



## To be member of Europe of Traditions

1. The Group is entitled **EUROPA TRADITIONAE CONSORTIUM**
2. The Group has its headquarters in Portugal in TURIHAB, Praça da República, Ponte de Lima, Portugal.
3. The objectives of the Group consist in the promotion and realisation of common actions and promoters of principal activity of the "Gathered Members", namely:
  - a) To promote a quality product of accommodation in private houses.
  - b) To develop the marketing and distribution of brochures.
  - c) To facilitate the exchange of ideas and networking.
  - d) To promote tourism for Europe, particularly from Japan, America, Australia and other countries.
  - e) To promote relations with the European Union.
  - f) To conserve and develop the culture and the traditions of member countries
4.
  - a - The members of the Group, are the "Gathered Members" and the collective members that join after the constitution.
  - b - The decision of admission of new members will be adopted by unanimous agreement of the "Group".
  - c - The eventual cessation of participation in the "Group" of a member, requires authorisation given by unanimous agreement.
5. The members of the "Group" have unlimited liability. Each member of the "Group" must be responsible for their proportion of starting up costs, of the annual operating expenditure and will make prompt payment as set out in the group's financial procedures. (€ 1050 each year). The admission fee is 1050€ .
6. Structure of the Group:
  - A - The General Assembly**

The General Assembly competencies are:

    - a) To elect, dismiss and replace the Manager, in the need to do so.
    - b) To deliberate for each relative annual report and accounts.
    - c) To deliberate about the proposed Plan of Activities.
    - d) To approve the internal regulations of the "Group" functions.
    - e) To invite the elements of the Consultative Council.
    - f) To practice all the other acts that do not fit in with the competence of the Manager.
  - B - The Manager**

The Manager has the following responsibilities:

    - a) To propose the Association programmes for the "Group" and to submit them for the approval of the General Assembly.
    - b) To submit the annual report and accounts to be approved by the General Assembly.
    - c) To propose operating procedures and regulation for the "Group".
    - d) To propose an annual subscription to be paid by the members which will cover the annual costs.
    - e) To make proposals for any special projects that have not been allowed for in the agreed budget.
    - f) To manage the day to day administration of the "Group".
  - C - The Consultive Council**
    - 1- The Consultative Council is composed by a minimum of three individualities, invited by the General Assembly.
    - 2- The Consultative Council will have functions of a consultative and orientational nature, related to the development projects of the "Group".

***HOW TO BE MEMBER OF WOLSEY LODGES***

### ***Why be a Wolsey Lodges?***

Operators of "private home-stay" accommodation are faced with a bewildering number of ways of promoting themselves. The shelves of bookshops are filled with innumerable B & B guides whose publishers vie each other to sell advertisements.

Becoming a Wolsey Lodges helps to promote accommodation. But it does more. It identifies the hosts, and the home, as being special. Special in the way hosts welcome and entertain their guests. Special in character and style of the house, its furnishings, garden and grounds. It's rather like joining a club, feeling comfortable to be part of an organisation of like-minded people. Indeed Wolsey Lodges members are the owners of the company.

Guests know what to expect at a Wolsey Logde, and, by an large, know how to behave. Indeed quite a lot of guests think that they too have to be "members" in order to stay at Wolsey Logde!

Members benefit from the friendship and experiences of each other, and from the advice and support from the professional office staff. They also have access to a unique insurance scheme, tailor-made to meet the needs of private homes offering guests accommodation; and to remarkable value-for-money health insurance scheme. Some members find that these benefits alone make their subscription worthwhile.

Subscriptions are not as cheap as buying an advertisement in B & B guide, indeed the comparison is not really valid. For many members, promotion through the annual WL brochure is the only publicity they need. The average subscription is £700 which 3,5% of turnover of £20,000. The hotel industry normally works to an advertising/sales ratio of 7 or 8%.

This prospectus sets out the way the company works and the qualifications for becoming a member. The secretary is always happy to discuss membership issues. Another idea is to contact an existing member and talk things over with them.

Wolsey Lodges look forward to hearing from you.

#### **1. MARKETING**

- a) The promotion of Wolsey Lodges relies largely upon the production and distribution of the annual brochure. This is circulated to a database of some 50,000 people who have specifically asked to receive it either by telephoning the office or writing the slip from the previous brochure. At the time respondents are sent their third brochure they are asked if they wish to remain on the mailing list. Members themselves all distribute brochures.

The brochure is distributed overseas by the British Tourist Authority. In the UK selected Tourist Information Centres, including the British Travel Centre in London, also have copies.

- b) Wolsey Lodges Ltd. maintains close relationships with travels journalists and relies on public relations rather than paid-for advertising. In the course of any year Wolsey Logdes normally receives coverage in national newspapers as well as magazines an provincial papers and obtains wide coverage in overseas papers and journals through the work of the British Tourist Authority. A substantial number of brochures are sent in response toe enquiries from these articles.

All members agree to host bona fide accredited travel writers referred to them by the Secretary.

- c) Wolsey Lodges pay travel agency commission (8%) to appointed overseas travel agents when bookings are made through the Secretary, but these only account for a small proportion ( less than 5%) of Wolsey Lodges business.

It is a condition of membership that the Secretary may deduct this commission from bookings made in this way.

- d) The office provides a reservation service for guests booking from overseas. No additional fee or commission is charged to either guests or host for this service (except in connection with credit cards) below.
- e) The strength of Wolsey Lodges is the confidence members have in each other. The largest single source of business for each member is from satisfied guests who stayed at other Wolsey Lodges. Thus referral between members is the cornerstone of the marketing policy of the group.
- f) Overseas guests booking through the Secretary may pay their deposit and the balance via credit card. The Secretary will normally charge the deposit to the guest's card account and then remit the deposit, in full, to the Wolsey Lodge. Where the total cost is charged to the credit card, the Secretary deducts the commission element from the sum remitted to the Wolsey Lodges (currently 1,55% for Visa and 3,5% for American Express).
- g) Many members themselves also accept credit/debit cards. Wolsey Lodges recommend that they should. Members can benefit from special rates for clearing transactions through Barclays Mercant Services ( currently 1,55% for Visa and Mastercard).

## 1. LEVELS OF BUSINESS

- a) Wolsey Lodges Ltd cannot guarantee any specific level of business to its members. Business varies according to the type and style of home and location. It is a condition of membership that members make an annual return of levels of business achieved. This return suggests that the average number of bed nights is about 400 of which two thirds are directly attributable to Wolsey Lodges membership.

However, it should be noted that new members normally achieve lower than average levels of business in their first year. Sometimes it takes two or three years for them to achieve average or greater than average numbers of bed nights as they become known and develop repeat bookings.

Individual members have different expectations of the business they wish to achieve. Some members want to block off certain dates when they wish to be on holiday, to be entertaining their own friends and relatives or simply to be on their own. We ask that in such circumstances they say that they are full rather than they have "gone fishing"! Otherwise we tend to look unprofessional. Most members see earnings from being a member as being supplementary to their main source of income. Anybody who seeks to rely upon letting their accommodation as being their main source of income may well find that Wolsey Lodges is not the appropriate marketing consortium for them.

## 2. QUALIFICATIONS AND OPERATIONS

- 1) The essential qualifications for membership are those which are qualitative rather than quantitative. For example, bathroom furnishings and fittings and the size and quality of towels are most important. Comfortable, good-sized and good quality beds and bed linen are essential. Attention, cleanliness, comfort, quality of furnishings and general style of operation all count for more than quantifiable data.
- 2) Discretion is shown by the Council in the appointment of members of the consortium. Should a member fail to uphold either or both the required standards and concepts of Wolsey Lodges, the Council will not invite such member to renew his membership.
- 3) A Member establishment is proprietarily owned, and the owner and or his spouse, must live on the premises. Guests should be personally greeted and given personal attention by the owners.

### 4) Bedrooms

- a) There can be just 1 double letting room with a minimum of 2 beds spaces and a maximum of 7 letting rooms or accommodation for 14 guests.
  - b) Single beds should be a minimum of 3 ft, wide, double beds will normally be a minimum of 5 ft. wide; all should have interior sprung mattresses.
  - c) Good quality sheets and pillow cases should be provided (100% synthetics are not acceptable). There should be good quality blankets and eiderdowns but duvets are an acceptable alternative. Linen should be changed after 3 days if guests are staying for longer.
  - d) Hot water bottles or electric blankets should be available, as should na electric hair dryer.
  - e) There must be adequate heating.
- 5) All letting bedrooms must have a private bathroom.
  - 6) Member make their own decisions as to whether they wish to be licensed to sell alcohol, but it is recommended that they should be. Unlicensed members may not make mention of the provision of drinks in their brochure entry.
  - 7) Wolsey Lodges are homes, not hotels, thus no establishment trading as an hotel or using the word “hotel” in their literature is eligible for membership. Equally, an establishment taking paid-for advertising in an hotel guide is unlikely to fit in with the Wolsey Lodge style.

It is unlikely that an establishment displaying a “bed & breakfast” sign would be offered membership as this designation suggests a different style of hospitality than offered by Wolsey Lodges.

Applications for membership should be accompanied by any promotional literature currently being used.

8) **Meals**

Simple afternoon tea and traditional cooked breakfast will be available within the quoted price. An evening meal must be available, even if only by prior arrangement. Wolsey Lodges regard the service of dinner as being of special importance, and many hosts dine with their guests. (Members may specify in the brochure two evenings a week when dinner is not normally available.)

- 9) It is unlikely that an establishment running a restaurant would be offered membership or one that seats guests at separate tables.

10) **Prices**

Each member has discretion as to what rates are charged. However, it is important that common standards of value for money are offered by members. Thus, the Council reserves the right to ask any member to ensure that their prices conform to what the Council perceive as being appropriate Wolsey Lodge value.

The inspector is able to suggest an appropriate price structure for a new member. Should an applicant wish to charge more than the inspector feels is reasonable, the Council may decide not to offer membership.

11) **London**

It is recognised that guests in London Wolsey Lodge are less likely to wish to dine in; therefore the provision of dinner may be of less importance. However, London members must be able to offer an evening meal arrangement that is appropriate to the style of Wolsey Lodges. (For example, this means sitting down at a property laid table, not just a sandwich on a tray!). Guests often welcome this on the first night of their stay.

4. **SOME OTHER CONSIDERATIONS**

- a) Wolsey Lodges Ltd does not take any commission on bookings made through the Secretary (except in the cases of credit card bookings)
- b) The brochure editor reserves the right to edit members' copy in order to make the brochure as a whole as effective as possible.
- c) Members must apply for a fire certificate if appropriate, i.e., if they have letting rooms above the first floor or below the ground floor. They must also abide by other relevant legislation, for example in connection with sale of liquor and public health.
- c) When an applicant is offered membership a contract is then signed by the applicant and Wolsey Lodges Ltd. Copies of the contract may be obtained of their visit. The contract specifies that the notice to resign from the consortium must be given in writing to the Secretary by the end of the July for the forthcoming year.
- d) Members must make adequate arrangements for public liability. Wolsey Lodges Ltd. Have special insurance arrangements with HSBC which cover public liability and other special needs for the

owner of a private house trading as a Wolsey Lodge. These arrangements often provide substantial saving compared to other insurance.

- e) Members have the benefits of being able to learn from each other's experience. Informal regional meetings are held in addition to the AGM. Legal advice and support can be made available to members when there is a benefit to the group.
- f) Members are required to complete a questionnaire each year giving the number of Wolsey Logdes bednights they have had.

## 5. FEE AND SUBSCRIPTIONS

There is an inspection fee of £50.00 + VAT for application received before 1st March. Thereafter the fee is £100 + VAT. This must be paid before an inspection can be arranged and is not refundable. However, if membership is offered and accepted, this fee is deducted from the first year's subscription. If there are several applicants within a particular area Wolsey Lodges reserves the right to choose those that fulfil their requirements. ( Existing members are advised of applicants for membership but are not able to "blackball" an applicant on grounds of proximity.) If an applicant is refused membership, the decision of the Council is final and no reasons or correspondence can be entered into regarding such refusal.

There is a joining fee of £ 100 ( + VAT).

Applicants from overseas are charged an inspection fee of £150 (plus VAT of 17,5%) but do not have to pay a joining fee.

For 2001 subscriptions are based on the following formula:

A flat fee of £310 ( of which £175 is not subject to VAT) plus £30 (+VAT) for each double room and £15 (+VAT) for a single, plus 7 times the highest bed and breakfast rate (+VAT), plus 4 times the highest dinner rate (+VAT). If a member is registered for VAT the subscription is calculated on the accommodation and dinner rate less the VAT element. As subscriptions are based on prices for the previous year, new members pay only 90% of the B&B and dinner elements of the subscription.

***HOW TO BE MEMBER OF HIDDEN IRELAND***

## *THE HIDDEN IRELAND*

The Hidden Ireland association was formed 12 years ago by a number of owners of historic houses who saw the lack of cohesive marketing organisation to represent their highly individual product. We are now a company limited by guarantee and our name and trademark are the registered property of the members.

Our primary aim is to promote and market the business of our members, all of whom are engaged in providing Bed and Breakfast accommodation, with dinner, in historic private houses. We also represent our members interests with Bord Failte and Northern Ireland Tourist Board in connection with the approval of premises for accommodation. To this end we hold the contract from the Bord Failte for approving and regulating all B & B accommodation in the Specialist Accommodation sector, which includes houses of Historic or architectural interest. At present we are involved in drawing up new guidelines for this sector.

At present, we produce two brochures. The Hidden Ireland lists a series of county houses offering accommodation and dinner, and growing number of Town Houses offering accommodation only. The Hidden Ireland Guide to Holiday Rentals is just what its title suggests, and 1999 has brought a considerable growth in the number of houses in both brochures. We have a high profile, at home and abroad, and have recently reinforced this as founder members of Europe of Traditions, the internationally recognised consortium for the promotion of accommodation in historic private houses throughout Europe.

### **Preserving our Historic Country Houses**

Throughout Europe Historic Country Houses are now recognised as an important part of our built cultural heritage. At the turn of the century Ireland had a large and thriving body of such houses, most of them the focal point of a significant farming enterprise. Their importance to the local economy was not always recognised but was very real.

Many of these houses were of European significance in terms of their architecture and contents. The remaining houses are a visible reminder, not just of the people who built and furnished them, but also of the local craftsmen who carried out the work, and of the Irish artists and artisans with whose works they are furnished.

For this reason it is now generally accepted that an attempt should be made to secure the future of the houses that remain. The question is how can this best be achieved?

The houses that remain fall into a number of different categories. These are:

1. Large houses of international importance, such as Russborough and Castletown, usually owned by a foundation or in State care.
2. Medium and smaller houses of architectural and historical importance still in the ownership of descendants of the original families. These houses usually qualify for section 19 Tax Concessions.
3. Medium sized and smaller houses that have changed hands, but have been treated in a way that respects the integrity of the original design, and furnished with contents that are appropriate to the building.

Houses belonging to members of The Hidden Ireland fit mainly into categories 2 and 3.

It is now generally accepted that the most efficient method of preservation such houses is for them to remain in the hands of their owners who have, since 1982, been able to avail of Section 19 Tax Concessions in return for controlled public access. Regrettably, these concessions do not benefit the owners of historic houses, unless they have a reasonably large income from other source, which is not often the case. As presently operated, it allows expenditure on repairs and maintenance to be off-set against income but few house owners have sufficient income to avail of this to any significant degree. Many have a genuine lack of liquidity; if their houses are repaired and developed, and if they are properly marketed, they can become self-sustaining. Until this happens they are a liability.

On a positive note, by qualifying for Section 19, the significance of our houses has been recognised for the first time. While this is a distinct improvement on the previous situation, it does not go far enough and many of our remaining country houses still face an unacceptably high level of risk.

Obviously the most serious risk is lack of funding but there are other factors in play. These include lack of legal status, taxation ( particularly capital taxation which penalises the transfer of houses between generations and within families) and, sadly, lack of understanding about the vulnerability of historic buildings and the difficulties of maintaining them.

### **The importance of viability**

If we are to make our remaining Country Houses viable they must become self-supporting: unless this happens they will continue to be vulnerable. By self-supporting, we mean allowing house owners to develop a sustainable commercial use which provides sufficient income for upkeep and repairs, but does not harm historic fabric and does adversely affect the required agricultural status for Capital Taxation relief.

Many houses are too far off the beaten track to generate significant income by charging admission to the house and grounds. As a result the provision of accommodation, with dinner, is usually the optimum method of generating income. The Hidden Ireland has pioneered this type of accommodation, which has proved highly attractive to tourists. The work of maintaining the house and grounds and caring for guests creates permanent employment, while the lesser through-put at a higher price is less damaging to the fabric of the building and contents.

Accommodation in Historic Private Houses has become a flagship sector for Irish tourism. It has grown considerably over the last decade, has the potential for further sustained growth, and generates a very significant amount of positive (and usually free) publicity for Ireland each year.

Unfortunately, historic houses often have a small number of bedrooms relative to their size which, when combined with a comparatively short season, reduces the probability of achieving a high turnover. Even where a house has a large compliment of empty bedrooms, regulations prevent us from offering more than six rooms to guests. This makes it more difficult to generate adequate revenue to support and maintain a large house and grounds, with the result that our members have to work harder to remain competitive.

To help counteract this problem, historic houses should be encouraged to make use of attractive cottages and lodges, and other interesting redundant out buildings. These are ripe for conversion, and

can be developed for self-catering holidays, which are even more attractive when combined with the sporting or educational possibilities that can be developed in the grounds. In the off season, they can be used for incentive groups and corporate meetings, in conjunction with the house. Development of this nature must be encouraged wherever possible, always provided that it is sustainable, will provide increased revenue, and can be developed to compliment, rather than detract from, the historic building.

Even so, all is not plain sailing. We are concerned that, as the house owner develops his property in an effort to make it self-sufficient, he increases the level of Capital Acquisitions tax the next generation will have to pay. He also increases the possibility that he will no longer be allowed agricultural relief on the transfer of agricultural land. This is wrong: it inhibits restoration of historic buildings and runs contrary to the push for rural development. Historic houses have high maintenance costs and cannot be compared to a normal business investment. At best we hope that they will pay their way, generate some employment and become viable. It is unreasonable to expect them to pay a larger capital sum to the revenue every twenty-five years.

We must also recognised that providing accommodation is no easy option. A commercial operation of this type is only made possible by hard work and total commitment. Our members work long hours and at weekends. They often continue working long after their contemporaries have retired on pensions. Not everyone is suited to the life and, in many cases, our sons and daughters prefer to build their own careers rather than take on the heavy burden of caring for a historic house. We must make it more attractive for them to continue.

## **Protection for the Future**

As an organisation The Hidden Ireland is delighted and encouraged to hear that the Government intends to recognise the significance of historic buildings, and to take firm and decisive measures for their protection in future. The new Heritage Bill will offer a chance to put country houses and their contents on a secure footing. The proposed Technical Guidance Document, which will set new guidelines for the implementation of the Building Regulations in historic buildings, will be of considerable help as it will give clear guidance to Fire Officers on alternative methods of protecting a building and its occupants from fire. Finally, and for the first time, last year's Local Government Bill offers protection to historic buildings in private ownership.

We very much welcome the last mentioned bill but, regrettably, it also adds to the obligations and responsibilities of building owners, and unless it is backed up by generous Grant Aid, could easily stretch their financial burdens beyond breaking point. This causes serious concern to an organisation such as the Hidden Ireland as many of our members have devoted the last ten years to bringing their houses from the brink.

It is true that some Hidden Ireland houses have achieved a good level of commercial success but this is generally because they are located close to a popular tourist destination. Most members are just keeping their heads above water and many owners rely on another source of income to keep the wolf from the door.

## Bedrooms Numbers

We submit that it is in the best interest of Historic Houses that they should be allowed to operate to the full capacity of bedrooms used when the house was occupied normally as a family home, less whatever is required for family occupation. These houses need revenue, and this is one of the most obvious ways in which it can be generated.

At present the criteria for Specialist Accommodation restricts a house to a maximum of six bedrooms for guests use. This applies equally, right across the board, whether the house has a floor area of 2,000 or 20,000 square feet. We question the relevance of this ruling.

However, we believe that if the owner of a historic private house wants to increase his capacity beyond six rooms he must show the following:

1. That the expansion in room numbers does not require any addition to the house, either for bedroom space or for other purpose.
2. That satisfactory Fire Protection is provided for guests, staff and the family.
3. That Dining room and sitting room space is adequate for the intended extra number of guests.
4. That each bedroom has an en-suite bathroom.
5. That the kitchen, larders and levels of food preparation and hygiene are capable of dealing with increased capacity.
6. That the increase level of occupancy will be sustainable by historic fabric.

## ***HOW TO BE MEMBER OF TURIHAB***

## *TURIHAB - Solares de Portugal*

### **DEVELOPMENT AND CONCEPT OF “TURISMO NO ESPAÇO RURAL.” TER**

Tourism helps to bring different cultures together, which is becoming more and more important for rural development. In Portugal, the development of Rural Tourism is very important: justifying some reformation of current legislation.

The development of Rural Tourism has encouraged a more 'intimate' kind of tourism, giving the visitor more contact with the local way of life and culture. This Rural Tourism ranges from great palaces and manor houses, to large country houses, farmhouses and rustic cottages, each with its own particular character and charm. The house owners become very much involved, serving breakfast and offering local information and conversation: a completely different experience than that offered at rural hotels, guest houses, campsites...

"Turismo no Espaço Rural" encompasses three different types of tourism: "Turismo de Habitação", "Turismo Rural" and "Agroturismo". The general concept of these is to preserve the country's manor houses, traditions, culture, typical architecture and the traditional, rural ways of life.

The houses must be integrated into local typical architectural styles, and the owners willing to tell local history, and that of the house; and to give information with enthusiasm, on local gastronomy, festivals, handicrafts, traditions and places of interest nearby.

"Turismo de Habitação" was the first of the three types of accommodation to be introduced (with "Turismo Rural" and "Agroturismo" following in 1987/8). The concept began in four pilot zones: Ponte de Lima, Vila Viçosa, Castelo de Vide and Vouzela. However, it is now at its most developed stage in Ponte de Lima, where the TURIHAB organisation is now based.

The houses in the "Turismo de Habitação" classification today, are largely palaces or large luxurious manor houses. Government legislation now states that they should have a maximum of ten rooms, all of which have a private bathroom.

A visit to a "Turismo de Habitação" house offers the guest an insight to the way of life of the Portuguese gentry, in a rural setting.

"Turismo Rural " houses are of a rustic style; again which should have a maximum of ten bedrooms, with a minimum of one bathroom per two rooms. The given definition is:

" Houses of adequate size, furnishings and quality decor, giving the tourist a quality service, and contact with the way of life of the rural community."

Thus, the concept differs slightly in that the guest sees the way of life of the majority in a rural society, rather than just the top strata.

Finally, the major objective of "Agro-Turismo" is the preservation of agriculture and is based on working farms. The number of bedrooms and bathrooms required is the same as for "Turismo Rural".

## THE CONCEPT AND NATURE OF TURIHAB

The first meeting of TURIHAB took place in Ponte de Lima, March 1983.

"Turismo no Espaço Rural" was recognised as being an important contributory factor to the growth of tourism in the region: thus a need for a co-operative organisation for common interests was seen.

The major objective in mind when TURIHAB was first formed, was for the preservation of the region's magnificent manor houses and of its traditions and culture. The president of TURIHAB, Francisco Calheiros, sees it as important to promote the spirit of the association, the "corporate identity" as is shown in his statement:

" We are a big family, with common interests, and will benefit in the elimination of competition between us, and the maximum of cohesion and co-operation: concentrating upon projecting a quality image".

TURIHAB is an association with 100 members. The second objective was to initially bring together these houses, which all have common interests. Thus benefiting in the elimination of competition between them, with the maximum cohesion and co-operation. Therefore concentrating upon projecting a quality image.

ALSO:

- To **preserve** the region's magnificent "**Solares de Portugal**" and its traditions and culture.
- To **provide** accommodation for tourists in the rural regions where it otherwise would be difficult to stay.
- To **represent** the members of the association, as one body, to the government.

## PRODUCT ORGANISATION

To be able to market the product effectively TURIHAB has developed the Trade Mark Solares de Portugal two classification systems, one according to the type of house and the other in relation to the house's price level. The types of houses range from 'Casas Antigas' to 'Quintas & Herdades' and 'Casas Rústicas'.

“**Casas Antigas**” are elegant manor houses and country estates most often originating from the 17th and 18th Centuries. Their architecture is of great heritage significance, the various styles reflecting the distinct chapters in the history of Portugal. Corresponding to “Turismo de Habitação”.

“**Quintas and Herdades**” are agricultural farms and estates, within a rural setting and atmosphere, whose main houses encompass architectural styles from the classic to the rustic. Corresponding to “Agro-Turismo”.

“**Casas Rústicas**” are distinguished by their type of construction, being of simple architectural style and utilising regional materials. Generally of smaller dimensions, they contain simple and practical, but comfortable furnishings. Located in the heart of rural villages or within farms, they offer an excellent

opportunity to appreciate the peace and tranquillity of the country life. Corresponding to “Turismo Rural”

## PRICES

There are three different price levels, A, B and C with group A being the highest price level.

**Class A** – Stately homes, finest manors and palaces, luxuriously furnished and often surrounded by beautiful gardens.

**Class B** – manors, Country houses, many of which date from the 18th century and carry the traditions of their ancestors.

**Class C** – Rustic cottages and farmhouses, which have been converted into comfortable apartments.

## PROMOTION

TURIHAB's main promotional tool are the two brochures. These being the main point of contact with potential clients. They give some information about the concept of TER, a list of the **Solares de Portugal**, and a selection of photographs.

TURIHAB attends various travel-trade fairs. These fairs are the ideal opportunity to make new contacts with tour operators and travel agents. World Travel Market (London), ITB (Berlin), FITUR (Madrid), TUR (Gutemberg), and BTL (Lisboa), resulting in much publicity for TURIHAB.

TURIHAB has developed good contacts with journalist from quality publications in the major markets, often initiated by the National Tourism Office of that country.

TURIHAB has also been involved with T.V and radio promotional programmes in Portugal and Europe reaching out to an even wider market.

TURIHAB also arranges Educational Visits for tour operators and other tourism organisations in order to increase awareness of **Solares de Portugal**.

TURIHAB is member of Europe of Traditions.

## MARKETING

Major Markets - The majority of TURIHAB customers are English, followed by Portuguese, Germans, Dutch, French, Canadians, Americans, Spanish and Scandinavians,- roughly in that order. These are largely families or couples of approx. 40-60 years old; the Portuguese and Spanish markets tending to be younger, of about 30-40 years.

All the external markets are growing, with Germany and Overseas Markets (E.U.A., Brasil, Australia and Italie)., being the most rapid. Additionally, new contacts have been initiated with Belgium and Austria. The network of Europe of Traditions under the internet website is responsible for a important marketing development as an example all the sites of [www.europetraditions.com](http://www.europetraditions.com), “ [www.solares-de-portugal.com](http://www.solares-de-portugal.com)”, [www.center.pt](http://www.center.pt) .

## **CENTRAL BOOKING**

In order to successfully manage the bookings of the houses TURIHAB completes all its bookings through a Central Reservation System.

TURIHAB existed as an association in the early stages for the preservation of the houses, mostly by providing accommodation for tourists in private houses. However, it was later decided to develop a central reservations "system for the TURIHAB houses for several reasons:

- It was more feasible for the houses to negotiate with tour operators, as TURIHAB can offer a total of over 1500 beds, whereas a single house can only offer 4/5 rooms; tour operators cannot risk dealing with so few bed spaces.
- The elected working committees (see annexe 1) have the necessary knowledge of the tourism industry, in order to carry out these negotiations successfully to the greatest advantage of the TURIHAB members.
- It is simply far more convenient for all concerned to have a central point of contact, for reservations and promotional objectives. For example, there can be a lack of communication concerning direct reservations to the houses, as there is no reception, full-time staff, telex, etc., and the owners sometimes do not speak English or French.

## **Services Provide at Solares de Portugal**

### DINNER

Dinner is available at several houses at an extra cost. Those requiring an evening meal should give plenty of notice to their host.

### APARTMENTS

All apartments provide the necessary utensils and equipment for preparing meals on a small scale. Provision of breakfast linen and towels is also included.

### SWIMMING POOLS

The swimming pools available in several houses are open air and don't have heated water. If the weather conditions allow it, they are available from 1st of May until 1st of October.

### RESERVATION PROCEDURE

Reservations are to be made directly to TURIHAB by fax. TURIHAB will then do its utmost to confirm each reservation. All reservations must be done on request.

## STRUCTURE OF TURIHAB

There are four committees within TURIHAB. The following is a brief description of the various committees.

### 1) Direcção

This committee comprises of five elected members: a president, vice-president, accountant, secretary and one other member. This group oversees the day-to-day organisation and marketing of TURIHAB. Additionally, they are sometimes called upon by the government to give lectures at conferences concerning "TER"

### 2) Assembleia Geral

This committee sets down the rules which all houses are to abide by. Within it are a president, vice-president and secretary, also elected by TURIHAB members.

### 3) Conselho Fiscal (Fiscal Council)

There are four people in this council who oversee the accounts, and regularise budgets, etc.

### 4) Conselho Consultivo

"Conselho Consultivo", are comprised the 15 founders members of TURIHAB

## Working Committes of TURIHAB

The Organizarion Chart ( following page)

### Comissão Consultiva

Is responsible for high quality standard of Solares de Portugal.

This comprises of three members, who are chosen by the Direcção who are generally one of the best in their respective professions. This group offers advice to the house proprietors on interior decor, refurbishment's, renovations etc., ensuring that the houses remain in authentic local styles during any re-developments.

In addition, this committee assists in the classification of new members.

## ORGANISATION DATA

**Name:** TURIHAB - Associação do Turismo de Habitação

**Address:** Praça de República

**Code:** 4990-062      **Town:** Ponte de Lima

**Country:** Portugal

**Telephone:** (258) 741672/742827/742829

**Fax:** (258) 741444/931320

**E-mail:** info@turihab.pt

**http://www.turihab.pt • http://www.solaresdeportugal.com**

## ***ORGANIZATION CHART***

### ***Conditions of Entry into to TURIHAB***

TURIHAB – Solares de Portugal  
Praça da República – 4990-062 Ponte de Lima – PORTUGAL  
Tel. +351 258741672 / 258742827 Fax. +351 258931320 / 258741444; Email: [info@turihab.pt](mailto:info@turihab.pt);  
[www.solaresdeportugal.pt](http://www.solaresdeportugal.pt) / [www.europetraditions.com](http://www.europetraditions.com)

- 1- Entries must be submitted by the owners.
  
- 2- The houses have to be certificated by the Directore-General for Tourism, into three categories:  
**A - *Turismo de Habitação*** - Manor houses and stately homes  
**B - *Agro-Turismo*** - Farm and estates  
**C - *Turismo Rural*** - Rustic houses and cottages
  
- 3- When the houses are classified, into architectonic types (Casas Antigas, Quintas&Herdades and Casas Rústicas) and categories of prices (A, B and C), **TURIHAB** looks for the following details, which apply to varying degrees, according to these groups classification:
  - the building's architectural style and locality;
  - interior decor, furnishings and preservation;
  - historical value of the house;
  - infrastructure/facilities, e.g. swimming pool, tennis courts, golf, hunting, fishing etc;
  - enthusiastic owners: local knowledge, language skills etc;
  - atmosphere, hospitality, tranquillity;
  - service: well-trained staff, quality of the breakfast.
  
- 4- All houses have to comply with the statutes, regulations of the Association.
  
- 5- All house have to be ensured against fire and civil responsibility.
  
- 6- To be member the owner pays an admission fee of 500Euros and an annual subscription of 250 Euros.
  
- 7- To be part of the CENTER – Central Bookings, the members pay 8% of the reservations made by the Central Bookings.

***APPLICATION TO MEMBER OF TURIHAB***

# ADMISSION

<b>IDENTIFICATION:</b>	
Name of the House: _____	
Name of the owner: _____	
Person to contact permanently: _____	
Address: _____	
_____	
Telephone: _____	Fax: _____
Mobil Phone: _____	E-mail: _____

Tax-Payer NR: _____	BIN: _____
---------------------	------------

Casa Antiga (Stately Homes and Manors)  Quinta&Herdade (Farm and Country Houses)   
Casa Rústica (Rustic Cottages)

## CATEGORIES OF PRICES:

- A – Stately homes
- B – Manors, Country houses
- C – Rustic cottages and farmhouses

TOTAL AREA (Farm / House) : \_\_\_\_\_

HISTORY OF THE HOUSE: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DIRECTIONS TO THE HOUSE: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

OPEN PERIOD: Annual  Seasonal  Which period? \_\_\_\_\_

SPOKEN LANGUAGES: English  French  German  Spanish   
Other  Which? \_\_\_\_\_ - \_\_\_\_\_

**FACILITIES:**

Swimmingpool     Tennis     Horses     *Barbecue*     Games room

**Other:** \_\_\_\_\_

**Facilities near the propertie:** \_\_\_\_\_

**SERVICES**

	YES	NO
Living-room	<input type="checkbox"/>	<input type="checkbox"/>
Library	<input type="checkbox"/>	<input type="checkbox"/>
Dinning-room	<input type="checkbox"/>	<input type="checkbox"/>
Do you accept organise meetings ?	<input type="checkbox"/>	<input type="checkbox"/>

**If your answer is affirmative**, which is the capacity? \_\_\_\_\_ Person

**MEALS**

	YES	NO
Do you serve meals?	<input type="checkbox"/>	<input type="checkbox"/>

**If your answer is affirmative**, how much is per meal? - \_\_\_\_\_ \$

Are they served in little tables?	<input type="checkbox"/>	<input type="checkbox"/>
-----------------------------------	--------------------------	--------------------------

Are they served in a big common table?	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------

The **breakfast** is served:

In a common room?	<input type="checkbox"/>	<input type="checkbox"/>
-------------------	--------------------------	--------------------------

In the dinning-room?	<input type="checkbox"/>	<input type="checkbox"/>
----------------------	--------------------------	--------------------------

In the rooms?	<input type="checkbox"/>	<input type="checkbox"/>
---------------	--------------------------	--------------------------

**PROMOTION**

**Specific promotion of the house:**

Do you have a brochure of the house ?	<input type="checkbox"/>	<input type="checkbox"/>
---------------------------------------	--------------------------	--------------------------

Has the House appeared in other publications?	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------

Which? \_\_\_\_\_

**ACCOMMODATION CAPACITY:**

	Main building	Annex
Double Room	_____	_____
Twin Room	_____	_____
Single Room	_____	_____

Apartments for 2 Pax \_\_\_\_\_  
 Apartments for 4 Pax \_\_\_\_\_  
 Other?: \_\_\_\_\_

*Please attached certificate Directorate-General for Tourism*

## CHARACTERIZATION

### HOUSE (General aspects)

Hall: _____
Living-room: _____
Bar: _____ TV: _____ Telephone: _____
Stationery: _____
Note-paper: _____ Postcards: _____ Literature: _____
Gambling-table: _____ Writing-desk: _____ Fireplace: _____
Illumination: _____ Other: _____
Other rooms: _____

## ACCOMMODATION

### Rooms/Apartments

<b>Room type:</b>	<b>WC: Polibain</b> <input type="checkbox"/>	<b>Complete</b> <input type="checkbox"/>	<b>Floor</b> <input type="checkbox"/>
Area: _____	NR of Windows: _____	Wardrobe: _____	
Beds (mattress, bedspread, sheets): _____			
Bedside table: _____	NR of Chairs: _____	Table: _____	
Heating: _____	Illumination (general and head of a bed): _____		
Insulation: _____	Dressing-table with mirror: _____		
Other: _____			
Bathroom: Ventilation: _____ Heating: _____			
Plug (of current): _____ Illumination (natural/artificial): _____			
Sanitation: _____ Insulating sheath: _____			
Water-heater: _____			
Other: _____			

One copy per room

## ***STATUS OF TURIHAB***

## *TURIHAB – ASSOCIAÇÃO DO TURISMO DE HABITAÇÃO*

### **STATUTES**

1 – TURIHAB – Associação do Turismo de Habitação, is a non profit association.

2 – TURIHAB has its headquarter in Praça da República, Ponte de Lima, Portugal.

3 – TURIHAB has the following objectives:

- To give support to all the members registered in Directorate-General for Tourism, in the modalities of Turismo de Habitação, Agro-Turismo and Turismo Rural;
- To develop public relations with other entities;
- To promote educational visits, conferences, seminars, and other similar activities;
- To develop promotion and marketing of the touristic product, indoor and outdoors;
- To participate and to represent Turismo de Habitação in official meetings, tourism fairs and other occurrences ;
- To create instruments of promotion, like brochures, maps, videos and slides;
- To establish conditions, prices, services and quality standards;
- To maintain and to keep operate a Booking Center.

4 – TURIHAB is composed by three social organisms. They are:

- A- General Assembly**
- B- Direcção**
- C- Fiscal Council**
- D- Consultive Council**

#### **A – General Assembly**

- General Assembly is composed by all 100 TURIHAB members.
- General Assembly comprises one President, one Vice-President and one Secretary. Each House is one vote represented by the owner or by his delegate.
- General Assembly has absolute power in the Association and her deliberations are supreme.
- General Assembly meetings are regular and exceptional:

##### Regular:

- Until the end of March, of each year, to appreciate, to discuss and to vote the Report and Accounts of the Direcção;

- Until the end of December, of each year, to appreciate, to discuss and to vote the Budget and Plan of Activities;
- Once in two years, to elect the Direcção, Fiscal Council and General Assembly representatives.

Exceptional:

- By Direcção or Fiscal Council request;
- By request of a minimum of 20% of the total members.

- General Assembly competencies are:

- Electing and dismissing the administrative members that composed the Direcção, Fiscal Council and General Assembly;
- Appreciating and voting, annually, the Report Account and the Plan of Activities or the next year;
- Modifying the rules, approving and changing the Association Reglement;
- Deliberating upon questions concerning these statutes;
- Appreciating and determining the resolutions of the Direcção;
- Deciding about the fusion or dissolution of the association;
- Deliberating about the amount of the admission fee, annual subscription and other contributions for the Association;
- Authorising to raise a loan or to acquire real estate, under Direcção proposal;
- Appreciating and deliberating about all subjects, presented by the members, by Direcção and by Fiscal Council;
- Appreciating and approving development projects;
- Approving the compositions and working of special committee.

**B – Direcção**

- Direcção comprises one President, one Vice-President, one Treasurer, one Secretary and one Voter.
- Direcção competencies are:

- Managing and co-ordinating the activities of the Association in order to realise all their objectives
- Executing and making executed the internal rules and general Assembly deliberations;
- Admitting and declining admission requests for being TURIHAB member;
- Representing the Association or appointing someone to represent it;
- Submitting to approval the subjects of the General Assembly sphere of action;
- Providing the actualisation and exactness of the Association accounting, as also as the registries of reservations, stays and contracts signed under the aegis of the Association;

- Proposing to the General Assembly the admission fee, annual subscription and other tax, regular or casual, obligatory to the members;
- Proposing to the General Assembly the constitution of special committee.

## C – Fiscal Council

- Fiscal Council is constituted by the following members:

President

2 Voters

- Fiscal Council meets, ordinarily, once per quarter, every time it's President hold a meeting.
- Fiscal Council competencies are:

- Inquiring, regularly, the Association accounting and applying for external auditorship services in cases sentenced properly;
- Conferring, regularly, the amounts, cash account and bank deposit;
- Giving statements about questions proposed by the Direcção;
- Presenting to General Assembly the report of its inspections and statements about the Report and Direcção Accounts;
- Applying for a General Assembly meeting ever when it considers necessary;
- Assisting the Direcção meetings, without the right to vote, when sentenced properly;
- Presenting to Direcção suggestions with interest for the Association;
- To endeavour for the execution of the Association Statutes.

5 – Receipts of the Association are:

- The admission fee, the annual subscriptions and the variable tax the members must pay;
- From subsidies, donations and grants of any public or private entity;
- Other non specific profit, heritage and legacies, that can be attributed to the Association.

6 – TURIHAB adopted a symbol following described:

The **Pheasant**, simplicity

The **Gold**, justice

The **Red**, value

The **Rose**, beauty and secret

The **Silver**, friendliness

The **Green**, courtesy

***TER - RURAL TOURISM  
GOVERNMENT REGULATION***

***TER - RURAL TOURISM  
GOVERNMENT REGULATION***

To be a manager in TER – Rural Tourism, it is necessary to perform the following qualifications, foreseen by the law

• **Law by Decree NR 169/97, of 4th of July - TER**

This Decree rules the action and structure of Tourism in rural areas. It defines the definitions and characteristics of Rural Tourism.

• **Regulation NR 37/97, of 25th of September - TER**

This Decree establish the process the private houses have to perform to membership in the different Rural Tourism modalities: legal authorisation, equipment and functioning.

## **1 – AUTHORISATION REQUEST**

1.1 – The private houses have to introduce the authorisation request, filled in a specific form, to the Directorate-General of Tourism or other Tourism Entities, regional or local.

1.2 - The form is provided by the Directorate-General of Tourism and has to include obligatory the following elements:

- A plan in the scale of 1:25 000 or 1:1 000, from the house localisation;
- Photos shaped 18cm x 24cm, from the house interiors, the part of the house reserved for guests and its façades, and the area it concerns;
- Documents with historic, architectonics and landscape characteristics.
- Document confirming the house inscription in Rural Tourism (property certificate, rental agreement, etc).

## **2 – AREA CONDITIONS RESERVED TO THE GUESTS**

### **2.1 –ROOMS**

- In Turismo de Habitação the houses must have a minimum of 3 and a maximum of 10 bedrooms;
- Agro-Turismo and Turismo Rural must have a maximum of 10 bedrooms;
- The bedrooms in Turismo de Habitação the minimum area for with one or two single bed or one king size bed is can't be less than 12 m<sup>2</sup>; and for the rooms with a single bed can't be less than 10 m<sup>2</sup>;
- When the rooms have private living-room, it's area can't be less than 12 m<sup>2</sup>;
- The bedrooms can be in the main houses or annex;
- In the bedrooms it is obligatory to install one or two single bed or one king size bed;
- The capacity of the bedrooms is one or two persons;
- In bedrooms with capacity for two person it is possible to install more one or two extra bed, only for children;
- In the apartments can be installed a kitchenette;
- In the main house must exists the minimum of one living-room;

## 2.2 – BATHROOM

- In Turismo de Habitação every bedroom has obligatory one bathroom;
- In Agro-Turismo and Turismo Rural is obligatory to exist one common bathroom for two bedrooms;
- The bathrooms can be complete or polibain.
- To be member of TURIHAB – Associação do Turismo de Habitação, all houses, in spite of being in Turismo de Habitação, Agro-Turismo or Turismo Rural, must have one bathroom per room.

## 3 - INFORMATIONS

- It is obligatory one telephone for the guests with the service price list;
- In every bedrooms must exist written information, in Portuguese, English or other foreign language:
  - Services and the respective prices;
  - The time breakfast or other meal are served;
  - The area reserved for the guests and for the owner and his family;
  - The equipment the guests can utilise, like swimmingpool, tenis court and other sport activities;
  - The address of the nearest hospital and pharmacy;
  - The existence of a book for enterim complaints.
- General information like itineraries, handicrafts, gastronomy, traditional fairs and parties and public transport in the area of each house.