



GEORGIAN NATIONAL  
TOURISM ADMINISTRATION



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SCHOOL OF  
MANAGEMENT



# **Rural Tourism: Concept, organisation, standards and marketing**

Naut Kusters

Lela Khartishvili

10 December 2019

# Naut Kusters



- Master in Agriculture and Forestry
- Founder of the European Centre for Eco and Agro Tourism (ECEAT)
- European web site for rural tourism on organic farms
- Consultant for establishing Rural Tourism Associations in Estonia, Lithuania, Kyrgyzstan, Uzbekistan and Tajikistan.
- Business development and market access expert for CBI, the Dutch government Centre for the promotion of Exports from Developing Countries (Nepal, Thailand, Myanmar, etc. )
- Working on (eco)tourism in protected areas
- Co-founder of the Global Sustainable Tourism Council (GSTC)
- Founder of Travelife for Tour operators sustainability programme.

# About Lela Khartishvili



- An independent advisor in rural and ecotourism
- Since 2007, consultant of tourism development projects in Georgia at WWF in South Caucasus, USAID, UNDP, SDC, WB, ADA
- Founder and publisher of TTG Georgia – Travel and Trade Guide to Georgia [www.thegeorgianonline.com](http://www.thegeorgianonline.com)
- Former head of Rural Tourism Department at ELKANA; Initiator of Rural Tourism Network of Georgia [www.ruraltourism.ge](http://www.ruraltourism.ge)
- Product development specialist at Caucasus Travel and Explore Georgia (1996 and 2006)
- Master's degree in Geography from the Georgian State University
- PHD candidate at the University of Natural Resources and Life Sciences (BOKU) in Vienna
- Recent publication: Khartishvili, L., Muhar, A., Dax, T., Khelashvili, I. (2019): Rural Tourism in Georgia in Transition: Challenges for Regional Sustainability. In *Sustainability* 11 (2), p. 410



- Present position / activities
- What do you expect of the training?



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# Agenda

I. Rural and Agro Tourism

II. Wine and Gastronomy Tourism

III. Regional destination management and marketing



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# Concept and Product



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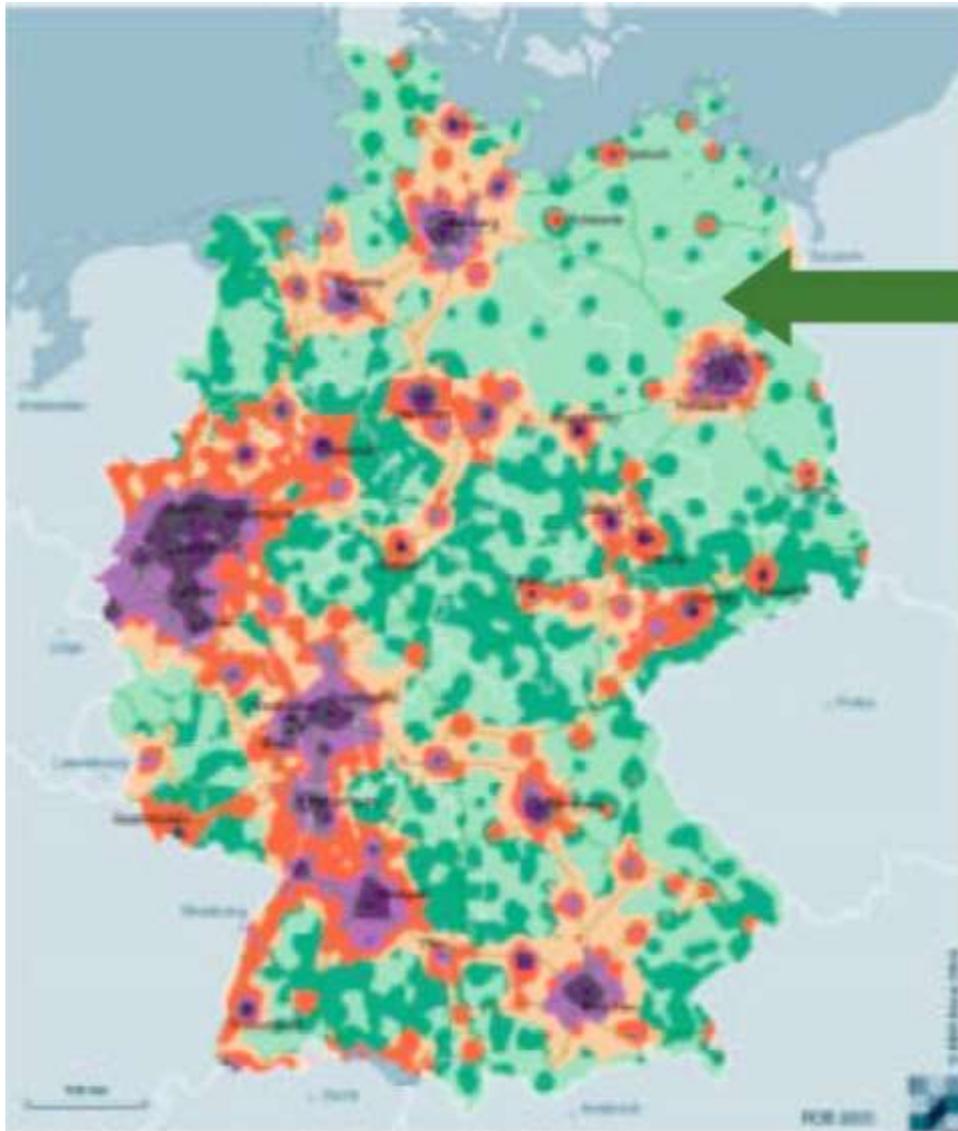


# Rural Tourism

- Rural Tourism is tourism taking place in rural areas and based on regional characteristic features / elements / infrastructure.
- Enhancing a specific experience with nature, land use tradition, typical vegetation, animals, the historical routes, local culture and the living conditions of the local population.



# Rural areas in Germany



- In less populated areas (peripher rural areas  $< 100$  Einw./km<sup>2</sup>) – about 60% of the total area – live 25% of the German population.

- the rural area is characterized by structural weakness and low accessibility of central areas.

- decrease of population and jobs.

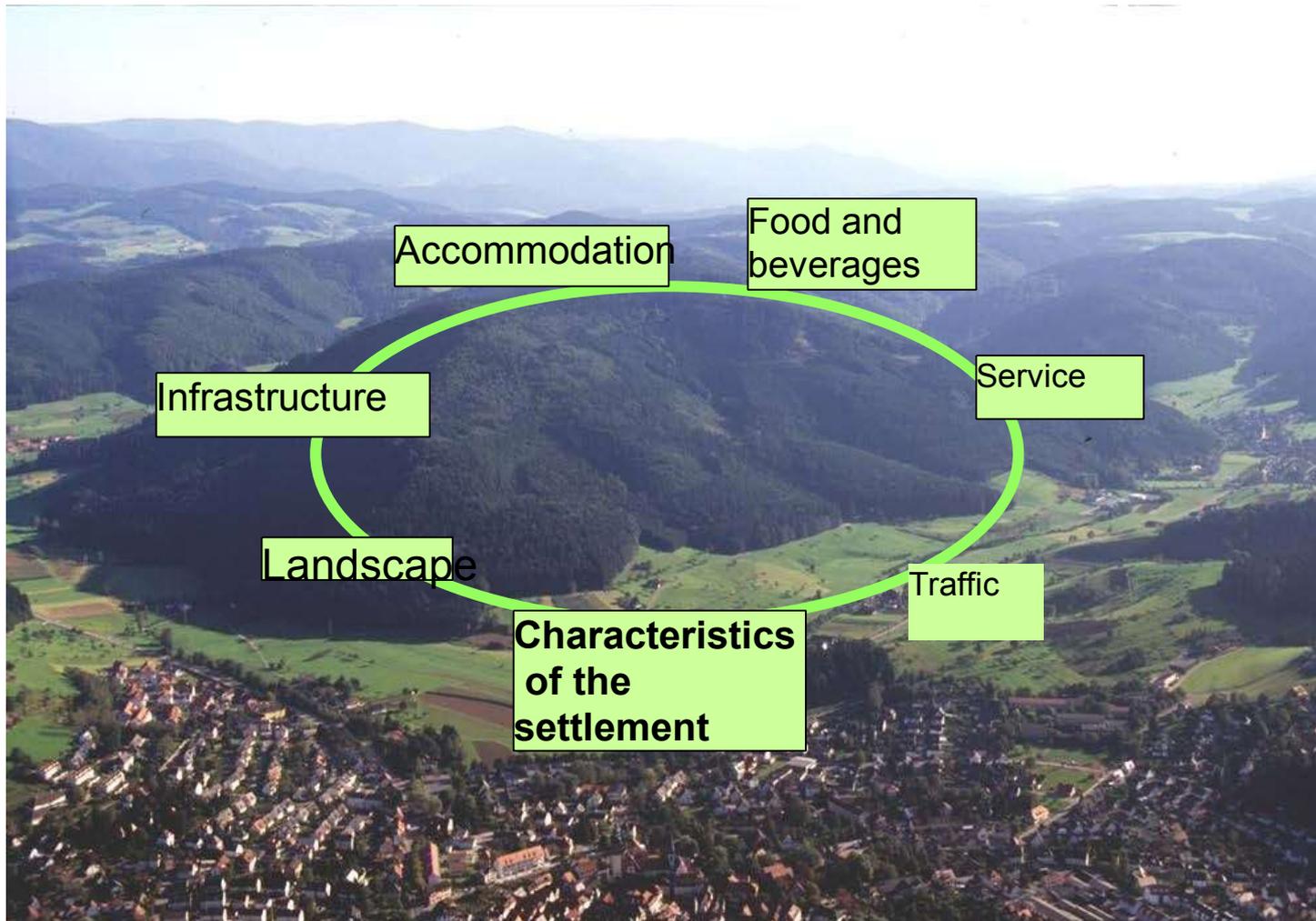
Raumstruktur  
nach Zentrenreichbarkeit und Bevölkerungsdichte

- Innerer Zentralraum
- Äußerer Zentralraum
- Zwischenraum mit Verdichtungsansätzen
- Zwischenraum geringer Dichte
- Peripheraum mit Verdichtungsansätzen
- Peripheraum sehr geringer Dichte
- Bundesautobahn

Maintain, recover, add local value,  
empower locals



# Components of the rural tourism offer



# Figures Europe 2019

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

# Relevance of rural Tourism – example Germany

- In Germany there are about 20.000 farms involved in tourism (3,9 % of total farms)
- Growing rate from 9,6 Mio. overnight stays in 2007 up to 24 Mio. overnight in 2017



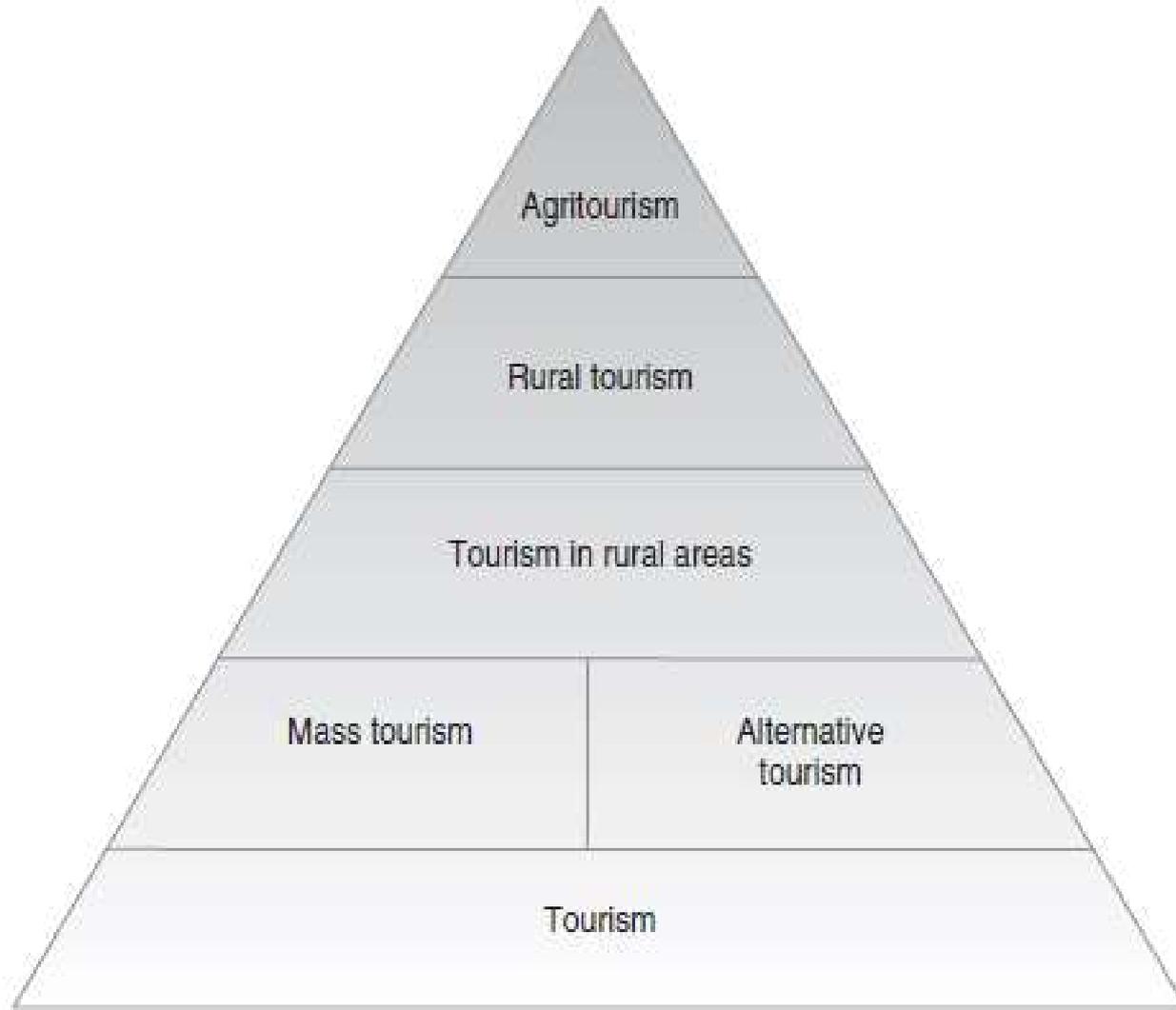
# Rural Tourism product pallet



# Rural tourism sub-concepts

- **Agro tourism:** all tourism activities in the rural country side and hinterland. In most cases strongly related to farms and agricultural events. It may include also agricultural museums, exhibitions of regional products and (farmer) markets.
- **Farm tourism:** Only tourism related to farm life. Agricultural land use is part of the product and the desired experiences.
- **Ecotourism:** tourism related to protected areas, including environmental education, regional development in favor of the local population and their livelihood.

# Etymology of agrotourism



# Agrotourism

A website marketing agro-tourism in Germany (Region südliches Westfalen) explains their typical offer as follows.

*„Agro-tourism combines traditional lifestyle and intact and authentic farms with the experience of modern offers on outdoor recreation and culture.“*





# Agro tourism entrepreneur

- Family owned and managed
- Limited in scale (e.g. number of rooms)
- Additional source of income (e.g. also farming)
- Authentic atmosphere

**Often reflected in law**



# Organisation



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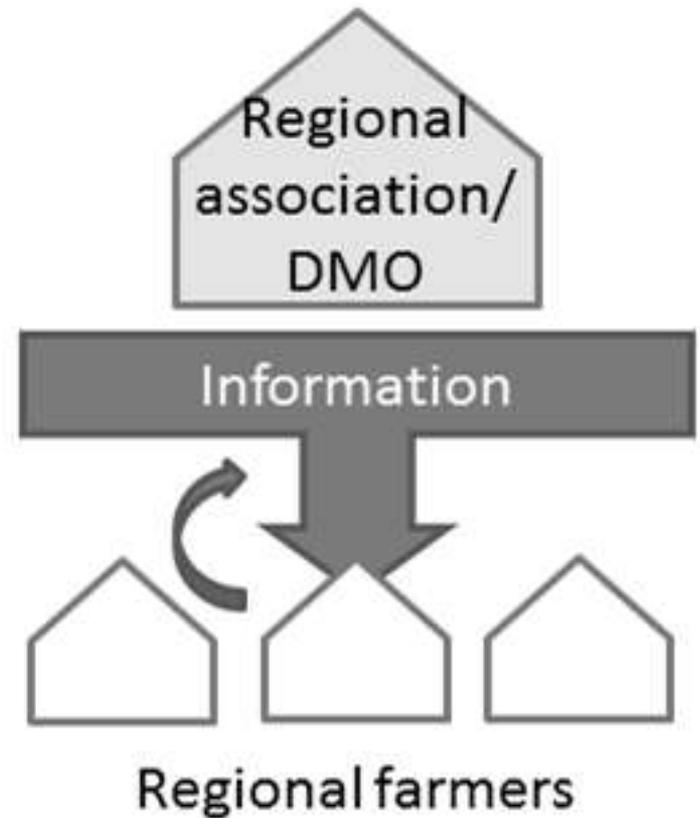
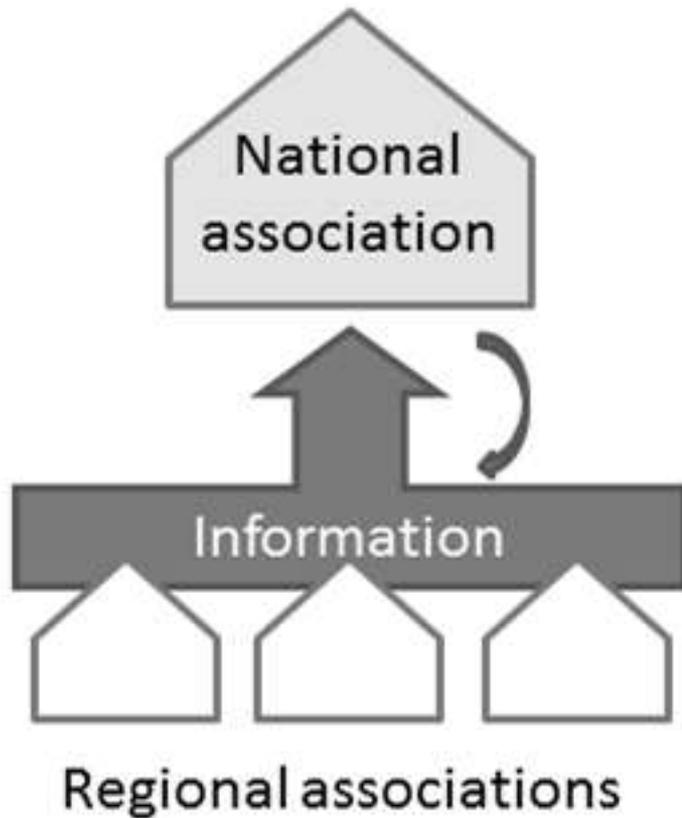


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# Organization



# Rural tourism association

## Objectives

- Training and capacity building
- Exchange of best practices
- Quality (standards, accreditation)
- Lobby
- Marketing

## Best practice

- One rural / agro tourism associations per country
- Regional branches

# Gîtes de France



- The first national network of host homestays in Europe,
- Founded in 1955 in France (Fédération Nationale des Gîtes de France)

The screenshot shows the website for Gîtes de France Rhône. At the top left is the Gîtes de France logo. The main header features the text "Gîtes de France Rhône" and "Et vos vacances prennent un autre sens". To the right of the header, there is a phone icon with the number "04.72.77.17.50", a "Obtenir le label" button, and a "Demandeur un classement étoiles" button with a "MEUBLE DE TOURISME" badge. Below the header is a navigation menu with categories: GÎTES, CHAMBRES D'HÔTES, LOCATIONS EN VILLE, GRANDS GÎTES, SÉJOURS ENFANTS, CAMPINGS, and PRÉPARER VOTRE SÉJOUR. The main content area is titled "Rechercher un hébergement" and includes search filters for "Arrivée" (with a calendar icon), "Départ" (with a calendar icon), "Destination" (with a dropdown arrow), and "Capacité" (with a dropdown arrow). A prominent green "Rechercher" button is located at the bottom of the search filters. On the right side of the main content area, there is a map titled "RECHERCHER UN CITY BREAK PAR ARRONDISSEMENT DE LYON" showing the Lyon metropolitan area divided into 9 numbered districts. The map also shows other regions: PAYS BEAUJOLAIS, PAYS LYONNAIS, LYON METROPOLE, PLAINE, and RHONE - LYON.

# Germany

„Bundesarbeitsgemeinschaft für Urlaub auf dem Bauernhof und Landtourismus“ since 1991 to

- Promotion
- marketing
- e.g. catalogs: „Raus auf's Land“ und „Urlaub auf dem Bauernhof“ – regional catalogs
- Internet promotion with newsletter
- Political representation
- Award for farmers (environmental aspects, unique offer...)

# Urlaub am Bauernhof (Austria)

- Unites 8% of all farms in Austria
- unites 9,900 farm-stay hosts it represents 20% of the tourism enterprises and about 13% of all tourism beds in Austria.

The screenshot displays the website's interface. At the top, a green navigation bar includes a home icon and menu items: AKTUELL, THEMENHÖFE, REGIONEN, SUCHEN & BUCHEN, AM BAUERNHOF, and SERVICE. A logo for 'URLAUB AM BAUERNHOF' is in the top right corner. Below the navigation is a carousel of five featured items: 'Bauernregeln Mai' (a man's face), 'Rund um die Biene' (honeycomb), 'Aktiv-Pauschalen' (a cyclist), 'Rharbarber-Kuchen' (a pie), and 'Bauernhof-Videos' (a horse). The main banner features a stone wall background with a wooden bench and yellow flowers. The text reads: 'ECHTER URLAUB AM BAUERNHOF IN ÖSTERREICH' followed by a paragraph: 'Klemmen Sie sich einen Grashalm zwischen die Zähne. Flechten Sie sich eine Margerite ins Haar. Das Leben kann kommen... Und erst recht beim Urlaub am Bauernhof, am Winzerhof, in der Almhütte oder beim Urlaub am Land. Wo bleiben Sie denn?'. On the right, a search filter for 'FREIE UNTERKÜNFTE' includes fields for 'Wo', 'Anreise', and 'Abreise', a checkbox for 'Reisezeitraum offen', a 'Raumbelegung' section with dropdowns for 'Erwachsene' (set to 2) and 'Kinder' (set to 0), and a '+ Weiteres Zimmer hinzufügen' option. A green 'SUCHEN' button is at the bottom of the filter, and a red 'ANFRAGEN' button is at the very bottom.

# Italy, South Tirol

## “Roter Hahn” (Red Rooster)

The association today represents 1,665 farms (about 60% of all farms in South Tyrol) and 8.3% of all overnight stays in South Tyrol.

The screenshot shows the top navigation bar with 'Farm Holidays' in the center and 'Farm bars', 'Quality products', and 'Farm Handcrafts' on the right. Below the navigation is a main banner image of two children playing in the snow. To the right of the banner is a search section titled 'ACCOMMODATION SEARCH' with fields for 'Arrival', 'Departure', 'holiday region', 'holiday flat', 'Sort of farm', and 'Classification', and a 'SEARCH' button. At the bottom left is the 'Red Rooster Farm Holidays in South Tyrol' logo, and at the bottom right is the 'SÜDTIROL' logo.



[https://www.youtube.com/watch?time\\_continue=75&v=FhJB9md0z9g&feature=emb\\_title](https://www.youtube.com/watch?time_continue=75&v=FhJB9md0z9g&feature=emb_title)

### Farm Holidays in South Tyrol - Red Rooster

Just like its landscape, South Tyrol's farms are full of variety. Whether you stay up a mountain, on a sunny high plateau or in one of the wide valleys, rest and relaxation for every taste is guaranteed during any season of the year!

Over 1,600 'Farm Holiday' selected farmhouses extending over an area of 7,400 km<sup>2</sup> are just waiting for you to discover them. Rural life is inseparably bound up with the cycle of the seasons and with nature's natural rhythms. An abundance of possibilities awaits the guest, different according to the season, ensuring a holiday adapted to suit your personal needs.



# EuroGites



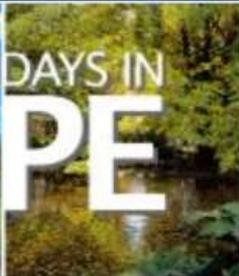
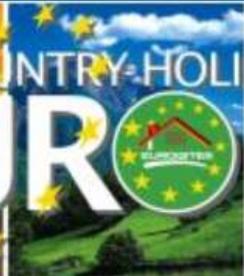
**31 organisations from 26 countries:**



*Austria (2)*  
*Belgium (3)*  
*Bosnia-  
 Herzegovina*  
*Bulgaria*  
*Cyprus*  
*Estonia*  
*Finland*  
*Georgia (2)*  
*Germany*  
*Greece*  
*Hungary*  
*Latvia*  
*Lithuania*

*Luxemburg*  
*Moldova*  
*Montenegro*  
*Norway*  
*Poland*  
*Romania*  
*Serbia*  
*Slovenia*  
*Slovakia*  
*Spain*  
*Switzerland*  
*Ukraine*  
*United  
 Kingdom*





English ▾

MEMBERS



## Austria

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Member countries

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Contact EuroGites



The most beautiful quality-controlled Austrian farms are marked with the quality emblem "[Urlaub am Bauernhof](#)" (Welcome on the Farm). That means for you: it is guaranteed to be a working farm, you can experience the daily life of a farm house and enjoy at least 3 home made products.

"Farm Holidays" are holidays with flowers. The white oxeye daisy help you to find a farmhouse perfectly matching your desires. There are specific catalogues in the whole of Austria with the themes: children and babies, bio and health, horse riding, handicapped persons.

Throughout Austria the farms have been tested for quality and were rated by a jury; the results are expressed by the number of flowers which helps you to find your special farm.



### Urlaub am Bauernhof in Österreich

Gabelsberger Strasse 19  
A - 5020 Salzburg  
**Tel:** (+43) 662 88 02 02  
**Fax:** (+43) 662 88 02 03

**E-mail:** [office@farmholidays.com](mailto:office@farmholidays.com)  
**Web:** [www.UrlaubamBauernhof.at](http://www.UrlaubamBauernhof.at)





## ECEAT International

European Centre for Ecological and Agricultural Tourism

*ECEAT develops and promotes tourism that supports organic agriculture, sustainable land use, nature and environmental protection, rural development, and the protection of cultural heritage and landscapes. ECEAT International (E.I.) is an association serving as an independent, impartial umbrella organisation for national ECEAT organisations in European countries*



### ECEAT Main Activities

- Education, training, information and awareness-raising for business, the public and authorities
- Development of ECEAT sustainable tourism quality criteria systems and their implementation within Europe
- Common marketing of ECEAT related tourist products through printed and electronic guides, packages, itineraries made directly through ECEAT and through operators
- Advisory and consultancy services through ECEAT related experts
- Development and innovative projects



### E.I. Legal Status

The ECEAT movement started in 1993 to promote the sustainable methods of small-scale environmental tourism in rural Europe. In 2002, ECEAT International was registered by public notary in Zoetermeer, the Netherlands (No. 2002079001 mb) as an independent legal entity operating on a membership principle.

### E.I. Members

Membership of ECEAT International is open to national legal not-for-profit bodies based in European countries, which are legally registered in their own country and recognised by ECEAT International. Business, networks, and other organisations can become "ECEAT partners".

### Membership Procedures

- **New Members**  
E.I. recognises one member per country. Please check existing members on [www.eceat.org](http://www.eceat.org). Download the Statutes from [www.eceat.org](http://www.eceat.org). Contact the E.I. secretary-general ([www.eceat.org](http://www.eceat.org)) for the Membership Participation Form, Manual for Partners, etc. Choose a patron organisation from the list of members (please refer to [www.eceat.org](http://www.eceat.org)). An three-year plan describing the activities of the organisation in the "ECEAT Activity Fields" will be required. E.I. assembly assesses new candidates twice a year. A membership contract is signed and the rights to use the ECEAT name and logo are granted.
- **New ECEAT Partners**  
Contact the E.I. secretary-general ([www.eceat.org](http://www.eceat.org)) for details.



# ECEAT

promotes tourism that supports organic agriculture, sustainable land use, nature and environmental protection, rural development and the protection of cultural heritage and landscapes.

**Training education**  
**Certification - labelling**  
**Market access**



Czechia

Finland

Germany

Latvia

The Netherlands

Poland

Portugal

Serbia

Slovakia

Slovenia

Spain

Sweden

Turkey

## ECEAT

- Members in 13 countries
- Not for profit organisations
- Each country maintains a network of organic tourism farms
- More than 1.500 farmers associated
- Training and education
- Quality standards and certification
- Market access



An aerial photograph of an organic farm. In the center, a yellow house with a dark roof is visible. To the right, there is a long, covered greenhouse structure. In the foreground, a wooden fence runs across the frame. The background shows more farm buildings and trees. The text "HOLIDAY ON AN ORGANIC FARM" is overlaid in white, bold, sans-serif font.

**HOLIDAY  
ON AN  
ORGANIC FARM**

# 3. Organisations in Georgia



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# Rural, eco/agro tourism associations in Georgia

www.elkana.org.ge/rural-tourism/index.php?action=0&lang=eng

Zoeken

Georgian / English



> Home > About us > Advocacy > Trainings > Publications > News > Contact us > Vacancies

For **BIO**tiful Life!  
Organic product. Rural diversity.

SEARCH ACCOMMODATION  
MAP



## Booking



- Choose
- All
- Adjara
- Svaneti
- Kakheti
- Guria
- Imereti
- Racha-Lechkhumi & Kvemo (lower) Svaneti
- Tusheti
- Samtskhe-Javakheti
- Mtskheta-Mtianeti
- Samegrelo
- Kvemo (Lower) Kartli
- Shida (Inner) Kartli

Agrotouristic Farms

Choose

Search

- FARMERS' SERVICE
- PRODUCTS

## AGRICULTURAL BIODIVERSITY



BECOME OUR MEMBER

- > Plan your holidays
- > Rural Accommodation Standards
- > Get Elkana Quality Certificate



EXPERIENCE  
AROMA  
OF GERGIAN  
TEA AND HONEY  
6 DAYS



TASTE THE  
DIFFERENT  
TYPE OF  
GEORGIAN CHEESE



EXPLORE  
GEORGIAN  
WAY  
OF WINEMAKING

SI ISCRIBI END

# Rural, eco/agro tourism associations in Georgia

www.elkana.org.ge/rural-tourism/index.php?action=agrotouristicfarms&tID=7&lang=eng 110% Zoeken

**For BIOtiful Life!**  
Organic product. Rural diversity.

**BOOKING**  
Choose

**SEARCH ACCOMMODATION ON MAP**  


**EXPERIENCE AROMA OF GERGIAN TEA AND HONEY 6 DAYS**  


**TASTE THE DIFFERENT TYPE OF GEORGIAN CHEESE**  


**EXPLORE GEORGIAN WAY OF WINEMAKING**  


- FARMERS' SERVICE
- PRODUCTS

**AGRICULTURAL BIODIVERSITY**

**Wine Cellar**  
Region: Kakheti  
Municipality: Gurjaani  
Address/Village: Chumlaki Village, Gurjaani Municipality  
Contact: Simon Rvadze  
Phone: +995 32 2536486; +995 591 19 55 21

The family does its best to make the visitors' evenings unforgettable. Big wine jars sunk in the ground, called qvevri, are opened accompanied by wine tasting and Georgian folk songs. A well-kept yard, pergola, marani (wine cellar) and distil



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Plan your holidays  
Rural Accommodation Standards



[www.ecotourism.ge](http://www.ecotourism.ge)

Since 2015s GEA is a member of the International Ecotourism Society, which unites organizations from 135 countries



*Uniting Conservation, Communities  
and Sustainable Travel*





Georgian Tourism Association

18/II Melikishvili Str, Tbilisi 0179, Georgia  
E-mail: info@tourism-association.ge  
Phone: (995 32) 22 01 95, 91 67 93



TRAVEL IN GEORGIA



WORLD DESTINATIONS



CAPACITY BUILDING GUIDE TRAINING

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Guesthouses

The construction of this website was supported by:

German Technical Cooperation (GTZ), Private Sector Development in Georgia



# Georgian Tourism Association

Welcome to the official site of Georgian Tourism Association (GTA)

## News & Events

[click to view Blog](#)





CONTACT



- Taste
- Dine
- Stay



Teleda

Teleda is a premium Georgian wine producer boutique winery located in Eastern Georgia, Kakheti region in Tsinaridali appellation. The winery specializes in the Unesco recognized 8,000 year old Georgian Qvevri wine making tradition. All wines are handcrafted in traditional Georgian Qvevri cellar red grapes sourced at least 50 year old vines. The wines are produced under Teleda or Orgo labels. Specifically, the wine undergoes both an extended fermentation and maturation in qvevri. If fully made according to the old tradition. The grapes are foot trod so as not to damage the pips, then the



Badagoni

The company "Badagoni" was founded in 2006 and now owns a winery with one of the most modern technologies in Eastern Europe. The company's philosophy is respect for Georgian unique traditions and at the same time, it aims to create high quality Georgian wines using the latest technology and scientific knowledge. It has 400 hectares of vineyards in every micro zone of Kakheti and produces wine from only Georgian varieties of grapes. The chief oenologue of the company from Italy, Dora Lanati is considered to be among the top five enologists in the world. Among the wines of Dr. Dora



Vaziani Winery

Vaziani Winery in Telavi, Kakheti, the oldest winemaking region of the country, offers a fascinating wine tour. You have an opportunity to taste wines from Makashvili Wine Cellar, wines are precisely made in accordance with traditional Qvevri winemaking method in century old Qvevri vessels and produced in limited quantities. Vaziani offers several packages during the free tour, you will be able to taste and evaluate 4 types of wine: white, red and two red wines, also get familiar with the Qvevri





Wine Tourism  
Association /  
ღვინის ტურიზმის  
ასოციაცია  
@winetourismassociation

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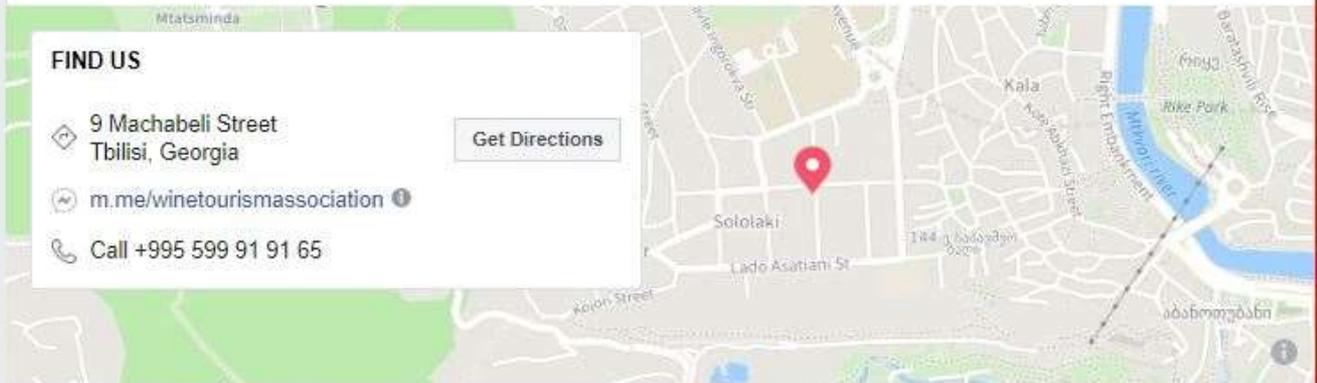
#### FIND US

9 Machabeli Street  
Tbilisi, Georgia

Get Directions

m.me/winetourismassociation

Call +995 599 91 91 65



#### BUSINESS INFO

Founded in 2014

Mission

ღვინის ტურიზმის სფეროში საქმიანი გარემოს შექმნა,  
ეკოლოგიურობის და ცნობადობის ანაღლების ხელშეწყობა,  
ზიზნესის გაფართოებისა და ინფორმაციის გაცვლის  
მხარდაჭერა.

#### ADDITIONAL CONTACT INFO



### MEMBERS OF WFTA

Remember Me

LOG IN



### JOIN / BECOME MEMBER

It's FREE to join us! We'll keep you up to date with all our latest news and special offers, making sure you don't miss out

## Georgian Wine and Food Tourism Association

Georgian Wine and Food Tourism Association is a non-profit and non-governmental organization (NGO) with one main goal - to develop and promote worldwide Georgian wine and food tourism, authentic hospitality and cultural heritage.

Who we are? >

Who can join us

Department

Georgian Wine and Food Tourism Association is a non-profit and non-governmental organization (NGO) with one main goal - to develop and promote worldwide Georgian wine and food tourism, authentic hospitality and cultural heritage.

Georgian Wine and Food Tourism Association creates development opportunities and economic platform, where Georgian food and wine meets travel and hospitality.

In the case of wine and food tourism specific versatility, especially in Georgia, we are uniting different related sectors in one friendly community called Georgian Wine and Food Tourism Association.

# 3. Training



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# Training is essential

- \* Pre-starter training
- \* Basic training
- \* Advanced training
- \* Specialisations



# Training manual for homestays

- \* Welcome
- \* Technical standards (beds, sanitation)
- \* Service standards
- \* Food preparation
- \* Financial administration
- \* Marketing and promotion



# Sustainable tourism for protected areas

## Training handbook

European Federation of National parks **training handbook** on sustainable tourism translated and adapted to Central Asia



# 3. Quality standards



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# Quality standards

- Legal requirements
- Accreditation (basic standards)
- Certification
- Classification
- Product differentiation
- Specialisations

# Accreditation

- Compliance with legal standards (health and safety)
- Physical (hard) criteria (beds, bathrooms, sleeping room)
- Hospitality (soft) criteria (welcome, pricing, information & interpretation)

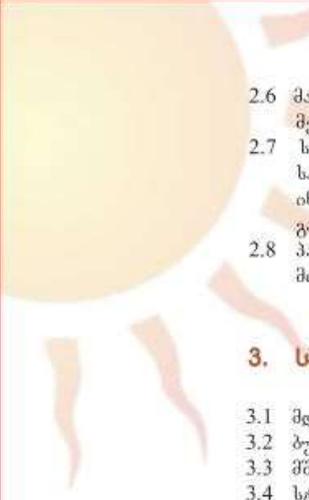
# Accreditation

- Compliance to minimum standards
- Access to marketing and promotion



Certificate handout in Samarkand

# Rural Tourism Standards (Elkana standards)

- 
- 2.6 მასპინძელი — საოჯახო სასტუმრო სახლის ან ინდივიდუალური საცხოვრებელი ერთეულის მესაკუთრე ან/და მმართველი.
  - 2.7 სოფელი — დასახლება, რომლის ფარგლებშიც მოქცეულია სასოფლო-სამეურნეო საქმიანობისათვის გათვალისწინებული მიწა და სხვა ბუნებრივი რესურსები ან/და რომლის ინფრასტრუქტურა ძირითადად ორიენტირებულია სასოფლო-სამეურნეო საქმიანობის განხორციელებაზე (5000-მდე მცხოვრებით).
  - 2.8 პატარა ქალაქი — საქართველოს კანონმდებლობით განსაზღვრული დაბა ან ქალაქი, რომლის მოსახლეობაც არ აღემატება 15 000 მცხოვრებს.

### 3. საოჯახო სასტუმრო სახლების მომსახურების ძირითადი პრინციპები

- 3.1 მღებარეობა სოფლად, ან პატარა ქალაქში;
- 3.2 ბუნებრივი გარემოს შენარჩუნება;
- 3.3 მშვიდი გარემო, ხმაურისა და დაბინძურების გარეშე;
- 3.4 სტუმრისა და მასპინძლის საზოგადოებრივი, კულტურული და გარემოსდაცვითი პასუხისმგებლობა;
- 3.5 სტუმართმოყვარეობა - სტუმრის პირადად მიღება, პერსონალური ყურადღება, ზრუნვა სტუმარზე მისი სტუმრობის პერიოდში;
- 3.6 გამოძირიცხავი კრიტერიუმებია: ა) დიდი ქალაქის ან სამრეწველო გარემო; ბ) მასობრივი ან კარგად განვითარებული ტურისტული ადგილები.

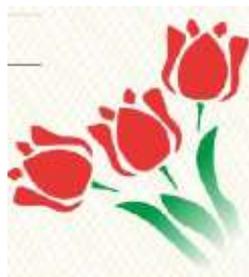
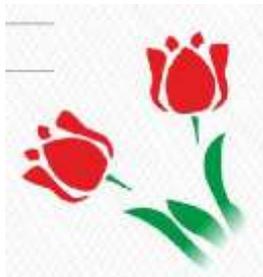
### 4. საოჯახო სასტუმრო სახლების კატეგორიზაციის სისტემა

- 4.1 საოჯახო სასტუმრო სახლების წინამდებარე სტანდარტით განსაზღვრული კლასიფიკაციის სისტემა მოიცავს ოთხ კატეგორიას:
  - 4.1.1 კატეგორია - სტანდარტი - საოჯახო სასტუმრო სახლი (ინდივიდუალური საცხოვრებელი ერთეული);
  - 4.1.2 კატეგორია - საოჯახო სასტუმრო სახლი (ინდივიდუალური საცხოვრებელი ერთეული), **ერთი "შეუ"**; 
  - 4.1.3 კატეგორია - საოჯახო სასტუმრო სახლი (ინდივიდუალური საცხოვრებელი ერთეული), **ორი "შეუ"**; 
  - 4.1.4 კატეგორია - საოჯახო სასტუმრო სახლი (ინდივიდუალური საცხოვრებელი ერთეული), **სამი "შეუ"**. 



# Classification

- Different levels based on compliance to comfort standards
- 3-5 levels
- Stars, Flowers, Suns



# Product differentiation

- Rural homestays / B&B
- Holiday Homes
- Group accommodation
- Camping on the farm
- Farm products (wineries, cheese makers), demonstration and experiences

# Product differentiation – by specialization



# 4. Marketing and Distribution



GEORGIAN NATIONAL  
TOURISM ADMINISTRATION



**MSM**

MAASTRICHT  
SCHOOL OF  
MANAGEMENT



# Что дальше?



Технологическое развитие!

Booking.com



tripadvisor®

zoover  
holiday reviews

read reviews

Expedia®

airbnb



Holiday  
Check  
★★★★★

Toprural

HomeAway®

ATOSTOGOS  
KAIMIE



**Blogs**

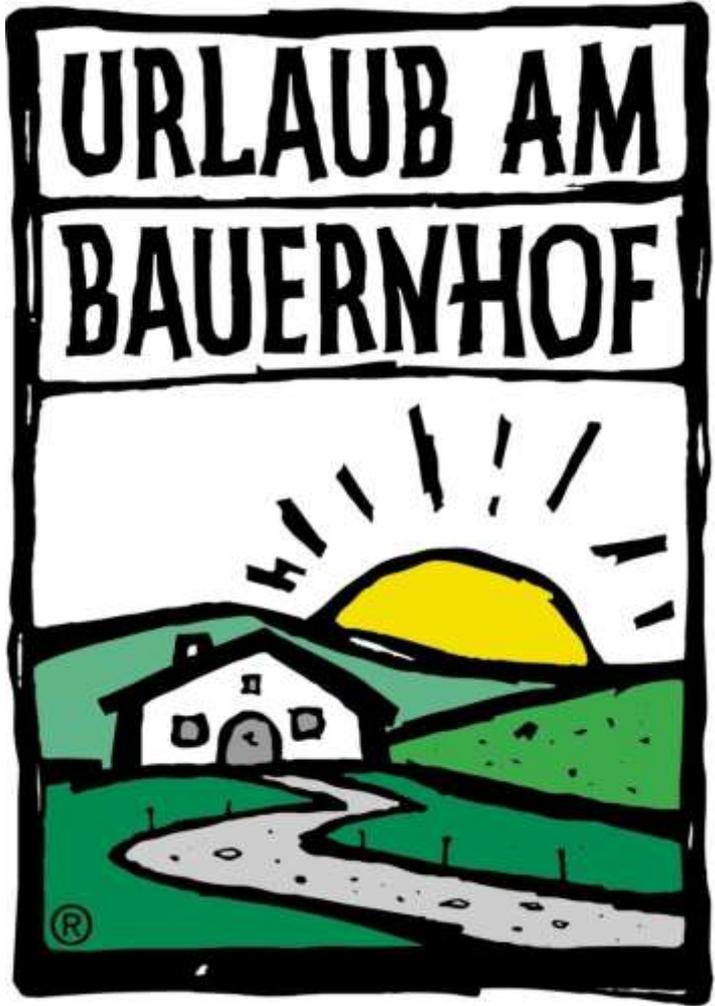
**Vlogs**

<https://www.youtube.com/watch?v=dsXpOgOuNgs>

**Influencers**

# Azoren, web cam







[Home](#) • [Service & ...](#) • [About Aust...](#) • [Austria's G...](#) • [Eco-Hotels](#) • [Farmstay Holidays](#)

## Farmstay Holidays

Farmstay holidays are a great way to escape the hectic pace of urban life for a while and for kids to come into contact with animals they have only seen on TV.

Austrians have a **traditional respect for the environment** and remaining close to nature is an integral part of protecting it. For tourists, there are countless opportunities to experience Austria's natural beauty and traditional way of life, with farmstay holidays being a popular choice. There are almost **900 organic farms** to choose from, including 77 "health and wellness" farms. A spell on any of these is a chance to reassess your priorities.

Whether horseback riding, helping out in the herb garden or feeding the baby animals, [Holidays on the Farm](#) hold plenty of **unique experiences for the whole family**. More and more farms now offer organic holidays and one such wonderful place is the [Prinzenhof](#) in Gross Gerungs, belonging to the Waldviertel region. Honey, yogurt, bread, cheese and meat come from the family's own organic farm, and guests are **welcome to lend a hand** with the farm work if they wish. The house nestles amid the "Gross Gerungs Energy Arena" where hiking trails lead through mysterious rock formations. Another attraction is Xundwärts running and exercise center which offers 6 jogging trails and a motor-sensory trail.



- Burgenland
- Kärnten
- Niederösterreich
- Oberösterreich**
- SalzburgerLand
- Steiermark
- Tirol
- Vorarlberg
- Wien

Regionen

**Oberösterreich**  
 Oberösterreich wird das Land vor den Alpen genannt. Weil hier die Berge beginnen, sich am Horizont erstrecken und lächeln. Weil hier die Hügel so sanft und saftig sind, dass man sie streicheln möchte. Dabei ist es der Anblick, der einem die Seele streichelt. So werden aus Aussichten Einsichten, die wunderbar überraschen ...

[mehr Details](#)

# ECHTER URLAUB AM BAUERNHOF IN ÖSTERREICH

Klemmen Sie sich einen Grashalm zwischen die Zähne. Flechten Sie sich eine Margerite ins Haar. Das Leben kann kommen. Und erst recht beim Urlaub am Bauernhof, am Winzerhof, in der Almhütte oder beim Urlaub am Land. Wo bleiben Sie denn?

## FREIE UNTERKÜNFTE

Wo

Anreise  Abreise

Reisezeitraum offen

Raumbelegung

Erwachsene

Kinder

[+ Weiteres Zimmer hinzufügen](#)

**SUCHEN**

**ANFRAGEN**

**GRATIS/TEILGEBEN**

Hier können Sie die Suche anpassen!

- Name / Hof:
- Lage (beliebig) ▾
- Unterkunftsart (beliebig) ▾
- Zimmerart (beliebig) ▾
- Kategorie (beliebig) ▾
- Verpflegung (beliebig) ▾
- Spezialangebot (beliebig) ▾
- Tiere (beliebig) ▾

Karte vergrößern

64 Höfe gefunden

Sortieren nach: Hofname Buchbarkeit Blumen



### REITERGUT WEISSENHOF

REITEN

1x bewertet

4563 Micheldorf, Atzelsdorf 3  
Nationalparkregion Kalkalpen

Zur Merkliste hinzufügen

<u>DOPPELZIMMER für max. 2 Personen</u>	ab € 60,00	JETZT ANFRAGEN
<u>DREIBETTZIMMER für max. 3 Personen</u>	ab € 60,00	JETZT ANFRAGEN
<u>VIERBETTZIMMER für max. 4 Personen</u>	ab € 60,00	JETZT ANFRAGEN



### FERIENHOF SCHNEIDERWEG

KINDER

98 Ausgezeichnet

4461 Laussa, Sonnberg 10  
Nationalparkregion Kalkalpen

Zur Merkliste hinzufügen

<u>DZ Plattenberg und Sonnberg für max. 2 Personen</u>	ab € 60,00	JETZT ANFRAGEN	ONLINE BUCHEN
<u>Ferienwohnung Schoberstein für max. 3 Personen</u>	ab € 70,00	JETZT ANFRAGEN	ONLINE BUCHEN
<u>Ferienwohnung Schieferstein für max. 4 Personen</u>	ab € 74,00	JETZT ANFRAGEN	ONLINE BUCHEN

1 weiteres Zimmer anzeigen



Zurück zum Suchergebnis

Sie sind hier: Oberösterreich > Reitergut Weissenhof

BESCHREIBUNG PREISE ZIMMER PAUSCHALEN ÜBER DEN HOF LAGE & KONTAKT ANFRAGE



### Reitergut Weissenhof

REITEN

AKTUELLE BEWERTUNGEN

1x bewertet

JETZT ANFRAGEN

## Anfrage

Vorname\*

Nachname\*

PLZ

Straße

Ort

Telefon

E-Mail\*

Gewünschte Anreise

Gewünschte Abreise

Erwachsene Kinder

Ihre Anfrage

DOPPELZIMMER

Bitte geben Sie das Wort ein, das im Bild angezeigt wird!



### Ferienhof Schneiderweg

KINDER

### AKTUELLE BEWERTUNGEN

**TRUSTSCORE**  
**Ausgezeichnet**  
 80 Bewertungen  
**98**  
 by TrustYou™

[JETZT ANFRAGEN](#) [ONLINE BUCHEN](#)

#### Reisezeitraum

12.05.2016 – 19.05.2016 📅

#### Belegung

Einzel Doppel mehr...

[Suchen](#)

MAI 2016							JUNI 2016							JULI 2016						
Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So
						1			1	2	3	4	5					1	2	3
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
9 HEUTE	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31
30	31																			

#### Legende:

■ Buchbar    ➤ Nur Ankunft    ➤ Nur Abreise    ■ Ausgewählt

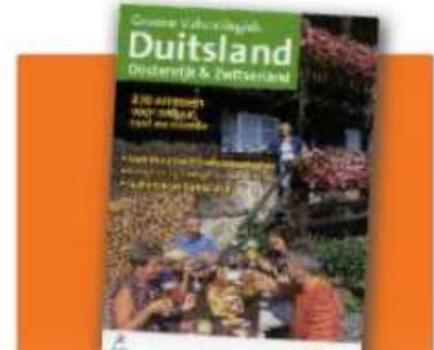


# Vind een fijne vakantiebestemming

MEER DAN 1500 GROENE VAKANTIE-ADRESSEN IN 28 EUROPESE LANDEN

Welk land wilt u bezoeken? 

Logeren op boerenhoeven • Kamperen bij biologische boeren • Vakantieverblijven in de natuur • Authentiek, gastvrij en kleinschalig



Frankrijk &gt; Picardie &gt; 3 Accommodaties

[Filter](#)

### Atelier de la Charité

Landouzy-la-Ville (Aisne)

Bij Atelier de la Charité verblijft u in een groene en fantasievolle omgeving. (...)

[Details](#)

### Gite Ecologique du Nid Vert

Dolignon (Aisne)

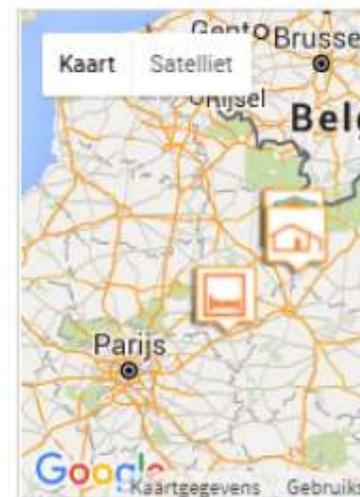
In de Thiérache, op het knooppunt van de Aisne, Nord en de Ardennes en (...)

[Details](#)

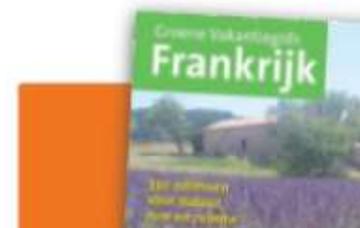
### Carrière l'Evêque

Septmonts (Aisne)

In de heuvels net buiten het dorpje Septmonts verwelkomen Antoine en Sophie (...)

[Details](#)

Grote kaart



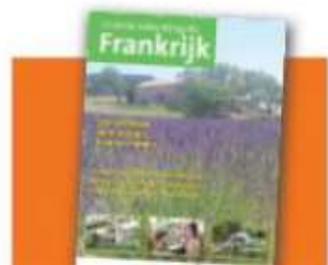


**Atelier de la Charité**  
Rick en Annemieke Charité-Wit  
Landouzy-la-Ville (Aisne)  
Picardie  
www.atelierdelacharite.nl

Contactgegevens

Mak favoriet

Like, Tweet, Share buttons





## Atelier de la Charité

### Locatie en atmosfeer

Bij Atelier de la Charité verblijft u in een groene en fantasievolle omgeving. Ons grote terrein is autovrij en er is veel ruimte tussen de verschillende kampeerplekken en accommodaties. Kinderen kunnen bij ons naar hartenlust spelen. Door de kleinschalige opzet is de sfeer persoonlijk en ongedwongen. U vindt ons in de Thiérache, een prachtige streek vlak over de Belgische grens in de uitlopers van de Franse Ardennen. Karakteristiek is het coulissen- of wallenlandschap, weilanden omzoomd door hagen en afgewisseld met stukken bos, en de vele burcht- of weerkerken.

### Faciliteiten en aanbod

U kunt bij ons logeren in een boshuisje, een klein boerderijtje, een ingerichte tent, een woonwagen, een bus of een caravan of natuurlijk in uw eigen kampeermiddel. Voor kampeerders is er een overdekte kapschuur met zithoek en



## Find a nice holiday destination

250+ RURAL ACCOMMODATIONS IN CENTRAL ASIA

Which country would you like to visit?



Kazakhstan (78)

Tajikistan (0)

Kyrgyzstan (87)

Uzbekistan (0)

Kazakhstan (78)

*Lodging on farmsteads • Small campsites at organic farms • Holiday-addresses surrounded by nature • Authentic and welcoming*



**Kazakhstan**  
CBT Lenger



**Kazakhstan**  
CBT Uryl Samay



**Kyrgyzstan**  
CBT Arslanbob Nazira



**Kazakhstan**  
CBT Basshi Yurt town



# KAZAKHSTAN - THE LAND OF WONDERS

Login

## Find a nice holiday destination

250+ RURAL ACCOMMODATIONS IN CENTRAL ASIA

Choose a region

Choose a tour >



Lodging on farmsteads • Small campsites at organic farms • Holiday-addresses surrounded by nature • Authentic and welcoming



**Kazakhstan**  
CBT Basshi Ulzhan



Details



**Kazakhstan**  
CBT Poperechnoe Roman



Details



**Kazakhstan**  
CBT Basshi Shygan



Details



**Kazakhstan**  
CBT Uryl Shapagat



Details



**Kazakhstan**  
CBT Basshi Aigaikum



Details



**Kazakhstan**  
Yerlan house Kabylov



Details



**Kazakhstan**  
CBT Karabulak Guldana



Details



**Kazakhstan**  
CBT Karabulak Bereke



Details

## Find a nice holiday destination

250+ RURAL ACCOMMODATIONS IN CENTRAL ASIA



› Lodging on farmssteads › Small complexes or organic farms  
› Holiday addresses surrounded by nature › Authentic roof architecture

Aliquam sit a  
eget orci eu,  
libero, et pul  
ac, rhoncus r  
placemat eni  
porttitor fini  
pellentesque

### REGIONS

Aqmola (4)

Aqtobe (0)

Almaty (76)

Atyrau (0)

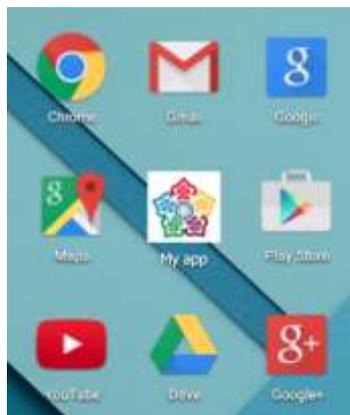
Qaraghandy (2)

Qustanay (0)

Qyzylorda (0)

Mangghystau (0)

Paylodar (0)



### ALMATY

**CBT Lepsinsk The historic spy guest house of Tsarist Russia**  
Lepsinsk (Lepsinsk)

**CBT Lepsinsk Myth**  
Lepsinsk (Lepsinsk)

**CBT Lepsinsk The farm-guest house "Batkalov"**  
Lepsinsk (Lepsinsk)

**CBT Lepsinsk Oi-Zhailyau**  
Lepsinsk (Lepsinsk)

**CBT Lepsinsk Zhanerke**  
Lepsinsk (Lepsinsk)

**CBT Lepsinsk Guest house "Margarita"**

**CBT Lepsinsk Guest house "Under the lindens"**  
Lepsinsk (Lepsinsk)

**CBT Lepsinsk Guest house "Rinat"**  
Lepsinsk (Lepsinsk)

**CBT Lepsinsk Guest House "Mnir"**  
Lepsinsk (Lepsinsk)

# Establishment of national CBT associations in Uzbekistan and Kazakhstan

“Hospitality” the common USP of Central Asia





# PANNONISCHE LEBENSFREUDE

Wein Genuss in der Region Neusiedler See

EINTAUCHEN





## WEIN & WOHNEN



### AGERLHOF

Weintradition und Gästezimmer am Neusiedler See. Sie lieben die Ruhe und Geborgenheit eines typisch burgenländischen Innenhofs? Bei uns erwartet Sie einer der schönsten Innen...

[Details anzeigen](#)



### ALTES LANDGUT WERDENICH

Ruhe und Entspannung findet der müde Durchreisende in unseren geschmackvoll eingerichteten Appartements: Abschalten, loslassen und neu Kräfte sammeln! Jedes Apartment verfügt...

[Details anzeigen](#)



## WEIN & WOHNEN FILTERN

Ort

Alle anzeigen 



## AGERLHOF

Innere Hauptstraße 15 · 70933 Jorb

☎ +49 709 1354030

✉ [weing@agerlhof.de](mailto:weing@agerlhof.de)

🌐 <http://www.agerlhof.de>



### LAGE



⚠️ Nutzungsbedingungen · Fehler bei Google Maps melden

Route planen

### WEITERE WEINGENUSS ANGEBOTE DES BETRIEBS



📍 Agerl Hof

# 4. Agrotourism resources in Georgia



GEORGIAN NATIONAL  
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SCHOOL OF  
MANAGEMENT



# Agrotourist resources

## Svaneti



Photos: ELAKNA



Velistsikhe, kakheti



**Ivantsminda, Imereti**

# Bakhvi, Guria





# Village Bakhvi Guria



Photos: ELAKNA

# Makvaneti, Guria



# Shrosha, Imereti



Photos: ELAKNA

# From Farm to Market

დამატებითი ღირებულების ჯეკმნა  
Value add chain



პირველადი პროდუქტი



პირველადი გადამამუშავება



პროდუქტი



სასაქონლო ფორმა



რეალიზაცია



ადგილობრივი შემოსავალი

# From Farm to Market



[www.Georgianwine.travel](http://www.Georgianwine.travel)



# Tsinandali, Kakheti



# Chateaus in Kakheti



# Kartli



# Elkana shop in Tbilisi



# Food and wine tours



Photos: ELAKNA



# Farmers product on marketplace in Khertvisi



Photo by

# Case studies Austria and South Tirol



GEORGIAN NATIONAL  
TOURISM ADMINISTRATION



საქართველოს  
კავკასიის უნივერსიტეტი  
CAUCASUS UNIVERSITY

**MSM**

MAASTRICHT  
SCHOOL OF  
MANAGEMENT



# Agrotourism farm in Vienna



Photo by L.Supper



Biohof Nr. 5

@biohofnr5

Home

About

Photos

Reviews

Videos

Events

Posts

Community

Create a Page

Liked

Following

Share



Vorbereitung Musikverein Stamersdorf Buschenschank im Weingarten  
Bründelgasse 32 Ecke Krottenhofgasse

See Translation





Biohof Nr. 5

@biohofnr5

Home

About

Photos

Reviews

Videos

Events

Posts

Community

Create a Page



Like

Following

Share



Sign Up

Send Message

Create Post



Write a post...



Photo/Video



Tag Friends



Check in



5.0

5 out of 5 - Based on the opinion of 22 people

Community

See All

Invite your friends to like this Page

1,174 people like this

1,230 people follow this

Tigran Keryan likes this or has checked in



106 check-ins

Photos



About

See All





# Activities

Newcomers, since 5 years farmers  
Mixed organic farm in the North of  
Vienna

- Winery with direct marketing
- Free range Mangalitzza pigs
- Fruits and vegetables

Huge number of additional activities

- Seminars
- Schools
- Events
- Buschenschank



Photos: Internet source



Photo: Internet

## Events at Biohof n.5



# Product Diversity Biohof N.5



Internet source



Photo by L.Khartishvili

# South Tirol, Italy



Photo by L.Khartishvili

# Tennheim, Tirol, Austria



Photo by L.Khartishvili

# 5. European policies



GEORGIAN NATIONAL  
TOURISM ADMINISTRATION



**MSM**

MAASTRICHT  
SCHOOL OF  
MANAGEMENT



# Social trends in rural areas

- General **decrease of population** and an aging society
- Increasing **regional competition**
- Main growth occurs around cities (metropolism, e.g. 73% of the Swiss population live in such areas), while rural, and especially **mountainous areas decline**
- Increasing **differences between the regions** because of decreasing investments into public infrastructure and private investments.
- Increasing negative effects in rural areas, because especially the **younger generation leaves** the rural areas for better job opportunities
- A change of paradigm is necessary, i.e. regional **planning should address the decline** pro-actively

# Legal requirements in EU countries

## Comparative research

- \* No EU wide legal requirements for rural tourism entrepreneurs
- \* Policy up to the individual member states
- \* In most European countries small scale rural accommodations are exempted from normal business or tourism legislation
- \* To promote rural entrepreneurship and viable country sides
- \* Comparative research of specific regulations in EU countries
- \* Germany, Austria, France and UK



# Legal requirements in EU countries

## Comparative research

Association	Country	Members
Bundesverband Landurlaub	Germany	25.000
Bundesverband Urlaub am Bauernhof	Austria	9.900
Gite de France	France	55.000
FarmStay UK	UK	1.200

# Legal requirements in EU countries

	Germany	Austria	France	UK
Reference organisations	Bundesverband Landurlaub <a href="http://www.landsichten.de">http://www.landsichten.de</a>	Bundesverband Urlaub am Bauernhof <a href="http://www.urlaubambauernhof.at">http://www.urlaubambauernhof.at</a> Bed&Breakfast Austria <a href="http://www.bedandbreakfaustria.at">http://www.bedandbreakfaustria.at</a>	Gites de France <a href="http://www.gites-de-france.com/">http://www.gites-de-france.com/</a> Clévacances <a href="http://www.clevacances.com/EN/">http://www.clevacances.com/EN/</a>	FarmStay UK <a href="http://www.farmstay.co.uk/">http://www.farmstay.co.uk/</a> Cottage rental – <i>example</i> : <a href="http://www.cottagenet.co.uk">http://www.cottagenet.co.uk</a>
Total number of accommodation (market size)	Agrotourism: 25.000 Rural Tourism in general – more than 120.000 (mostly s/c holiday homes)	Agrotourism: 9.900 Rural Tourism in general: 30-40.000 (B&B + unknown number of s/c holiday homes or units)	Gites de France: 55.000 Clévacances: 20.000 + free market (without estimate)	FarmStayUK: 1200 B&B – no figures Cottage rental in general: >60000 (commercial agencies + direct rentals)
Tourism legislation that applies to small-size rural tourism accom.	General legislation on tourism applies (= no specific regulation for rural tourism) Rooms/B&B: not subject to tourism regulations up to 3 bedrooms; above these, rules for hotels/pensions S/c home or unit: rental of private property, but recognized as part of the tourism activity	General legislation on tourism applies (= no specific regulation for rural tourism) Rooms/B&B: 10 beds are exempt from business rules; then rules for pensions /hotels S/C home or unit: rental of private property, recognized part of tourism accommodation activity	General legislation on tourism applies (= no specific legal regulation for rural tourism) B&B/Chambres des Hôtes: Regulation 2007-1173 establishes capacity limits (up to five rooms with max. 15 beds) and minimum services S/C home or unit: "Meublé de tourisme" or "Gites Ruraux"	General legislation on tourism applies (= no specific legal regulation for rural tourism) B&B – free activity, not subject to specific tourism legislation S/C home or unit – rental of private property When offered for tourism purpose, both are subject to fire and sanitary requirements
Capacity limits for the activity to be considered as non-business	3 bedrooms in B&B/private rooms ( <i>may vary between Länder</i> ) Several units in S/C holiday rentals (no official limit, but usually between 3-4 per owner).	Up to 10 guest beds, considered by law as "complementary household activity". No employed staff (only owner and members of household) S/C holiday homes: up to 4-5 units Both are accumulative.	Chambre de Hôtes: no business up to 16100 € annual turnover, then optional self-employed professional S/C holiday homes (Gites etc.): income from rental must be less than 50% of total annual income	B&B: up to 4 rooms S/C holiday homes: several units
Services that may be offered	Rooms/B&B: breakfast, meals (only to guests) S/C holiday homes: none	Rooms/B&B: breakfast and meals (except Salzburg: only breakfast) "as served within the family" (no menu!) S/C holiday homes: none	Chambre de Hôtes: breakfast is obligatory ("sleep only" is not permitted), meals at home of owner S/C holiday homes: none	B&B: breakfast, dinner S/C holiday homes: none
Recognized as part of tourism activity	yes	yes	yes	yes
Formal requirements to start operating (registration etc)	Registration at the local "Gewerbeamt" (business registration office) even if below above limits	Inform about the activity to the local tourism entity (DMO) for purpose of tourist tax; no business registration etc required	Register the activity with the municipality, which is obliged to publish a list of all accommodation. Registration to local Chamber of Commerce only if above limits	B&B: communication to the town hall, must comply with regulations regarding fire, food, etc. S/C rental: none

	Germany	Austria	France	UK
Permit needed to open	No	No	No, except for owners of CdH offering meals. Subject to general public regulations (safety, F&B, ...)	See previous
Urbanistic regulations or permits	Up to above "limits", residential use without need of specific permits or licences even in non-urban territory	Up to above "limits", residential use without need of specific permits or licences even in non-urban territory	Up to above "limits", residential use without need of specific permits or licences even in non-urban territory	Up to above "limits", residential use without need of specific permits or licences even in non-urban territory
Tax treatment of income (up to "limits")	Personal income (B&B), or property income (S/C). Additionally, trade tax must be paid if annual profit exceeds 24.500 €	50% (B&B) / 30% (SC) of total revenue is automatically accepted as deductible cost; rest is considered as personal income or property income Considered as commercial/business income if above "limits" are exceeded	Income from administration of property, or personal income. 71% of total revenue deducted as cost without specific justification ("micro-BIC" regime)	B&B: personal income, with optional franchise of 5500 EUR (= this amount is not declared as income, but also no costs can be deducted). S/C: property income, with additional deductions if declared as holiday rental
VAT	VAT for accommodation (B&B, S/C) is 7%, additional services and meals 19%. Franchise for annual turnover up to 17500 € (optional)	B&B: no up to 10 beds (household activity) Holiday appartements, standard VAT for private rentals (10%), but optional VAT franchise for turnover <€30.000	CdH: No VAT if turnover is below 76300 € p.y. Exempt in case of S/C - Gites	No, due to franchise for turnover up to 75000 EUR p.y. (voluntary VAT is possible)
Social Security	no	Rooms/B&B: 4-5% on revenue for farmers ( <i>mean value</i> ); non-farmers exempt for profit <4500 € p.a. No for holiday rentals (regarded as "income from renting property")	For CdH: none up to 16.000 € turnover; above 12,2% of turnover (self-employed scheme) No for registered holiday rentals	Voluntary
Other taxes and equivalent	Tourism tax where established	Tourism Tax (usually around 1 EUR/person/overnight) to the local Council or Tourist Board	Tourism Tax where established	no
Classification and quality control	DTV (private national classification systems for private rooms and holiday homes); additional private quality labels of DLG and of the Federal Association of Farm Holidays and Rural Tourism	Agrotourism association (rooms and holiday homes): proprietary system of classification by flowers Private rooms/B&B: proprietary system by "Edelweiss" or other symbol (according to province) Other holiday homes: none	CdH and S/C: proprietary system of Gites de France (ears) Official classification for holiday homes (voluntary, extra fee) - Gites de France has delegated competence to assign this official classification together with "ears".	Voluntary participation in the general classification systems of English, Scottish, or Welsh Tourist Boards. New "Entry" level scheme being introduced from 2011 to help identify active B&B and Self-catering properties to local authorities
Included in public tourism promotion	Yes, at regional and local level. National websites obtain federal support.	Yes, in all local and regional websites access via national level; examples: <a href="#">Agrotourism</a> , <a href="#">holiday homes</a>	Yes, obligatory	Must be included on all state aid funded websites; otherwise buy in to local and regional (private) publicity opportunities
Other support		<a href="#">Web platform for private rooms</a> supported by national Ministry of Economy	Generate local value by holiday rental of secondary residences (not necessarily rural tourism)	Tax benefits for properties that are used for tourism rental

# Legal requirements in EU countries

## B. Exempt from business regulation

Germany	Up to 3 bedrooms
Austria	Up to 10 beds
France	Up to 16.100 Euro turn over, less than 50 % of annual income.
UK	Up to 4 bedrooms

## A. Services which can be offered

Germany	B&B, meals only to guests
Austria	Breakfast and meals, no menu's
France	Breakfast is obligation, meals at home of owner
UK	B&B, Breakfast and dinner

# Legal requirements in EU countries

## C. Permit needed

Germany	No
Austria	No
France	No, only in case of meals (dinner). Subject to health and safety regulations
UK	No, but subject to health and safety regulations

## D. Formal start-up requirements

Germany	Registration at local chamber of commerce
Austria	Inform the local tourism authority (DMO) for tourism tax
France	Register with municipality / chamber of commerce only in case of exceeding above limits
UK	Inform local community (town hall)

# Legal requirements in EU countries

	VAT
Germany	7 %
Austria	No up to 10 beds
France	No VAT in case of less than 76.300 turn over
UK	No VAT in case of less than 75.000

	Tax treatment of income
Germany	Personal income tax
Austria	50 % of revenue is deductible costs, rest is income
France	71% of revenue considered as deductible cost, rest is income
UK	First 5.500 Euro is free from income tax

# Legal requirements in EU countries

## Registration of guests

<b>Germany</b>	No, only in case of tourism tax
<b>Austria</b>	No, only in case of tourism tax (1 euro per night)
<b>France</b>	No, only in case of local tourism tax
<b>UK</b>	No

## Classification and quality control

<b>Germany</b>	Private associations (DTV and DLG)
<b>Austria</b>	Private associations (Edelwiess), or provincial symbol
<b>France</b>	Private association or official (voluntary)
<b>UK</b>	Tourism Board (voluntary)

# EU rural (tourism) support programmes

## EU Structural and investment funds

- \* For least developed regions and countries, € 60 billion per year
- \* The [European Regional Development Fund \(ERDF\)](#) for infrastructure projects (roads, water management, environment)
- \* The [European Social Fund \(ESF\)](#) for social and job promotion projects.
- \* [European Agricultural Fund for Rural Development](#)



**The European Agricultural  
Fund for Rural Development**  
Europe investing in rural areas



European Network for  
Rural Development

**EAFRD BUDGET PER MEMBER STATE**  
(billion EUR)\*



**EUROPEAN AGRICULTURAL FUND FOR RURAL DEVELOPMENT (EAFRD)**

€99.4 BILLION

118 RURAL DEVELOPMENT PROGRAMMES (RDPS)

NUMBER OF RDPS PER MEMBER STATE



\* Commission Delegated Regulation (EU) No 157/2014





# EU rural (tourism) support programmes



## LEADER Action Groups

- \* **Rural multistakeholder partnership** (farmers, citizens, NGO's, businesses and governments)
- \* **Engage local actors** in the design and delivery of strategies, decision-making and resource allocation for the development of their rural areas.
- \* More than 2.600 **Local Action Groups** covering 55% of EU rural areas
- \* **Local development plan** set up by each LAG, EU-funded at 50-100% depending on the action
- \* Small infrastructure, marketing, training, etc.
- \* Most of them include tourism development



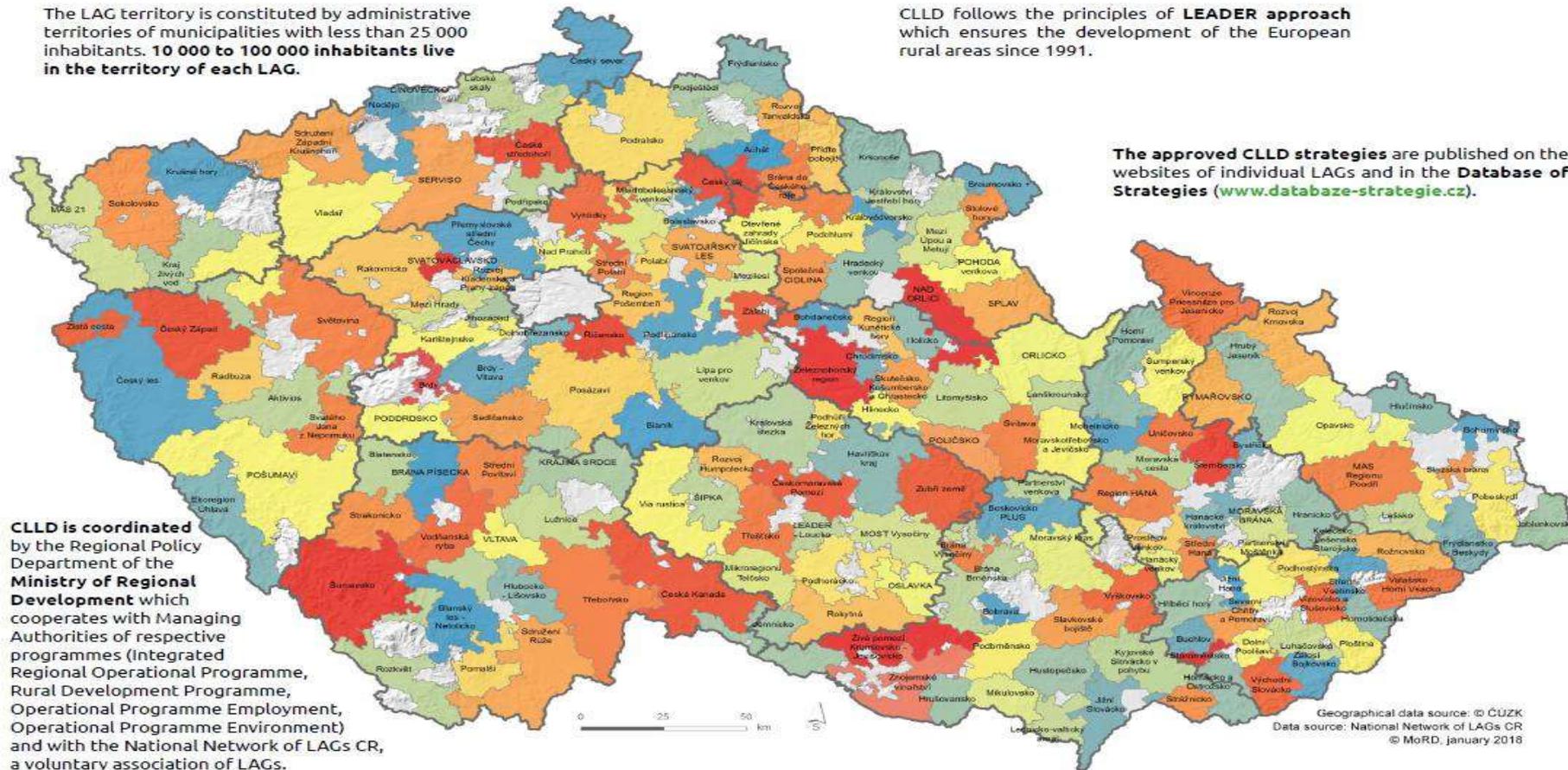
# LOCAL ACTION GROUPS IN THE CZECH REPUBLIC

**179** LAGS IN THE TERRITORY OF THE CZECH REPUBLIC

The LAG territory is constituted by administrative territories of municipalities with less than 25 000 inhabitants. **10 000 to 100 000 inhabitants live in the territory of each LAG.**

**90 %** OF THE TERRITORY IS SUPPORTED FROM CLLD

CLLD follows the principles of **LEADER approach** which ensures the development of the European rural areas since 1991.



# Local Action Groups in the Czech Republic