

Meeting the market expectations in rural tourism



Asnate Ziemele

Latvian Country Tourism Association, Lauku celotajs, Riga, Latvia

European Strategy for the Baltic Sea Region: Priority Area Tourism
Flagship project 12,7: Attract tourists to rural areas esp. coastal ones
Common Future for Baltic Tourism II, 14-15 September 2011.

Latvian Country Tourism Association

Lauku ceļotājs



Founded: 1993

Members: ~320

Bed places: ~ 9085

Staff: ~ 12



www.countryholidays.lv

How to find out market expectations?

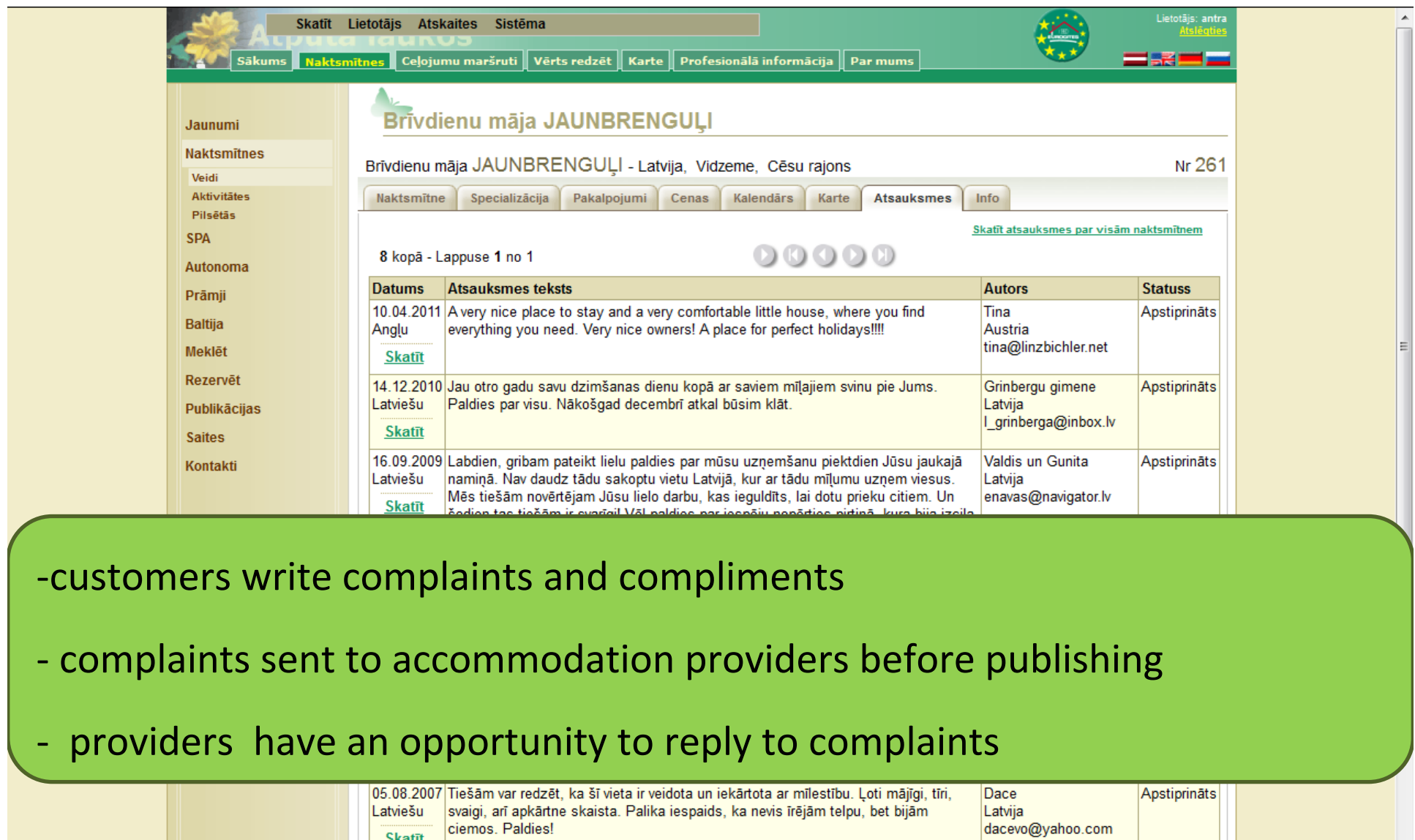
Information sources:

1. customer feedback
2. customer surveys
3. product provider feedback
4. touroperator feedback



Customer feedback online

http://www.celotajs.lv/a/jaunbreguli/feedback_lv.html



The screenshot shows a website interface for 'Brīvdienu māja JAUNBREGUĻI'. The page features a navigation menu with options like 'Sākums', 'Naktsmitnes', 'Ceļojumu maršruti', 'Vērts redzēt', 'Karte', 'Profesionālā informācija', and 'Par mums'. A sidebar on the left lists categories such as 'Jaunumi', 'Naktsmitnes', 'Veidi', 'Aktivitātes', 'Pilsētās', 'SPA', 'Autonoma', 'Prāmji', 'Baltija', 'Meklēt', 'Rezervēt', 'Publikācijas', 'Saites', and 'Kontakti'. The main content area displays the title 'Brīvdienu māja JAUNBREGUĻI' and the location 'Latvija, Vidzeme, Cēsu rajons'. Below this, there are tabs for 'Naktsmitne', 'Specializācija', 'Pakalpojumi', 'Cenas', 'Kalendārs', 'Karte', 'Atsauksmes', and 'Info'. A table of reviews is shown, with columns for 'Datums', 'Atsauksmes teksts', 'Autors', and 'Statuss'. The table contains three visible entries, with the first one partially obscured by a green callout box.

Datums	Atsauksmes teksts	Autors	Statuss
10.04.2011 Angļu	A very nice place to stay and a very comfortable little house, where you find everything you need. Very nice owners! A place for perfect holidays!!!! Skatīt	Tina Austria tina@linzbichler.net	Apstiprināts
14.12.2010 Latviešu	Jau otro gadu savu dzimšanas dienu kopā ar saviem mīļajiem svinu pie Jums. Paldies par visu. Nākošgad decembrī atkal būsīm klāt. Skatīt	Grinbergu gimene Latvija l_grinberga@inbox.lv	Apstiprināts
16.09.2009 Latviešu	Labdien, gribam pateikt lielu paldies par mūsu uzņemšanu piektdien Jūsu jaukajā namiņā. Nav daudz tādu sakoptu vietu Latvijā, kur ar tādu mīlumu uzņem viesus. Mēs tiešām novērtējam Jūsu lielo darbu, kas ieguldīts, lai dotu prieku citiem. Un šodien tas tiešām ir svarīgi! Vēl paldies par iepriekšējo nepatīkamo, kura bija izziņa Skatīt	Valdis un Gunita Latvija enavas@navigator.lv	Apstiprināts
05.08.2007 Latviešu	Tiešām var redzēt, ka šī vieta ir veidota un iekārtota ar mīlestību. Ļoti mājīgi, tīri, svaigi, arī apkārtnē skaista. Palīka iespaids, ka nevis irējām telpu, bet bijām ciemos. Paldies! Skatīt	Dace Latvija dacevo@yahoo.com	Apstiprināts

- customers write complaints and compliments
- complaints sent to accommodation providers before publishing
- providers have an opportunity to reply to complaints

Accommodation provider feedback

Information sources:

- provider assemblies and conferences
- on-site visits
- opinion surveys
- informal talks with providers



Tour operator feedback

Information sources:

- contacts with specialised tour operators
- develop products following tour operator specification
- fam tours for tour operators



RURAL TOURISM QUALITY SURVEY 2009 – 2011

www.surveys.countryholidays.lv

with EUROGITÉS – European Rural Tourism Federation www.eurogites.org

Page 1 of 13

Choose One ▾

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

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

Thank you for co-operation!

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

E-mail: _____

< Previous Next > Cancel Finish

The action has received EC funding

© Baltic Country Holidays, Vilksa street 12-21, Rīga, LV-1063, Latvia, tel: +371(0)67617500, fax: +371(0)67620041, e-mail: tautai@ceklotajs.lv

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

fill in
questionnaire

win country
holidays
in Europe

RESPONDENT PROFILE

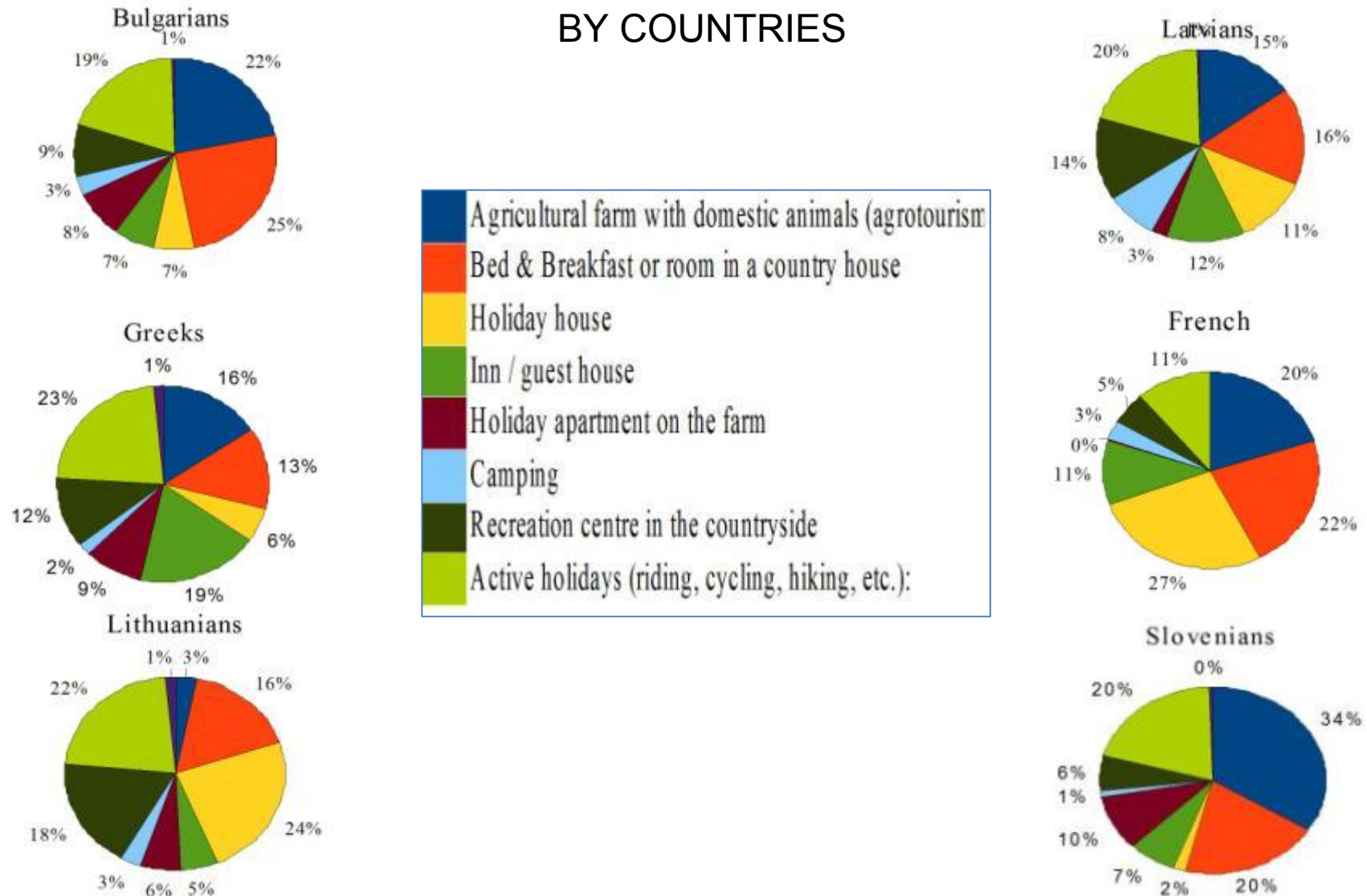
- 3487 respondents from 55 countries
- Average respondent:
 - about 37 years old
 - vocational or higher education
 - middle-income level
 - travels about 3 times a year
 - 3.5-10-days-long journeys



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

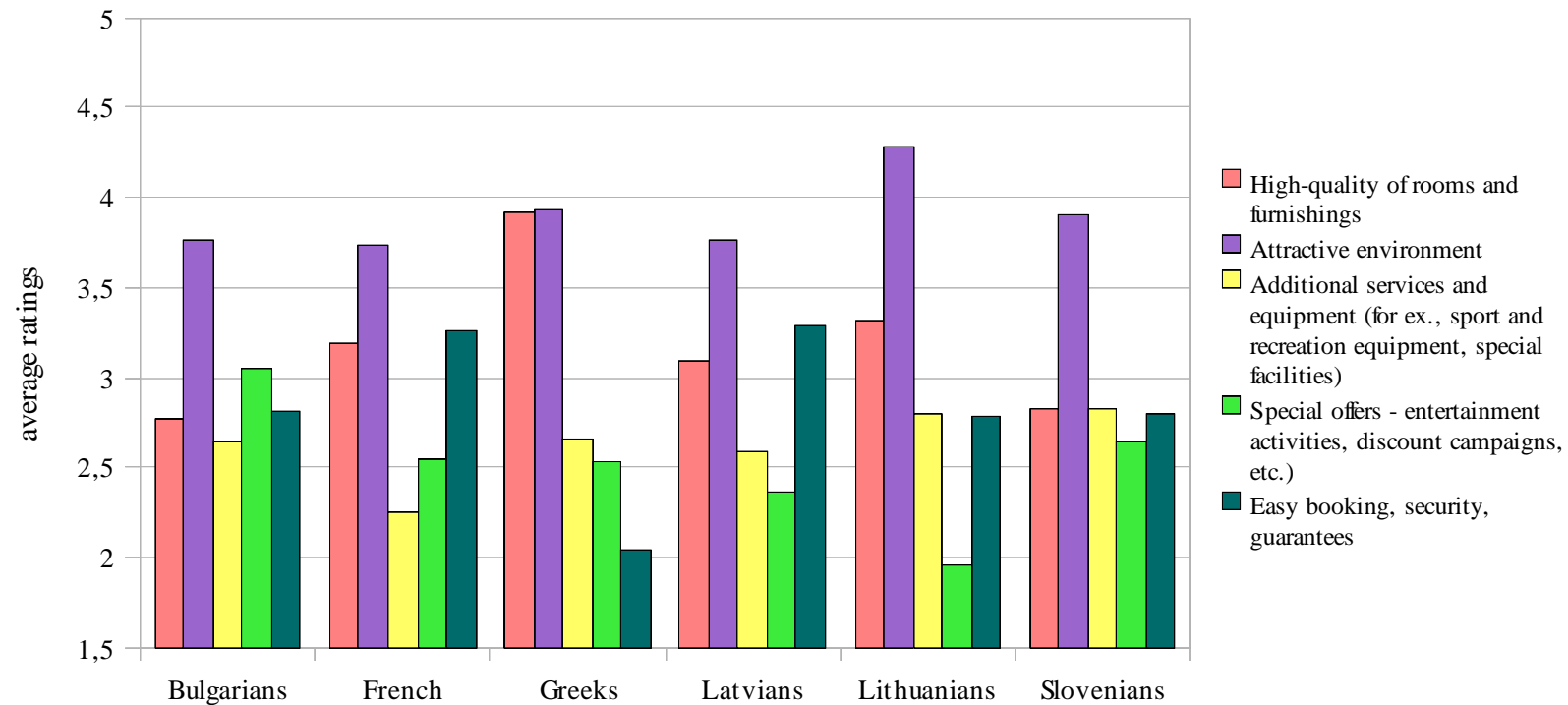
SURVEY RESULTS: WHAT DO YOU ASSOCIATE WITH RURAL TOURISM?

BY COUNTRIES



VALUE FOR MONEY

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



SUMMARY

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

Product development

Seminars



Guidelines



RT provider training – <http://macies.celotajs.lv>

Kā strādāt ar mācību materiāliem?

Šajā lapā pieejami "Lauku Celotājs" mācību materiāli lauku tūrisma uzņēmējiem. Lielākā daļa no materiāliem ir speciāli sagatavoti, lai ar tiem ērti varētu strādāt izmantojot vienkāršu pārlūkprogrammu "online" režīmā. Atsevišķos gadījumos materiāli ir sagatavoti izmantojot Acrobat PDF formātu. Lai aplūkoju dokumentus šajā formātā jums būs nepieciešams Adobe Acrobat lasītājs (www.adobe.com). Video filmu apkārtai jums būs nepieciešams Flash atbalsts pārlūkprogrammā. Arī to ir iespējams iegādāties no Adobe mājas lapas (www.adobe.com).

Darbs ar mācību materiāliem:

Izvēlieties mācību materiālu atverot atbilstošu sadaļu (nospietot izvēlēto sadaļu lapas kreisajā pusē esošajā saturu rādītājā).
Ja Jūs esat atvēruši:

Piktogramma	Nosaukums	Apraksts
	Mācību materiālu HTML formāts	Izvērtējiet pieejamās ikonas katras lapas sākumā un beigās. Šīs ikonas ļauj jums pāriet uz nākamā vai iepriekšējā nodāja. Lapas apkārtā papildus ikonas ļauj pāriet uz iepriekšējo nodāja sākumu, dokumenta sākumu un saturu rādītāju. Skatiet HTML dokumentu piktogrammu skaidrojumu zemāk atsevišķā tabulā.
	Dokumenti PDF formātā.	Šos dokumentus variet ērti aplūkot ne tikai online pieslēguma režīmā, bet arī saglabāt uz sava datora, tos drukāt un leist vēlāk, kad online pieslēgums nav pieejams.
	Video	Šos dokumentus variet skatīt savā pārlūkprogrammā, ja vien ir instalēts Flash atbalsts www.adobe.com .

Daļa no materiāliem ir pieejama arī citos (izdrukai piemērotos) formātos. Lūdzu skatiet kontaktinformāciju sadaļu un jautājiet par konkrētā dokumenta pieejamību.

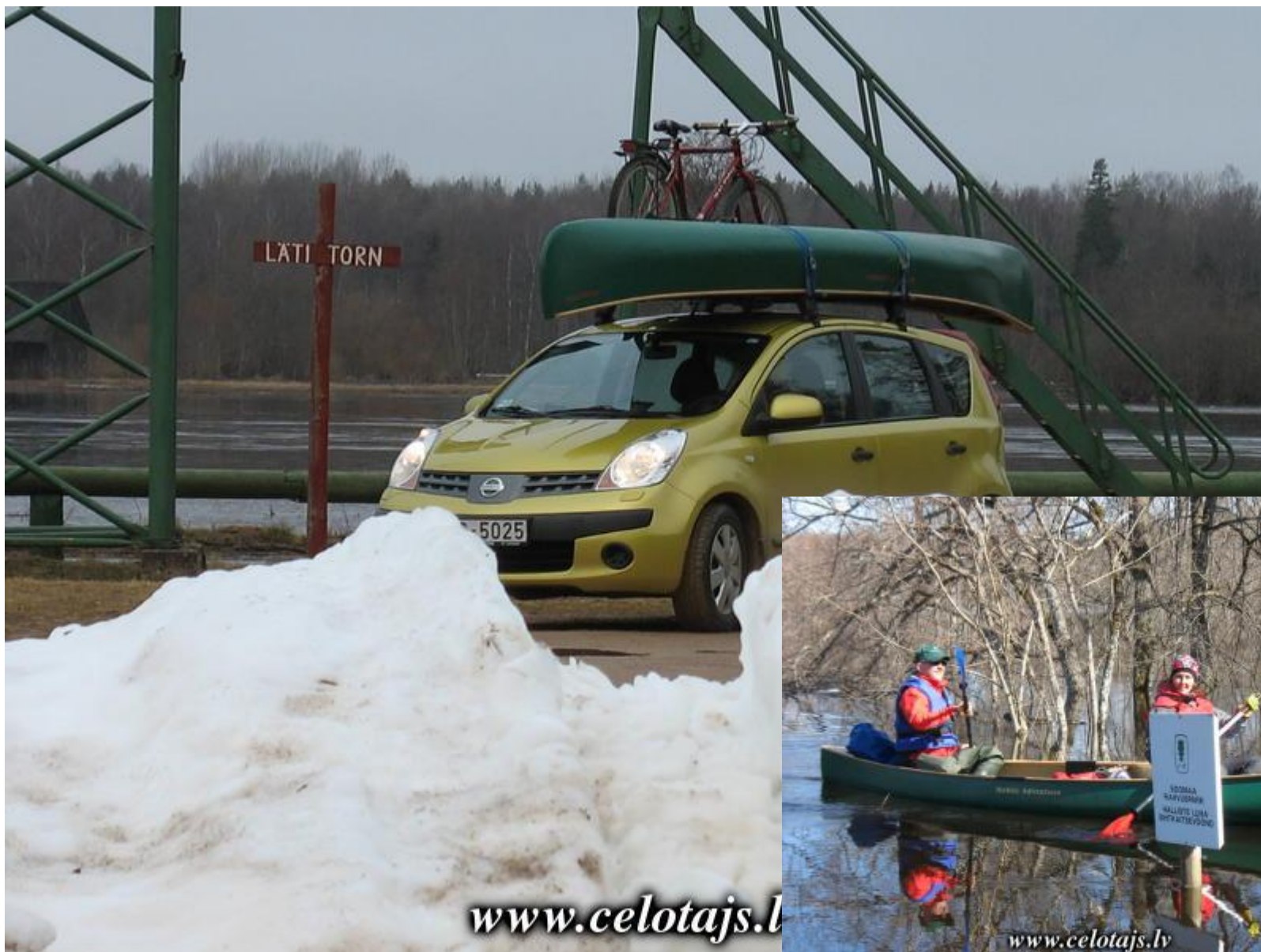
Darbs ar mācību materiālu HTML formātā:

Piktogramma	Nosaukums	Apraksts
	Nākamā nodāja	Atvērt nākamā nodāja. Šī poga ir atrodama katras lappuses labajā augšējā un apakšējā stūrī.
	Iepriekšējā nodāja	Atvērt iepriekšējā nodāja. Šī poga ir atrodama katras lappuses kreisajā augšējā un apakšējā stūrī.
	Nodāja sākums	Atvērt nodāja sākumu. Atkārtot spiežot šo pogu iespējams pārvesties uz iepriekšējā nodāja sākumu - tā līd pat dokumenta sākumam. Šī poga ir atrodama katras lappuses augš - vidū.
	Uz dokumenta sākumu	Atvērt dokumenta sākuma lapu. Šī poga ir atrodama katras lappuses apakš - vidū.
	Saturs	Atvērt saturu rādītāju. Šī poga ir atrodama katras lappuses apakšā - vidū, pa labi no "Uz sākumu" poga.

Nepieciešamais programmnodrošinājums

- Moderna interneta pārlūkprogramma
 - Internet Explorer 4+
 - Firefox 1.5+ (PC, Mac, *nix)
 - Safari 2+
 - Opera 9+ (Mac, PC)
- PDF dokumentu lasītājs pieejams www.adobe.com
- Flash plugin (min version 7) lai skatītu video materiālus www.adobe.com

Success stories: Nature tours, Active tours



Bird watching – capercaillies at rutting time



Animal watching - unique values in Latvia

- Three Europe's largest predators can be observed here: bear, wolf, lynx
- Moose can be observed comparatively frequently



Foto: Vilnis Skuja

Culinary heritage



Home-made wine tasting



40 sorts of wines from leaves, blossoms, bark, vegetables, wild berries

Military heritage tours

mmk 2011

MILITĀRĀ MANTOJUMA KARTE

LATVIJA LATVIA

A MAP OF MILITARY HERITAGE

MĒROSKA MĒRĀBE: 1:550 000

NO AKVĀRĀTIEM UN ĪPAŠĀS APĀRSTĀBĪBĀS ARĀTĒLA INFORMĀCIJAI PĀR 130 MILITĀRĀS VĒRTĪBĀS, LĒSĒDĀRĪBĀS UN ĪPAŠĀS APĀRSTĀBĪBĀS, INFORMĀCIJAI UN 220 AKVĀRĀTIEM.



Country Holidays

Home Accommodations Tours Worth seeing Professional information

Worth seeing

- Nature attractions
- Countryside bounty
- Historical sites
- Active holidays
- Search
- Natura 2000
- Green advice



Military heritage RADIO TELESCOPE

Military heritage **Radio telescope at Irbene** - Latvia

Military heritage Specialization Activities Map



[View photo album](#)

Radio te

The radio telescope at Irbene was at one time used for anti-espionage purposes. There were various military units and objects in Irbene, including a military housing estate that has now been abandoned. The radio telescope is now run by the Radio Astronomy Centre of the Latvian Academy of Sciences for scientific purposes. Guided tours of the object are available.



SELF-DRIVE THE MILITARY HERITAGE AND ENVIRONMENT OF KURZEME

The "Green Belt"

Military events have always been carefully protected and hidden. It's no surprise that little is known about the military presence in Latvia all the way up and until 1994, when the Russian forces were withdrawn. The Country Heritage database of military heritage lists various objects and provides information about what they were in Soviet times, what happened there, and how the presence of the military affected the lives of local residents. There are photos with each object, and each object is on the Google map which shows its location from a satellite image. Nearly each object has a story and is supported by the environment. If you have your own story or review of a location, please write it in, and we'll be happy to publish it!

http://www.country-heritage.com/latvia_h3.html

The Green Belt means 22 countries and is approximately 6,500 km in length. It starts in the far North of Europe, passing through Central Europe along the borders of Slovenia, Hungary and Croatia, all the way to the Black Sea, the Aegean Sea, the Jordan Sea, and the Atlantic Sea. It ends along the borders of Albania, Macedonia, Romania, Serbia, Montenegro and Turkey. The zone includes 1,272 protected natural territories in a 20-km buffer zone on either side of the Green Belt. The Green Belt organization is an important marketing instrument in Europe for existing and future protected territories in border regions. It organizes initiatives that seek to establish strategic synergy with important scientific parks such as Natura 2000. More information about the Green Belt can be found at <http://www.greenbelt.org>. The " Baltic Green Belt" project will add territories in the field of Germany and in the territory of the former Soviet Union to the project.

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Thank you for your attention!



Latvian Country Tourism Association “Lauku Ceļotājs”

Vilipa str. 12-21, Riga, Latvia

Tel.: +371 67617600, Fax: +371 67830041,

e-mail: asnate@celotajs.lv