

EUROPE OF TRADITIONS

Minutes of the 3rd WORKSHOP MUSEU RURAL

PONTE DE LIMA, 15th of JUNE, 2001

Participants:

Mr. Daniel Campelo	Ponte de Lima Mayor	North of Portugal
Mr. João Marrana	CCRN	North of Portugal
Mr. Francisco Calheiros	TuriHab	North of Portugal
Mrs. Maria do Céu Lima	TuriHab	North of Portugal
Mr. João Abreu Lima	TuriHab	North of Portugal
Miss Victoria Kovacs	Tourism Consultant	Vas County
Mr Karoly Adam	General Assembly	Vas County
Mr Janos Pali	General Assembly	Vas County
Mr Bernd Pantze	BSwVT	Bavaria
Mr Ulbrich	EuroNetworks	Bavaria
Mr Treiber	Bavarian Association	Bavaria
Mrs Marianne Buhl	Bavarian Association	Bavaria
Mrs. Viktorija Bole	City of Ljubljana	Slovenia
Mr. Dusan Kranberger	City of Ljubljana	Slovenia
Mr. Uros Buda	City of Ljubljana	Slovenia
Mrs. Renata Kosi	City of Ljubljana	Slovenia
Mr. António Conceição	IDOM	Portugal
Mr. Tiago Pereira	IDOM	Portugal
Miss Silvia Fontão	IDOM	Portugal

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1. Welcome address by Mr Daniel Campelo

2. TURIHAB situation and evolution by Mr Calheiros

3. Situation and perspectives of Rural Tourism in Bavaria

- Team introduction (**Mr Pantze**)
- Tourism in Bavaria (**Mr Treiber**):
 - Overall View
 - Rural tourism in Germany is viewed as a national, not international business
 - Rural tourism has long history in Bavaria
 - Rural tourism is the 3rd choice for German holiday seekers
 - No international concept or partners
 - Compared with Farm House Tourism, Rural Tourism has three times more costs
- Activities developed (**Mr. Ulbrich**):
 - Sell idea of internationalisation to house owners
 - Identification of Houses
 - Meeting scheduled with Bavarian House Owners for final legal set-up of Bavarian Association of Houses of Tradition (2nd JULY 2001), and establishment of future activities
 - Explains why the Bavarian team did not present a brochure – due to data protection laws

4. Situation and perspectives of Rural Tourism in Slovenia

- Team introduction (**Mrs. Viktorija Bole**)
 - New dead line for the PHARE Partners is October 2001
- Tourism in Slovenia (**Mr Kranberger**) - Overall View
 - The need for heritage protection
 - New Minister supports Rural Tourism
 - Organisation of Members (developing legal frame for association)
 - Foresees that in two months time an Institute/Board will be formed
 - Mr. Kramberger stress the need of Slovenian House owners of technical support through qualified architects
 - Explains the brochure

5. Situation and perspectives of Rural Tourism in Vas County

- Team Introduction (**Mr Karoly Adam**)
 - Explains delay of PHARE Partners in the Project
 - Distributes brochures

- Tourism in Hungary (**Miss Kovacs**) - Overall View
 - No present legal framework for this kind of tourism
 - Tourism is under the jurisdiction of the Ministry of Economics
 - No reservation centre in Hungary for this kind of tourism
 - Problem with locals communicating in other languages
 - Organisation of Members (Selection of the appropriated members to join EUROPE of TRADITION, a period of 2 - 3 years is estimated)
 - Eco Tourism is a fast growing business
 - Miss Kovacs stressed the legal problems facing at the moment for the development of the Hungarian Association of Houses of Tradition

6. Analysis and presentation of the promotion material

- A 4th Workshop in Bavaria is to be discussed in the 4th Steering Committee Meeting

- Bavaria will present the brochure in the 4th Workshop, after the constitution of the Association.

- Slovenia and Vas County has presented their promotional material, satisfying the quality standards established by TURIHAB.

- Hungary has established the minimum quality level for membership acceptance. The houses that satisfies minimum criteria remains in the Association, if not are invited to leave until they reach desired level

- Slovenia has adopted the strategy of defining all the criteria and counselling of owners prior to selection of houses

7. Conclusions and Future activities

- BAVARIA

- All legal problems should be solved until the end of July. The Bavarian Association Houses of Tradition will hopefully be ready to join the EUROPA TRADITINAE CONSORTIUM by then

- SLOVENIA

- Will continue to develop the legal framework for the Association/Institute/Board, it will be a non-governmental entity, and could be temporary (will be dismantled once the owners have gone through the learning curve and everything is “running on wheels”)
- The Slovenian partners will promote technical seminars for house owners.

- VAS COUNTY

- Will continue to develop the legal frame for this private Association of Hungarian Houses of Tradition. Look for state financial support for urgent house refurbishment.