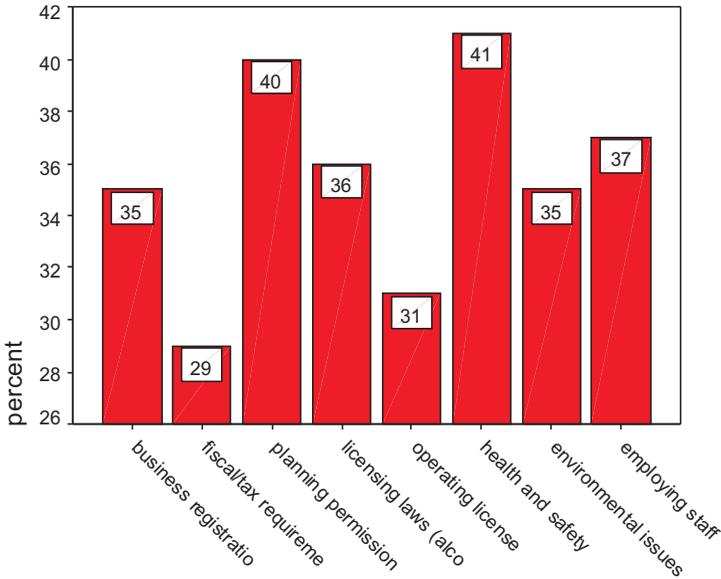


Chart 2. Firm knowledge – legal requirements

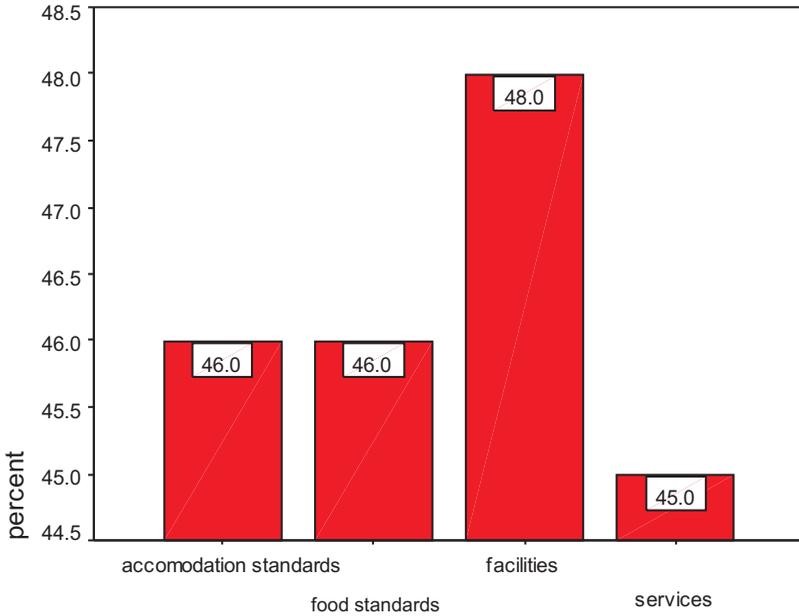


Chart 3. Firm knowledge – basic quality standards in rural hospitality business

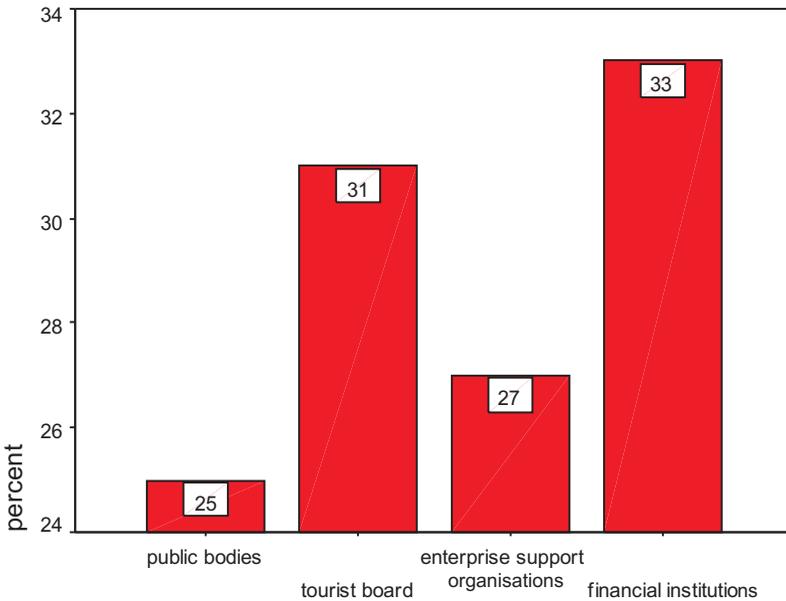


Chart 4. Firm knowledge – support (financial or other) provided by different organizations

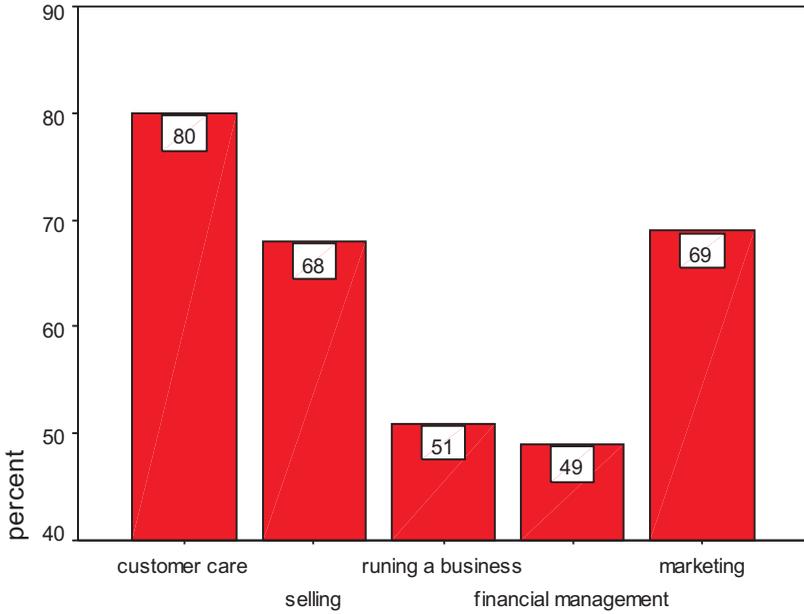


Chart 5. Previous experience

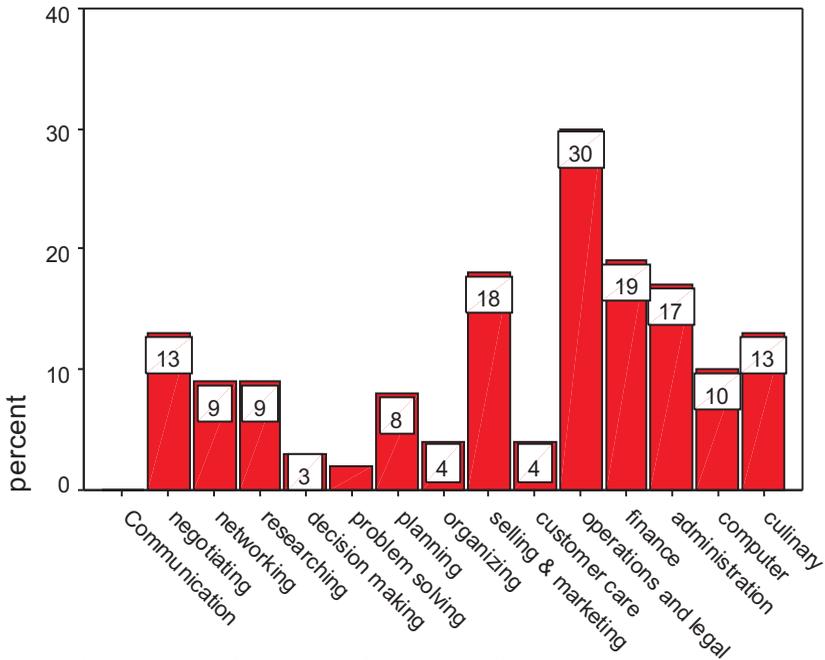


Chart 6. Lack of Skills – self-rating – below average

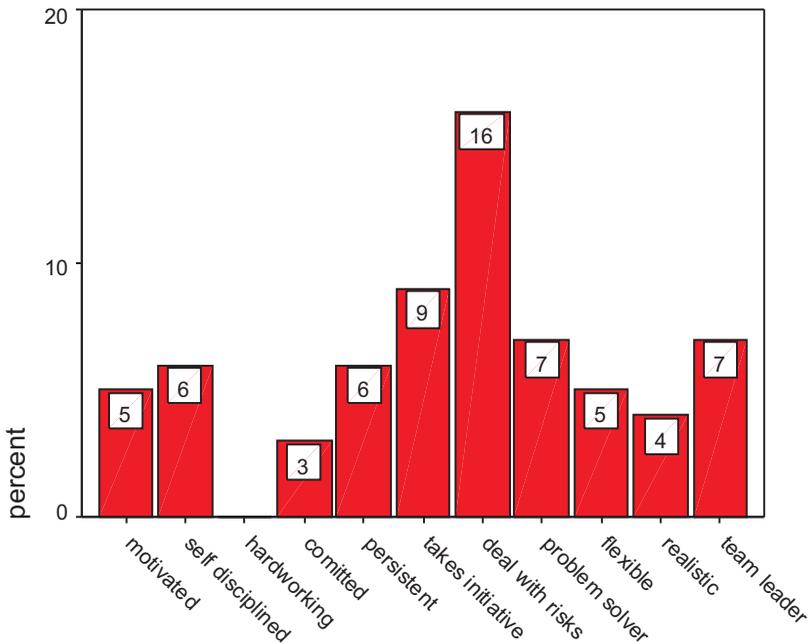


Chart 7. Lack of Entrepreneurial characteristics – self-rating – below average

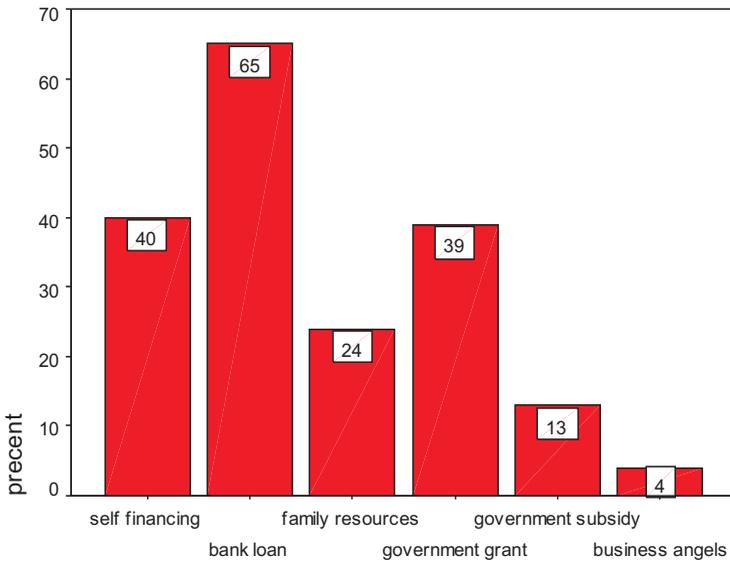


Chart 8. Way of financing the business

Chapter 3. Setting up a guesthouse or B&B - General framework

The main steps to set up a guesthouse or B&B:

1. Premises – Owned/rented property
2. Register the business – self employed or as a company (taxes etc)
3. Relevant Licences from local authorities/certifications from tourist board
4. Health and Safety/Consumer legislation/food safety/regular inspections

Legalities of setting up guesthouse or B&B in Holland

Classification is based on factors, which can be measured objectively. The quality of the Bed & Breakfast accommodation is rated on a scale of one to five and is indicated by the number of tulips allocated. In order to be eligible for one or more tulips, a Bed & Breakfast accommodation must meet a number of minimum requirements. These consist of basic standards in all categories. In addition to this, those Bed & Breakfast accommodations, classified as having two to five tulips, are required to obtain a certain number of points. This ensures that individual qualities (amenities, facilities and services) are rewarded. Bed & Breakfast accommodations, which do not (yet) meet the specified basic standards, are not recorded in the classification register and are not awarded any tulips.

1 tulip standards

A Bed & Breakfast accommodation, which meets the basic requirements, is awarded one tulip. At this basic level, you can expect simple, yet clean and well-maintained accommodation. This Bed & Breakfast accommodation offers facilities of an acceptable standard to guarantee you an enjoyable stay.

Privacy and safety

All guest rooms/apartments have their own separate entrances. A separate entrance means a door to the guest room/apartment without having to pass through another guest room/apartment. Option of shutting (closing without locking) the doors to all the guest rooms/apartments. There are no guest rooms/apartments located in attics or cellars. The guest rooms/apartments are provided with facilities to protect privacy and prevent anyone from looking in. Smoke detectors are installed in or just outside the guest rooms / apartments. You have informed your municipality about your Bed & Breakfast business activity (lodging accommodation obligation).

Lighting/ Climate Control/ Electricity

At least one clear, transparent window is present in each guest room/apartment to allow daylight into the room. All guest rooms/apartments come equipped with good general lighting facilities. A light switch is located at the entrance of each guest room/apartment. All guest rooms/apartments have their own central heating unit, which can be regulated individually. All guest rooms/apartments come equipped with either a window or ventilation grille, which can be opened, or an air ventilation system.

Bed and Furniture

The guest rooms/apartments come equipped with one or more beds in proportion to the number of sleeping places (Size of bed up to 1.85 m in length x 0.75 m in width, only for children. Three-quarter bed, up to 1.50 m in width – is suitable for one person. Bunk beds only suitable for nurseries or family rooms). The beds in all the guest rooms/apartments are in good condition. The mattresses in all the guest rooms/apartments come equipped with open coil springs, pocket springs, latex or a similar type of quality. The mattresses in all the guest rooms/apartments come equipped with mattress toppers or protectors and (fitted) sheets. The beds in all the guest rooms/apartments come equipped with the accompanying bedding. The bedding in all the guest rooms/apartments is clean. The bedding in all the guest rooms/apartments is appropriate for the time of year. An extra blanket and/or pillow are available to guests. The beds in all the guest rooms/apartments come equipped with at least one pillow per person. All guest

rooms/apartments contain a wardrobe or a chest of drawers or a similar facility for storing clothing. All the guest rooms/apartments contain a wastepaper basket.

Sanitation Facilities

The Bed & Breakfast accommodation has at least one (communal) toilet available, equipped with constant running water, a lockable waste disposal bin, ventilation and good lighting. The Bed & Breakfast accommodation has at least one (communal) washing facility/bathroom available, equipped with constant hot and cold running water. The washing facility/bathroom is equipped with ventilation, good lighting, a mirror, a lockable waste disposal bin, a hand drying facility and a rack where towels or clothing can be hung out of reach of the water. There is at least one glass or cup available per guest. There is at least one towel available per guest.

Breakfast

Option to have breakfast (served or buffet). The breakfast products are fresh. A minimum of one type of bread, savoury filling, sweet filling, butter and beverages.

Cleanliness and Maintenance

The guest rooms/apartments, bathrooms, communal areas and/or breakfast rooms are clean. The guest rooms/apartments, bathrooms, communal areas and/or breakfast rooms are adequately maintained. The furnishings of the guest rooms/apartments, bathrooms, communal areas and/or breakfast rooms are neat and tidy.

Hospitality

The hospitality and the willingness to help of the Bed & Breakfast owner(s) meet the realistic expectations of the guests

Standard

The furnishings and ambiance are of an average standard

2 tulips standards

You can expect 'middle-class' Bed & Breakfast accommodation for a two-tulip rating. A Bed & Breakfast accommodation with a two-tulip rating obviously provides you with much better facilities, service and quality than one with a basic rating.

3 tulips standards

This level guarantees guests above-average quality. The Bed & Breakfast accommodation is comfortable and cosy. The Bed & Breakfast accommodation provides a standard of quality, which is more than adequate, as well as additional facilities and services.

Privacy and safety

All guest rooms/apartments have their own separate entrances. A separate entrance means a door to the guest room/apartment without having to pass through another guest room/apartment. Option of shutting (closing without locking) the doors to all the guest rooms/apartments. There are no guest rooms/apartments located in attics or cellars. The guest rooms/apartments are provided with facilities to protect privacy and prevent anyone from looking in. Smoke detectors are installed in or just outside the guest rooms/apartments. All guest rooms/apartments have a minimum floor area of 6m² per guest. All guest rooms/apartments have a minimum floor area of 8m² per guest. All guest rooms/apartments have a minimum floor area of 10m² per guest. Option of locking the doors to all guest rooms/apartments from the inside (by means of a swivel bolt, slide bolt or key). Option of locking the doors to all guest rooms/apartments from the inside and the outside (with key). The guest rooms/apartments are accessible to guests day and night. Blackout or lined curtains are hanging in all guest rooms/apartments, allowing guests to be able to sleep during the day. A safe is available in guest rooms/apartments or somewhere else on the Bed & Breakfast premises. Guests have access to the Bed & Breakfast accommodation by means of a private entrance, which is not used by the Bed & Breakfast owner(s). You have informed your municipality about your Bed & Breakfast business activity (lodging accommodation obligation).

Lighting/ Climate Control/ Electricity

At least one clear, transparent window is present in each guest room/apartment to

allow daylight into the room. All guest rooms/apartments come equipped with good general lighting facilities. A light switch is located at the entrance of each guest room/apartment. All guest rooms/apartments have their own central heating unit, which can be regulated individually. All guest rooms/apartments come equipped with either a window or ventilation grille, which can be opened, or an air ventilation system. Each guest room/apartment has bedside lamps, which can be operated individually. (Each guest has a bedside lamp, which can be switched on or off from the bed). The switch to control the general lighting can be operated from the bed. All lamps (light bulbs), unless decorative, must be covered with a lampshade or some type of protection. A color television with remote control is available in all guest rooms/apartments. At least one socket must be available and easily accessible in each guest room/apartment. Each guest room/apartment has a(n) (alarm) radio and/or CD player. Each guest room/apartment has a video recorder and/or DVD player. All guest rooms/apartments come equipped with air conditioning.

Bed and furniture

The guest rooms/apartments come equipped with one or more beds in proportion to the number of sleeping places (Size of bed up to 1.85 m in length x 0.75 m in width, only for children. Three-quarter bed, up to 1.50 m in width – is suitable for one person. Bunk beds only suitable for nurseries or family rooms). The beds in all the guest rooms/apartments are in good condition. The mattresses in all the guest rooms/apartments come equipped with open coil springs, pocket springs, latex or a similar type of quality. The mattresses in all the guest rooms/apartments come equipped with mattress toppers or protectors and (fitted) sheets. The beds in all the guest rooms/apartments come equipped with the accompanying bedding. The bedding in all the guest rooms/apartments is clean. The bedding in all the guest rooms/apartments is appropriate for the time of year. An extra blanket and/or pillow are available to guests. The beds in all the guest rooms/apartments come equipped with at least one pillow per person. All guest rooms/apartments contain a wardrobe or a chest of drawers or a similar facility for storing clothing. All the guest rooms/apartments contain a wastepaper basket. Seat facilities available in all guest rooms/apartments (minimum of one seat per person). A (dining) table, occasional table or similar facility available in all guest rooms/apartments. In all the guest rooms/apartments double beds are freestanding and are accessible from both sides. Single beds are accessible from at least one side in all the guest rooms/apartments. The beds in all the guest rooms/apartments come equipped with either a headboard or a rear board attached to the wall and made of a washable material (for instance, plexiglass, plastic or wood). This is a standard of hygiene; the wall would soon become grubby if a bed did not have a headboard. A bedside table, occasional table or shelf for each bed separately or one per double bed in all the guest rooms/apartments. A baby's cot is available on request. All guest rooms/apartments have at least five clothes hangers. All guest rooms/apartments contain a mirror. There are coffee and tea-making facilities available in all the guest rooms/apartments. There are coffee and tea-making facilities available in a communal room. There is a mini bar, refrigerator or similar facility available in all the guest rooms/apartments. There is a mini bar, refrigerator or similar facility available in a communal room.

Sanitation Facilities

The Bed & Breakfast accommodation has at least one (communal) toilet available, equipped with constant running water, a lockable waste disposal bin, ventilation and good lighting. The Bed & Breakfast accommodation has at least one (communal) washing facility/bathroom available, equipped with constant hot and cold running water. The washing facility/bathroom is equipped with ventilation, good lighting, a mirror, a lockable waste disposal bin, a hand drying facility and a rack where towels or clothing can be hung out of reach of the water. There is at least one glass or cup available per guest. There is at least one towel available per guest. There are at least two towels available per guest (available on arrival). Private wash basin (in the guest room or in the private bathroom).

All the guest rooms/apartments come with a private bathroom with bath or shower and toilet (in the room or en-suite). A private bathroom is one that is exclusively available for use for the guest(s) staying in that particular room. The private bathroom is not shared with the owner(s) or other guests. All the guest rooms/apartments come with a private bathroom with bath or shower and toilet (in the room or en-suite). A private bathroom is one that is exclusively available for use for the guest(s) staying in that particular room. The private bathroom is not shared with the owner(s) or other guests. Guest articles (shampoo, soap etc.) are available in the bathrooms. There is a face cloth or similar item available for guests (minimum of one per guest). The bathroom(s) come(s) equipped with a bathmat on the floor next to the bath. There are bathrobes available for guests (minimum of one per guest).

Breakfast

Option to have breakfast (served or buffet). The breakfast products are fresh. A minimum of one type of bread, savoury filling, sweet filling, butter and beverages. In addition to the products mentioned under standard 503 above, breakfast includes a minimum of one egg and one piece of fruit per person. In addition to the products mentioned under standard 503 above, breakfast includes yoghurt or milk. Guests have the option of being served breakfast (no self-service or buffet). Local produce is served for breakfast. Breakfast includes products, home-made or home-grown (for instance, freshly-baked bread, home-made jam or eggs from their own hens). Each guest or group of guests has a private breakfast table available. Guests have several options as to where they can have breakfast (for example, in the room, in the breakfast room or on the terrace). Freshly-squeezed orange juice is served at breakfast.

Cleanliness and Maintenance

The guest rooms/apartments, bathrooms, communal areas and/or breakfast rooms are clean. The guest rooms/apartments, bathrooms, communal areas and/or breakfast rooms are adequately maintained. The furnishings of the guest rooms/apartments, bathrooms, communal areas and/or breakfast rooms are neat and tidy. Complete floor covering (carpet, wood, parquet, laminated wood, marmoleum, vinyl) or floors with floor heating or, if these are lacking, mats or rugs (with anti-skid backing, if necessary) placed at the side of the bed.

Hospitality

The hospitality and the willingness to help of the Bed & Breakfast owner(s) meet the realistic expectations of the guests. There is sufficient information about the area available to guests. The name of the Bed & Breakfast accommodation is clearly indicated on the building or in the garden. A daily newspaper (current news) is available for guests to read. It is possible for guests to pay by chipper, pin or credit card. A drink is offered to guests on their arrival. A snack is offered to guests on their arrival. A gesture of welcome is offered to guests, for example, a drink, a snack or a little gift in all the guest rooms/apartments. There are fresh flowers or a plant in all the guest rooms/apartments. Guests are able to get drinks on request (free of charge or for payment) in the room (room service) or in the communal area.

Standard

The furnishings and ambiance are of an average standard. The furnishings and ambiance are of a high standard. The furnishings and ambiance are of an extremely high standard.

General facilities

There are parking facilities for guests on the Bed & Breakfast accommodation grounds.

There is at least one guest room/apartment available for wheelchair users, which has a specially adapted bathroom and toilet. The guest room/apartment is either located on the ground floor or accessible by (stair) lift and there are no obstructive thresholds. The entrances and doorways are at least one metre wide. The guest room/apartment and the bathroom and toilet facilities have adequate room to accommodate a wheelchair. The

bathroom facilities include hand rails and a foldaway chair in the shower cubicle. There is a terrace available for general use. There is a terrace available for private use. There is a playroom or playground available for children. There are (farm) animals available for children. Guests are able to hire recreational items, for instance, bicycles or canoes. Guests are able to make use of (a computer with) Internet connection on request. Guests are able to make use of (a computer with) Wireless Internet on request. There is an outdoor swimming pool available. There is an indoor swimming pool available. There is a sauna available for general use. There is a steam bath available for general use. There is a whirlpool available for general use. Guests can make use of a communal area (a living room or a lounge only available to guests, in other words, a living room or a lounge not shared by the owners). All guest rooms come equipped with windows, which can be opened, and outside doors with screens to keep out insects. There is a covered and lockable bicycle shed available for general use.

4 tulips standards

A Bed & Breakfast accommodation with a four-tulip rating guarantees top-class quality. The interior of a four-tulip Bed & Breakfast accommodation is exceptionally luxurious and the exterior is immaculately maintained. You can expect excellent quality with numerous facilities and impeccable service.

5 tulips standards

A Bed & Breakfast accommodation with a five-tulip rating has reached the highest level available. A five-tulip Bed & Breakfast accommodation is of exceptional standard in all aspects and every effort will be made to guarantee you a fantastic stay. A Bed & Breakfast accommodation with this outstanding rating is our guarantee that you will want for nothing and the facilities, service and quality are first-rate.

Legalities of setting up a guesthouse or B&B in Italy

For setting up a B&B the entrepreneur has to reside in the accommodation structure.

Legalities vary from region to region, but all refer to the main Law - Law 29 March 2001, n. 135 - "Reform of the national legislation of Tourism", published in Official Gazette No 92 of 20 April 2001.

The accommodation structure has to have a maximum of 3 rooms (4 in Emilia Romagna and Abruzzo, 5 in Sicily) - duly furnished with bed, wardrobe, bedside tables, lamps, chairs and paper basket - for up to 6 people. The maximum number of beds may vary from region to region. For example, in Lazio there are requested 6 beds meanwhile in Veneto the maximum number of seats is not determined and in Sicily you can have up to 20 beds.

In accordance to the irregular character of the activity, it is foreseen a discontinuance of at least 90 days, whether or not consecutive, during the year. It is not necessary to register as VAT payer and the owner will not release any documents on tax payment. Minimum requirements: 14 square meters for double rooms, 8 square meters per single rooms, conformity to safety standards for electrical equipment, gas, heating, hygiene standards and building permits. The breakfast consists of prepackaged foods and drinks without any kind of manipulation. These requirements may vary from region to region; Of course, all entrepreneurs have to obey to the regional B & B law. Therefore it is strongly recommended to consult the regional legislation.

Starting up a B & B is easy: the owner has to announce the municipality Tourist Office (or the local IAT or APT) for the initiation of the activity and the price statement. The prices with the seal of the City have to be displayed on the door of each room.

"Bed and Breakfast" is an activity carried out by persons who, through their own family organization, use a part of their home up to a maximum of three rooms, with no more than 4 persons per room, not overlapping, providing accommodation and breakfast. This kind of activity is a legal business that does not need to be registered at the Chamber of Commerce. It is organized in accordance to the provisions of paragraph 9 of Article. 88 of Law No 32/2000 and the provisions of (Public Safety) for leased real estate.

The start up must be communicated to the municipality and the province and also to the regional tourism board for classification of the accommodation. Based on this announcement, the company can start up the business in accordance to art. 19 of Law No 241/90, as amended by art. 2, tenth paragraph, of Law No. 537/93. It is the responsibility of the municipal authority to verify if the company meets the legal requirements (Bassanini Law) and, when necessary, to decide within 60 days the restriction of the activity and the removal of the effects.

Bed and breakfast activities are classified in stars as follows:

- 1 star for an accommodation structure composed by one room for guests and the bathroom shared with the owners;
- 2 stars for an accommodation structure composed by 2 or 3 guest rooms and a separated bathroom for the guests;
- 3 stars if every guest room has its own private bathroom.

In order to be classified the accommodation structure needs a technical report, signed by a qualified technician, accompanied by a layout of the accommodation, which indicates that the construction accomplishes the health, safety and security standards and meets the legal requirements in compliance with the Presidential Decree 30 December 1970, n. 1437 and the Law No. 46/90., regarding the size of the rooms and the standards. It is also requested a legal statement of the premise's owner concerning the obligation to assign the property to house staff. The regional tourism board will provide the classification decision within 30 days from submission of application (Law No 27/96). The company has to provide, once at 6 months a statistical situation about the number of tourists (Article. 88 of Law No 32/2000). Daily reports on attendance are sent to the public security local authorities.

RATES

Regional Tourism Boards establishes the annual minimum and maximum rates for accommodation and breakfast, listed by category. They are published on the provincial and regional tourist Year Book.

3 Stars ***

Minimum Requirements:

- Private bathrooms (bath or shower, sink, toilet and bidet) for each room;
- TV set in all rooms;
- Air-conditioning in all rooms with fan blades (different from the requirement for accommodation structures located in upland areas that should be equipped with heating systems);

- Change of linen: sheets and pillowcases once at 2 days and in any case, for each new customer and towels daily
- Provision of mandatory services.
- Breakfast service;
- Daily cleaning of the rooms and the toilets.

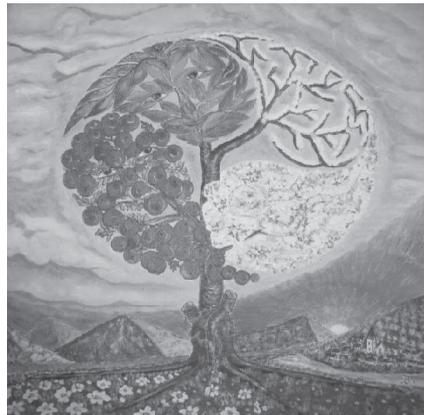
Facilities

- Bathroom accessories: soap, bath foam, shower cap, a bath towel, 2 towels per person, toilet paper, sanitary bags, trash waste;
- Rooms: bed, table or shelf, wardrobe, bed table or shelf for each bed, mirror, lamps, reading lamps, stool or shelf dedicated to luggage, trash waste and chairs.

2 Stars **

Minimum Requirements:

- Bathroom (washbasin, bidet, WC, shower) for the exclusive use of guests;
- Television for common use



- Air-conditioning in all rooms with fan blades (different from the requirement for accommodation structures located in upland areas that should be equipped with heating systems);

- Provision of services requirements;
- Breakfast service;
- Change of linen: sheets and pillowcases twice a week, towels daily
- Daily cleaning of the rooms and the toilets.

Facilities:

- Sanitary facilities: soap, a bath towel, 2 towels per person, reserve toilet paper, sanitary bags, trash waste;

- Rooms: bed, desk, wardrobe, bed table or shelf for each bed, mirror, lamps, reading lamps, stool or shelf dedicated to luggage, trash waste and chairs.

1 Star *

Minimum Requirements:

- Breakfast service.
- Heating systems and / or alternative heating equipment (required if the activity is carried out in the winter season) and fans in summer.

Mandatory services:

- Change of linen: sheets and pillowcases for each new customer and once a week, towels once at 2 days for each new customer; daily cleaning of the rooms.

Facilities:

- Sanitary facilities: soap, bath towel, 2 towels per person, toilet paper, sanitary bags, trash waste.

- Rooms - bed table or shelf for each bed, lamps, reading lamps, stool or shelf dedicated to luggage, trash waste and chairs, a mirror with power supply, a bath towel and a towel per person.

Legalities of setting up a guesthouse or B&B in Northern Ireland

There are a number of differences between B&Bs and Guesthouses, eg Guesthouses must provide accommodation in not less than 3 double rooms, regular cleaning of rooms and offer evening meals.

Under The Tourism (Northern Ireland) Order 1992, certification is mandatory for every establishment offering visitor accommodation. To apply to be certified by NITB you should complete forms 1 and 2, and submit these, together with other relevant documentation (see information pack letter) and fee (£10 is payable for every room you intend to let, subject to a minimum of £50 and maximum £150). This fee contributes towards the cost of an inspection and is payable in advance for the first inspection. All documentation referred to is available at www.nitb.com/acommodation or by contacting the Quality Assurance department (details at end of document). A Board Industry Advisor will conduct an inspection to determine if the premises can be allocated to the Bed & Breakfast category. If a certificate is issued, your premises is a Certified Tourist Establishment and you may start trading. Your establishment will be subject to regular inspections (at least once a year) to ensure that the requirements appropriate to the Bed & Breakfast category continue to be met. If not, NITB may revoke the certificate.

The following list sets out minimum requirements for B&Bs under Schedule 3 of the Categories of Tourist Establishment (Statutory Criteria) Regulations (Northern Ireland) 1992. It also contains NITB recommendations, in italics. All criteria should be interpreted in such a way that your guests will be impressed by the quality of your facilities. This outline is not in order of priority; it goes through the requirements approximately in the sequence they will be encountered by visitors.

Tourist Signage (White on Brown): Tourist Signage in Northern Ireland is the joint responsibility of Roads Service of the Department of Regional Development and NITB. A full copy of the policy is available at www.nitb.com/attachment.aspx?ID=391. The policy is implemented on an annual basis by each local council and application forms for tourist

signage are available from your local council Tourism Officer. Advertising Signage: External advertising signage, either in the grounds of your facility or in any other public space, may require planning permission. NITB recommends that you discuss any proposed external advertising signage with your local Planning Service Office prior to erection. Do not claim to be 'NITB Recommended' or 'Approved'; you may indicate that you have an NITB Certificate, if you wish. You should consult with NITB in relation to the wording of your sign.

Car-parking: Consider provision of parking with due regard to neighbours, traffic regulations and the fact that guests will not wish to carry baggage for long distances.

Entrance hall: This should be adequate for the reception of the number of guests. It must be well laid out and contain good quality furnishings, fittings and equipment.

Display of Certificate and Charges: Your NITB Certificate and scale of charges for accommodation must be prominently displayed, easily seen by visitors before, or immediately after, they enter. Where food other than breakfast is provided, these meals should be identified and the charge shown. If your rates vary seasonally, or if there is any condition to be satisfied (eg. age-eligibility for children's rates), or any other charges not included in the rate, then these must be displayed. All charges should be inclusive of VAT, where applicable.

Visitors' register: As well as the name, address and dates of arrival/departure, you are legally required to record each visitor's nationality. Many establishments keep a book of comments for completion by guests on departure to record hints, recommendations and observations helpful to future visitors.

Tourist Literature: A selection of current leaflets, brochures, maps and other literature relating to your locality should be available. NITB Basic Guide to Bed & Breakfast 5/7.

Instructions: Any house rules you wish to be observed should be brought to the guests' attention at the time of arrival. A guest information folder is a useful way to relay information.

Structural and Safety Requirements: Your establishment should be of substantial and durable construction, structurally safe, in good repair throughout, and of suitable design.

Dining Area: The dining area must be sufficiently large to cater for the number of guests who may reasonably be expected to use it at any one time. This area must have solid tables, completely covered with a clean tablecloth, or surfaced with polished hardwood or veneer and comfortable, strong seats including high chairs (or suitably adapted chairs) for children. The ventilation must eliminate cooking smells from the kitchen. There must be carpeting or other suitable flooring and the area should be clean and in good decorative order.

Kitchen Area: The kitchen and associated service areas should be adjacent to or accessible from the dining area. It should contain facilities equipment and fittings which are of good quality and condition, constructed of easily cleaned materials and adequate for the storage, refrigeration, preparation, cooking and service of food for the number of visitors and the storage and cleaning of all utensils. The kitchen must be adequately ventilated. Provision should be made for the speedy disposal of waste into bins or other suitable containers which are regularly emptied. Cutlery, utensils and dinnerware should be of good quality.

Lounge Area: A B&B should have one or more lounges of adequate size for the number of guests and contain sufficient furniture, fittings and equipment of good quality and condition for the number of guests. These facilities may be shared by the host family, for watching television etc.

Visitors' Bedrooms: Rooms must be numbered, lettered or otherwise designated to identify them easily and should be of sufficient size to cater for the number of visitors the room is intended to hold. Each bedroom should have separate access from a corridor, and the door must be lockable. The rooms must contain furniture, fittings and equipment for

sleeping and toilet purposes, and for the storage of visitors' clothing. In general, these furnishings should include: beds, complete with interior sprung mattress; a supply of clean linen, blankets/duvet and pillows; loose or built-in units comprising wardrobe or cupboards, dressing table with mirror, and drawer space for clothes; bedside chair and table; wastepaper basket and ashtray; carpet, or, if the floor surface is suitable, a bedside rug and window curtains/blinds. The room must also have proper lighting. Bedrooms are a vitally important area, since your guests will spend more time in them than in any other part of your premises and NITB would encourage the provision of high quality en suite facilities. Extra pillows and blankets should be made available on demand and you should provide a hospitality tray.

Bathrooms and Toilets: B&B establishments offering bedrooms which do not have en suite bathrooms must provide at least one bathroom for every 10 visitors (or proportion of 10) and one suitably located WC with wash hand basin for every 10 visitors, plus another WC for every additional 10 people (or proportion of 10). This means that if you have sleeping accommodation for 12 guests, for example, in rooms that do not have en suite facilities, you must provide two WCs, one of which should have a wash-basin. The first of the bathrooms must contain a bath, but others may be equipped with a shower of good quality and in good condition. The en suite bathroom of a bedroom should contain a bath or shower, a WC and (unless one is already provided in the bedroom) a wash basin of good quality and in good condition. Cracked, soiled or poorly installed fittings give a very bad impression. It is worth investing in high-quality fixtures, towels and equipment such as hair-dryers. All bathrooms should have plumbing in good working order to ensure a continuous supply of hot and cold running water and the disposal of waste water. They should also have an effective means of natural or mechanical ventilation. Bathrooms and toilets should be equipped with mirror, towel rails, clothes hooks, bath mat, plus an ample supply of toilet requisites, including towels, soap and toilet paper. Hot water should be available at all reasonable times; you should have a system of water heating which copes with peak demands.

Owners' Accommodation: Sleeping accommodation, which is separate from that for visitors and clearly identified as such, must be provided for the use of the hosts, their family, and any resident staff. Service: Other criteria, such as the need for the B&B to be under the supervision of the proprietor, and to be adequately staffed to maintain appropriate standards of service at all reasonable times, must be observed. High expectations among your customers will require the hosts to provide levels of service and attention appropriate to a modern B&B establishment. The statutory criteria relating to the need for the proprietor to be „trained or experienced in management of a Bed & Breakfast establishment may not be strictly enforced, at the Board's discretion, as an encouragement to new start-ups. However, hosts should make every effort to undertake training courses and gain experience as soon as possible.

The following list sets out minimum requirements for B&Bs:

The entrance hall should afford easy access, by means of internal or enclosed corridors and stairways, to all public rooms and bedrooms.

Dining Area - The dining area or areas of a Guesthouse must provide for the serving of meals at separate tables.

Kitchen Area - The kitchen should be located adjacent to the dining area. A separate laundry/utility room must also be provided.

Lounge Area - A Guesthouse should have one or more lounges, physically separated from the dining area(s). Furniture should include comfortable chairs, armchairs, sofas or settees of good quality; occasional tables; carpet or, if the floor surface is of suitable design or treatment, rugs.

Visitors' Bedrooms - Every bedroom must have a wash hand basin (unless one is contained in an ensuite bathroom) fitted with mirror, wash light and shaver point plus accessories for holding toilet equipment. It should be complete with plumbing for the continuous supply of hot and cold running water and the disposal of waste water.

There should be an ample supply of clean towels and soap. In addition, each room should have a power outlet for a heater, electric cleaner etc.

It is recommended that Guesthouse bedrooms are not less than 20 square metres (inclusive of ensuite facilities).

Bathrooms and Toilets - Where the Guesthouse contains bedrooms which do not have an ensuite bathroom, it shall provide at least: One bathroom for every 10 visitors (or proportion of 10). At least one bathroom should contain a bath; others may be equipped with a shower instead. Two toilets are required for the first 20 visitors (or proportion of 20); a toilet contained in a bathroom will count as one of them.

The second toilet must be in a separate room, with WC and wash hand basin. Where more than 20 visitors are accommodated, then a toilet has to be provided in a separate room or bathroom for every additional 10 people (or proportion of 10). At least half of these additional toilets must be in rooms separate from bathrooms.

Management - It is a legal requirement that the establishment is under the supervision of the proprietor, trained or experienced in Guesthouse management. It should be staffed by persons adequate in number and training to maintain the appropriate standards of service for visitor's at all reasonable times.

Memorable Meals - Always strive to make every meal memorable. Make a point of catering to individual preferences, and always offer a choice of hot and cold dishes prepared with flair from local produce. Little touches, such as providing freshly baked scones and cakes when your guests fancy a cup of tea, will help promote your establishment as a home-from-home.

No formal qualifications are needed to run a B&B, but you may find training in tourism, IT or accounts useful. All local tourist boards offer training courses under the Welcome to Excellence scheme, a set of seven core one-day courses designed to show how to improve customer service, welcome tourists from abroad, manage staff working in hospitality, use the phone effectively and take advantage of the Internet.

B&Bs are subject to substantial regulation, including health and safety law, consumer legislation and food safety regulations. Your legal situation will depend on the number of bedrooms you provide and guests you accommodate.

If you intend to convert a residential property, you will need planning permission from the planning department of your local authority, and a fire and safety inspection by the building control department. Go to www.direct.gov.uk to find details of your local authority.

If you plan to install TVs in bedrooms and in a bar area (if you have one), you will need a TV licence which covers the use of all the televisions in your building. The Hotel Licence is available to establishments that rent out overnight accommodation. The fee is based on the number of units of overnight accommodation you have to let. (It currently costs £135.50 for up to 15 units with TVs installed) Go to www.tvlicensing.co.uk/information/hotels.jsp for further details.

Food hygiene legislation should also be observed when preparing, cooking and serving food.

- Under the [Food Safety Act 1990](#), all food must be fit for consumption, and you must not describe or present food in a way that is false or misleading.

- Under the Food Safety 1990 (Amendment) Regulations 2004, and the [General Food Regulations 2004](#), all food businesses must establish a system allowing their products to be traced back to the supplier. This means recording the name and address of their customer or supplier, the nature of the products and the date of transaction delivery.

- The Food Hygiene Regulations 2005 outline basic hygiene requirements for all food premises. The Regulations also stipulate that a Hazard Analysis of Critical Control Points (HACCP) must be carried out, and procedures implemented to avoid accidents in the workplace. The Regulations require food businesses to register with the environmental health department of their local authority 28 days before starting to trade.

See www.food.gov.uk/foodindustry/regulation for details on the latest Food

Standards Agency guidance.

Other legislation you may need to consider includes:

- The [Licensing Act 2003](#), which regulates the serving of alcohol and requires both premises and personal licences to be obtained. Go to www.culture.gov.uk/about_us/tourismleisure/licensing_act.htm for more information.
- The Immigration (Hotel Records) Order 1972, which requires the registration of all guests over the age of 16.
- The [Disability Discrimination Act 1995](#), which requires all premises open to the public to be accessible to disabled customers and employees.
- The Prohibition of Smoking in Certain Premises (Scotland) Regulations 2006, which forbid smoking in enclosed public spaces and workplaces. From April 2007, the Smoking (Northern Ireland) Order 2006 bans smoking in public places in Northern Ireland, while the Health Act 2006 bans smoking in public places in Wales and England from April 2007 and July 2007 respectively.

Legalities of setting up a Guesthouse or B&B in Romania

The legal workframe for touristic establishments in Romania may have the following structure:

1. the general main frame in running up a touristic activity – definition and typology of touristic establishments, basic rules in running up touristic activities, rights and obligations of those who are involved in touristic activities.

2. the legal basis for authorizing and structure classification – issuing touristic licenses, classifying the establishments of touristic reception, health and security requirements, construction conditions.

The legislation defines the establishment of touristic reception as any building or settlement that, by being in such way projected and executed, is meant for tourist accommodation, serving meals to tourists, recreation, transportation, balneary treatments, along with specific services.

The establishments of touristic reception include:

a. establishments with functions of touristic accommodation, such as: hotels, touristic villas, boarding houses and agrotouristic boarding houses, chalets, bungalows, holiday villages, campings, fluvial and maritime ships etc



b. establishments of food services: food units inside accommodation establishments, or within touristic areas or spas

c. recreation: clubs, casinos, sports establishments, different installations and equipments meant for touristic recreation;

d. transportation

1. road transportation: buses etc.

2. railroad transportation: small trains

3. fluvial and maritime transportation

4. cable transportation: gondolas, teleski

e. balneary treatment establishments: balneary treatment entities.

All activities within the establishments of tourist reception (accommodation, food services, recreation, medical treatments, commerce, etc.) form a whole, as they are parts of the tourist product, which calls for ensuring a correlation between the category of the establishment and the quality of the provided services.

There are a number of establishments that meet the guesthouse or B&B establishment criteria:

Tourist chalets – relatively low capacity establishments of tourist reception, with independent buildings that have specific architecture, that provide accommodation, food services as well as other specific services, necessary for tourists who go hiking or wish to rest in a mountain area, natural reservation, near balneary spas or other tourist objectives.

Villas are low capacity establishments of tourist reception, with independent buildings that have specific architecture and can be found within balneary spas or near other tourist areas which provide accommodation and specific tourist services.

Boarding houses are establishments of tourist reception with accommodation capacity of up to 10 rooms having in total maximum 30 places in rural area, and up to 20 rooms in urban area, functioning in citizens' dwellings or in independent buildings, which ensure, in specially arranged places, tourist accommodation and conditions for preparing and serving meals.

The location of both urban and rural boarding houses must be chosen by avoiding any pollution sources or any other factors that might put tourists' health or life at risk.

All equipments in rooms and bathrooms that are meant for tourist use must be exclusively used by tourists. There shouldn't be any personal belongings of the owner or of the tenant, such as clothes or shoes, decorative things that could disturb tourists. Spaces for preparing and serving meals, if they are meant to be used by people that are not guests, and if their capacity is larger than the maximum number of guests, but not smaller than 20 seated places, are classified as touristic public food providers, in accordance with the Ministry of Tourism.

The touristic stop-over is a low capacity establishment of touristic reception, which includes houselets and/or bungalows placed in a well determined perimeter that provides accommodation and food services, as well as parking facilities.

Steps for setting up a guesthouse or B&B activities

The first step when setting up a guesthouse is to be registered as a company, authorised individual or family association and to obtain all the legal notifications and licenses and permits (regarding protection of labour, fire prevention and extinction, etc.)

The second step refers to meeting the necessary requirements for functioning.

a. The person in charge of an establishment of touristic reception must have a tourism license, which proves that he or she is authorised to run a touristic entity.

Tourism licences are issued by the Ministry of Tourism, at the request of the persons that require such a licence in maximum 30 days from the date when the company or the person registered the application, after consulting with the professional associations from the touristic field and after necessary verifications have been made. If the criteria is not met, the Ministry of Tourism will announce those who had requested the licenses what criteria was not met. The tourism license is not transmissible and will be displayed in the form of a certified copy in a place with great visibility, in order for the tourists to be able to know whether the establishment functions legally or not.

b. If the owner wishes to build another establishment, to modify its structure or its functional purpose, he/she must get a permit regarding the location and the purpose of the building. This permit is currently issued by the same authority that also deals with the classification of the touristic establishments: the General Authorisation Division with the Ministry of Tourism. The permit constitutes a condition for issuing the construction authorisation and it states the category of the establishment, if the other criteria regarding touristic establishments' star and category classification are met.

In order to obtain the construction permit for building establishments that have touristic purposes, the following documents are necessary:

- a) permit application form filled in by the beneficiary
- b) urban planning certificate;
- c) technical documentation of the execution

The permit is issued within 30 days from the moment the complete documentation is registered with the Ministry of Tourism. If the project has a high degree of complexity, the

issuing term will be extended by another 15 days. After the permit is obtained, the owner must present the documentation in order to obtain the classification certificate.

The establishments of touristic reception are classified in stars and, respectively, flowers (daisies) in the case of rural guesthouses, according to the structural features of the establishment and to the equipment and quality of services. The classification of the establishments is made by the General Authorisation Division with the Ministry of Tourism which issues the classification certificate upon the owner's or the tenant's request, minimum 60 days prior to the establishment's opening. Within 60 days from the registration of the application, the Ministry of Tourism will conduct all the necessary verifications and will issue the classification certificate. It will be accompanied by the nominal framing sheet of the rooms and by the sheet regarding the food spaces destined for tourists' use structure, which states the capacity and the structure of the establishment. If the criteria for the lowest classification category is not met, the Ministry of Tourism will announce the applicant the reason for which the establishment for touristic reception can't be classified. The classification certificates will be renewed every 3 years. The owner/tenant will request the renewal of the certificate at least 60 days prior to the expiration of the 3 year term counting from the date it was issued. Within 60 days from the date of the renewal application for the classification certificate, the Ministry of Tourism will make all the necessary verifications all over again and will issue a new classification certificate, if the minimal criteria for that category is met. If it is not, the certificate of classification will be withdrawn.

The documentation will contain:

- application form for issuing a classification certificate
- good-standing certificate from the Trade Register, which states the main activity and the structure of the shareholders (the company can also disclose this information by presenting copies of the company's constitutive documents: registration certificate, association addendum or functioning authorisation in the case of family associations or authorised individuals)
- registration certificate with the Trade Register Office and all the permits and/or legal authorisations (regarding protection of labour, fire prevention and extinction, sanitary and environmental conditions, as required for each type of establishment)
- a draft with the location and address of the establishment
- a draft with the structure, location and nominal framing of the rooms and of the food storage spaces
- nominal framing sheet of the rooms and of the meal serving spaces for each classification category
- the permit regarding the location and the purpose of the establishment, issued by the Ministry of Tourism for new buildings
- a copy of the tourism license for the manager of the hotel, restaurant, motel, camping areas (except the establishments which are set up in people's households), holiday village or for the chalet tenant
- copies of the qualification certificates of the people who work in reception or food services.

In Romania, the establishments of guesthouse type or B&B are classified as follows:

- touristic chalets, hunting chalets, fishing chalets of 3, 2 or 1 star;
- villas of 5, 4, 3, 2, 1 star;
- touristic stop-overs of 2 or 1 star;
- urban touristic boarding houses of 5, 4, 3, 2, or 1 star;
- rural touristic boarding houses of 5, 4, 3, 2, or 1 flower (daisies).

Minimal requirements:

Health and safety

- health, sanitation and hygiene must be assured according to the Hygiene Requirements of the Health Ministry
- bathrooms and toilets should be kept clean and in a perfect working order

- all bathrooms and toilets will have permanently hot and cold running water
- the floor of the toilets and bathrooms must be tiled with ceramic tiles, marble, or other good looking, easy to wash and good quality material. For the 1 star category the floor can also be in polished mosaic
- the walls of the bathrooms will be tiled with ceramic tiles, marble or other good looking, easy to wash and good quality material on the entire surface (up to the ceiling). For the 2 star category partially tiled walls are permitted (180 cm in height) and for the 1 star category the walls can be covered in washable paint
- linen, towels and bath gown will be white. For the 3, 4 and 5 star categories, the fabrics used for the linen will be only first class cotton or silk. The linen, towels and bath gowns will be changed with clean ones every 2, 3, 4 days, depending on the category. It is recommended that announcements should be placed in the bathrooms so that tourists are informed that washing the towels involves a great deal of water and detergent, which can generate some problems for the environmental protection. Using the same announcements, tourist are politely invited to place the towels that they want to be changed in the bathtub or shower cabin
- a minimum of 18 C degrees must be ensured during cold seasons in accommodation and meal serving spaces
- the establishments of touristic reception should function only in salubrious buildings, with painted exteriors and that are in good condition
- the use of accommodation spaces in basements or other spaces that don't have proper ventilation and natural sunlight is not allowed
- spaces that are used in common will be well ventilated and illuminated.

Comfort

There are several types of rooms:

- single bed room, a space that is used by one person. The bed has minimum 90 cm (35.43 inches) in width;
- matrimonial bed room, a space destined to be used by one or two persons. The bed has minimum 140 cm (55.11 inches) in width;
- double bed room, a space destined to be used by two persons. The bed has minimum 160 cm (62.99 inches) in width;
- two singlebed room, a space destined to be used by two persons;
- three singlebed room;
- four singlebed room;
- common rooms – that have more than four beds.

The length of the bed will be of minimum 200 cm (78.74 inches) for the 3, 4 and five star establishments and of minimum 190 cm (74.80 inches) for the 1 and 2 star ones;

- one room flat, a space that contains two person bedroom, living room, hall and toilet. The bedroom can be separated from the living room by a glass door or by other solutions that would allow an aesthetic delimitation;

- suite, the space that has one or several bedrooms (maximum 5), living room, hall and toilet. For the 5 star category there will be one toilet for every two persons, and for the four star category and for the rest of the categories there will be a minimum of one toilet for every 4 persons;

- no artistic programs, music audition (or video and TV projections) will be allowed in the open after 1,00 a.m. by the establishments of touristic reception that also provide public food services;

- measures will be taken in order to avoid phonic pollution, and respect the maximum level of noise allowed by specific regulations;

- offering a diverse range of supplementary services, separately shown on the charges list, if there is the case:

- for the 4 and 5 star establishments – at least 18 additional services
- for the 3 star establishments – at least 15 additional services
- for the 2 star establishments – at least 10 additional services

- for the 1 star establishments – at least 5 additional services

Visibility

Marks regarding the category of classification of the establishment will be shown on a plate on the outside of the building so that tourists can see them, or on paper sheets stuck on the tourists access points, and the telephone numbers of the Ministry of Tourism and of the National Authority for the Consumers' Protection will be displayed at the reception or at the entrance of the meal serving space, for the tourists can know them. Also, the manager's phone number will be visibly displayed, and at the receptions of the 1-5 star establishments and in the rooms for the 1-3 establishments the maximal charges will be displayed. In all establishments there will be written materials, both in Romanian as well as in other two international languages, regarding: how to use the phone, charges for national and international calls, the list of the additional services provided and charges if it is the case, how to call for room-service, the list of room-services, mini-bar price list, touristic information regarding the area or town, maps that help locate the establishment within the area/town, for the 3, 4 and 5 star, any other information that could make tourists staying there more pleasurable, questionnaire for testing tourists' opinion regarding the quality of the provided services.

Legal requirements to set up a guesthouse or B&B in Spain

In Spain the traditional Anglo-Saxon concept of a B&B, where a family share their home with tourists, is not allowed. The owner of the premises can share the use of his own house with an annexed area dedicated to rented lodging.

Rural accommodation, those establishments or dwellings destined for paid tourist lodging, with or without complementary services, are registered in the Tourist Accommodation Register. These establishments usually have specific features:

- a) They are situated in a rural environment,
- b) They are buildings with an architecture typical of the area or are situated in buildings which maintain active agricultural operations (agrotourism), and
- c) They offer a number of vacancies and rooms for the limited lodging of guests, apart from combining certain infrastructure and basic provision requirements.

There are three layers of legislation concerning Tourism:

1. Legislation on tourist accommodation is the competence of the Ministry of Industry, Tourism and Commerce, but each Autonomous region has its own legislation.

2. The Principality of Asturias decides on the policy for the tourist sector within the Autonomous region, setting its own rules and regulations for rural tourism. It is responsible for planning, coordination and drawing up the directives to regulate the requirements for businesses in the sector. It authorises tourist activities, it manages the Tourist Lodging Register in the Principality as well as keeping a data base and producing statistics on tourism in the Autonomous Region.

3. In accordance with the regional laws, local councils, in their respective areas, dictate local norms on tourism for the protection and conservation of their tourist resources, especially cultural heritage and natural surroundings. Their powers include the granting of licenses to set up tourist establishments and the development of the tourist infrastructure policy within its competencies.

Every business involved in the tourist sector is obliged to:

- Provide the services agreed upon in compliance with the legislation in effect
- Inform clients previously about the services offered by the establishment, conditions and prices. Display the category and prices of the services provided in a visible place
- Have Complaint Sheets at the disposal of the clients and provide a copy on demand
- Bill according to the published prices and in compliance with legislation
- Have the books and other documents required by law
- Provide easy access for the disabled to the establishment
- Inform the Administration of the Principality of closure of the business.

Types of accommodation:

Rural Tourism accommodation can be:

- Rural Hotels
- Village Houses
- Rural Apartments.

Rural tourism accommodation must be located in a traditional village with a population of less than 500 people, on non-urban land.

Agro-tourism premises, independently of the type of accommodation offered, must be an integral part of a farm, cattle farm or forest and provide services generated by their own quotidian operations.

The owners of rural tourism lodgings, prior to the beginning of their activities, have to obtain authorization to offer lodging from the Autonomous Tourist Board Tourist Lodging Register and have the premises classified.

All rural tourism-lodging establishments are obliged to exhibit a standardized board, showing the category and specialization of the premises next to the main entrance.

The holders of rural tourism lodgings can determine the use of the services and facilities by the lodgers that they consider advisable. They can establish a schedule, the rules, which their clients must obey, the instructions for the use apparatuses at their disposal, and advise on the rational use of resources.

Where norms are set down for guests spending the night on the premises, the Autonomous Tourist Lodging Register must be informed previously and clients should be informed on arrival.

The length of stay should be written on the register card.

The day begins at 5.00 p.m. and finishes at 12.00 a.m. Should a client not leave a room before this time the stay will be extended for another day.

The holders of rural tourism lodgings should take the necessary measures to ensure that, at any given time, there are official Tourist Board Complaint Sheets at the disposal of the clients. Refusal to provide these sheets carries a fine. When the complaint is concerning the price, the client must first pay the bill before receiving the Complaint Sheet.

The holders of rural tourism lodgings should have an effective insurance policy to cover liability in the event of damage or injury to the client, which may be imputable to the holder or dependents with a minimum policy cover of 150,250 euros, with a waiver of not more than 602 euros.

Rural Hotels

Rural Hotels must be traditional Asturian buildings of architectural value. They may not provide more than 36 beds.

Rural hotels are classified in five categories, identified by stars, based on the quality of their facilities and services and on the fulfilment of the requirements set for hotels in general.

The category of the hotel should be clearly shown on invoices and any publicity for the establishment.

Casas de Aldea (Village Houses) must be traditional Asturian-style houses standing alone.

Accommodation can be:

- Rented room with breakfast
- Rent of the entire fully serviced premises.

The maximum capacity of village houses is 15 beds, including supplementary beds, in seven rooms maximum.

The establishment may be managed by the owner or by an employee.

Village Houses are classified into three categories identified by "Trisquels".

The category of the premises should be clearly shown on invoices.

In the case of renting a room, the price should include:

- Breakfast
- Daily cleaning of the room, bathroom and common rooms
- The bed linen must be changed every 3,5, or 7 days according to the category of the establishment. Linen should always be changed for each new client
- Upkeep
- Water and electricity supply and the fuel needed for hot water and heating.

When the whole house is rented, the price of lodging should include:

- Daily cleaning of the house, except for the kitchen, unless otherwise agreed, in which case the client will be provided with the necessary tools and basic cleaning products
- The bed linen must be changed every 3,5, or 7 days according to the category of the establishment. Linen should always be changed for each new client
- Water and electricity supply and the fuel needed for hot water and heating.

Whatever the type of contract, the following are considered common services included in the price of the lodging:

- a) Swimming pools, green spaces or common gardens, porches or terraces
- b) Hammocks, swings and furniture in these areas
- c) Outdoor Parking places, when not with reserved places
- d) Whichever other complementary services the holders of the establishments consider opportune.

Holders of Casas de Aldea (Village Houses), can offer meal service to its client. However, the acceptance of this service is voluntary and the price should be published previously. Outsourcing of this service is considered a clandestine restaurant service, as no type of Casa de Aldea, whatever its category, is authorised as a restaurant.

When the holder of a Casa de Aldea offers complementary services such as laundry, parking, safekeeping of values or other similar included in the price of the lodging, the Autonomous Tourist Lodging Register should be previously informed, also, due publicity of the prices should be given and responsibility taken for the services rendered.

Use of these services by the client is optional. In any case if these services are published as available they should be rendered.

Minimum requirements:

- a) Village houses, of any category and type of operation, should have the following facilities and minimum equipment
- b) Drinking water and hot and cold water 24 hours a day, guaranteed supply of electricity, with plugs and light fittings in all the rooms and areas of common use
- c) An effective waste water disposal system
- d) Public or private refuse collection service. Where the service is not daily the refuse should never be in visible places
- e) Heating
- f) Medicine first aid kit (according to law in effect)
- g) A fire extinguisher on each floor, installed in a visible, easily accessible place
- h) Telephone for the use of the clients. The service can be in the village where the premises are located
- i) Access for all types of cars to the surroundings of the house, preserving the environment and avoiding visual impact as far as possible.

Bedrooms. Guests Bedrooms should have natural light and direct ventilation to the outside or patios. Access may be through common areas but can never be through another bedroom. Windows should have shutters or some system to cut out natural light and it should be in harmony with the architecture of the building.

In the case of individual occupation, the rooms should be numbered or have names and be locked with a key or have some system to allow the client to lock and prevent access to the room.

Bathrooms. Bathrooms should have direct ventilation or forced ventilation and electric current in places convenient for the client, washbasin, bath tub or at least a shower, toilet, a mirror, towel rack, shelving for wash items and a bath towel and a hand

towel for each client.

The bathrooms should be near the bedrooms or en suite. The living room should be well furnished. When it is shared with the holder, the clients may use it at any time.

Kitchen. The kitchen should have direct ventilation, be adequately equipped to attend the capacity of the premises and its category.

Classification Criteria

Location. Casas de Aldea with two or three "trisquels" should not be beside a main road, nor less than one kilometer from a rubbish dump, or any other form of contamination. Casas de Aldea with three "trisquels" should not be beside a secondary road either.

Size. The surface of the room, not including the bathroom should be:

Trisqueles	3	2	1
Double room	14m ²	12m ²	10m ²
Single room	8m ²	7m ²	6m ²

In the case of Casas de Aldea with two or three "trisquels" ensuite, bathrooms are included in the compute.

The law also states the minimum furniture, the size of the beds, the bed covers, wardrobe and the number of hangers and light fixtures, for each category of guesthouse.

Number of bathrooms. The number of bathrooms in relation to the capacity of the Casa de Aldea:

Trisqueles	3	2	1
One bathroom	3 beds	4 beds	5 beds

Casas de Aldeas with two trisqueles that rent individual rooms should have bathrooms in at least 50% of the rooms. Casas de Aldeas with three trisqueles that rent individual rooms should have bathrooms in all the rooms.

The minimum size of the living room in relation to the number of beds is

Trisqueles	3	2	1
M2 per bed	2	2.5	1

The living room, for two trisqueles, should be at least 12m², where as for three trisqueles it should be at least 16m².

The kitchen. When the whole house is rented the kitchen should be equipped with a fridge, a stove with two flames and an oven, a sink, cupboards, utensils, glasses, dishes, pots, all of which should be in proportion to the capacity of the premises. It should have a washing machine and an iron too, if the holder does not offer a laundry service. Casas de Aldeas with two trisqueles should also have a microwave that can replace the oven if it has a grill. Casas de Aldeas with three trisqueles will also have a freezer and vitroceramic cooking range.

Outdoors. Casas de Aldeas with two trisqueles will have a furnished porch or terrace for the clients' use as well as a parking lot no bigger than 500 m². Casas de Aldeas with three trisqueles will have a furnished green or garden area for the clients' use. The furniture will be suitable for the surroundings and the parking lot will be no bigger than 100 m². In order to have the category of three trisqueles the holder or the person in charge must live permanently in the village where the establishment is located.

Apart from these requirements to have three trisqueles the house must meet at least three of the following criteria:

- It should have access for the handicapped and at least one room equipped for the handicapped
- The furniture should be native, of excellent quality
- It should have a fireplace, a television and a library for the clients' use
- It should provide a play area for children.

Where these requirements are lacking, two or three trisqueles can be awarded if they are compensated by:

- Tthe peculiarity of the building as well as the existence of tradition style outhouses,

if the building is at least fifty years old

- The use in the exterior and interior decoration of ethnographical elements of value
- Carrying out cultural, handicraft or traditional rural activities.

Rural Apartments

Rural apartments are the joint blocks or units of lodging. Each one has a bedroom or bedrooms, a kitchen and bathroom, which are in buildings that are traditional Asturian architecture of the area. Furniture, facilities, services and equipment that allow immediate occupation are provided.

Classification

There are four categories, identified with keys, depending on the quality of the installations and services.

They are also classified, in blocks and units:

a) Apartment building managed by a single enterprise. The maximum capacity is thirty and six beds

b) A unit of apartments located in houses or buildings, offering lodgings and managed by a single enterprise. The maximum capacity is fifteen beds.

When all the lodgings in the same block or unit do not offer the same installations or fulfil the same requirements, the category of the establishment will be that which corresponds to two thirds of the lodgings.

The category should figure in the publicity for the establishment and on the invoices.

The bathroom should be equipped with a bath tub or shower at least one meter big, a toilet and a washbasin.

The living room in four and three key apartments can be replaced by green areas or gardens at the clients disposal.

Four and three key apartments should have a parking area with the same number of parking spaces as apartments.

The procedure to obtain a permit to set up a Rural Hotel, Village House or Rural Apartments:

Apply to the General Director of the Tourist Board, stating personal details and the commercial name of the activity to be carried out and the category of the establishment applied for with the following documents:

- a) Proof of the physical or legal personality of the holder
- b) Copy of the title that proved the availability of the establishment
- c) Municipal Opening License
- d) Technical Project, or plans of the layout of the interior, scale 1/100, showing destination and surface of each room
- e) Two photographs of the outer facade of the building
- f) Report from the City council on the of location of the premises and of the residence of the holder
- g) List of the rooms, showing the number or name that identifies them, surface, capacity in beds, and services for which they are equipped.
- h) Where applicable, rules and regulations of the establishment
- i) Copy of the public liability insurance of civil responsibility and of receipt of payment.
- j) Any other document that supports the application

If an agro - tourism establishment is applied for:

- Documents to prove the ownership and existence of a farm, cattle farm or forest which the establishment is located in

- Records of the farm, cattle farm or forest operation, showing the calendar of tasks in which the client/guest can take an active part.

Once the request for authorization accompanied by the documents indicated have been received the Tourist Board will start the corresponding proceedings, and once the defects have been corrected the Tourist Inspection, after visiting the Establishment, will report on the state and character of the establishment of the facilities and propose the

category.

A resolution will be made within three months of the request for authorization. If no notification has been received within this period it is understood that the application been rejected.

Once the permit has been given, the Tourist Board will provide the holder with the inspection book, the Complaint Sheets and will register the establishment in the Company Register of Tourist Activities.

The Tourist Board should be notified previously of any change to the initial establishment or to the conditions under which the authorization was given, together with copies of documentation on the change in order to authorize and register it.

The holders of a rural tourism establishment are obliged to inform the Tourist Board of its opening dates as well as ceasing of the business in order to cancel the inscription in the register.

Procedure for Starting up a business

Apart from the authorization from the Dirección General de Comercio y Turismo del Principado de Asturias to be able to legally start a business within the tourist sector it is necessary to fulfil a series of obligations which generate a series of proceedings that often delay or obstruct the beginning of a business. In order to avoid these drawbacks, the Chambers of Commerce Industry and Navigation and the Public Administration have put into operation "La Ventanilla Única Empresarial" (The Single Business Window) which is a centre for transaction and advise located in the Chambers of Commerce attended by civil servants from the diverse public administrations with competences in the company start ups and experts from the Chambers of Commerce.

For the entrepreneur who wishes to start a business "La Ventanilla Única Empresarial" makes information available on the different aspects on the start up of the company: financing, economic viability of the project, subsidies and grants, taxation, etc. reducing considerably the time spent at the different administrations.

The procedures to be carried out at the different Public Administration bodies are:

In the Town Hall

- Municipal permit for a business on the premises. From the moment a certain premises is chosen to for a business and before making an investment or preparing it, is essential to consult the City council in which it is located, to verify that particular activity is allowed in that premises. If there is no objection preparation of the premises can begin.

- Municipal Building License. Municipal Opening License, without which a business cannot be opened. This obligation has been reinforced as a result of the approval of the Law of Tourism. The documentation can vary substantially, depending on the city-planning regulation of each city council.

- Other municipal permits. Whenever it decides must ask for permission to The City council should be asked permission to add some element to the outside of the premises. For example, for placing signs.

Inland Revenue Procedures

- Declaration of beginning of the activity. When starting up a business, it is obligatory to inform Inland Revenue of commencement of the activity. This should be done in the Tax office that corresponds to the tax address of the business. This form is also used for other questions such as modification or ceasing of the business. Failure to advise the tax office of a business opening is punishable.

- Impuesto de actividades económicas (Tax on Business). This is a local tax on businesses, sole traders and artists. It is compulsory for all types of business independent of loss or profit. The business should be registered in the Tax office within ten days of opening. At present small companies are exempt but have to register anyway.

- Impuesto sobre Bienes Inmuebles (IBI) (Property Tax). One has to pay this tax when one is proprietor of the premises. One should register the property in the "Cadastre". The amount of this tax calculates based on that cadastral value. The IBI is paid by the proprietor of the premises. But in some cases, if the premises are rented, the proprietor

can transfer total or partial payment to the renter.

- Impuesto de transmisiones patrimoniales (Tax on Property Transfer). This Tax is paid if the premises where the business is going to be established are bought second hand. If the premises are new, VAT is paid and not the Tax on Property Transfer. It is a tax to the Regional Government and is presented within 30 working days from registration of the property in the property registry.

Ministry of Labour Procedures

- Registration in the Social Security. The business should register with the Provincial Treasury of the Social Security before beginning activity.

- Register in the Special Regime of Self-Employed Workers. Business people in the tourist sector who work in the company should register in the Special Regime for Independent Workers within 30 natural days from the date of the opening of the business.

If employees are needed they should be registered previously in the Régimen General de la Seguridad Social. To register employees in the Social Security, the company should be registered in the Social Security too.

Opening of a Place of Work

The Ministry of Labour should be informed of the opening of the work centre, that is to say, of the establishment, within the 30 following days of the beginning of the activity. In addition two books should be requested:

The Registry in which all personnel employed by the company is registered on commencement of employment. It shows the personal data of the workers. The workers have to sign the book at the time they began work in the company.

Registration Book from the Provincial Inspection of Labour and Social Security.

Whenever there is a visit by a Work Inspector, this book and other documents have to be presented. Later the inspector will record his/her agreement with the data reviewed in the visit in the book.

On the other hand the contracts signed with their employees also have to go to the Office of the National Institute of Employment.

Visit Book. This book is obligatory in every work place. When Work Inspectors carry out inspections they sign and write comments in the book. It should be kept on the premises. Failure to do so carries a heavy fine.

Camping sites – a possibility of rural tourism. Dutch Small Camping Sites

Family campsite

A family campsite is a campsite for the families with small children. Often there are special facilities for small children, like a small farm on the camping where the children can touch and play with the animals or a swimming pool, playgrounds, all specially sorted for the younger ones. Because it's a family campsite, there are also things to do for the parents like a tennis court, jeu des boules site, or a restaurant where they can drink a cup of coffee when the children are swimming.

The Dutch classification system

Campsites are classified in accordance with a system of grading, using 1-5 stars. The term 'EC' means 'basic campsite' and applies to campsites which do not fulfil all of CR's requirements.

The basic requirements for becoming a classified campsite are that the campsite can meet the campers' requirements as regards safety, e.g. that it is fenced in; there is customer information; drinking water; fire protection; lighting; refuse collection; facilities for emptying latrines; and sinks, showers and toilets are provided etc. The campsites fulfilling the basic requirements are then classified, dependent upon size of camping pitches, staffing levels, services provided etc. The classification system does not include cottages, youth hostels and rooms.

A campsite with no stars has chosen not to be affiliated with the ANWB Standard.

1 star

Requirements to be awarded one star: caravan pitches must be 80 m², staff on location daily, wash troughs, showers with hot water, sockets for haircare/shaving, cooking/washing up outdoors, special area for clothes care, basic playground.

2 stars

The requirements for one star must be met. Mains connection for caravans on at least 20% of the pitches, permanent reception/kiosk, staff on location all day, water-flushing toilets, minimum two washbasins with hot water per section.

3 stars

The requirements for two stars must be met. 15% of the pitches must be 100 m², mains connection to at least 40% of the pitches, staff must be contactable 24 hours per day, heated service building, indoor cooking, meeting.

4 stars

The requirements for three stars must be met. 25% of the pitches must be 100 m², mains connection to at least 60% of the pitches, showers with adjustable hot water and most with door and a changing area, cooker with oven, microwave, indoor eating areas, food shop, cafeteria within 1000 m, well-equipped playground.

5 stars

The requirements for four stars must be met. At least 50% of the pitches must be 100 m², at least 20 pitches should have water and drains connected, heated pool and children's pool, restaurant with licence to serve at least beer and wine, children's activities with leader.

Campsites that do not meet these regulations are classified as EC (basic camping).

Camping on a Farm

A camping on a farm is a camping where families can work together in their holiday to increase their knowledge of farming and let the family feeling grow stronger. On these campings you find animals like dogs, sheep, chicken's, meat cattle, milk cattle, horses and several other animals you can find on a farm. It's nice to be on a camping like that because it's educational, but if you want to relax in your holiday, you'd better choose something else.

Nature campsite

Nature Campsites are campsites with a lot of green and nature surroundings. Most of the time people can walk or do outdoor activities during their holiday. Often they also have wooden cabins where you can live without even being seen on such a camping!. The positive and most educating facility are the wild animals that climb and trees or birds, flying around just singing their song. For sure, if you want a relaxing and green holiday, go into the woods and enjoy the pure nature.

Castle and Estate camp grounds

Castle and Estate camp grounds are specific area's that are marked by nature-woods and agrarian grounds. Often the culture history, like a castle, an old house or a park plays a big part. The most individual estate ground owners are connected to the clean nature-law of 1928.

Waterfront camp sites (watersport camping)

Waterfront campsites are mostly near a lake, river sea or pond. Often they have a animation or outdoor team that helps people with outdoor activities, like motor or powerboats, canoeing, rafting, waterskiing biking, sailing etc. For a really sportive holiday, you must go to a waterfront camp site, you wouldn't regret it!

Holiday parks (self catering)

A Holiday park with self catering is a park where you can hire a cottage (for example) with a kitchen, where you can prepare you're own diner and breakfast. There are a couple assets if you go to such a camp site. For example you can eat at any time, where what and how you will eat, and it isn't necessary to buy food in town, with your freezer and refrigerator you can enjoy your holiday without spending time buying food.

Chapter 4. Rural tourism marketing

Components of rural tourism marketing:

1. Analysis of strengths and weaknesses - "what makes me different"
2. Check the competition
3. Target market
4. The budget
5. Developing the strategy- brand creation
6. Promoting the brand
7. Create a mechanism of feedback for the promotion
8. Marketing Strategy.

The business brand creation includes:

- name
- logo
- slogan
- colors
- mission statement: "our values are..." (the catching story).

A business brand has to be:

- place neutral,
- business representative,
- everlasting,
- to create an emotional suggestion,
- to highlight the differences.

PROMOTING THE BRAND – steps to be followed:

- links with the place brand
- using different methods of promoting:
 - internal: table wear, bath wear;
 - external: website, media, publication (leaflets, catalogs, posters);
 - networking (joining an association, establishing connections);
 - word of mouth.

How to develop a marketing strategy for rural tourism business

The following is a template you can use to help develop a marketing strategy for your business.

Filling out the template will help you to think of and identify opportunities to develop your brand and product, as well as promote your business to new and existing customer groups. This form will be the basis of your marketing strategy.

MARKETING STRATEGY TEMPLATE

1. *Describing your target market:*

- Who are your customers today?
- Do you see any opportunities to market your product to new customer groups in

the future?

(Feel free to extend the table and add as many customer groups as you wish)

	Who are they?	Where do they come from?	Why do they come here?	What are their specific needs?
Group 1				
Group 2				
Group 3				

2.1 Your strengths and weaknesses

List all the strengths, weaknesses, opportunities and threats you can think of for your business in the following table:

Strengths	Weaknesses
Opportunities	Threats

2.2 Analysing your strengths, weaknesses, opportunities and threats

Once you have listed all the strengths, weaknesses, opportunities and threats facing your business, think about which are the most important and how you will tackle them:

Key Strengths	How will you exploit them?
Key Weaknesses	Can you overcome them?
Key Threats	How can you avoid them?

3.1 Describing your competition

Who are your main competitors?

What do they offer and how much do they charge?

What are their strengths and weaknesses in comparison to your own business? Feel free to extend the table to add as many competitors as you wish.

Competitor Name	Description	Strengths	Weaknesses	Pricing

3.2 Your competitor's promotional activities

How do your competitors position themselves in the market?

What promotional methods do they use? Feel free to extend the table to add as many competitors as you wish.

	Do they have a website?	Rate their website 1-5 (1 very poor, 5 excellent)	Do they appear on search engines?	Where / how else do they promote their business?	How do they position themselves?
Competitor 1					
Competitor 2					

If you plan to use the Internet to promote your business, list the methods you plan to use here together with estimated costs if known:

Your website	Cost	Other websites (directories, booking engines)	Cost	Search engine marketing	Cost	Other (email marketing)	Cost
TOTAL							

5.3 Existing customers

Don't forget about existing customers – they can often be your most lucrative customer group as it is usually more cost effective to sell to your existing customer base than to find new customers.

How do you plan to promote your business to existing customers? Write down your plans and ideas here, together with estimated costs if known:

	Repeat booking discount	Special Offer	Refer a friend	News / Update
Email				
Direct mail				
Cost (for 12 months)				

5.4 Booking Methods

What booking methods do you plan to offer your customers? List the methods you plan to use here, together with any costs if known:

	Online booking on your website	Online booking on third party website	Telephone	Tourist Association	Other
Yes / No					
Cost (e.g. card processing fee, commissions)					

6. Mechanism for Feedback

	Yes / No
Ask for feedback from guest on departure (verbal)	
Customer opinion survey in room	
Follow-up with customer opinion survey by post	
Follow-up with customer opinion survey by email	
Implement customer reviews / feedback on website	
Guest book	

WRITING YOUR MARKETING STRATEGY

Introduction

The template you have completed above will form the basis of your marketing strategy.

Your marketing strategy is a document that will clearly explain what you will offer your customers, how you will differentiate your business from your competitors, and how you plan to promote your business.

Your marketing strategy should provide an overview or summary, and can form the basis of a more detailed marketing plan. A marketing plan will usually include specific details of the marketing activities you plan to carry out, including dates, costs and expected results.

You should refer to your marketing strategy regularly to assess whether you are meeting the aims and objectives you have set out for your business.

1. Your Vision and Mission

If you have previously created a business plan for your rural tourism enterprise, you may already have a vision and mission. If not, now is the time to do it!

Having a clear vision and mission will help focus your marketing activities and be reflected in your brand.

Your Vision: Why does your business exist? Write one or two lines.

Your Mission: What is it you actually do? Write one or two lines.

2. Writing your Marketing Strategy

Once you have your Vision and Mission, it is time to write your marketing strategy. Use the template you have already completed to help you. You can write as much or as little as you like for each section:

1. Who are your most important customer groups? Describe them (Look at Section 1 of the template);

2. Think about your current strengths and any opportunities you have identified. Describe how will you differentiate your brand and offer from your competitors (Look at Sections 2, 3 and 4 of the template);

3. How will you promote your business? Summarize the main activities you plan to

carry out (Look at Section 5);

4. How will you collect customer feedback? Provide a summary of the techniques you will use (Look at Section 6);

5. 5. Include a summary – how often do you plan to review your marketing strategy and who will be responsible for ensuring the strategy is implemented? This will usually be yourself or someone who works with you.

Top Tips:

* Ask someone you trust for feedback on your strategy -they may be able to spot any weaknesses or opportunities that you can't see

* Put your marketing strategy into effect with a marketing plan that sets out the specific actions, objectives, dates, costs and expected results of what you plan to do

* Measure the effectiveness of your marketing strategy and be prepared to change things that aren't working.

Remember:

* Don't make assumptions about what your customers want – feedback is crucial

* Don't be complacent about what you offer – it's important to innovate

* Don't ignore the competition

* Never try to compete on price alone.

Online booking system. How to develop it - A step by step guide

The dynamics of the tourism is fundamental taking into account the actual evolution of the sector market. The on-line traveling market has grown explosively due to the world wide spread of the Internet.

Forecasts show a strong development compared to the estimations drawn up few years ago. The development is demonstrated by the fact that in 1998 tourism was classified on the third place on a top of goods and services purchased online, but since 1999 has earned the second place (after hardware and software).

A successful tourism business has to take advantage of the mechanism of e-commerce and on-line booking. The tour operators can exploit the ICT results that meet the criteria of efficiency and safety in economic transactions.

The tourism portals are divided into several sections:

- Rural tourism and agritourism
- Fishing
- Literature and art tourism
- Cultural tourism
- Religious tourism and traditional festivals
- Ethnic tourism
- Wine tourism
- Equestrian tourism
- Spa tourism
- Meetings
- Social tourism
- Apartments and holiday houses

The following is a guide that can be used to develop an on-line booking portal, based on the needs of tourism sector identified during our analysis of the specific project.

The project methodology proposes three sequential stages:

- 1) Planning phase
- 2) Design and development
- 3) Testing and training

The three phases are carried out as follows:

- 1) Planning phase

This initial phase includes the investigation, analysis, defining the objectives' and drawing up the plan including the timetable. The aim of this stage is to get a clear and precise project plan, understandable activities and results. The plan has to be discussed,

adapted and agreed by the partners.

2) Design and Development

The main steps:

- * Concept
- * Design
- * Presentation of the concept and design
- * Final changes
- * Development of the structure and implementation of the web interface
- * Database and dynamic area programming
- * Graphic design implementation
- * Text and graphic content development and insertion
- * Testing and optimization of web pages

It is not necessary to keep this given order, but, due to a careful planning described in the previous paragraph, the activities can be developed at the same time.

3) Testing and training

The last phase includes all the necessary activities for the site publication and, if necessary, the training of the tourism business responsible in order to update the content:

- * Publication of the site on a web server
- * Final testing and checking
- * Training the staff and technical assistance

We recommend the following structure of website:

1. Homepage
2. "About us" - information about the rural tourism business/ the consortium or tourism association)
3. News and events
4. Tourist information (how to get there, hospitality, points of interest, historical monuments, statistics, maps and itineraries)
5. Services
6. Booking (including various criteria of search, search results and booking form on-line)
7. Registered users area (personal information, view reservation status, history of bookings, activate SMS messaging)
8. Newsletter (registration and deletion from the newsletter portal)
9. Contact (Contact Form, email addresses)
10. Site map

The website has to be done taking into account the standards of usability and accessibility for people with disabilities accordingly to the latest national & european standards.

For the "News", "Hotel Booking", "Newsletter" and "Registered users area" we propose to integrate a "content management" software that allow an easy immediate update of information by one or more operators. In this case the content management and publishing process will be made internally, every time is necessary. Within this interactive panel, the administrator can perform a lot of operations: insertion, modification and deletion of news, users etc. This software also enables the complete management of reservations with the possibility to suspend, cancel and reactivate it. Software and technical requests: an access controlled with ASP pages and ACCESS and SQL SERVER 2000 databases.

E.G.: Internet portal for Hotels

- * Description of activity and / or services
- * Data analysis and graphic design/creative site
- * Development and optimization of graphics for the Web
- * Content and tourism services offer
- * Creation of static pages of the Website (not upgradeable by the user)

* Development of dynamic pages with content updated by the owner; requests: PC and Internet connection

* Development of the administration area with reserved access to manage the data of the website

* Training for the administrative support for the updating of dynamic pages (max 2 days)

* Server publishing, general testing

* Telephone support and email for any software problems

* Management and maintenance of website and web server data

* Sign up to the main search engines (Google, Yahoo, Virgilio, etc.)

WEB Hosting Service

The ideal solution for web hosting is a heavy traffic host portal. In this case, there is no need of an internal server management.

Although, if you want to have your own internet server, the technical solution includes:

* A dedicated server

* A guaranteed bandwidth of 256 kbps.

* Domain registration and maintenance

* IP Address

* Access to visitors statistic data with the control panel

* Automatic backup

* UPS

* Routers

* mailboxes POP3 (min. 10MB each)

* Spam Filter

* Maintenance space and optimization files

Call Center

For those users which have not a direct connection to the Internet we recommend the activation of a call center service, well disseminated through various national and international means of communication.



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