

Rural Tourism Quality Survey

2009-2010
Summary and analysis



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Lifelong Learning Programme



Education and Culture DG

The survey is done under the project “Transfer of Quality Ensurance Tools for European Rural Tourism Sector” . The action has received EC funding.

Annotation

This rural tourism quality survey was done in 2009-2010 under the project QUALITOOL (“Transfer of Quality Ensurance Tools for European Rural Tourism Sector”, 2008-1-LV-LEO05-00125). The project developed an online quality self-check of rural tourism accommodations and a training module based on minimum international quality standards by Eurogites, the European rural tourism federation. The present customer survey was made to assess the market needs and preferences, and to integrate them in the training contents of the QUALITOOL.

The QUALITOOL training tool can be accessed here: <http://quality.eurogites.org>

This document and other project documentation can be downloaded from the project web site: http://www.celotajs.lv/cont/prof/proj/Leonardo2008/Leonardo2008_en.html

The survey was done online, and the survey form was accessible from the web sites of the project partners:

1. Bulgarian Association for alternative tourism BAAT www.baatbg.org
2. Greek Network of Rural Accommodation www.guestinn.com
3. European Federation of Farm and Village Tourism EUROGITÉS www.eurogites.org
4. Andalusian Network of Rural Accommodation www.raar.es
5. Chamber of Agriculture and Forestry of Slovenia, Agriculture and Forestry Institute Celje www.kgzs.si

Survey forms were also distributed in print form in travel fairs.

The survey form contained questions:

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

3487 responses were received from 55 countries. This analysis looks at the respondents' answers by country, age and nationality. Most responses came from Slovenia, Bulgaria, Greece, Latvia and Spain as project partners promoted the survey for general public. Lithuania is strongly represented as the Lithuanian rural tourism association showed interest and promoted the survey. Following is the analysis of the rural tourism quality survey.

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Summary of the Average Respondent and Survey results

Totally, there were interviewed 3487 respondents from 55 countries, including the Latvia, Lithuania, Bulgaria, Slovenia, Greece, France, etc. The average respondent is about 37 years old, with vocational or higher education and middle-income level, which allows about 3 times a year to leave for 3.5-10-days-long journeys. Above all respondents associate rural tourism with active vacation (riding, cycling, hiking, etc. - 19%) and bed and breakfast or room in a country house (18%), but a similar assessment gained the agricultural farm with domestic animals (agrotourism - 17%). 10-12% of respondents associate rural tourism either with a recreation centre in the countryside, or an inn or a guest home. Most rarely rural tourism is associated with a holiday apartment on the farm (6%) and camping (5%). On average, respondents associate rural tourism with 2-3 different options.

Of the respondents, 86% have ever used rural tourism accommodations in home country while 18% of the respondent did it abroad as well. The most popular booking method among the respondents is contacting directly with the home owner - 70% of the respondents consider it as the most used booking form. Almost half of the respondents (45%) consider booking through the Internet as equivalent booking, in turn, booking through the Association or TIC assistance, in general, did not gain the overwhelming response (74% of the respondents assessed this booking form below-average rating), and booking in travel agencies is even more unpopular (76% below average).

The study showed that as reliable source of information for travel planning travellers consider Internet resources, friends' and colleagues' advice, as well as personal experience. The least potential travellers use information provided by travel agencies and tour exhibitions. Importance of the information provided by another customers - both unknown (in the Internet) and well-known (friends and colleagues) - is evidenced in the respondents' attitude to elements of tourism accommodation's good name. When assessing quality class awarded to accommodations, affiliation to a known brand or company chain, availability of other special certificate (eco-certificate, etc.) and accommodation clients feedbacks, the respondents acknowledge particularly the last one as the most significant. According to the respondents' opinion, quality classification and availability of other special certificates are in similar positions; moreover, affiliation to a known brand or company chain does not play a major role in choosing accommodation. This is evidenced by low recognition level of various certifications, companies, etc. brands among the respondents. More than 74% of the respondents did not recognise six of the eight logos or just saw, better recognition have Natura 2000 and World Wildlife Fund brands. Total number of respondents who recognised all logos was 46 respondents, while almost 3 times more respondents - 131 persons did not recognize any.

When asking respondents, what leads them to believe an accommodation be of "high quality and appropriate price," most highly is assessed the attractive environment - nearly 70% of the respondents assess this criterion as the most important or second most important. The respondents' opinion shared on importance of suit and furnishing quality: the respondents evaluated this criterion either as of low, average or high importance.

When asking respondents to evaluate which certainly expected factors affect their choice of holiday accommodation, there was offered a number of factors from location of accommodation to access to Internet. Among these 19 factors, the most important role in choice of accommodation plays attractive nature and landscape; the next ones are the price level, information on full-value and reliability of the accommodation and its good location. Level of accommodation comfort and room furnishings was highly rated, and it correlates with the respondents' views on importance of room and furnishing quality within the price-quality balance context. On average, there is also a strong correlation in the way how respondents select holiday accommodation and what their favourite information sources are: in both cases important role play comments of friends, colleagues and other clients of accommodations.

In assessment of the most respondents, the most important in the first impression on arrival at the accommodation is a friendly and personal attitude from the hosts and staff. Upon arrival at a selected place, clients of tourism accommodation almost the same highly evaluate whether the actual situation

corresponds to the information used in the product promotion on the market (advertising) – once more proof of importance of true, appropriate, realistic, reliable information about accommodation. Quality of accommodation furnishing is the third important factor, and only the fourth one, according to the respondents, is a beautiful view from the suit window (scenic attractiveness).

For a successful holiday at the chosen accommodation, as major factors, respondents mentioned feeling of safety, personnel and service reliability, as well as many sights and potential activities in the neighbourhood. It should be mentioned that among the possible answers, none was rated as totally irrelevant or unimportant (average evaluation of respondents), therefore, such aspects as authenticity of rural life and traditions, local people hospitality, opportunity to purchase local products, etc., should also be taken into account.

After returning home from holidays at a rural tourism accommodation, the most important for 96% of respondents is pleasant memories of the time spent. On average, it is the very thing that is closely related to their desire to return to a particular place, and self-assertion and self-realisation is also important as a travel motivation - 76% of respondents admit as essential or very important that after the travel there would be "things to tell friends".

Procedure and Techniques of the Analysis

The respondents' answers were analyzed in two aspects: by age and nationality. All questions in the questionnaire, including details of the respondents (education, income level, means of travel, etc.) were considered in both types of distribution. In questions with several possible answer options (question 1), there was estimated a total number for each possible answer and its proportional share as against to all references. In questions, where it was important to state distribution of the respondents by every possible answer (2 and 6), all positive (in question 6 - also negative / neutral) answers were counted, and its percentage of all respondents per group was estimated. Relative rather than absolute numbers comparison methods have been chosen in order to make possible comparison of the answers between different age/national groups, since number of respondents there is not equal. In other questions, where respondents were asked to evaluate different items on the scale from 1 to 5, the average "marks" or assessments are calculated. Since these arithmetic means are calculated using the original data series, then, they are accurate and are used for inter-comparison between the groups. In some matters (8 and 9), inter-related statements were found and correlation of the answers to this question (relationship closeness) was searched. For example, if in question 7 a respondent estimated that high-quality of a rooms and its furnishing is essential to consider the accommodation to be of high quality and appropriate price (rating "5"), or in question 8 the same respondent answers that a comfortable house and rooms is the essential aspect (rating "5") in planning of the holiday accommodation, then correlation (relationship) strength is characterised by the correlation coefficient r . In theory, if $r = 0$, then there is no correlation at all, if $r = 1$, then the correlation is functionally positive, but if $r = - 1$ - functionally negative. With increasing correlation strength, the correlation coefficient does not change linearly, but in slowly. Within the range from 0.0 to 0.3, the correlation coefficient indicates to a weak, insignificant correlation, if from 0.4 to 0.7 the correlation can be estimated as average close, but only when $r = 0.8$ to 0.9 it is assumed to consider correlations as close¹.

Relative values are rounded to whole numbers, but average - to hundredths as it is accepted in arithmetic (37.8% is stated as 38%).

1 Krastiņš O. 1998. Statistics and econometrics. Guidelines for high schools. Riga, LR CSP, page 218.

Analysis of Age Groups

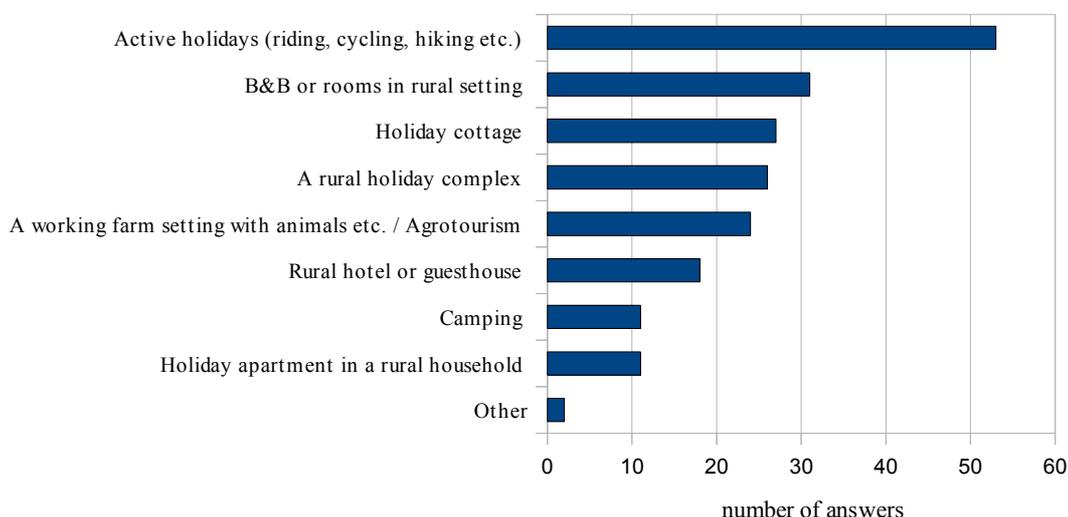
Age group “under 20”

Characteristics of the Group

In the youngest age groups, data on results, received from 78 respondents, who are 20 years old or under, are summarised. Demographic characteristics are consistent with the younger age group: majority of the respondents have average (41%) or basic (32%) school education, they travel with friends (42%) or family (33%), and option "with friends" takes the highest percentage inside the group as compared to other groups, most of them do not have children and income - on average (48%). The average annual number of holidays: 3.36 times, length thereof is from 3.01 to 10.27 days (average duration - 6.87 days). Respondents of the younger age groups as against to other age groups, more use vacation homes (22%), but within the group more favourite are hotels / guest houses / country houses (32%) and both of these offered options (44%). Of all age groups, this is the least represented (2, 24% of all the respondents).

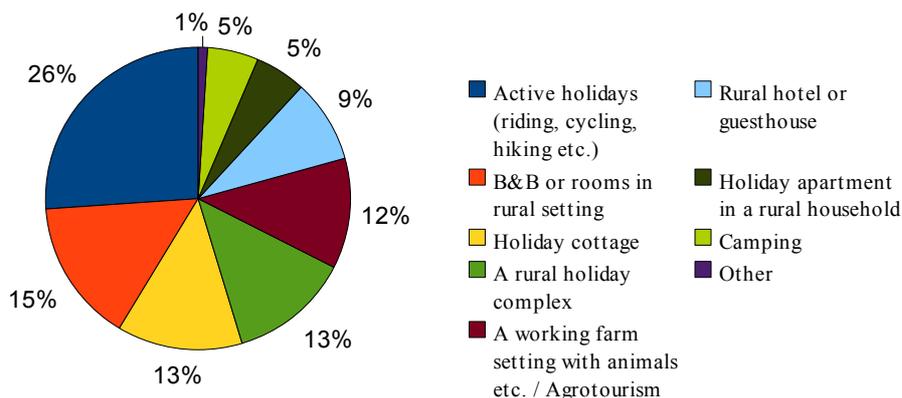
Totally, 203 affirmative answers were given to the first question, every respondent marked on average 2,3 of the possible answer options.

Chart 1. Distribution of answers to question 1 in assessment made by respondents under 20 y.o.



The most mentioned are "active holidays (riding, cycling, hiking, etc.): ticked 53 times, i.e. 26% of all ticking. Popularity of the other possible answers is divided by groups: similar percentage (from 12% to 15%) have "Bed & Breakfast or room in a country house", "Holiday house", "Recreation centre in the countryside", "Agricultural farm with domestic animals (agrotourism)". More rarely (total percentage is below 10%) are mentioned "inn / guest house", "Camping", "Holiday apartment on the farm".

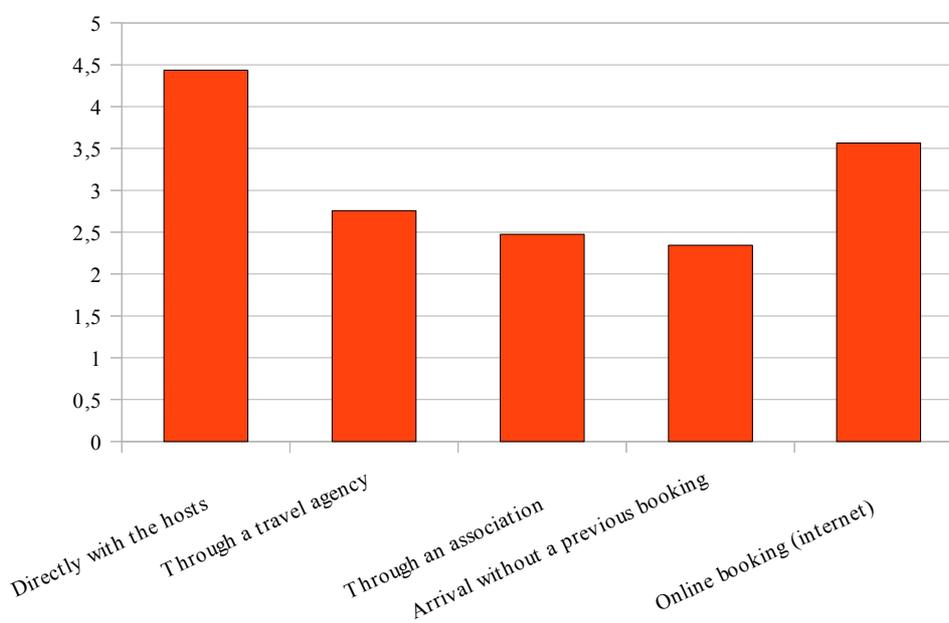
Chart 2. Percentage distribution of answers to question 1 in assessment made by respondents under 20 y.o.



In the 2 question, 83% of respondents admit that they used rural tourism accommodations in their own countries, while 12% did it abroad too. Among foreign countries, where the young people used rural tourism accommodations they mentioned France, Belgium, Slovakia, Spain, Russia, Austria, Italy, Croatia, Hungary and Germany.

As more favourite type of the booking, the youngest age group prefer booking by contacting directly with home owners (average rating 4.44), the second was online booking option (average rating 3.56). Use of the other three types of reservation in this age group use is assessed similarly: using travel agencies (average rating 2.76), using association or tourist information centres (average rating 2.47), arriving without prior booking (average rating 2, 35).

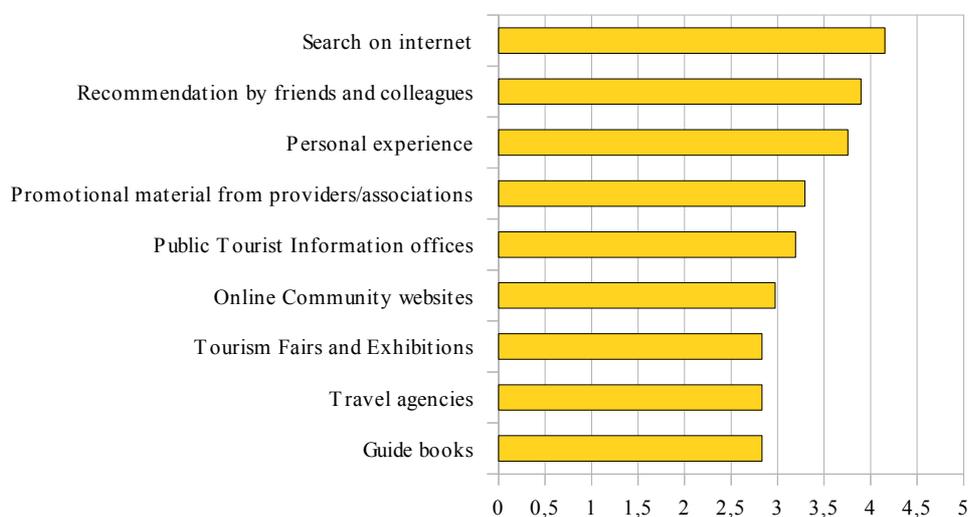
Chart 3. Average rating of answers to question 3 in assessment made by respondents under 20 y.o.



Results of the question 4 explain answers to the previous question (a favourite method of reservation). Young people between the information sources give priority to the Internet (average rating 4,15) that is consistent with possibility to make booking online (please, see the above), as well as does not contradict booking by contacting home owners directly. Internet is followed by friends' and colleagues' advice as a more often mentioned source of information (average rating 3.9), as well as personal

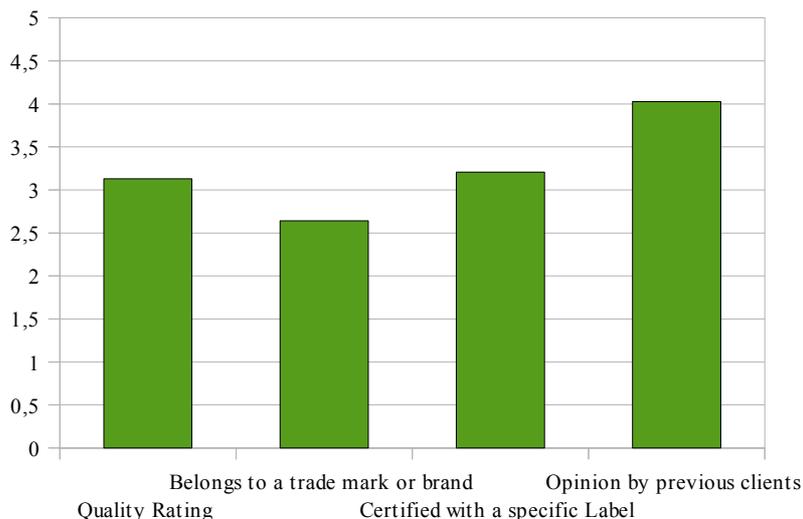
experience (3.76). In general, such sources of information as rural tourism providers' or organizations' promotional material and information offices were estimated above the average rating 3. In turn, the smallest return was obtained from travel agencies, travel exhibitions and guidebooks (all were rated 2.83 on average) and – particularly – the single Internet address (average rating 2.97). This could be explained by low recognition of such types of web sites in the particular age group or the country representing this age group. According to Internet Analysis Company's Alexa data, the site Tripadvisor.com is the most visited by the U.S. residents (38%), the UK representatives (~ 4%) and Canada residents (~ 5%). Among the continental European countries Tripadvisor.com is also used in Italy (1.7% of site visitors). However, general profile of a site visitor is a working, at least 25 years old Internet user, which is consistent with the data of this study: such type of site is not popular in the younger age group. This age group, unlike the others, much less trust in guidebooks (average rating below 3, the second-to-last source), but more – to Information Offices (average rating between 3 and 4, the 5th place). In other age groups, also in the general group assessment, these two sources take the changing places.

Chart 4. Average rating of answers to question 4 in assessment made by respondents under 20 y.o.



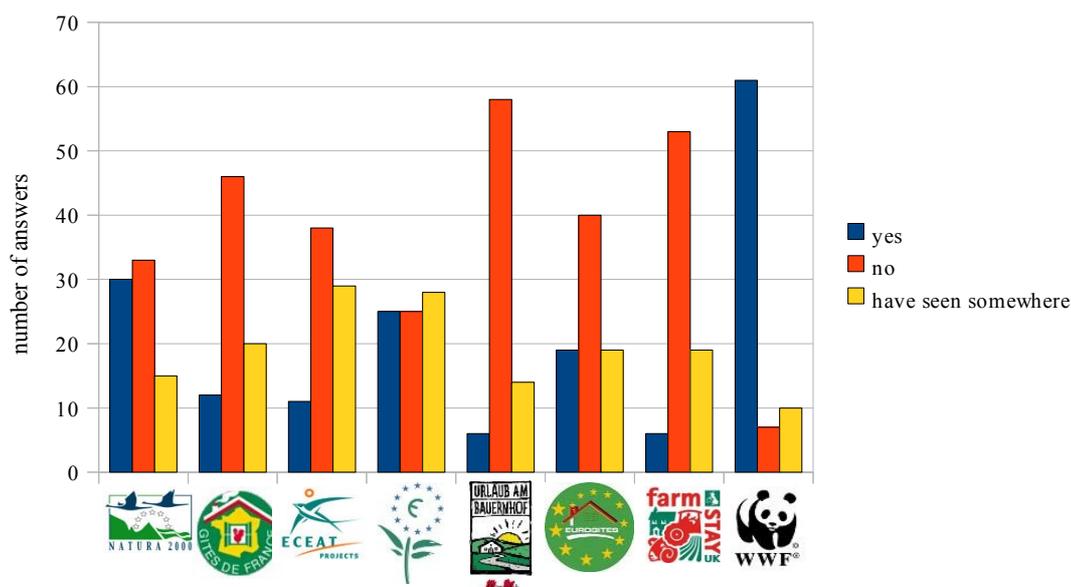
The question 5 reveals importance of tourism accommodations' good name elements in choice of tourism accommodation in the youngest age group. The most significant among these elements is the other clients' references of accommodations (average rating 4.03), that is consistent with assessment of the most used source of information (friends and colleagues' advice, Internet). Moderately important aspects in choice of accommodations is availability of other special certificates (average rating 3.21) and quality grading (3.13), but affiliation to a particular brand is not considered as the significant advantage (average rating 2.64). In general, attention shall be drawn to the fact that this age group assess as moderate the significance of good name elements in choice of accommodation (total average rating 3.25).

Chart 5. Average rating of answers to question 5 in assessment made by respondents under 20 y.o.



Analyzing logo (brands), associated with sustainable and ecological certification of tourism accommodations, tourism objects and tourism-consumed products, we must conclude that total recognition of these brands in the youngest age group is low. The World Wildlife Fund logo has high recognition (78% of respondents recognize it), but other brands are rarely associated with particular organization or movement in the respondents' mind. Natura 2000 logo is recognised less by half than WWF (38%). Urlaub am Bauernhof and Farm Stay UK have the lowest recognition – 92% of respondents do not know or have just seen the two brands. However, in general, potential of this age group to recognise symbols associated with rural tourism and environment protection is higher than the average for all respondents totally. Among 78 respondents, only 1 recognized all logos, while three respondents did not recognize any of them.

Chart 6. Distribution of answer options to question 6 in absolute numbers of respondents under 20 y.o.



Assessing factors that make representative of the younger age group consider a particular accommodation to be of high quality and appropriate price, it is found that the most important of those are high-quality of rooms and furnishings, attractive environment and easy booking, security,

guarantees. Top rated is the attractive environment (average rating 3.77) and room quality (3.26). Respondents who rated these factors as 4 or 5 in both combinations (5 to the first / 4 to the second + 4 to the first / 5 to the second) make 34% of all respondents in this age group. In turn, 27% respondents rated as 5 and 4 the factor "Easy booking, security, guarantees" (average rating of this factor is 2.89).

In question 8 about important aspects for holiday accommodation searches, the most important in this age group are an attractive landscape or nature (average rating 4.4). 25% respondents rated this factor as "4", while 60% - as "5". Studying very similar assessment of this point in relation to the previous question about quality level and price / quality ratio (attractive environment), we must conclude that a correlation between assessments of these factors is weak ($r = 0.22$), respectively, it can not be said that respondents assessed the attractive environment factors in question 7, rated this factor as 4 or 5 in question 8 as well. The second important aspect in assessment by the respondents is the complete and reliable information on accommodation: it is rated as "4" by 25% respondents, but as "5" - 51% (average rating: 4.24). Of these aspects, price level according to the respondents' opinion has a high average rating (over 4) (average rating 4.17). In turn, importance of easy and safe booking with clear terms in respondents' answers is ambiguous: in question 8, this aspect among other aspects is highly rated (average rating 4.06), but in the previous question about conformity of accommodation to quality and price, assessment of this factor was much lower (average rating 2.89 – see above). These statements in each of the questions are identical at bottom, and it is also expected that the clients' opinion on what is considered as good quality / price ratio is the same as that being sought in the choice of a product. In this case, estimate of factors is not consistent that is indicated by the correlation coefficient ($r = 0.03$). The following table summarizes the correlation between answer options to question 8 and the relevant questions in previous questions. As obvious, this correlation can be assessed as very weak (it is not between questions 8.15. and 7.5., $r = 0.03$), weak (between questions 8.4. and 7.2.), moderately close (between 8.14. and 4.1., 8.3. and 7.1., 8.18. and 5.3.). Looking at averages, they also differ. The closest averages are to questions 8.18. and 5.4, though the correlation is not strong.

Table 1. Correlation coefficients between the related answer options to questions 8, 7, 5 and 4 in rating by respondents under 20 y.o.

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 8.3.	3,91	# 7.1.	3,26	0,49
# 8.4.	4,4	# 7.2.	3,77	0,22
# 8.14.	3,69	# 4.1.	3,9	0,37
# 8.14.	3,69	#5.4.	3,21	0,39
# 8.15.	4,06	# 7.5.	2,82	0,03
# 8.18.	2,9	# 5.2.	2,64	0,32
# 8.18.	2,9	# 5.3.	3,21	0,01

In question 9 where respondents were assessing what are the most important first impressions of the accommodation, friendly and personal attitude of hosts and the staff obtained the highest average rating. This aspect, in general, is rated very highly – average rating 4.46 – that reasonably relies on human resources as a cornerstone of product quality.

Table 2. Average assessment of answer options to question 8 by respondents under 20 y.o.

Factor	Average assesment	Factor	Average assesment
Attractive nature or surrounding landscape	4,4	Health services available nearby	3,19
Complete and reliable information on the accommodation	4,24	Special events that will take place during my stay	3,09
Price level	4,17	Mobile phone coverage	2,99
Easy and secure booking with clear conditions	4,06	Amusement facilities and recreational offers (bars, disco, playground etc.) on premises or nearby	2,99
Good location of the accommodation	3,92	Well-known tourism area or region	2,94
Comfort of the rooms or house	3,91	Accommodation is certified or belongs to a brand	2,9
Quiet and peaceful setting and surrounding	3,77	Languages spoken	2,86
Recommendation by friends, colleagues, or other travellers	3,69	Transfer is offered from nearest means of public transport	2,81
Sports and similar activities on premises or nearby	3,38	Internet connection available	2,45

It is interesting, that the next important impression is whether the chosen location is exactly as described in the information material (ads) – average rating 4.18. Importance of information reliability in the results is shown in analysis of the previous question, though, apparently, upon choice of accommodation this has a great significance (4.24 to 4.18) according to the respondents' view. Correlation coefficient between these aspects is $r = 0.44$, indicating to a moderately strong correlation. It follows that with a certain probability it can be ascertained that the respondents who in their choice of accommodation particular attention pay to information content, on arrival assess its compliance with the expectations (learned in the advertisement). Only the third most important impression is the visual impression of the place - a beautiful view from the window of your room or common areas (4.18). Such distribution of the first important impressions allows concluding that the hosting staff attitude to guests and whether or not the accommodation offer meets with expectations (learned in the advertisement) in assessment by the younger age groups is rated above the visual attractiveness (including room design, landscape attractiveness of the place) and extra amenities (parking, information about the local region). Coincidence of the eligible questions in the table does not evidence of strong correlation. The closest average rating is for questions 9.4. and 8.3., but the correlation coefficient is very low ($r = 0.07$). Assessing quality / price ratio of the products offered by accommodations (question 7), the respondents' rating of importance of "room and furnishing quality" is lower (average rating 3.26) as against to the same aspect forming the first impression of the accommodation (4,12/3,71). The correlation between these questions is not significant (9.9 and 7.1) and moderately close (9.4. and 7.1.).

Table 3. Correlation coefficients between the related answer options to questions 9., 8. and 7 by respondents under 20 y.o.

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 9.2.	4,18	# 7.2.	3,77	0,26
# 9.4.	3,71	# 7.1.	3,26	0,35
# 9.7.	3,71	# 8.3.	3,91	0,07
# 9.4.	4,18	# 8.16.	4,24	0,44
# 9.9.	4,12	# 7.1.	3,26	0,15

For the youngest age group, quality of holidays to the greatest extent is ensured by variety of sights and activities in the accommodation's neighbourhood (average rating 4.36), as the second followed by feeling of safety (4.29), but the third - the staff and service reliability (4.32). This distribution indicates that the youngest age group, probably, does not put accommodation and its offered products among the most important providers of holiday comfort. They are looking for experiences and events outside the tourism accommodation, leaving to it the accommodation function only.

Returning from a trip, respondents of the youngest age group rate the most the pleasant memories of the trip (4.68), opportunity to tell friends about the experience (4.5), and whether the trip has aroused the desire to return to (4.38).

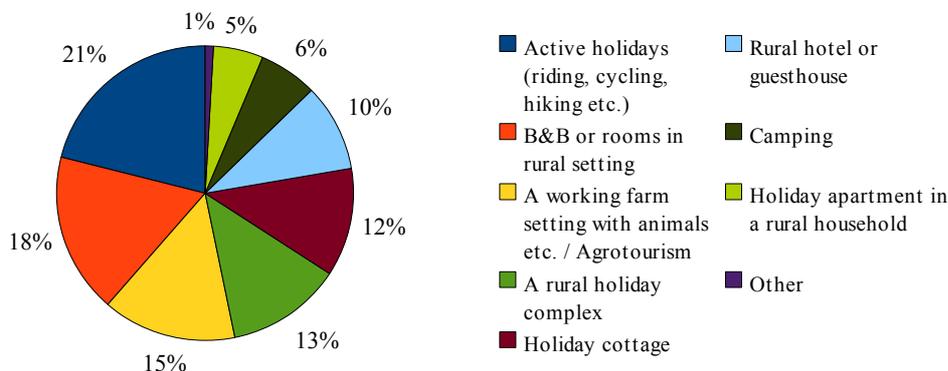
Age group "21-30"

Characteristics of the group

In this age groups, data on results, received from 1193 respondents, who are from 21 to 30 years old, are summarised. Demographic characteristics: absolute majority of the respondents have higher (74%) education; almost equally travel double (36%) or with friends (35%) , though the option "with family" is represented equally as well (2%) - percentage of these three options inside the group is similar (as compared to other groups); most of respondents does not have children (44%) or no answer was given to this question (36%); absolutely most respondents in this group have average income (74%). The average annual number of holidays: 3.39 times, length thereof is from 2.91 to 8.96 days (average duration - 5.94 days). Respondents of the younger age groups as against to other age groups, more use vacation homes (22%), but within the group more favourite are hotels / guest houses / country houses (32%) and both of these offered options (44%). Of all age groups, this is the least represented (2, 24% of all the respondents). Attention should be drawn to the fact that the average number of holidays in this group is the highest one among the age groups, but duration is the shortest. There from it can be concluded that tourists aged 21-30 choose shorter but more frequent vacations, which is consistent with the latest tourism trends. About one third of the group as a tourism accommodation choose hotels, guest houses or rural homes, but half also use the holiday home services. Of all the age groups, this one makes the largest proportion of all respondents: 34.21%.

Totally, the group gave 3404 answers to the first question (about what is the rural tourism is associated with), that make the average answer 2.85 per a respondent. This figure is higher than the average of all respondents (2.68), as well as higher than average in other age groups. This means that every 21-30 y.o. respondent associate rural tourism with nearly 3 different products / service providers, and it is more than in other age groups. Most often, this age group associates rural tourism with active holidays (21% of all references), accommodation with breakfast or room in a country house (18%), agricultural farms with domestic animals (14%). Such TOP3 distribution corresponds to average opinion of all the respondents.

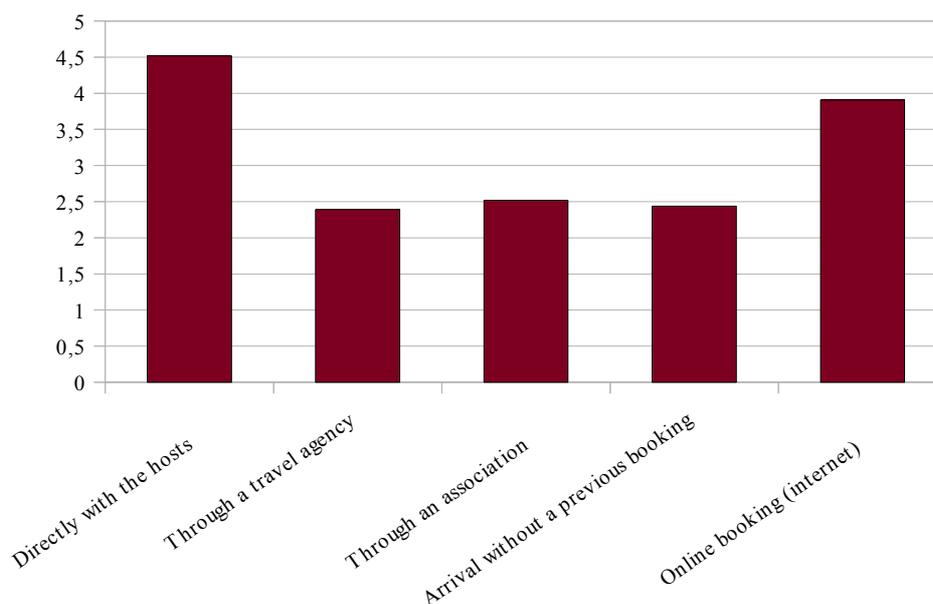
Chart 7. Distribution of answers to question 1 in assessment made by respondents from 21 to 30 y.o.



Of the respondents of this age group, 90.36% used services of rural tourism accommodations in home country while 12.82% did it abroad as well. The first figure is higher than the average of all the respondents (also among other age groups), while the second one is lower than the average of all respondents (also among other age groups). So, 21-30 year old respondents are more active users of tourism accommodations in their own countries, but relatively less used offers made by other countries in this area. Whether the reason why the rural accommodations abroad are less used as against to the older respondents, is the age? Probably - The first figure does not evoke doubts that this age group would be interested in offer of rural tourism accommodations, moreover, figure of foreign rural tourism use by the youngest age group (under 20 y.o.) is identical (12.82%).

The highest rating of the possibilities to make a booking of rural tourism accommodation, by view of this group is given to contact the accommodation host directly (4.44), followed by booking online (3.56). The other three options receive the similar, average assessment (from 2.35 to 2.76). This distribution is very similar to the total average results of all the respondents. Looking at the results summarised by frequency of references, it can be seen that possibility of booking by contacting the owner directly was rated as "5" by 72% respondents. This is about the same as this possibility was assessed by the youngest age group, higher than the age group from 30 to 64 y.o., but less than the age group older than 65. This can indicate that such type of booking is popular again, and is considered to be reliable (as it was when the older age group was young, when there were less other booking opportunities). The second favourite types of booking - through Internet - as important (4) or very important (5) was assessed by 70% respondents, moreover, 5 respondents in this group rated as "5" the very type of booking only. 13 respondents rated the highest only booking, by contacting the owner.

Chart 8. Average rating of answers to question 3 in assessment made by respondents from 21 to 30 y.o.



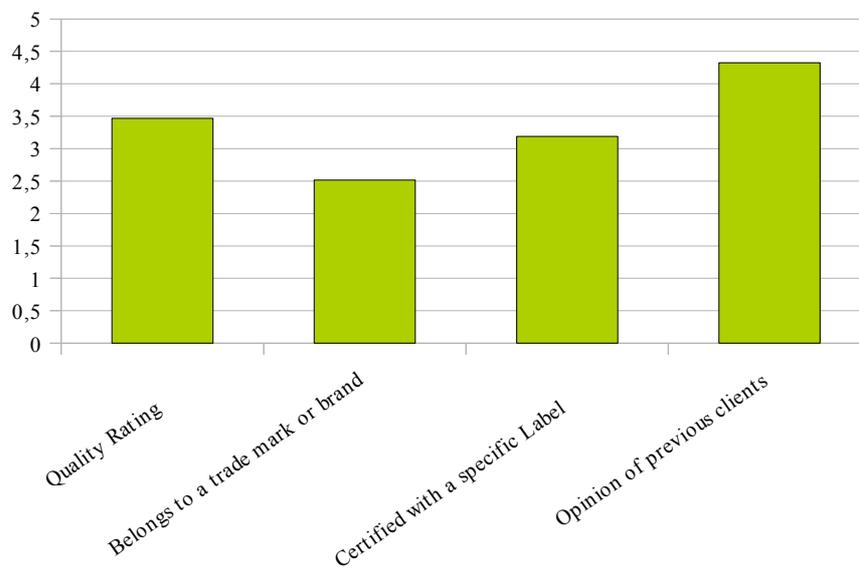
Highest confidence in Internet is shown by distribution of the answers to the following question: Internet in assessment by this age group is a priority source of information (average rating 4,5). It is followed by personal experience (4.42) and advice of friends and colleagues (4.39). The particular age group trusts the most to these three sources than the respondents on average (4.35, 4.25, 4.2), while rating of the least preferred sources of information - travel agencies and tourism exhibition is the second lowest among the age groups and lower than the average rating of all the respondents. The chart shows that all sources of information according to their importance in this age group can be divided into 4 groups with similar average figures. If affecting potential of the first three sources of information t tends to be limited (hard to disprove a negative experience, wideness of the Internet), then the next important - advertising by the rural tourism accommodations owners and guidebook content – can be made the most effectively. Low popularity of single Internet address may be explained similar as for the younger age group (see above).

Chart 9. Average rating of answers to question 4 in assessment made by respondents from 21 to 30 y.o.



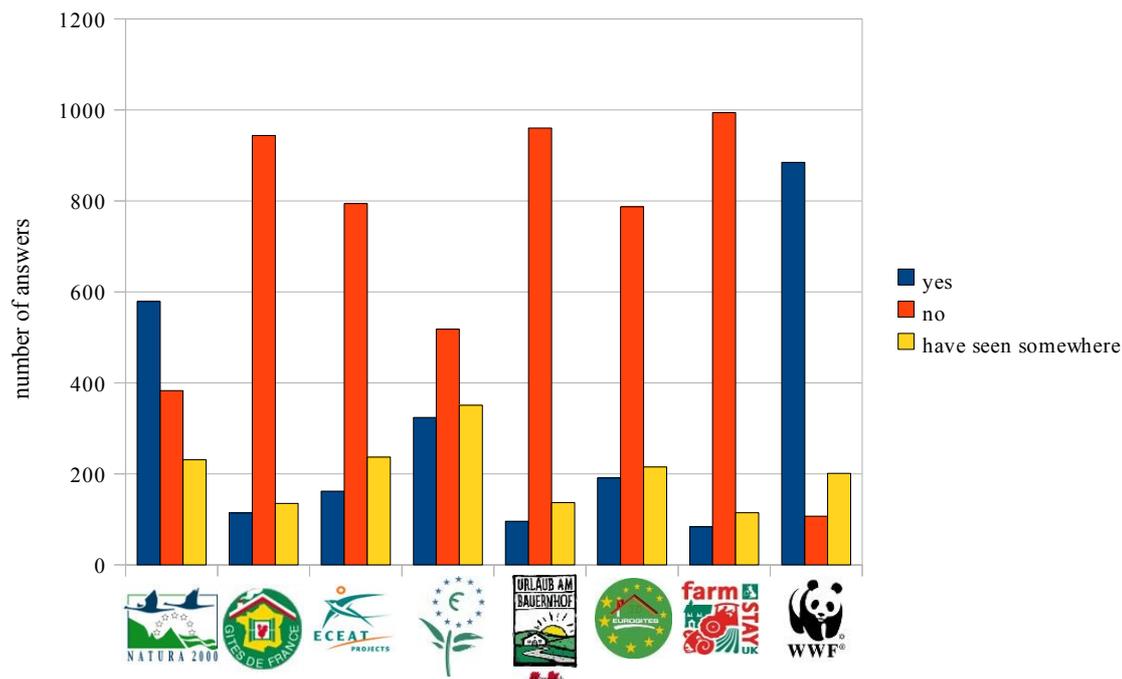
Friends and colleagues' advice is not only an important source of information, but (in case of this group) also a key criterion for accommodation choice. Other clients' references earned an average rating of 4.33, but the next important criterion - quality rating in form of different symbols (star, butterfly, etc.) – earned average rating that is only about one point lower: 3.47. Quality classification, however, is more important than the other two aspects – availability of a special certificate (3.19) and affiliation to a well known brand or company's chain (2.52). Importance of other clients' references in assessment of this group is higher than the average for all respondents, in general, while rating of the other aspects is lower than the average.

Chart 10. Average rating of answers to question 5 in assessment made by respondents from 21 to 30 y.o



Analysis of the next question in some a way explains average rating of the above-mentioned elements' status - quality classification, certification, affiliation to a particular organization – in the previous question: respondents do not recognize those or recognize at unsatisfactory level.

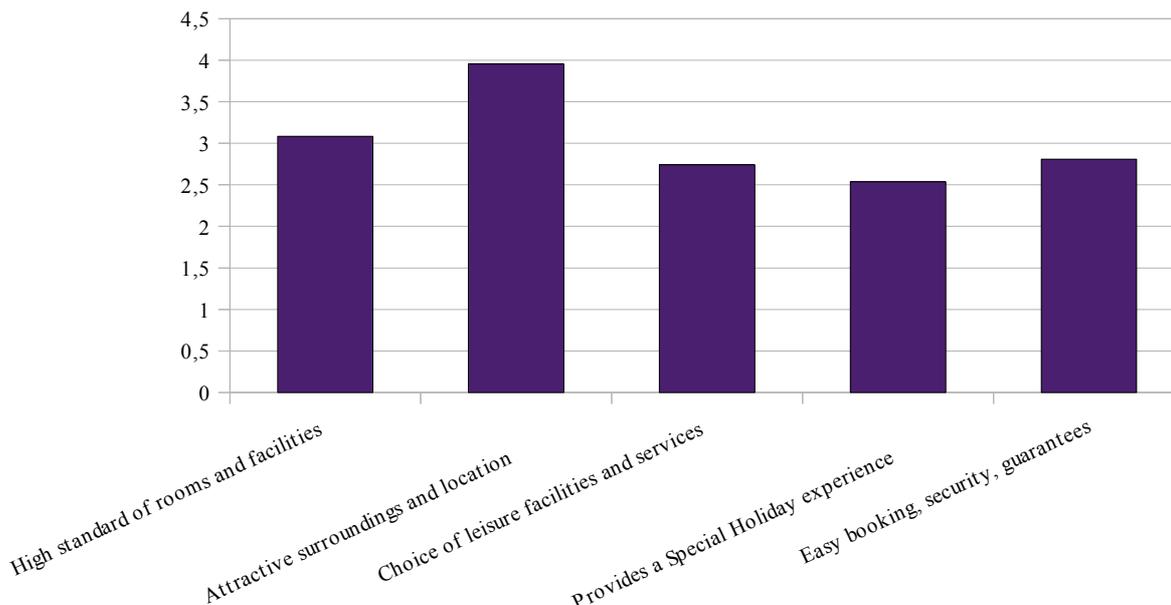
Chart 11. Distribution of answer options to question 6 in absolute numbers of respondents from 21 to 30 y.o.



The chart shows that World Wildlife Fund logo has the highest recognition, it is recognised by 74% of the group. In turn, the next most recognizable Natura 2000 – is recognised by only 48%. The most critical recognition figures are observed for Farm Stay UK (93% do not recognize or only saw), Urlaub Am Bauernhof (92% do not recognise or saw somewhere) and Gite de France (90% do not recognize). 7 respondents (or 0.59%) of the group could recognize all logos, while 23 (or 1.93%) could not recognize any. In general, recognition of the logos in the group is similar to the total average of all respondents. WWF is a better recognized brand, but Urlaub am Bauernhof is the worst one.

Essential criteria in assessment of accommodation prices and quality ratio in this group are: attractive environment (3,95), high-quality rooms and furnishings (3.09), easy booking, safety, guarantees (2.81). This group assesses the highest among the other age groups the additional services availability (average rating 2.74). Average rating of all these factors, in general, by the age group from 21 to 30 y.o. is 3.03 that is about the same as the total general (3.01). Mean figure can be explained by a large variations –in the respondents rating - it is much less significant than in other questions. For example, the best-ranked factor - an attractive environment – was rated the highest "5" by 39% respondents, and it is according to a rating awarded is proportionately the highest rating of all factors. For comparison – proportion of one rating of answers to the other questions tends to be within 40-70% range.

Chart 12. Average rating of answer options to question 7 in assessment made by respondents from 21 to 30 y.o



As a result, average rating of the aspect is received from proportionately similar absolute frequencies of the ratings. This particularly applies to the first aspect - high quality of the room or furnishings. The table shows that different rating ration varies in the range from 17% to 22% that means that for the same quantity of this group of respondents room finishing quality is as well of low importance as very important. Rating of the aspect "additional services, facilities" is also interesting - one half (52%) rate it as 2 and 3, while the other half in equal ratio of 19% rate this aspect as 1 and 4. In rating of the other aspects, we found a greater consensus - an attractive environment is an important or very important, in general, for 71% of the group, special offers do not receive much support (equal in proportion reduction from 29% with rating "1" to 12% with rating "5"). In turn, easy booking, safety and guarantees as well as room furnishing quality and availability of additional services evoked a dual attitude in the group - 27% rate it as of low importance ("1"), and 21% of the group rate it either as "2" or "5.

When planning a holiday accommodation, the most important aspect for this group representatives to focus attention is the nature and landscape attractiveness (average rating 4.58), that is consistent with the rating of previous question aspect "attractive environment". This is followed by the price level (4.41), information completeness and reliability (4.35). In general, 7 of 19 aspects, i.e. ~ 1 / 3, receives an average rating above 4 in assessment by the group. It is interesting, that easy and safe booking with guarantees in this question is rated higher, then in the previous one (4.22 as against to 2.81) and higher than advice of friends, colleagues and other clients of the accommodation (4.16).

Table 4. Average assessment of answer options to question 8 by respondents from 21 to 30 y.o.

Factor	Average assesment	Factor	Average assesment
Attractive nature or surrounding landscape	4,58	Special events that will take place during my stay	2,99
Price level	4,41	Health services available nearby	2,92
Complete and reliable information on the accommodation	4,35	Mobile phone coverage	2,81
Easy and secure booking with clear conditions	4,22	Accommodation is certified or belongs to a brand	2,61
colleagues, or other travellers	4,16	Languages spoken	2,57
Good location of the accommodation	4,15	Transfer is offered from nearest means of public transport	2,53
Quiet and peaceful setting and surrounding	4,08	Well-known tourism area or region	2,52
Comfort of the rooms or house	3,9	Amusement facilities and recreational offers (bars, disco, playground etc.) on premises or nearby	2,51
Cultural attractions nearby	3,52	Internet connection available	2,19

It can be concluded there from that respondents of the group, in general, do not consider easy booking process and safety as the determining price-quality compliance factor - attractiveness, quality dominate there (question 7.); however, it plays an important role in planning of a holiday. Distribution of the important aspects in this group corresponds to all respondents' average rating (the first four aspects are the same, and the other ones differ by 1 position), but 21-30 years old respondents on average rate it higher than the total, in general. For this group is also important the aspect of friends, colleagues and other clients' advice (the 5th important aspect with the average rating as 4.16), while for all respondents it is less important, than a calm, quiet and good location (the 7th important aspect with the average rating as 4.04). Analyzing the extent to which factors influencing a holiday choice by the group agree with the ratings made in the other questions, there are revealed moderately close correlations ($r = 0.27 - 0.49$). As against to the overall closeness of the correlated questions, it is obvious, that the coefficients are quite similar, the considered groups are higher by 2 percents on average. However, correlation between question 8.4. / question 7.2. and 8.14./4.1. in this group is weaker than in total, in general.

Table 5. Correlation coefficients between the related answer options to questions 8, 7, 5 and 4 in rating by respondents from 21 to 30 y.o.

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 8.3.	3,9	# 7.1.	3,09	0,44
# 8.4.	4,58	# 7.2.	3,95	0,31
# 8.14.	4,16	# 4.1.	4,39	0,43
# 8.14.	4,16	#5.4.	4,33	0,46
# 8.15.	4,22	# 7.5.	2,81	0,27
# 8.18.	2,61	# 5.2.	2,52	0,49
# 8.18.	2,61	# 5.3.	3,19	0,43

The most important first impressions on arrival at the accommodation, according to this group's opinion are: friendly and personal attitude of the owner and staff (average rating 4.62); conformity of the accommodation to the information in the advertisement (4.41) and physical condition of the accommodation (4.37). In general, distribution of the major influencing factors is the same as in general for all the group of respondents with one exception - two impressions "exchanged" from place to place "cosy arrangement of the space" (the 5th overall rating, and the 8th rating by 21-30 years old) and "available information about the region and the surrounding area" (total in the 8th rating and the 5th rating by 21-30 years old). Assessing correlation strength with the abovementioned ratings of various aspects, it is obvious that it is mostly insignificant. There from comes a conclusion that there is no reason to see important correlation between how representatives of the group rate different aspects characterising the tourism accommodation choosing a holiday accommodation, and what they rate primarily on arrival at the chosen accommodation. Attention shall be drawn to the fact that in general, all offered options were rated in the range of 3.28 to 4.62 (average rating) that allows concluding that none of the said aspects is not insignificant or unimportant according to the group's opinion.

Table 6. Correlation coefficients between the related answer options to questions 9, 8 and 7 in rating by respondents from 21 to 30 y.o.

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 9.2.	4,19	# 7.2.	3,95	0,19
# 9.4.	3,81	# 7.1.	3,09	0,26
# 9.7.	3,81	# 8.3.	3,9	0,35
# 9.4.	4,41	# 8.16.	4,35	0,27
# 9.9.	4,37	# 7.1.	3,09	0,16
# 9.9.	4,37	# 8.3.	3,9	0,21

Assessing conditions that to the best extent ensure a successful holiday, respondents of the age group from 21 to 30 y.o. consider the available surrounding sights and variety of possible activities as the most important (many things to do and see – average assessment 4.42). The second important aspect - a feeling of safety (4.29), and the third one - a reliable staff and service (4.18). The second characteristic of accommodation - spacious rooms and common areas - is rated as the second to last holiday-quality determining circumstance (average rating 3.09). Total distribution of the answers by average ratings is the same as overall with one exception - in general, the respondents rate the highest a feeling of safety and "a lot of things to see and do in the neighbourhood." In turn, returning from a trip, pleasant memories are rated the highest (average rating 4.84), desire to return to (4.5) and possibility to "impress" friends (to have things to tell friends - 4.27). Pleasant memories of the trip received the highest average rating in this group's opinion among all answers to all question – such big agreement of opinions is not met anywhere else.

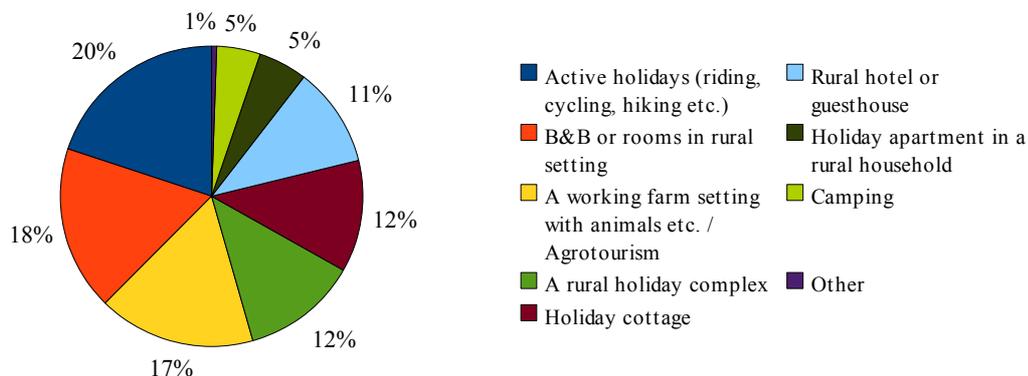
Age group “31-40”

Characteristics of the group

In this age group, data on results, received from 1015 respondents, who are from 31 to 40 years old, are summarised. Demographic characteristics: absolute majority of the respondents have higher (71%) education; this age group among the others the most often travels with family (63%) that can be attributed to the fact that more than half (also 63%) have at least 1 or more children, as in the previous age group, the majority of the respondents in this group have an average income (78%). The average annual number of holidays: 3.24 times, length thereof is from 3.65 to 10.29 days (average duration - 6.97 days). This is longer than in age groups under 30 and older than 65 years old, but shorter than for age groups from 41 to 65 years. Rural tourism accommodation use pattern is very similar to the age group from 21 to 30: 29% use hotels, guest houses and rural houses offers, but in addition thereto 55% choose holiday home as well. This age group encounters 29% of all respondents that makes it the second most represented group in this study.

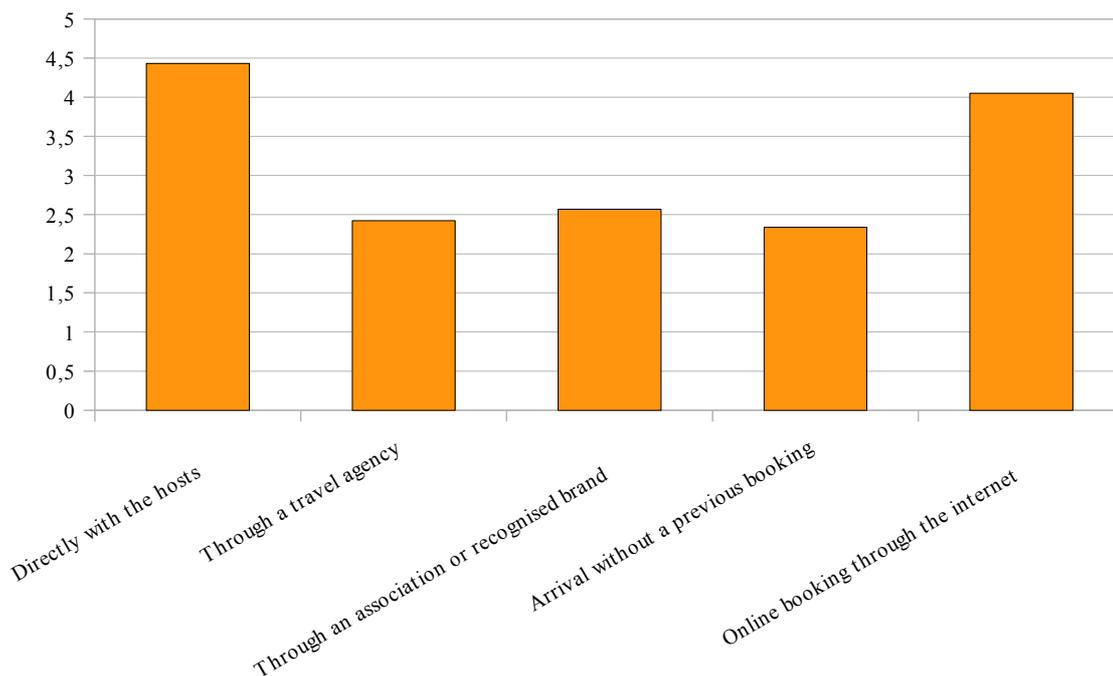
2840 ratings are received for the first question in this group, i.e. on average, every respondent ticked 2.8 aspects (the highest 2.85 was ticked by 21-30 years old people). The chart shows that a similar number of votes received active holidays, bed and breakfast accommodation / a room in farmhouse, as well as agrotourism. Distribution of these top three in the age group from 41 to 50 y.o., is equivalent, in the other age groups differences between ratings distribution is more evident. This shows that the next three more mentioned options are a recreation complex in the countryside, cottage, inn / guest house have a similar proportion (11% -12%) of answers. And the last group (holiday apartment and camping) receives 5% -6% of answers. Such a distribution of answers to three quantitative groups directly agrees with the overall opinion on the first question, but is not present in answers of other age groups.

Chart 13. Distribution of answers to question 1 in assessment made by respondents from 31 to 40 y.o.



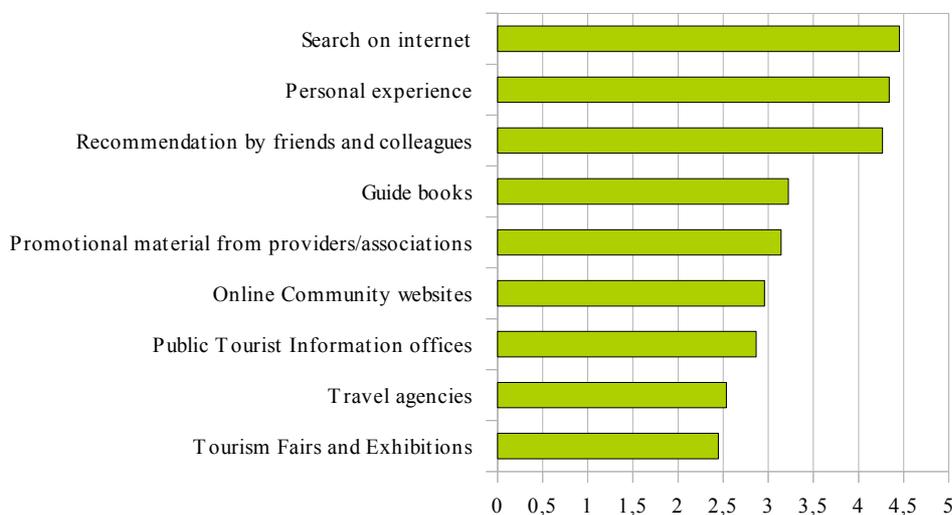
Most of the respondents from 31 to 40 y.o. used services of rural tourism accommodations in home country (86%) but one fifth respondents (20%) did it abroad as well, this figure is about the same as the average of all the respondents. Assessing the booking forms, this group, like the others, preferred booking by contacting directly the owner (average rating 4.43). Supporting The second supported form - booking in Internet - receive the average rating 4.05, which is higher than the overall average rating for this type of booking, as well as is higher than in ratings by the other age groups. There from it can be concluded that for this age group from 31 to 40 y.o. Internet as a source of accommodation booking is more important than for the other age groups. This is confirmed by percentage distribution of ratings given for this type of booking: 73% of the respondents rate it as 4 (21%) or 5 (52%). The most popular booking form - contact directly the owner – received rating 5 from 68% of the group. It is interesting that among the other free forms of bookings, 'arrival without prior booking" received the highest proportion of high rating: 13 % rated it as "5", but totally 25% as "4" and "5". According to the group's opinion this booking form is interesting: a little less than a half of the respondents consider it as of low importance ("1"- 46%), while spectrum of the rest ratings is used in a similar percentage. The totally lowest rated is booking opportunity through a travel agency – totally, 77% of the group rayed this option from 1 to 3.

Chart 14. Average rating of answers to question 3 in assessment made by respondents from 31 to 40 y.o.



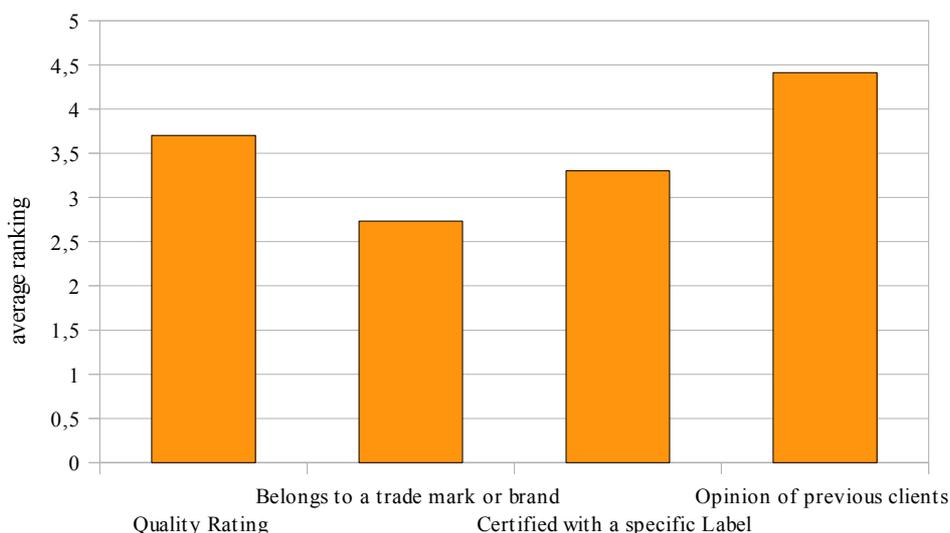
Internet for respondents of this group is not only a popular booking method, but also a reliable source of information. Internet as an important information source received the average rating 4.45 that is close to answers of 21-30 y.o. respondents, and is the highest rating of this aspect. Similarly, as in the above mentioned age group, the information sources according to their use potential rating can be divided into three groups: the highest rating received the sources (average rating above 4: Internet, personal experience, friends and colleagues advice), moderately used (average rating above 3: guidebooks, advertisements), the least used (average rating below 3: all others). Average rating of information sources by these groups agrees with the overall results with minor differences between the least-used sources.

Chart 15. Average rating of answers to question 4 in assessment made by respondents from 31 to 40 y.o.



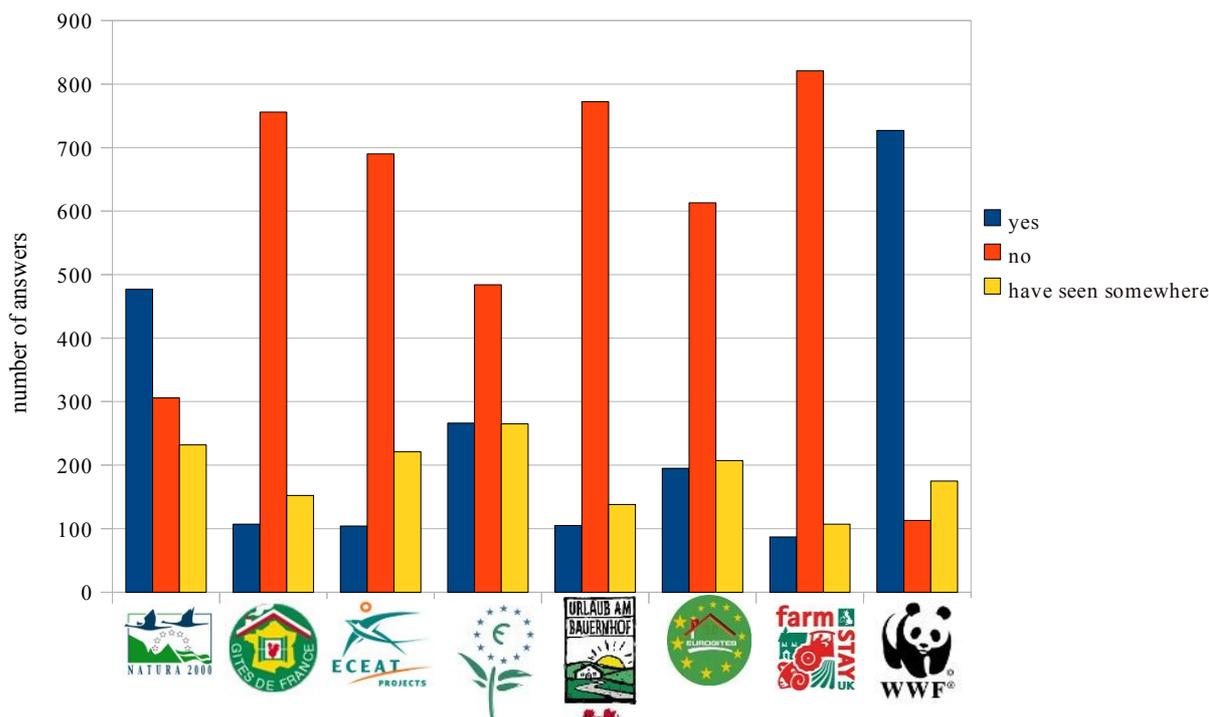
When choosing accommodation in rural areas, the most important aspect of the 4 offered in question 5 for the particular age group was other clients' references (average rating 4.41), followed by quality classification (3,7), available other special certificates (3.3) but the lowest rated was affiliation to a known brand or company's chain (2.73). According to average ratings, criteria ranking is the same as in the overall . The 30-41 y.o. age group a bit higher rate the first two criteria - other clients' references and quality rating.

Chart 16. Average rating of answers to question 5 in assessment made by respondents from 31 to 40 y.o.



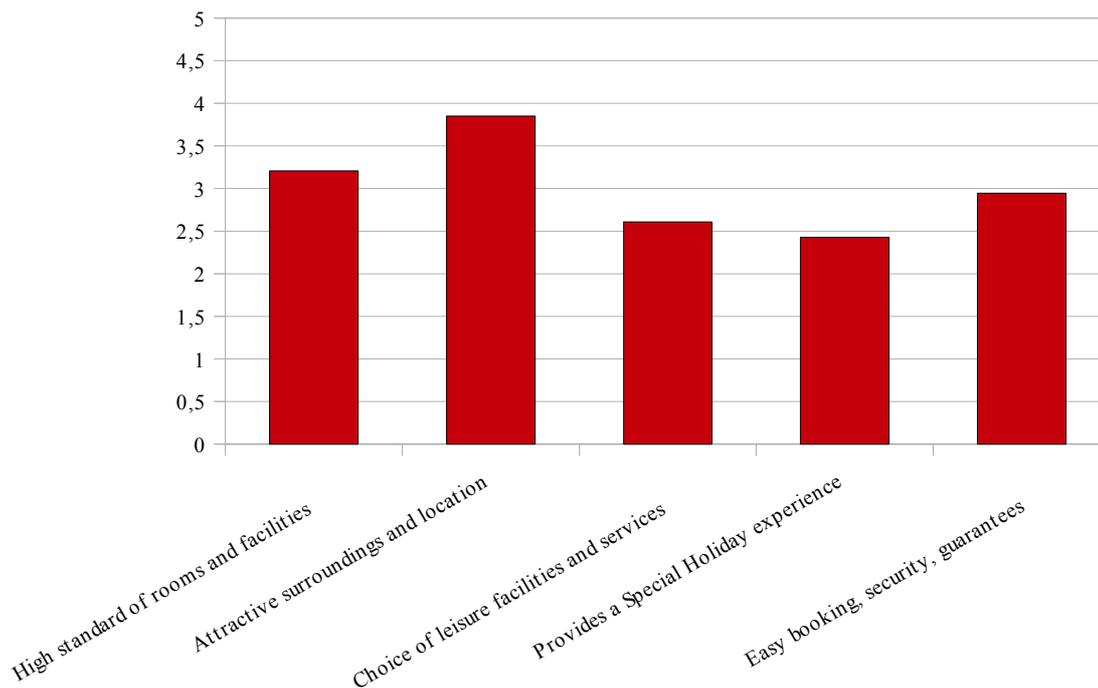
Recognition of rural tourism associated certifications and logos in the age group 31-40 y.o. shows very similar results as the overall respondents, variations are within the range of 1-2%. Exceptions: Gite de France brand has a 4% lower recognition, but WWF logo - about 5% higher. This age group, similar to 21-30 y.o. and 65 y.o. respondents recognize the least symbols attributable to the rural tourism and nature conservation organizations. This is confirmed by the fact that all logos can recognise less than one percent of this group (8 respondents or 0.69%), in turn, 2.36% (24 respondents) did not recognise any.

Chart 17. Distribution of answer options to question 6 in absolute numbers of respondents from 31 to 40 y.o.



According to 31-40 y.o. age group respondents' opinion, attractive environment (average rating 3.85), high-quality rooms and furnishings (3.21) and ease booking (2,95) make accommodation the qualitative and price adequate. Average rating of all factors is the same as the overall average; the criteria ranking by the average rating results is the same. Averages are slightly different - the most popular criterion (attractive environment) in the group's rating scored a lower average than the overall average (3.85 to 3.89), as well as the lowest rated: additional services (2.61 to 2.65). The other criteria within the group were rated a little higher. Looking at the rating percentage among the criteria, we must conclude that the most important aspect – importance of environment attractiveness – is governed by the unexpressed majority rating inside the group: 67% of the group rated it as 4 and 5, however, also a relatively large ratio is for the people trusted to average rating (18%) and people denied importance of this factor (15% rated it as 1 and 2). Next more ambiguous is importance of a room finishing quality: though according to absolute average rating it ranks the second among criteria importance, the respondents rated it in similar proportions as the highest rating ("5" by 21% of the group), average rating ("3" - 20%) and lowest rating ("1" - 19%). Also, the criterion "ease booking, safety, guarantees" received a double rating: one ¼ rates it as "1", the other one - as "5", 17% rate it as "4", while 19% - as "2." It is interesting, the lowest average rated factors were rated in a more even and unambiguous way. There from can be concluded that some factors determining the tourist accommodation quality received a dual attitude from the respondents: some of them consider it very important, while the others consider it unimportant. Importance of this factor is conditioned by the fact that the part of respondents, which consider it important, is a little bigger than the opposite view.

Chart 18. Average rating of answer options to question 7 in assessment made by respondents from 31 to 40 y.o.



The following table summarizes the group's ratings of the aspects influencing the holiday accommodation choice in question 8. As against rating of the same aspects in all respondents' opinion, there are seen the differences: for respondents of the age group 31-40 y.o. the complete and reliable information is more important than the price level; peaceful, quiet surroundings are more important than easy and safe booking; other accommodations clients' references are more important than good location.

Table 7. Average assessment of answer options to question 8 by respondents from 31 to 40 y.o.

Factor	Average assesment	Factor	Average assesment
Attractive nature or surrounding landscape	4,5	Health services available nearby	2,95
Complete and reliable information on the accommodation	4,38	Special events that will take place during my stay	2,81
Price level	4,37	Accommodation is certified or belongs to a brand	2,76
Quiet and peaceful setting and surrounding	4,25	Well-known tourism area or region	2,58
Easy and secure booking with clear conditions	4,25	Mobile phone coverage	2,58
Recommendation by friends, colleagues, or other travellers	4,16	Languages spoken	2,53
Good location of the accommodation	4,12	Transfer is offered from nearest means of public transport	2,36
Comfort of the rooms or house	3,9	Amusement facilities and recreational offers (bars, disco, playground etc.) on premises or nearby	2,3
Cultural attractions nearby	3,4	Internet connection available	2,05
Sports and similar activities on premises or nearby	3,12		

However, these discrepancies are not considered to be respected, because all mentioned aspects as in overall as well as in this group's rating, are rated as average above 4, therefore, considered as important. Assessing rating of this question as against to similar tourism accommodation aspects covered in the preceding question, there is observed an average strong correlation. Correlation coefficients are the similar to overall correlation coefficients of the same considered questions. The strongest correlation is observed between statement 8.14. (planning a holiday accommodation, friends', colleagues' and other accommodations client advice is taken into account) and statement 4.1. (among sources of information, priority is given to friends' and colleagues' advice), where $r = 0.47$. In turn, important correlation can not be established between statement 8.4 (planning holiday accommodation, the landscape or nature attractiveness is taken into account) and statement 7.2. (accommodation is considered as "of high quality and appropriate price," if it has an attractive environment), where $r = 0.27$; and between statement 8.15. (planning a holiday accommodation, ease booking, safety, guarantees are taken into account) and statement 7.5. (accommodation is considered as "of high quality and appropriate price," if it has easy booking, safety and guarantees), where $r = 0.26$.

Table 8. Correlation coefficients between the related answer options to questions 8, 7, 5 and 4 in rating by respondents from 31 to 40 y.o.

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 8.3.	3,9	# 7.1.	3,21	0,44
# 8.4.	4,58	# 7.2.	3,85	0,27
# 8.14.	4,16	# 4.1.	4,27	0,47
# 8.14.	4,16	#5.4.	4,41	0,46
# 8.15.	4,22	# 7.5.	2,95	0,26
# 8.18.	2,61	# 5.2.	2,73	0,44
# 8.18.	2,61	# 5.3.	3,3	0,42

The most significant impressions on arrival at the booked accommodation for this group are: friendly and personal attitude of the owner and staff (average rating 4.56), actual relevance of the accommodation to what was promised in the advertisements (4.43), as well as condition of the accommodation and furnishing (4.43). Such distribution of the most important first impressions meets TOP 3 of all respondents' average rating of the first impressions. The correlation coefficients between this question's ratings and the attributable question's ratings are lower than in the previous question. No correlation is considered as average close, and this pattern is widely consistent with the overall situation in calculation of correlations in question 9.

Table 9. Correlation coefficients between the related answer options to questions 9, 8 and 7 in rating by respondents from 31 to 40 y.o.

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 9.2.	4,23	# 7.2.	3,85	0,14
# 9.4.	3,92	# 7.1.	3,21	0,29
# 9.7.	3,92	# 8.3.	3,9	0,36
# 9.4.	4,43	# 8.16.	4,38	0,33
# 9.9.	4,43	# 7.1.	3,21	0,17
# 9.9.	4,43	# 8.3.	3,9	0,25

For successful holiday spending, it is important for this group representatives to feel safe (average rating 4.42), it is also important that there shall be a lot of things to do and see in the neighbourhood (4.32), as well as that the staff and service shall be reliable (4.27). Distribution and average rating of this and the other holiday quality providing conditions are similar to the total of all respondents; average rating of the criteria is a bit higher. Like in 21-30 y.o. group of respondents, the factor "wide rooms and common spaces" receives the average rating 3.24, which ranks it on the 8th place of the 10 factors determining quality of the holiday. In turn, after returning home, this group, just like all other respondents according to the average rating, consider pleasant memories as the most important (4.84), desire to return to (4.38) and the opportunity to tell friends about own experiences during the holidays (4.18). The most important in ranking of consumption factors is the same as in the total overall rating, their average ratings are different - the first five 31-40 y.o. respondents rated on average higher, in turn the other 5 – lower than the overall rating.

Age group “41-50”

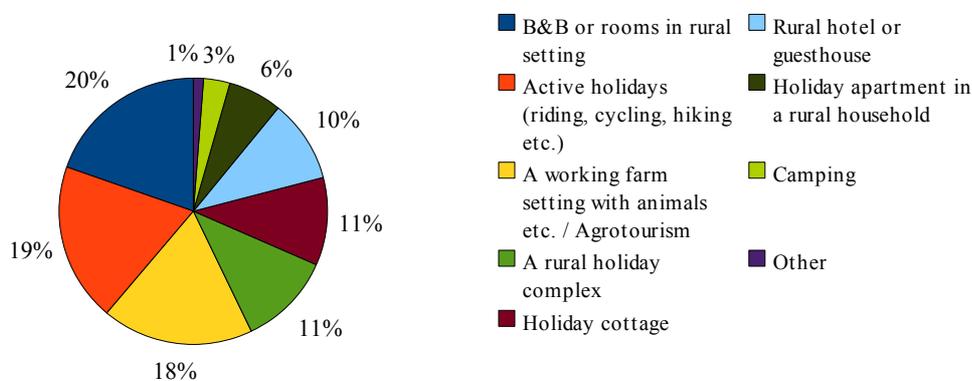
Characteristics of the group

In this age groups, data on results, received from 620 respondents, who are from 41 to 50 years old, are summarised. This group is characterized by: higher (64%), professional (15%) or secondary (13%) education, kind of travel: with family (60%) or alone (23%), most families (73%) have children, moreover, more children than in other age groups: 40% of the group have two children, but 11% of the group: have three or more. 76% of the group admit that their income is average.

The average annual number of holidays: 2.91 times, length thereof is from 3.95 to 10.12 days (average duration - 7.03 days). Frequency of holidays is the second lowest among the age groups (less frequently travels only in the age group older than 65), but the holiday duration is the second longest among age groups (for longer period travel only the age group 51-65 y.o.). It can be concluded there from that this age group representatives choose less frequent but longer trips. Rural tourism accommodation use pattern: 35% use offers of hotels, guest houses and country houses, but 50% in addition thereto chose holiday homes as well. This age group makes ~ 18% of all respondents.

Representatives of this group, totally, gave 1555 answers to the first question that makes an average of 2.51 answers per a respondent. This figure is lower than that of all respondents (2, 68). Percentage of associations divided by frequency of the received answers show a very similar pattern, as that in the previously discussed age group (31-40) and overall results. The difference: according to this group's opinion: not an active vacation is on the first place, but bed and breakfast accommodation / a room in farm house. Moreover, it as the first three aspects differs by only 1-2%, change of positions is not considered as a very significant tendency.

Chart 19. Distribution of answers to question 1 in assessment made by respondents from 41 to 50 y.o.

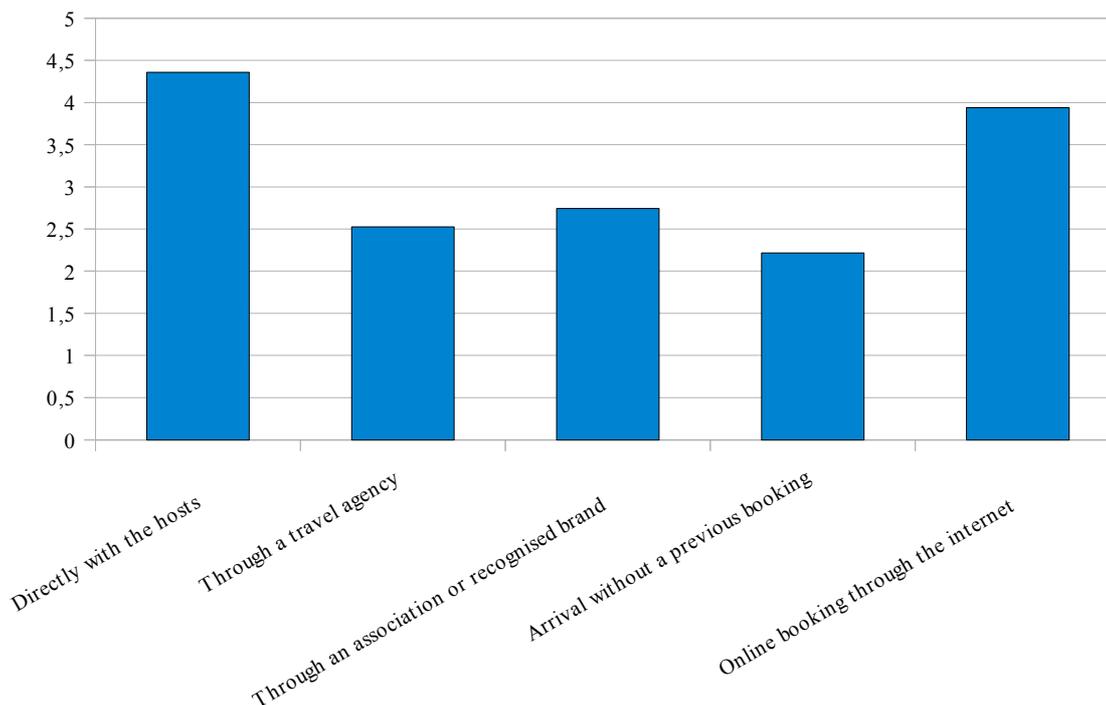


Of this age group, 86% used services of rural tourism accommodations in home country, but 22% did it abroad. Use of tourism accommodation in home country corresponds to the total average, in turn, the second figure is higher than the overall

Assessing the most popular types of booking, as in the previously described group, booking by contacting directly the owner received the highest average rating (average rating 4.36), it is followed by booking in the Internet (3.94) and through the association or tourism information centre (2.74). This group is the second most active user of Internet as a booking form among the age groups, in turn, communicating directly with the owner obtained the lowest average rating among the other age groups. This is due to a very little prevalence of positive rating of this factor: 47% of the group assess

it as "5", while ~ 14-16% rate it as "1", "3" and "4". This distribution among the other age groups more tends to higher ratings. It can be concluded that for the 41-50 y.o. age group, the booking by contacting directly the owner, is not as popular as in the other age groups. In assessment of other booking types, a rating of one type does not dominate so apparently as in other age groups. Half of the respondents rated booking in Internet as "5", about the same quantity rated as "1" the option to arrive without prior booking. Booking through the Association or a tourism info centre is rated in equal proportions as "1" and "3" (24%), as '2' and '4' (19%). Such ambiguous distributions points to a large variation of opinions in the group as against to other age groups.

Chart 20. Average rating of answers to question 3 in assessment made by respondents from 41 to 50 y.o.



Among the information sources this group prefers the Internet (4.34), personal experience (4.23), as well as friends' and colleagues' advice (4.15). Though distribution of the information sources' priority is the same as in other age groups (except for the latest one), there is already traceable trend to decrease of overall averages in the first three sources of information. If the age groups 21-30 y.o. and 31-40 y.o. assessed Internet as a reliable source of information with rating 4.5, then this age group rated it already below 4.5. In turn, rating of the other - less popular sources of information – in this group is higher than among younger age groups.

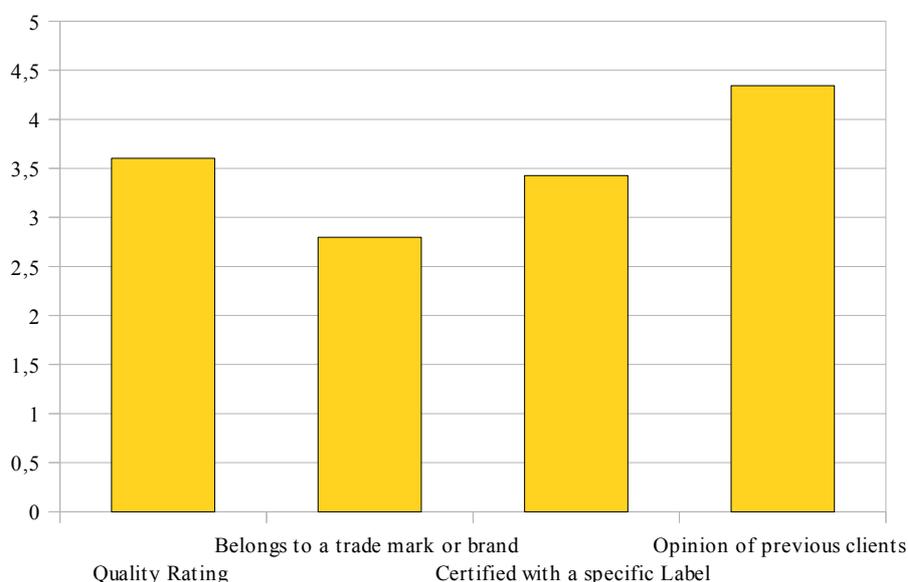
Chart 21. Average rating of answers to question 4 in assessment made by respondents from 41 to 50 y.o.



For 41-50

y.o. age group respondents, various elements of good name have bigger importance in choosing accommodation, than for all respondents on average. Distribution of priority reserves: the highest rated are other clients' references of accommodation (4.34), it is followed by quality ranking (3.6), availability of other special certificate (3.43) and affiliation to a known brand or company's chain (2.8). This rating is higher than in the two younger age groups, 31-40 years old people rate higher the other clients' references and quality ranking, while the other age groups rate lower the other clients' references.

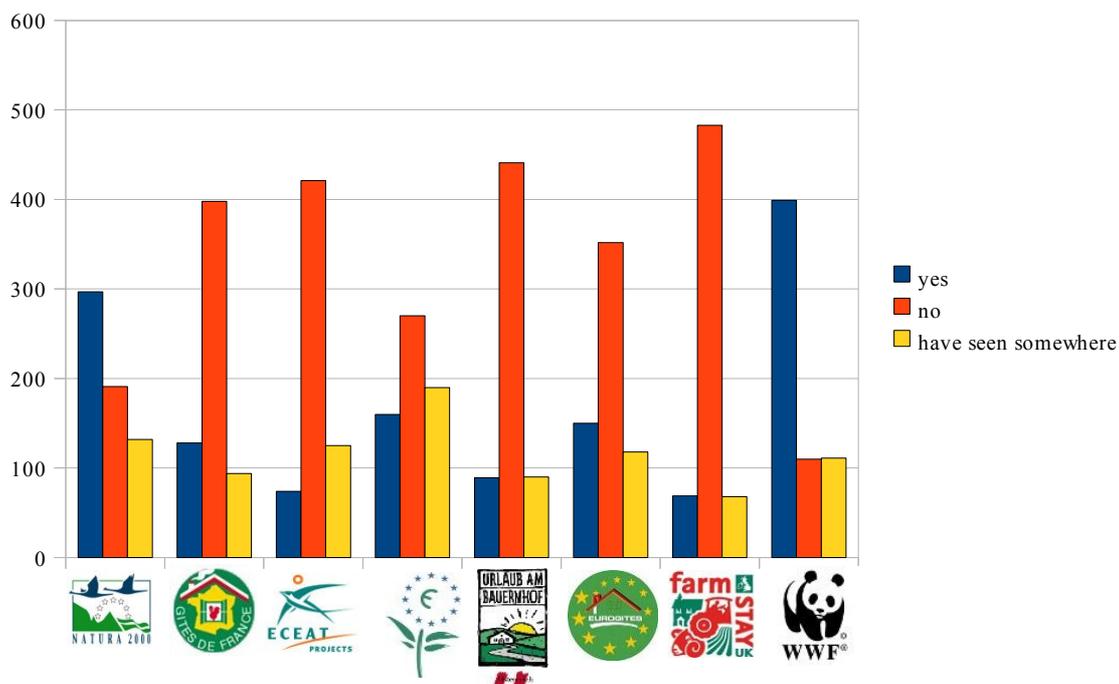
Chart 22. Average rating of answers to question 5 in assessment made by respondents from 41 to 50 y.o.



The fact that this age group as against to younger age groups, higher rates the quality ranking, availability of the other certificates, affiliation to a known brand, also results in generally higher recognition of logos of organizations / certifications associated with rural tourism and environmental protection. Better than younger respondents, representatives of this group recognize the brands Gite de France, Urlaub am Bauernhof and FarmStay UK (higher level of recognition than in the age groups

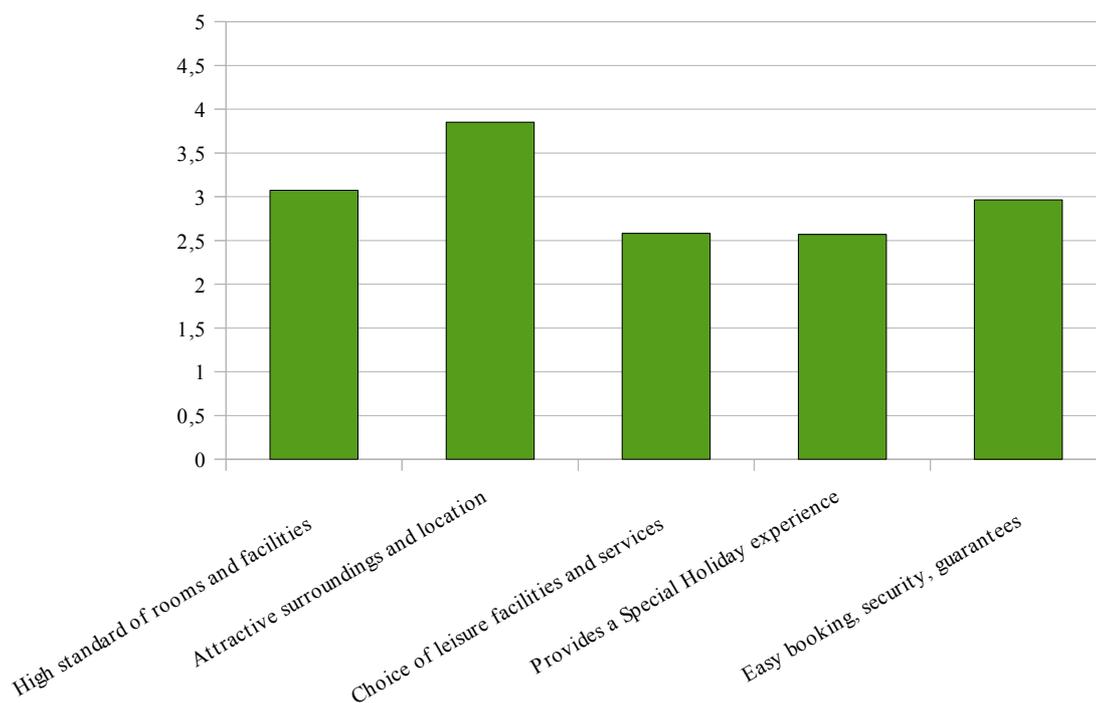
under 20, 21-30, 31-40 y.o.), Natura 2000 logo (higher level of recognition than in the age groups under 20 and 31-40 y.o.); EuroGites logo (the highest level of recognition than in the age groups 21-30, 31-40). A lower level of recognition than in the younger respondents, this group showed for WWF and EU Flower brands. As against to the overall averages, this group shows similar and slightly better results. The best recognized are Natura 2000 and WWF logo, at similar levels: Gite de France, EU Flower, EuroGites (recognised by 20% -25%) and Eceat Projects, Urlaub am Bauernhof, Farm Stay UK (recognised by 12% -14%). Of all respondents, 13 or 2.1% recognize all logos, while 22 or 3.55% do not recognize any of them. This figure is better than for all respondents together.

Chart 23. Distribution of answer options to question 6 in absolute numbers of respondents from 41 to 50 y.o.



For an accommodation be considered by this age group as of high quality and appropriate price, it must have attractive environment (3.85), high quality rooms and furnishing (3.05) and be easy booking and safe (2.96). The last of the said aspects in this group is more important than the overall on average (2.89), all other factors are rated similarly. Attractive environment, according to this group's opinion is clearly an important aspect (totally 69% rated it as "4" and "5") that can not be said about the second important factor of average ratings: quality of room and furnishing in equal proportions received either the lowest (1 - 21%), average ("3" - 20%), high ("4" - 22%) and highest ("5" - 21%) ratings. Like in analysis of other age groups, it can be concluded that furnishing quality itself is not a priority criterion of price-quality ratio. A similar situation in rating by this group is for the factor "easy and safe booking, guarantees". The lowest proportionate rating of this factor "3" was given by 15%, frequency distribution for the remainder is similar.

Chart 24. Average rating of answer options to question 7 in assessment made by respondents from 41 to 50 y.o.



Among the most important factors in planning a holiday accommodation, this group of respondents mentioned an attractive landscape or nature (4.47), complete and reliable information on accommodation (4.28), price level (4.27). In general, according to their average ratings, ranking of the factors corresponds to the overall average distribution. In calculation of correlation there is no significant difference from overall one in the same type of calculations. The correlation coefficient $r = 0.5$ between the respondents' opinion in question 8.14. (planning a holiday accommodation to take into account friends', colleagues' and other accommodation clients' advice) and question 4.1. (among the information sources, advice of friends and colleagues is preferred), is the highest in correlation calculations of all age groups. Close is also the result $r = 0.48$ between the same question 8.14. and question 5.4. (choosing an accommodation in the countryside, advice of friends, colleagues and other accommodation clients is important). It can be concluded that this group respondents were the most consistent in questions about friends', colleagues' and other clients' references about accommodation, and this factor is rated as an important source of information as well as important criteria for choosing accommodation.

Table 10. Correlation coefficients between the related answer options to questions 8, 7, 5 and 4 in rating by respondents from 41 to 50 y.o.

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 8.3.	3,83	# 7.1.	3,07	0,4
# 8.4.	4,47	# 7.2.	3,85	0,25
# 8.14.	3,94	# 4.1.	4,15	0,5
# 8.14.	3,94	#5.4.	4,34	0,48
# 8.15.	4,2	# 7.5.	2,96	0,29
# 8.18.	2,89	# 5.2.	2,8	0,45
# 8.18.	2,89	# 5.3.	3,43	0,43

Table 11. Average assessment of answer options to question 8 by respondents from 41 to 50 y.o.

Factor	Average assesment	Factor	Average assesment
Attractive nature or surrounding landscape	4,47	Accommodation is certified or belongs to a brand	2,89
Complete and reliable information on the accommodation	4,28	Sports and similar activities on premises or nearby	2,88
Price level	4,27	Special events that will take place during my stay	2,82
Quiet and peaceful setting and surrounding	4,22	Languages spoken	2,69
Easy and secure booking with clear conditions	4,2	Mobile phone coverage	2,6
Good location of the accommodation	4,19	Well-known tourism area or region	2,59
Recommendation by friends, colleagues, or other travellers	3,94	Transfer is offered from nearest means of public transport	2,41
Comfort of the rooms or house	3,83	Amusement facilities and recreational offers (bars, disco, playground etc.) on premises or nearby	2,18
Cultural attractions nearby	3,36	Internet connection available	2,18
Health services available nearby	2,9		

The most important first impressions on arrival at chosen accommodation are a friendly and personal attitude of the owner and staff (4.52), accommodation and equipment are in good condition (4.35) compliance of the accommodation to advertisement (4.34). In distribution of this and other factors there are no significant differences between average rating by the group and the overall average rating

and their ranking. Correlation between this question and the above mentioned ones, which in essence concern the same tourism accommodation operating factors, is low. About average significant strength of correlation is worth to talk about only in question 9.7. (the most important first impression on arrival – whether the accommodation is exactly as was described in advertisements) and question 8.16. (planning your holiday accommodation, an important aspect is the complete and reliable information on accommodation), where $r = 0.41$.

Table 12. Correlation coefficients between the related answer options to questions 9, 8 and 7 in rating by respondents from 41 to 50 y.o.

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 9.2.	4,15	# 7.2.	3,85	0,15
# 9.4.	3,83	# 7.1.	3,07	0,26
# 9.7.	3,83	# 8.3.	3,83	0,41
# 9.4.	4,34	# 8.16.	4,28	0,32
# 9.9.	4,35	# 7.1.	3,07	0,1
# 9.9.	4,35	# 8.3.	3,83	0,21

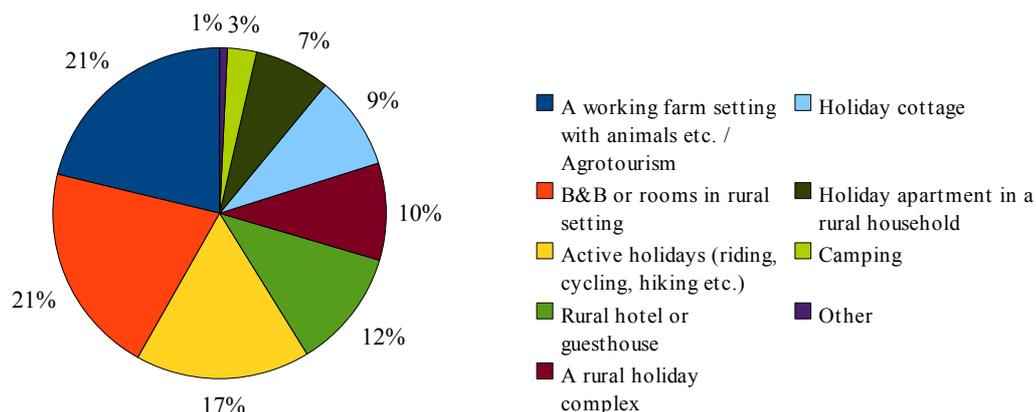
For the group of respondents the good vacation spent during the holidays is best ensured by a feeling of safety (4.34), a reliable staff and service (4.25), as well as a lot of things to see and do in the neighbourhood (4.19). But after the trip, this group representatives the most highly rated pleasant memories (4.72), the desire to return to (4.21) as well as opportunity to tell friends about the experience (3.93). The last factor as against to younger age groups, is rated lower on average.

Age group “51-65”

Characteristics of the group

In this age groups, data on results, received from 433 respondents, who are from 51 to 65 years old, are summarised. This group is characterized by: higher (54%) or secondary (22%) education, kind of travel: double (43%) or with family (35%). The average annual number of holidays: 2.57 times, length thereof is from 4.93 to 10.96 days, average duration - 7.94 days: this is longer than in other age groups of respondents. Besides the trend to decrease in number of holidays with increase in age of respondents, their duration increase as well. Age group from 51 to 65 y.o. leaves for holiday 2.5 times a year, but it is the longest one among all the respondents. The following conclusion follows there from: the older respondents travel less frequently on weekends than younger age groups, but their holidays are longer. Use habits of rural tourism accommodations: 48% use offers of hotels, guest houses and country house, but 38% in addition thereto, choose holiday homes as well. This age group makes ~ 12% of all respondents.

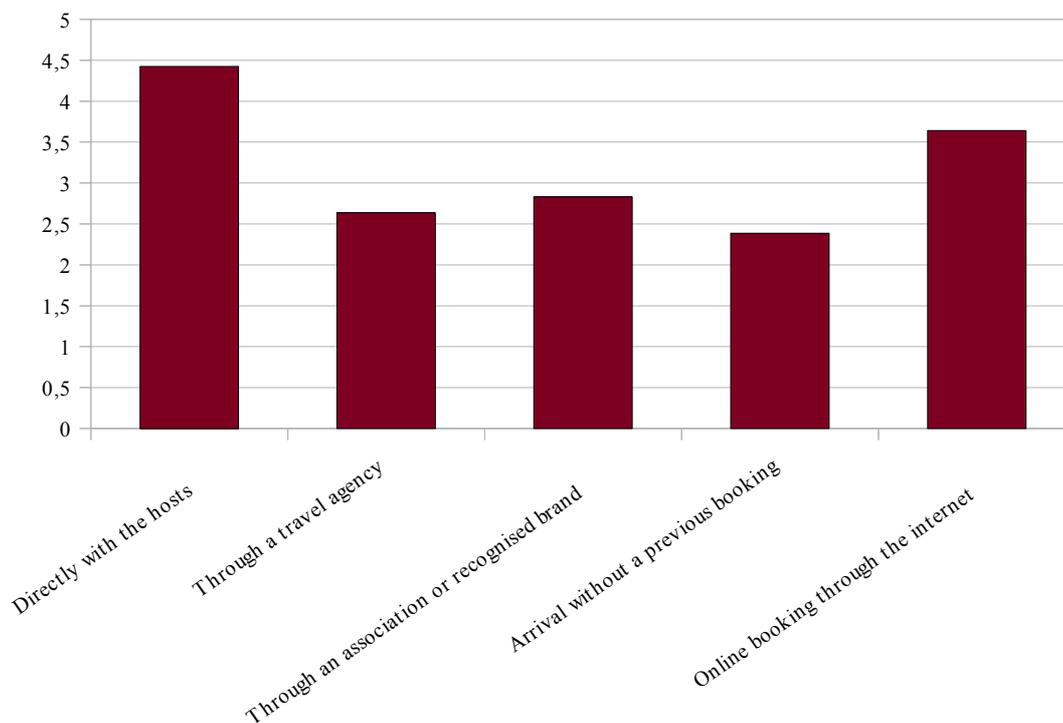
Chart 25. Distribution of answers to question 1 in assessment made by respondents from 51 to 65 y.o.



As the diagram shows, in associations of this group about rural tourism as against to younger age groups, active vacations are replaced with agricultural farms (agrotourism). Though percentage distribution of answers does not differ very much (4 percents), nevertheless, it points to the tendency that older travellers choose a more peaceful rest (which is logical). This group among the o groups most often choose the bed and breakfast accommodation / a room in a country house"(seen from the percentage distribution of answers in all groups). In general, the groups gave 1061 answers to the first question that makes on average of 2.45 answers per a respondent.

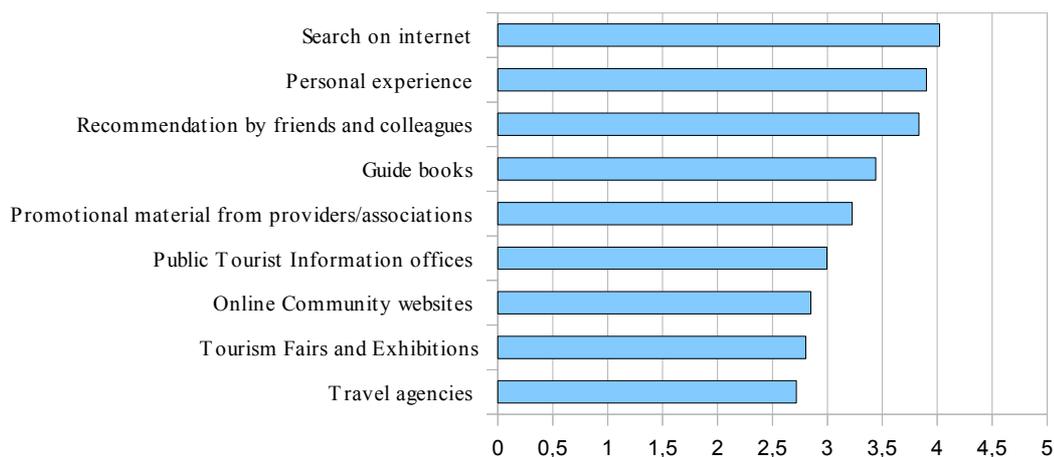
Of all age groups, representatives of this group used the least the rural tourism accommodation services in home country (77%), however, these services abroad were purchased more actively than by the other groups (23% - yet more is for the older age group only).

Chart 26. Average rating of answers to question 3 in assessment made by respondents from 51 to 65 y.o.



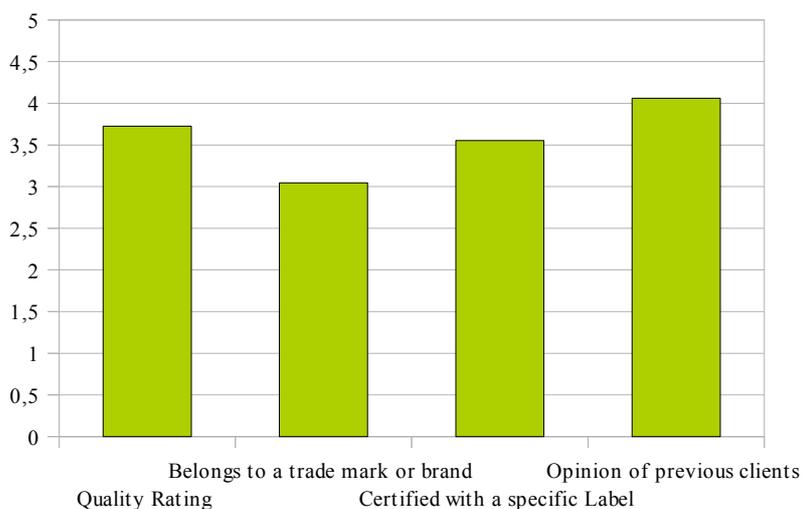
As a form of reservation, the respondents in the age group 51-65 y.o. mostly use the communication directly with home owners (average rating 4.42), it is followed by booking in the Internet (3.64) and through the association or tourist info centre (2.83). Opportunity to make a booking by contacting directly the owner as the most used is rated by 68% of the group ("5"). Booking in the Internet is regarded as very important by 38% of the respondents ("5"), but 24% rate it as average ("3") – this rating distribution proves the tendency, which is seen in comparison with rating by the younger age groups: Internet is less important for the older generation. As compared to answers by the younger age groups, the other three booking options show higher average ratings: booking option "through travel agencies" rated 32% as "3", "through association or tourism info centre"- 31%, "arrival without prior booking"- 24%. That leads to conclusion that that older respondents more evenly evaluate different booking options, dominance of Internet as a booking form decreases among them, however, grows use of the other booking options.

Chart 27. Average rating of answers to question 4 in assessment made by respondents 51-65 y.o.



Looking at distribution of the used sources of information as compared to younger age groups (see above), average ratings of the favourite source of information - Internet, personal experience, friends' and colleagues' advice - is lower, i.e. below the average rating 4. In turn, average ratings of the least popular sources of information – tourism exhibitions, travel agencies - are higher than in the younger age groups. It should be noted that reserves the overall distribution of the information sources by their use priority, their average ratings level and less vary around the average.

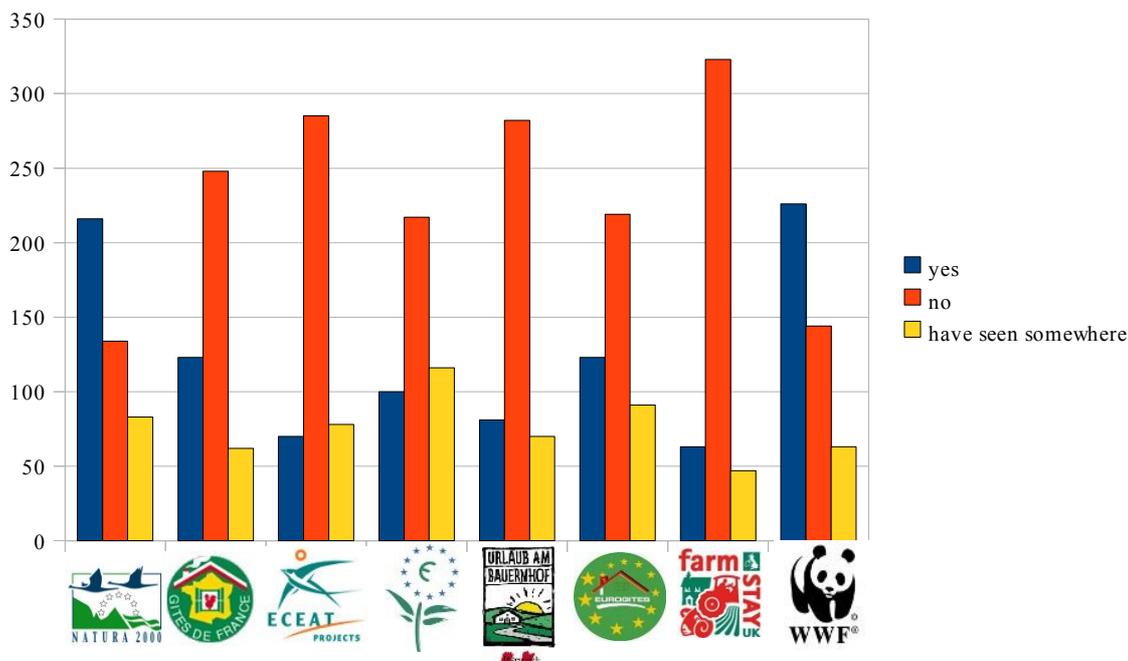
Chart 28. Average rating of answers to question 5 in assessment made by respondents from 51 to 65 y.o.



The chart above shows that average rating of various elements of the good name in this age group is

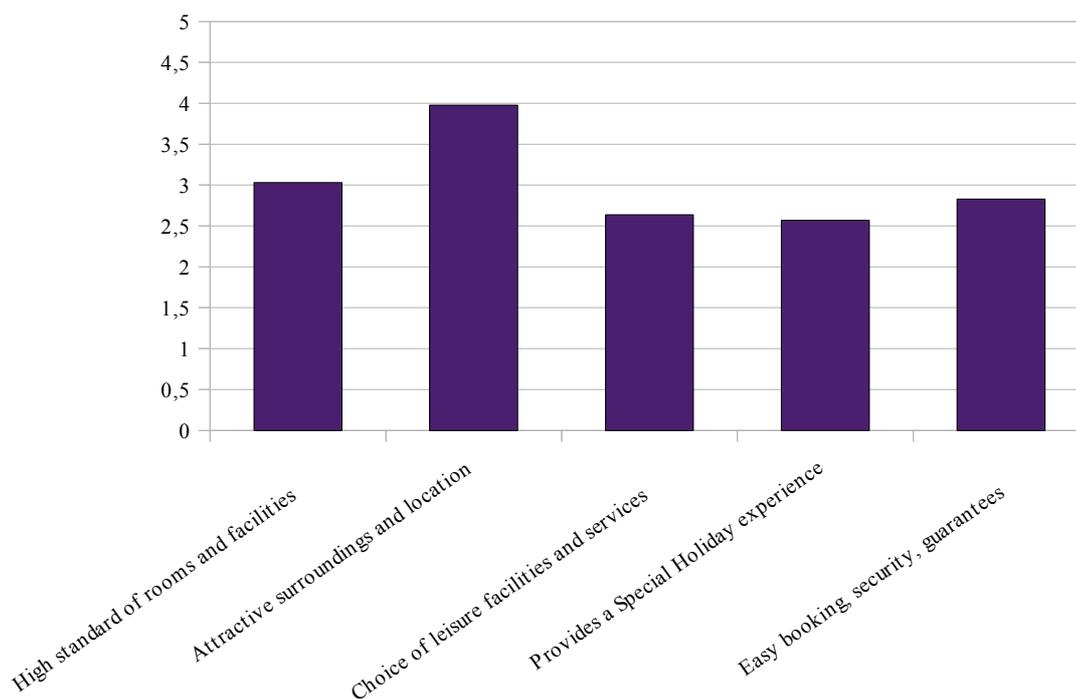
more even as against to other age groups. If in the younger age groups the aspect "other accommodations clients' references" has been evaluated much higher than the rest aspects, this age group gives less importance to this aspect. In turn, importance of the other elements for this group is much higher: among the other age groups the most highly rates is affiliation to a particular brand or company's chain (average rating 3.05), as well as availability of special certificate (such as eco-certificate) (3.55).

Chart 29. Distribution of answer options to question 6 in absolute numbers of respondents from 51 to 65 y.o.



Recognition of brand of a number of rural tourism and environmental protection organizations and certification in this group, in general, is better than in any other age group. 6 of 8 logos were the best recognised in this group (highest percentage of respondents in the group answer that recognise the logo). Lower recognition among this group of respondents, than in other groups, is for EU Flower and the WWF brands. In general, most recognised in this group are WWF (52% of the group), Natura 2000 (50%), Gite de France (28%) and EuroGites (28%) logos. 16 or 3.7% of the groups recognized all logos, while 23 or 6.47% did not recognize any of them.

Chart 30. Average rating of answer options to question 7 in assessment made by respondents from 51 to 65 y.o.



This group consider tourism accommodation as "of high quality and appropriate price", if it has an attractive environment (3.98), high-quality rooms and furnishings (3.03) and ease booking, safety, guarantees (2.83). 51-65 y.o. age group higher than other age groups, rates the environmental attractiveness - its average rating is the highest among the other age groups. 73% of the group think it an important or very important ("4" and "5"). In turn, importance of room and furnishing quality this group rated as the lowest average among other age groups. Ambiguous attitude of the group towards this aspect is also confirmed by the percentage distribution of the rating: 23% rated it "5", 22% - "3", but 24% rated it the lowest. The other three aspects, as against to other age groups, were rated as average (additional services) or relatively high (special offers, easy booking). The aspect of "additional services" in general is rated as "2" and "3" (59%), while the other two aspects were rated within the entire rating range almost in equal proportions. It can be concluded there from, that this age group in rating the accommodation quality / price ratio, more attention pays to the attractive environment, but relatively less attention - to room and furnishing quality. Part of the group an additional positive aspects also consider easy booking, safety, guarantees and special offers.

Table 13. Average assessment of answer options to question 8 by respondents from 51 to 60 y.o

Factor	Average assesment	Factor	Average assesment
Attractive nature or surrounding landscape	4,49	Health services available nearby	2,95
Good location of the accommodation	4,23	Special events that will take place during my stay	2,89
Quiet and peaceful setting and surrounding	4,17	Sports and similar activities on premises or nearby	2,74
Complete and reliable information on the accommodation	4,11	Languages spoken	2,69
Price level	4,09	Well-known tourism area or region	2,65
Easy and secure booking with clear conditions	3,97	Mobile phone coverage	2,56
Comfort of the rooms or house	3,77	Transfer is offered from nearest means of public transport	2,45
Recommendation by friends, colleagues, or other travellers	3,7	Internet connection available	2,27
Cultural attractions nearby	3,45	Amusement facilities and recreational offers (bars, disco, playground etc.) on premises or nearby	2,13
Accommodation is certified or belongs to a brand	3,03		

When planning a holiday, this age group gives the highest ratings to the following aspects: an attractive landscape or nature (4.49), good location (4.23) and a peaceful, quiet environment and surroundings (4.17). Though absolute average rating of these aspects by this group as against to the other age groups is not higher, but their position relatively to the other aspects is higher. The price level and information reliability that in other age groups and total respondents rank the 2nd and 3rd in priority distribution, in this age group is lower rated than a good location and peaceful environment. In rating by this group as against to other age groups and total respondents, the highest rating in ranking of the holiday choice determinants is given to accommodation certification or affiliation to a known brand (average rating 3.03 is the second highest among the age groups). This observation confirms the earlier found responsiveness of the group to presence of formally approved elements regulating the controlled quality level (see above for good name elements). The correlation between question 8 and similar questions contained in the previous question in answers by this group respondents is different: in some cases it is low (8.15./7.5. and 8.4./7.2.), but in most of the comparison r is ~ 0.4 to 0.5 , that is rated as average strong correlation. Correlation coefficients as against to rating of the same questions by all the respondents are lower, the only exception is: higher correlation is between question 8.14. (planning of holiday accommodation to take into account advice of friends, colleagues and other accommodation clients) and question 5.4. (choosing accommodation in the countryside, important are friends', colleagues' and other accommodation clients' references), where $r = 0.5$.

Table 14. Correlation coefficients between the related answer options to questions 8, 7, 5 and 4 in rating by respondents from 51 to 65 y.o.

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 8.3.	3,77	# 7.1.	3,03	0,39
# 8.4.	4,49	# 7.2.	3,98	0,28
# 8.14.	3,7	# 4.1.	3,83	0,44
# 8.14.	3,7	#5.4.	4,06	0,5
# 8.15.	3,97	# 7.5.	2,83	0,22
# 8.18.	3,03	# 5.2.	3,05	0,42
# 8.18.	3,03	# 5.3.	3,55	0,41

When rating importance of the first impressions, representatives of the age group 51-65 y.o. answered similar to the other groups: on the first place is friendly and personal attitude of the owner and staff (4.52), the second – compliance of accommodation with the advertisement (4.33), but on the third – condition of accommodation and equipment (4.27). The first impressions in rating by this age group are less demanded than in the other age groups - average ratings of all aspects are among the lowest ones in all age groups. Calculating correlation strength of factors mentioned in question 9 with rating of similar aspects in the preceding questions we must conclude that correlation in the most cases is weak. It is worth to mentioned as to be taken into account only the correlation between the 9.7. (most important first impression on arrival – whether the accommodation is exactly as described in advertisements) and 8.16. (planning your holiday accommodation an important aspect is the complete and reliable information on accommodation), where $r = 0.36$.

Table 15. Correlation coefficients between the related answer options to questions 9, 8 and 7 in rating by respondents from 51 to 65 y.o.

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 9.2.	4,12	# 7.2.	3,98	0,06
# 9.4.	3,79	# 7.1.	3,03	0,24
# 9.7.	3,79	# 8.3.	3,77	0,42
# 9.4.	4,33	# 8.16.	4,11	0,36
# 9.9.	4,27	# 7.1.	3,03	0,14
# 9.9.	4,27	# 8.3.	3,77	0,24

During holidays the most important for qualitative time spending according to this group's opinion, is a feeling of safety (4.32), staff and service reliability (4.25), as well as the hospitality of the rural population (4.25). The third important aspect according to this group's view - hospitality of the rural population - takes the place, which in the other age groups' opinion is occupied by "a lot of things to see and do in the neighbourhood." This factor in opinion of this particular age group, as against to the other age groups and total respondents, "fell" to the 5th place (average rating 4.07). As a value of qualitatively spent holiday this age group consider an opportunity to associate with the region's culture and local community – it is evidenced by higher than in the other age groups average ratings of such aspects as exposure to rural life and people (3.46), authenticity of rural life and traditions (3,95), local

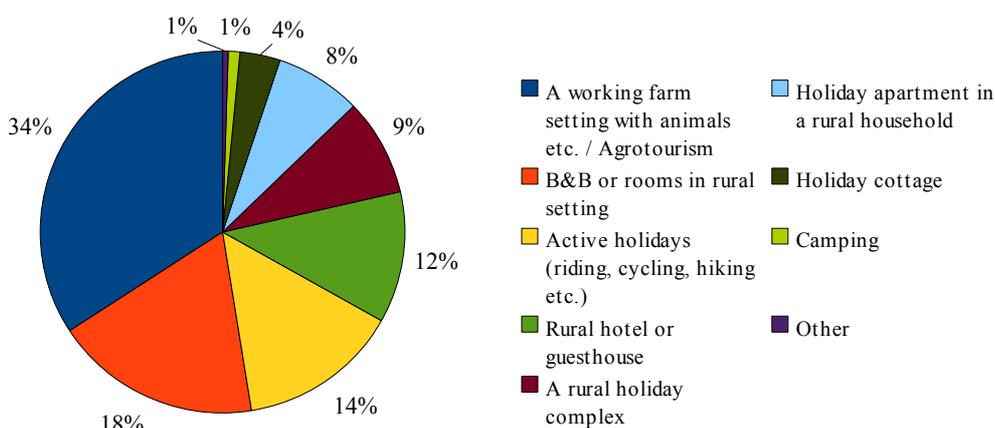
food (4,1). Returning from a trip, representatives of the age group from 51 to 65 y.o. like the other age groups, the highest rate pleasant memories (4.67), desire to return to (4.08), a clear and correct bill (3.8) and the opportunity to tell friends about the experience (4,8). This distribution shows that, as against to younger age groups, important are the practical aspects (correct bill), saving contacts with the host (3,28) and personal farewell by service staff and the host (3.71.) get a higher average rating in this age group among the other age groups.

Age group “>65”

Characteristics of the group

In this age groups, data on results, received from 97 respondents, who are from 65 years old, are summarised. This group is characterized by: higher (66%) or secondary (24%) education, this group among the other kinds, travels double – 69%, most respondents (62%) chosen not to give answer to the question about children in family, income level in the group differs a bit from the other age groups: minor part of the respondents have average income (68%), in turn, major – high income (16,5%). The average annual number of holidays: 2.16 times, length thereof is from 3.74 to 8.61 days, i.e. average duration is 6.18 days). Comparing these figures with the previously characterised age group, we may state a tendency that holiday duration increases to a certain age of the respondents, and then it starts to fall. This threshold, according to this study, is approximately the seventh decade, but in order to determine it accurately, a further research should be conducted. In turn, frequency of holidays decreases with age of the respondents. This age group, as against to the others, the most proportionately uses offers of hotels, guest houses and country house (63%), but a holiday home - only 9%. The two possible options were chosen by 20% of the group, which is also the lowest figure among all age groups. It can be concluded that a holiday home as a rural tourism accommodation is not widely used and recognized among the oldest age group. This age group makes 2.78% of all respondents, and is the second less represented age group following the younger age group (under 20 years old).

Chart 31. Distribution of answers to question 1 in assessment made by respondents older than 65 y.o.

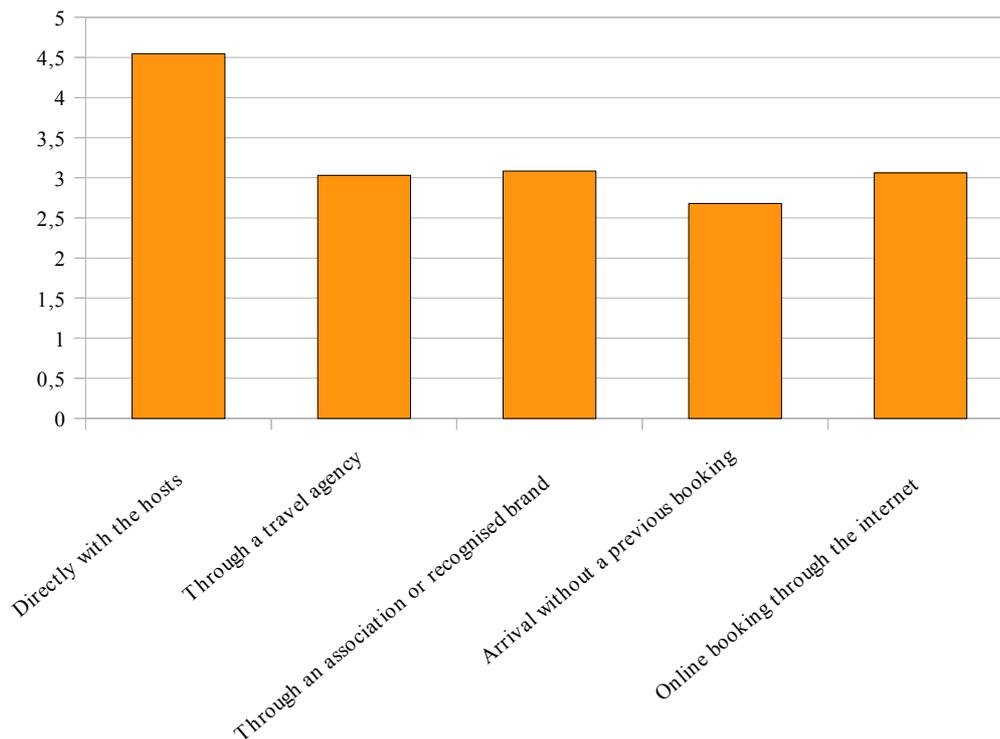


The group gave 196 answers to the questions, i.e. on average 2.02 answers per a respondent. This figure is the lowest among all age groups, therefore we can conclude that opinion on rural tourism in older travellers is based on two associations, as against to many associations in opinion of the younger age groups. The chart shows proportionate distribution of answers. As against to the younger age groups, we see significant differences: a much larger share of answers is represented by agricultural farms with domestic animals. Representing 34% of the answers, agrotourism in opinion of this age

group is a much more expressive leader, than any popular answers by other age groups (active holidays). Thus, referring to the previous conclusion it is quite reasonable to say that on average one of the two associations, which the certain age group associates with rural tourism, is agrotourism. In turn, the other options less mentioned by the other age group, this age group chooses more rarely: a holiday home was ticked by 4%, camping – by 1%.

Rural tourist accommodation service in home country was used by 83.5% of the group, but in foreign countries - 24%, which is the highest among the age groups.

Chart 32. Average rating of answers to question 3 in assessment made by respondents older than 65 y.o.



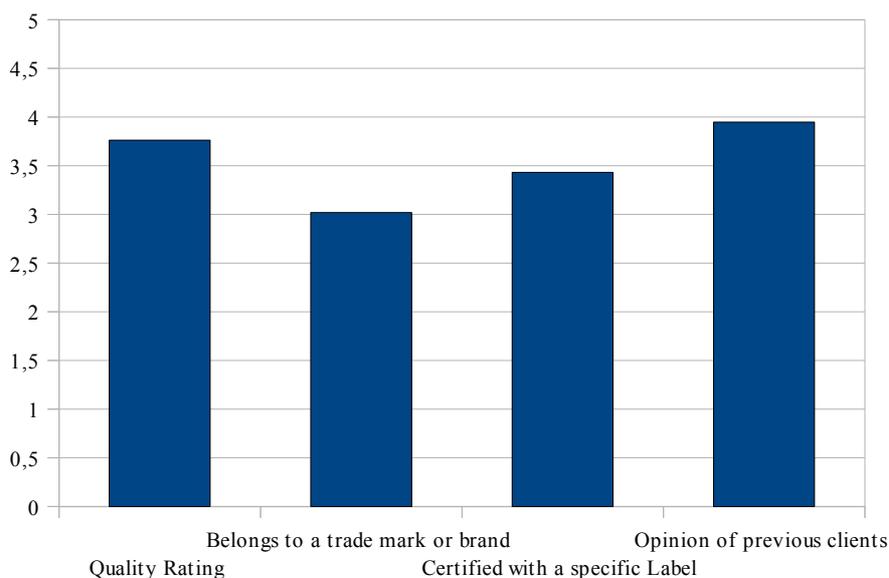
As primary booking type this age group chosen to contact directly with the owner (4.55). Unlike other groups, there are equally rated the options "through travel agencies" (3.03), "through association or tourism info centre (3.08) and booking in the Internet" (3.06). The age group older than 65 among the other age groups rated travel agencies and associations / TIC as a booking option with a higher average rating, while the Internet - with the lowest one. This age group also rated the highest the arrival without prior notification and communication directly with the owner of. It follows there from that the older age group older than 65 as against the other age groups, rated higher all booking options, except for the Internet, which got a lower support. It is interesting, the highest percentage of the group respondents rated with average rating ("3") the following 4 of 5 booking options: through a travel agency (57%), through association / TIC (70%), arrival without prior booking (59%), booking in the Internet (65%). Thus, it is possible to establish the unity of the group's opinions and minor variation in booking choice.

Chart 33. Average rating of answers to question 4 in assessment made by respondents older than 65 y.o.



As the most appropriate source of information for the oldest age group, as against to other age groups, considers not the Internet, but the guidebooks. The Internet as a source of information is only on the 5th of 9 places. This age group among the other age groups rated the highest such sources of information as guidebooks (3.74), travel agency (2.93), rural tourism owners' or organizations' promotional materials (3.53), tourism exhibition (3.15). On the contrary, the lowest average rating among the other age groups, the oldest group respondents gave to advice of friends and colleagues (3.69), Internet (3.24), personal experience (3.7), single Internet addresses (2.8). As a result thereof, use of information sources and priority distribution appear to be more balanced than in the other age groups. It can be stated also comparing the charts illustrating this question in various age groups.

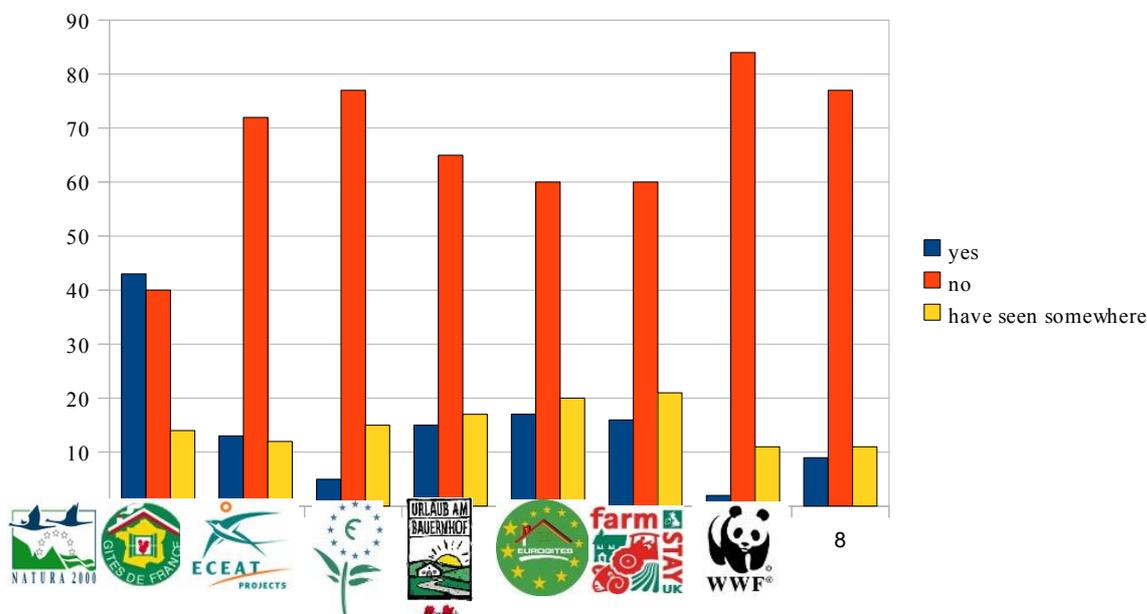
Chart 34. Average rating of answers to question 5 in assessment made by respondents older than 65 y.o



Within the group's most important elements of good name, which may affect choice of accommodations include: other clients' references (3.95), quality rating (3.76), other special certificate

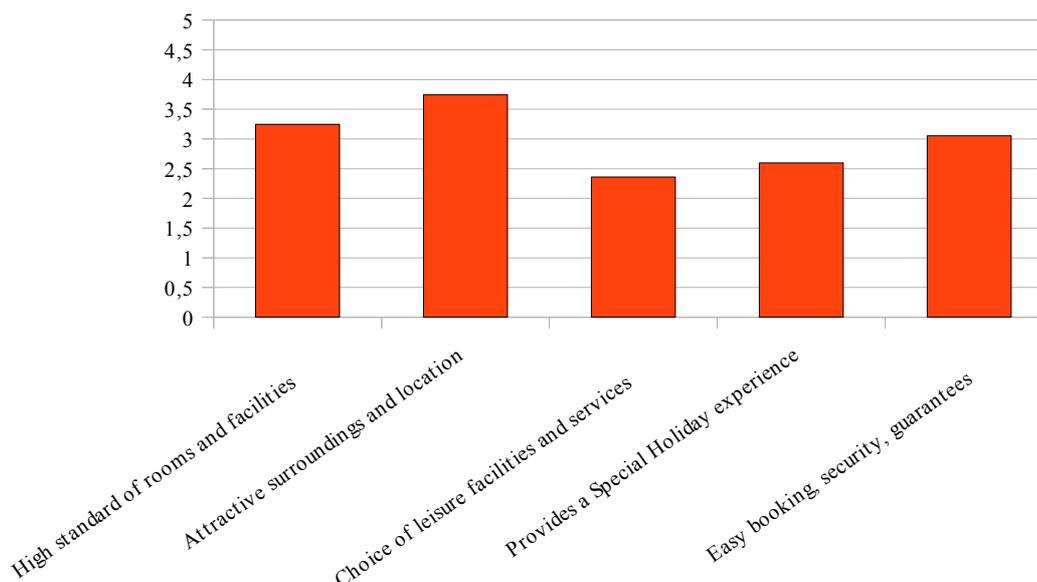
(3.43). As the last resort - affiliation to known brand or company's chain (3.02). Other accommodation clients' references got either the lowest average rating as against to the other age groups. In turn, quality rating and affiliation to a known brand or company's chain receive the highest average rating among all age groups. In this respect, as well as in previous, less variations can be detected in average ratings of different aspects: not expressed high or low rating, factors are less different from each other. Logo recognition by the oldest age group was relatively worse - 4 of 8 logos this group recognises the rarest (in percentage, the group recognises the least that recognized the logo). The worst recognised among the age groups are EcEAT (known to 5% of the group), EU Flower (15%), FarmStayUK (2%) and WWF (9%) logos. In turn, Urlaub am Bauernhof brand is recognized better than in the younger age groups (18% - a better figure is only in the age group 51-65 y.o.). The group the best succeeded with recognition of Natura 2000 logo (known to 44%), at equivalent level there are recognized Gite de France, Eu Flower, Urlaub am Bauernhof and EuroGites logos (known to 13% -17%) and lowest recognition in this group of respondents is for EcEAT, FarmStayUK and WWF logos (2% -9%). Totally, brand recognition in the older age group succeeded worse than in the younger age groups, recognition of some symbols gave surprisingly low figures (WWF, FarmStayUK, EcEAT).

Chart 35. Distribution of answer options to question 6 in absolute numbers of respondents older than 65 y.o



Assessing accommodation quality / price ratio, representatives of this age group the most take into account the environment attractiveness (3.74), room and furnishing quality (3.25) and ease booking, safety, guarantees (3.05). This age group rates the highest among other age groups the room furnishing quality, availability of special offers and easy booking, safety, and guarantees. In turn, environment attractiveness and available additional services and equipment are the lowest rated among the age groups. As a result, 4 of 5 factors (except for "additional services and equipment") are the most close and equal to average ratings than in other age groups – here again is observed a trend for more even distribution of answer options.

Chart 36. Average rating of answer options to question 7 in assessment made by respondents older than 65 y.o



Planning a holiday accommodation, the oldest age group as most important to be taken into account distinguishes landscape or environment attractiveness (average rating 4.51), good location (4.29), a peaceful, quiet environment and surroundings (4.15). The price level, which is in the top of the most important factors for the total average and the younger age groups, is rated by this age group as the 7th rating of 19 factors and get absolutely the lowest average of all age groups (3.9 as against to ratings of the rest groups > 4.09).

Table 16. Average assessment of answer options to question 8 by respondents older than 65 y.o

Factor	Average assesment	Factor	Average assesment
Attractive nature or surrounding landscape	4,51	Accommodation is certified or belongs to a brand	3,05
Good location of the accommodation	4,29	Special events that will take place during my stay	2,92
Quiet and peaceful setting and surrounding	4,15	Well-known tourism area or region	2,82
information on the accommodation	4,11	Mobile phone coverage	2,74
Comfort of the rooms or house	4,03	Sports and similar activities on premises or nearby	2,52
Easy and secure booking with clear conditions	4,02	Transfer is offered from nearest means of public transport	2,46
Price level	3,9	Languages spoken	2,39
Recommendation by friends, colleagues, or other travellers	3,85	Amusement facilities and recreational offers (bars, disco, playground etc.) on premises or nearby	2,16
Health services available nearby	3,43	Internet connection available	2,05
Cultural attractions nearby	3,42		

The older age group as against to the others, of the factors gives the highest rating to good location,

comfortable houses and rooms, available near medical services, and a certified or affiliated to a known brand accommodation (the highest average rating among the age groups). In turn, the less important factors, as against to other age groups, are a language spoken by locals, access to Internet, sports and recreation opportunities in the neighbourhood, a peaceful, quiet environment, complete and reliable information on accommodation, price level: average rating by the group of all these factors is the lowest one among the age groups. Investigating correlation between question 8 and previous questions, it was revealed that correlation strength is unimportant and lower than in other age groups. If in the younger age groups r was within the range of 0.3 to 0.5, then in calculations in this age group - from 0.2 to 0.3. Reference to such correlation coefficient is not regarded as to be considerable.

Table 17. Correlation coefficients between the related answer options to questions 8, 7, 5 and 4 in rating by respondents older than 65 y.o

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 8.3.	4,03	# 7.1.	3,25	0,31
# 8.4.	4,51	# 7.2.	3,74	0,13
# 8.14.	3,85	# 4.1.	3,69	0,39
# 8.14.	3,85	#5.4.	3,95	0,21
# 8.15.	4,02	# 7.5.	3,05	0,23
# 8.18.	3,05	# 5.2.	3,02	0,34
# 8.18.	3,05	# 5.3.	3,43	0,33

It follows from the foregoing that planning a holiday the oldest age pays more attention to what will be their well-being, opportunity to relax and feel safe exactly at the chosen tourism accommodation (as shown by higher ratings of quality certification, accommodation comfort level and nearby available medical services), without paying much attention to the surrounding objects (attractions, activities, culture, etc.).

The most important first impressions on arrival at chosen accommodation for this age group are the same as for any other age group and total respondents: friendly and personal hosts and staff attitude (average rating 4.51), accommodation compliance with the advertisement (4.4), condition of accommodation and equipment (4.19). As against to the other age groups, higher rating receive easy finding and accessibility of accommodation (4.12) and parking (3.95), but lower rating - a beautiful view from the window of the client's room or common areas (4.05) and availability of information about the region and the surrounding area (3.48). Analysis of this question correlation has one pair of significant correlation: question 9.7. (Most important first impression on arrival – whether the accommodation is exactly as was described in advertisements) and question 8.16. (planning a holiday accommodation, an important aspect is the complete and reliable information on accommodation), where $r = 0.44$.

Table 18. Correlation coefficients between the related answer options to questions 9, 8 and 7 in rating by respondents older than 65 y.o

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 9.2.	4,05	# 7.2.	3,74	0,1
# 9.4.	3,86	# 7.1.	3,25	0,08
# 9.7.	3,86	# 8.3.	4,03	0,29
# 9.4.	4,4	# 8.16.	4,11	0,44
# 9.9.	4,19	# 7.1.	3,25	0,06
# 9.9.	4,19	# 8.3.	4,03	0,27

The older age group differs from the other age groups either by things that are considered the determinant for a successful holiday. As the most important the respondents mention hospitality of rural population (average rating 4.44), followed by a feeling of safety (4.38) and only then followed by staff and service reliability (4.29).

Returning home, the oldest age group respondents, as in other age groups, the highest rating gave to pleasant memories (4.53), a clear and correct bill (4.16) and a personal farewell of the host and servicing staff (4.06). If the first factor corresponds to all respondent's rating, and the second factor was among the TOP3 of the after-travel impressions in the second oldest age group of respondents, then the host's personal farewell as the third most important aspect is present only in answers of this groups. In general, after-travel impressions in this age group are more important than other age groups – it is shown by a higher average rating to a half of questions 11. Higher than in other age groups there are rated: a clear and accurate bill (4.16), a personal of the host and servicing staff (4.06), keeping contacts with owner (3.56), opportunity to receive regularly information about the region (3.14) and access to respondent questionnaire (2.98). In turn, the lowest rating among all age groups, these respondents give to possibility to tell friends about experience (3.59). This fact and the above-mentioned factors that were rated higher than in younger age groups, again confirmed that older respondents focus on the contacts with owners, staff and local residents as an important incentive for travel.

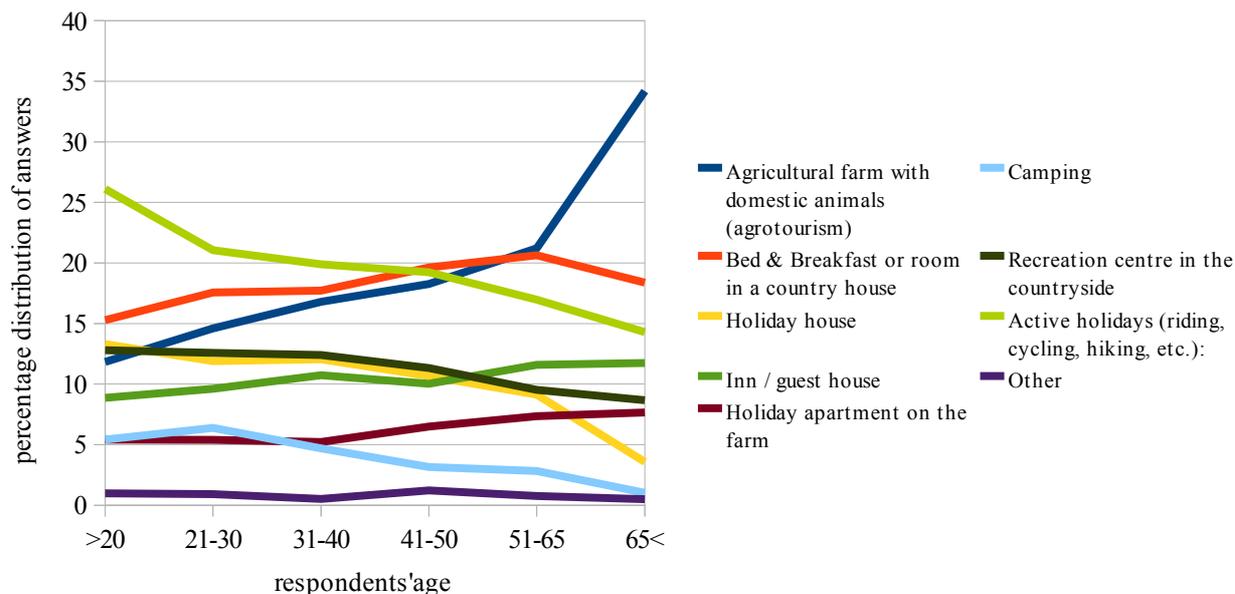
Total observations and conclusions on the results in the age groups

Assessing variation of answers by age of the respondents, and how the average ratings change (percentage) in different age groups, it is possible to establish interesting trends. Charts herein partly support the made conclusions and judgments, additional information is received from the calculation sheets (vecuma grupas.xls -> page “viss kopa”).

The following chart shows changes in percentage of the answer options to the first question – what are your associations with the rural tourism? – in the age groups. The most evident changes in this question are:

- 1) The older the respondent is, the more rural tourism is associated with an agricultural farm (agrotourism);
- 2) The younger the respondent is, the more rural tourism is associated with active holidays;
- 3) The average quantity of chosen in the age group associations per a respondent is inversely proportional to the respondents' age (the older the respondent is, the less associations are; and vice versa).

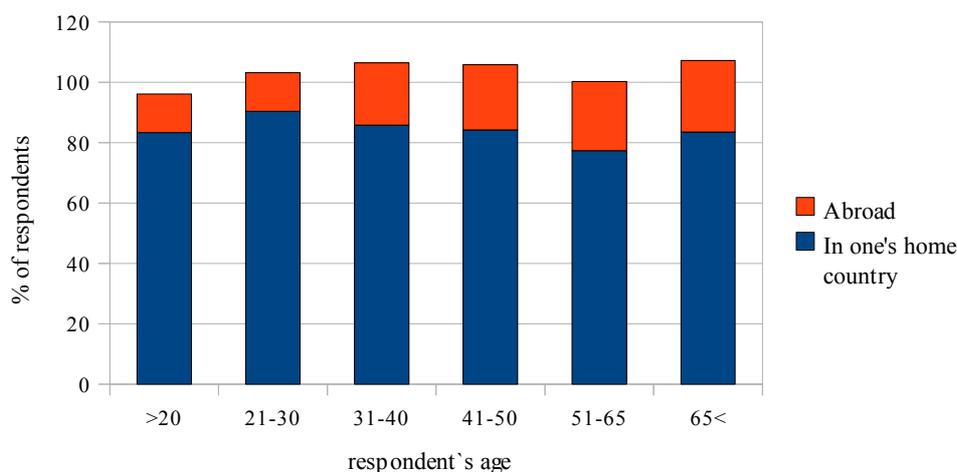
Chart 37. Comparison of the percentage distribution regarding the answer options to the question 1



The second question concerns use of rural tourism in home country and abroad. The following chart summarizes results for all age groups. The fact that the total number of answers exceeds 100% meets the question conditions: it was possible to choose both options, i.e. if the respondent used the rural tourism accommodation services in home country as well as abroad. This comparison allows concluding:

- 1) The most rural tourism accommodation were used by respondents aged from 31 to 40 years old or older than 65;
- 2) Some respondents of the four age groups (i.e. the majority of all respondents) used rural tourism accommodations both in home country and abroad (it is proved by > 100%);
- 3) The older group of respondents is, the more it used the rural tourism accommodation services abroad.

Chart 38. Comparison of the percentage distribution regarding the answer options to the question 2

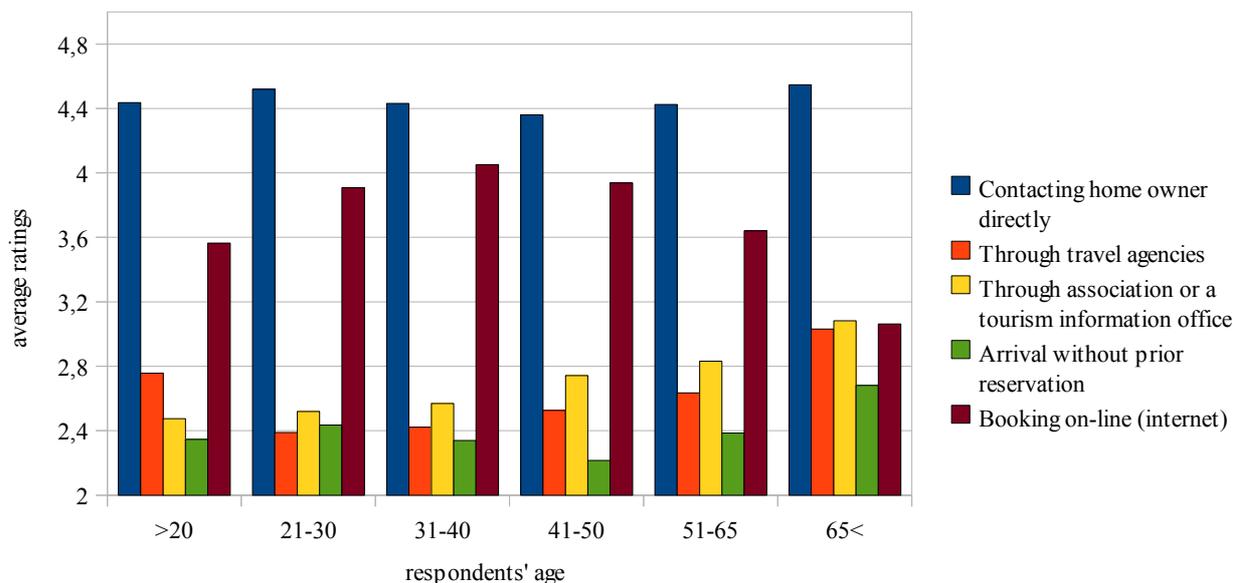


The third question investigates the most recognized by respondents booking options. It should be mentioned that all age groups give the most sympathy to booking by contacting directly the owner, i.e. without intermediaries. Perhaps, it is associated with clients' care for compliance if the received

service with the previously obtained information (see below), and the opportunity to book accommodation by contacting directly the owners, to the respondents' opinion provides a greater guarantee of this compliance. The following conclusions can be made regarding other booking options:

- 1) The second most popular booking option - Internet - is the most popular among 31-40 years old respondents, though its rating decreases among older respondents;
- 2) The other booking option - through association / TIC, through travel agency, walk-in - rating increases with the respondents 'becoming' older.

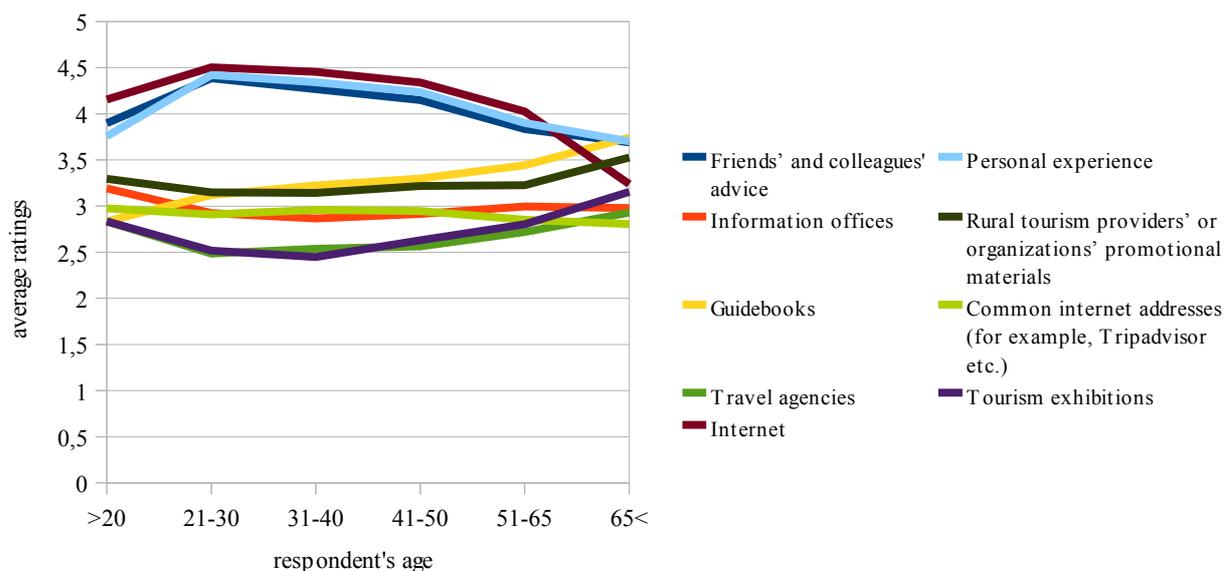
Chart 39. Comparison of the percentage distribution regarding the answer options to the question 3



Regarding the question of the most popular sources of information, there is considerable variety of trends to be raised in rating distribution of the answers (see the chart below):

- 1) rating of the three primary sources of information - Internet, friends' and colleagues' advice, personal experience - is the highest in the age group from 21 to 30, thereafter it gradually decreases;
- 2) in the information use patterns for age groups from 21 to 30, from 31 to 40 and from 41 to 50 there is observed a dominance of the three above mentioned sources: the average rating is above 4, and from other sources of information it is separated by ~ 0.5 to 1 point;
- 3) Distribution of the information sources to two groups – the 3 above mentioned in one group and the others in the second one - decreases with increasing age of the respondents;
- 4) directly proportional to the respondents' age is rating of guidebooks as a source of information;
- 5) more similar rating of the sources of information is in opinions of the younger age groups (under 20) and the two oldest age groups;

Chart 40. Comparison of the percentage distribution regarding the answer options to the question 4

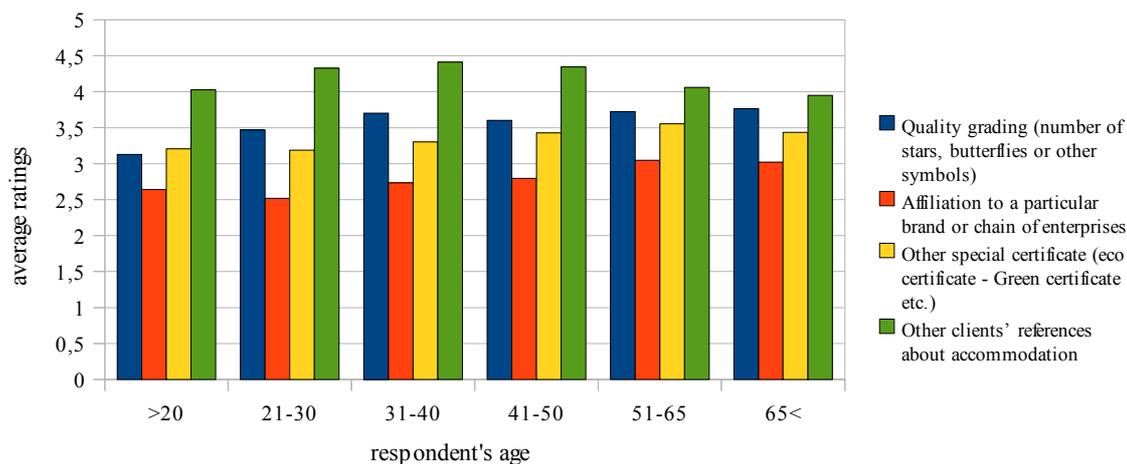


In the younger age groups (from 21 to 30 and from 31 to 40) dominate the three most popular sources - Internet, personal experience, friends' and colleagues' advice - which receive the high average rating (above 4.2), while the other sources of information are not popular. In turn beginning from the age group 41-50 y.o., "dispersion" of popularity of the information sources decreases: though, according to at average rating TOP3 includes Internet, personal experience, friends' and colleagues' advice, their averages are much lower. For example, the age group from 51 to 65 rate Internet on average as 4.05, and all other sources are rated below the average rate 4, but and in the older age group the highest rating of information sources is 3.74 (guidebooks).

Conclusions: The older respondents more reluctantly rate informal and subjective information, more analyse themselves comparing various sources of information (as evidenced by the fact that average rating of the information sources is more balanced). The younger age groups less use the printed information sources as well as information available for organizations/institutions (travel agencies, associations, TIC) - easier, faster available sources of information such as Internet, other clients' advice prevail. A younger client may not burden himself with search of information in such "old-fashioned" manner as a visit to tourism information office, if anywhere is a quick access to Internet. Future perspective: importance of the printed promotional material decreases, more and more relevant is Internet and mouth-to-mouth advertising, as well as positive initial experience.

It is interesting - the older the respondent is, more modest is his rating of own experiences as well as other travellers' references. On the contrary: in question 2 about use of rural tourism accommodation, the younger age groups show the lowest ratings (12% -20%), while the older generation used it more (21-23%). It is also shown in the question about importance of different elements of the good name in choice of accommodation: the older generation rate higher the availability of different official, measurable, manageable quality level determinants than the younger generation (quality certification, other special certificate, affiliation to a known brand or company's chain), while the subjective rating of a company's quality - other clients' references - loses its significance with the respondents "become" older. This is shown by the chart below.

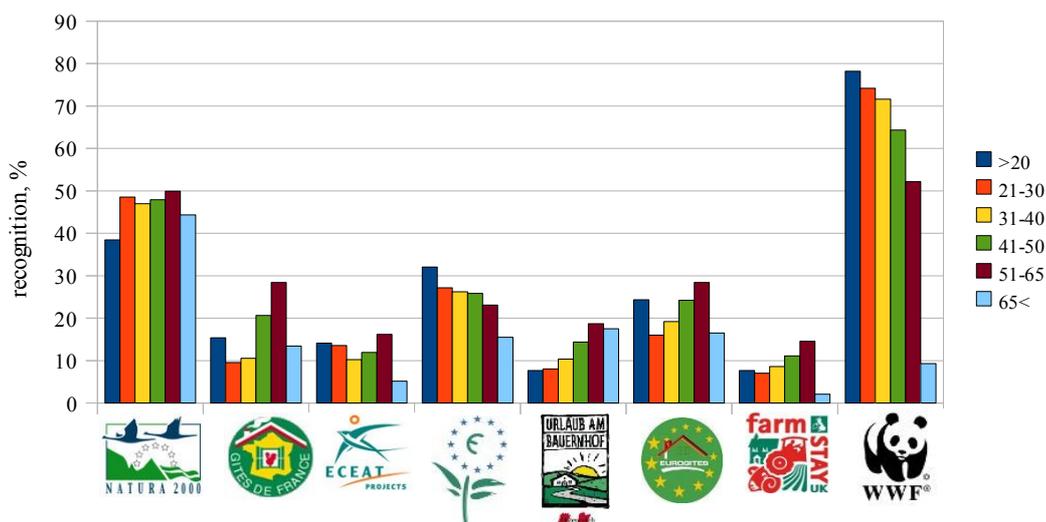
Chart 41. Comparison of the percentage distribution regarding the answer options to the question 5



Nevertheless, as for the logos related to the rural tourism and environmental protection, older respondents do not show unequivocally better results. The chart below summarizes the results on brand recognition. It can draw to the following conclusions:

- 1) The best brand recognition in all age groups is observed for the WWF symbol, followed by Natura 2000;
- 2) The lowest brand recognition: FarmStayUK and EcEAT brands;
- 3) The best brand recognition is observed in the age group 51-65 years, the lowest – in the group of respondents older than 65 years, respectively.
- 4) Younger age groups are better aware of WWF and EU Flower brands, older respondents show recognition of such logos as Urlaub am Bauernhof and FarmStayUK;
- 5) The number of respondents showing total non-recognition of any logo increases proportionally in older age groups.

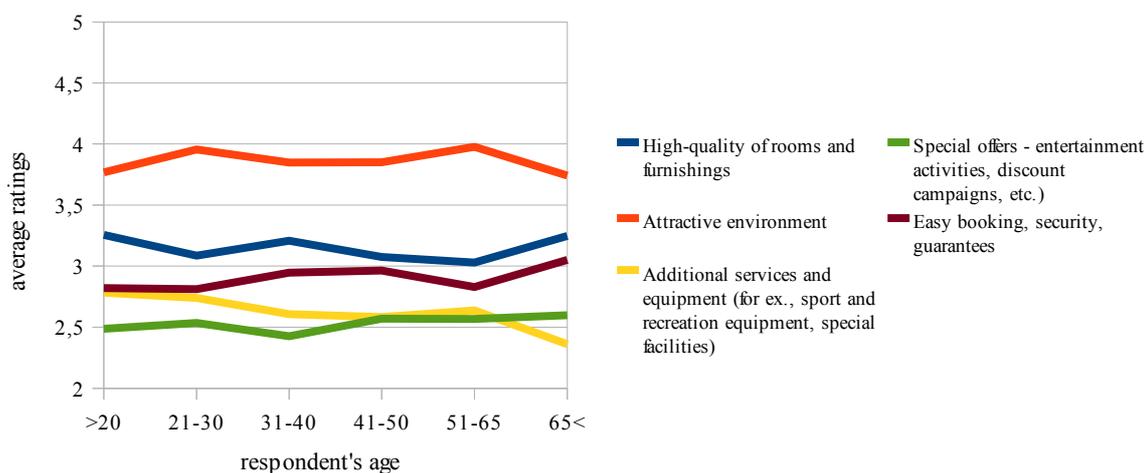
Chart 42. Percentage proportion by the age groups regarding the answer “yes” to the question 6



This question differs from the other with the requirement to provide a unique rating for each factor in scale from 1 to 5 without repetitions. Average ratings for the factors have received lower average evaluations than different aspects of other questions. The chart shows that there are no big differences in average ratings of factors among distinct age groups. In order to comprehend better the variations in the opinions provided by respondents, the absolute frequency of different evaluations was examined. It

draw to the conclusion that different quality factors of the tourism accommodations often receive ambiguous attitude of respondents: a part of respondents acknowledge these factors to be crucial (rating 4/5), meanwhile other describe them as inessential (1/2) (typically in age groups 21-30, 31-40 and 41-50 years). The high importance of the aforementioned factors results from the fact that the group of respondents describing these factors as crucial is a little bigger than the group of respondents of opposite opinion. Anyway, such factors as interior quality of rooms and easy reservation, security and guarantees in the chart are shown as three most important aspects ranged by average ratings.

Chart 43. Comparison of average ratings by the age groups regarding the answer options to question 7



The ratings of the most important factor in all age groups – the environment attraction – were more unequivocal. Thus, we can conclude that evaluating the relation of quality and price of the tourism accommodation, the potential clients mostly pay attention to attraction of environment, meanwhile the quality of rooms/interiors and easiness of reservation are considered significant only by part people looking for the tourism accommodation. Additional services, equipment and special offers do not provide a significant impact to the choice of possible accommodation.

Table 19. 5 uppermost rated (average rating) factors in question 8 by the age groups

	>20	21-30	31-40	41-50	51-65	65<
1	Attractive nature or surrounding landscape	Attractive nature or surrounding landscape	Attractive nature or surrounding landscape	Attractive nature or surrounding landscape	Attractive nature or surrounding landscape	Attractive nature or surrounding landscape
2	Complete and reliable information on the accommodation	Price level	Complete and reliable information on the accommodation	Complete and reliable information on the accommodation	Good location of the accommodation	Good location of the accommodation
3	Price level	Complete and reliable information on the accommodation	Price level	Price level	Quiet and peaceful setting and surrounding	Quiet and peaceful setting and surrounding
4	Easy and secure booking with clear conditions	Easy and secure booking with clear conditions	Quiet and peaceful setting and surrounding	Quiet and peaceful setting and surrounding	Complete and reliable information on the accommodation	Complete and reliable information on the accommodation
5	Good location of the accommodation	Recommendation by friends, colleagues, or other travellers	Easy and secure booking with clear conditions	Easy and secure booking with clear conditions	Price level	Comfort of the rooms or house

Question 8 uncovers the factors that seem important to the respondents upon choosing the place for holiday stay. The table above sums up the 5 most important factors sorted by age groups and ranged by average ratings. It shows that similar priorities can be observed for the age groups 31-40 and 41-50 years as well as 51-65 years and above 65 years. Similar allocation of priorities as for respondents of age group 31-50 years can be observed also in age group 21-30 years. The answers of the youngest age groups show different priorities as other age groups.

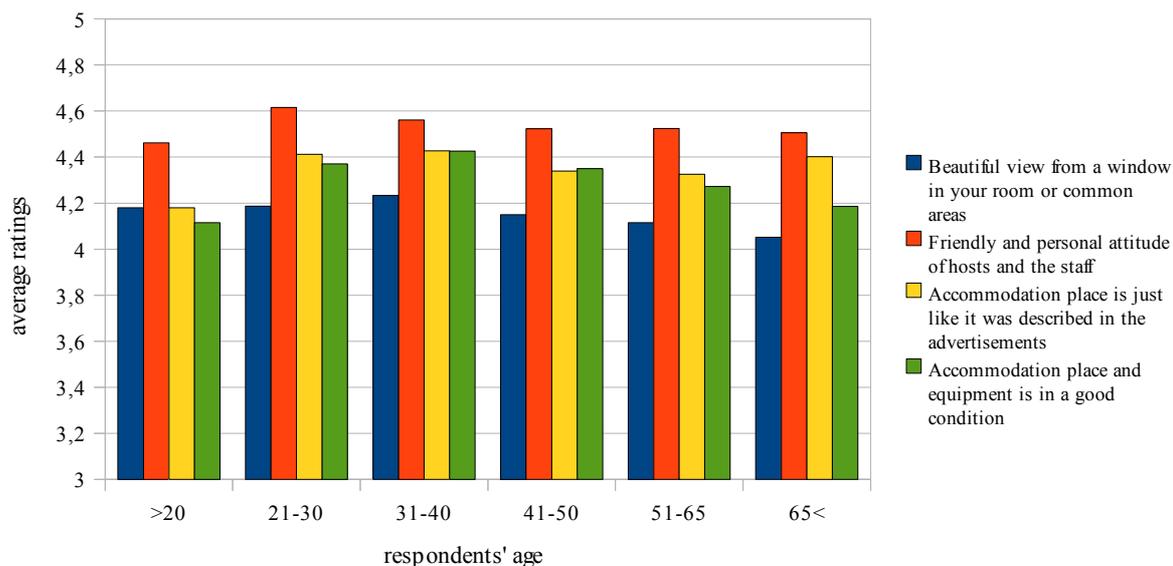
In the question 8 the coincidence of ratings of aspects characterizing the particular tourism accommodation in this question and previous questions was assessed. The table shows that the correlation rates ranges from ~0.3 to ~0.5. Consequently, it can be affirmed that a part of respondents show consistent evaluation of particular tourism accommodations both planning the place for holiday stay and choosing the prior information sources as well as evaluating the relation of quality and price. Among all age groups the highest correlation rates have been calculated in the same pairs as in general overall, providing the total results: 8.14. (in planning the place for holiday stay people take into consideration the recommendations of friends, colleagues and other clients of the accommodation place); 5.4 (upon choosing the accommodation in countryside, the recommendations of friends and colleagues as well as the feedback of other clients of the accommodation place are essential) and 8.14/4.1 (mostly, people prefer the advice of friends and colleagues among other information sources). Thus, we can draw to the conclusion, that there is a part of respondents, who consistently take into consideration unofficial and subjective information, which impacts both the initial evaluation of the accommodation place and the choice of potential clients.

Table 20. The overall correlation coefficients among the related answer options to questions 8, 7, 5 and 4

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 8.3.	3,87	# 7.1.	3,11	0,42
# 8.4.	4,51	# 7.2.	3,89	0,29
# 8.14.	4,04	# 4.1.	4,2	0,47
# 8.14.	4,04	#5.4.	4,3	0,47
# 8.15.	4,18	# 7.5.	2,89	0,24
# 8.18.	2,78	# 5.2.	2,72	0,46
# 8.18.	2,78	# 5.3.	3,32	0,42

The interaction with owner of the accommodation place and the staff (see the following chart) is considered to be the most important first impression among 9 possible variants in the evaluation by all age groups. Similar rating is achieved by the second and third most important aspects – the compliance of the accommodation to the information provided in advertisings and the condition of the place and equipments. As we can see, most of the age groups evaluate higher honest and valuable information. Forth position among 9 factors to be evaluated at first sight upon arrival to the accommodation place is the attraction of landscape. Summarizing the prior most important factors, it can draw to following conclusion: the clients tend to prefer honest and customer- orientated attitude of the managers of accommodation instead of beautiful view through the window or cutting-edge interior. Also in question 9 the coincidence of ratings of aspects characterizing the particular tourism accommodation in this question and previous questions was assessed. The table shows that the correlation rates ranges from ~0.15 to ~0.35, and the difference between them is lower than the difference between the related factors of question 8 (see above). In addition, no significant relation between the answers of the respondents in questions 7, 8 and 9 has been observed. However, the highest correlation by age groups is found between 9.7 (the most important first impression upon arrival: whether the accommodation place complies with the description in advertisings) and 8.16 (planning the place for holiday stay, it is important to have complete and reliable information about the accommodation).

Chart 44. Comparison of 4 uppermost rated average factors by the age groups regarding answer options to question 9



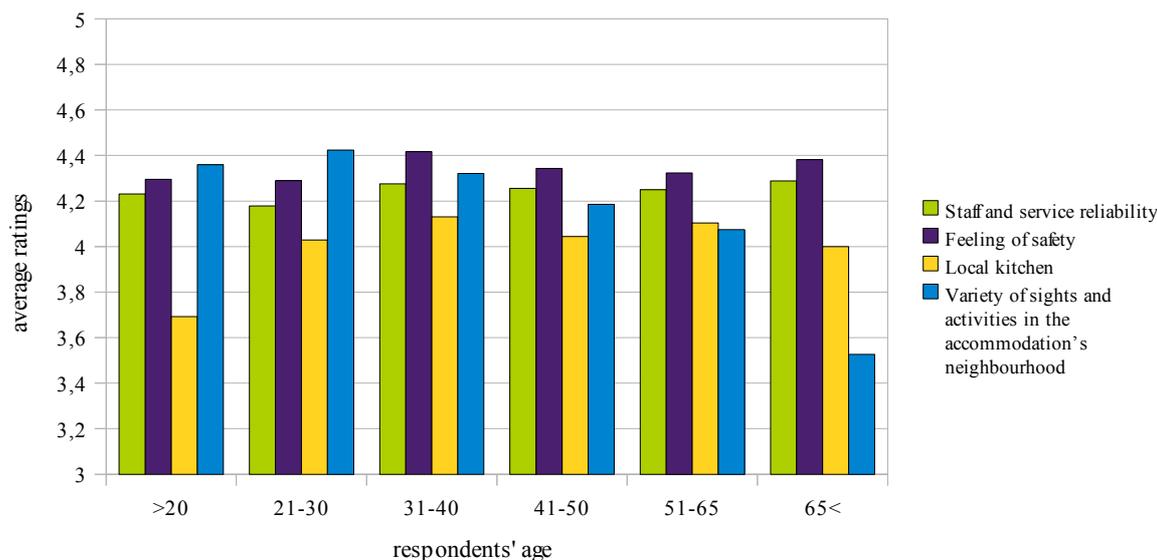
Among the evaluation of factors providing the quality of holiday stay for the clients, those depending on human resources also prevail: security and reliability of staff/service). It is shown that in the ratings of youngest respondents an important role is played by the nearby activities and sightseeing objects, yet, increasing the age of respondents, the importance of this factor decreases (see Chart 45 on next page).

Table 21. The overall correlation coefficients among the related answer options to questions 9, 8 and 7

Question	Average assesment	Related question	Average assesment of related question	Correlation coefficient
# 9.2.	4,17	# 7.2.	3,89	0,16
# 9.4.	3,84	# 7.1.	3,11	0,27
# 9.7.	3,84	# 8.3.	3,87	0,37
# 9.4.	4,38	# 8.16.	4,29	0,33
# 9.9.	4,35	# 7.1.	3,11	0,15
# 9.9.	4,35	# 8.3.	3,87	0,23

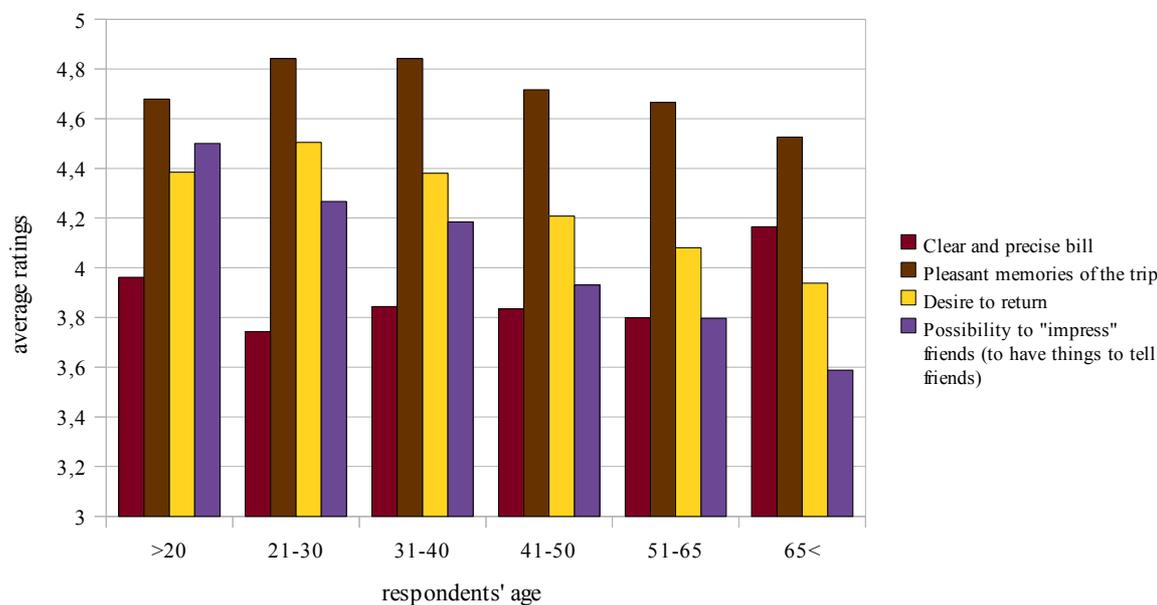
Spacious rooms and shared premises that could be attributed to the accommodation quality and interior factors analyzed in previous questions in the question on holiday quality prerequisites are rated as one of the last. Namely, the average rating of this factor among all groups is the penultimate lowest, leaving the last position for such factor as “meeting people and new acquaintances” The evaluation of significance of this factor below other aspects repeatedly proves the established before: the interior, its range and richness is not the essential component for the experience of rural tourism holidays. The honesty is rated much higher – the compliance of the reality and advertisings as well as the possibilities of activities and sightseeing in the neighbourhood. And, what is the most important of all – how do the owners of the accommodation treat the guest (friendliness, kindness) and whether they are able to provide the necessary feeling of safety.

Chart 45. Comparison of 4 uppermost rated average factors by the age groups regarding answer options to question 10



Curiously, the older groups of respondents rate higher the interaction with local society and culture, meanwhile younger age groups consider more important the sightseeing objects and diversity of activities in the neighbourhood as the preconditions of high quality holidays.

Chart 46. Comparison of 4 uppermost rated average factors by the age groups regarding answer options to question 11



Returning from a trip, all age groups evaluate the pleasant memories above everything. Possibly, also the second and third post-trip impressions are related to the existence of positive memories: the wish to return and the possibility to share the holiday experience with friends. The chart shows that the importance of first three most important post-holiday impressions tends to decrease in older age groups of respondents, meanwhile the evaluation of the fourth most important factor – clear and precise invoice – tends to increase among older respondents. The average rating of the factor “to have something to

tell friends” is inversely proportional to the age of respondents: the younger respondent will focus on self-actualization, which becomes unimportant for the oldest respondents. On the contrary, older respondents focus on strengthening of relationship: older groups (51-65, 65<) find more important that younger age groups such aspects as the “personal farewell from the staff and owner”, “keeping in touch with the owner”, “the possibility to receive regular information updates about the place or region in question”, “availability of the inquiry form for customers, the possibility to express one’s opinion”. In many questions the answers (average ratings) of the youngest age groups (up to 20 years) tend to coincide more with the evaluations of older groups (above 51 years) than with the opinion of the closest age groups (21-30, 31-40 years). Older age groups (in particular the group above 65 years) provide more balanced and less varying average ratings: all answer variants tend to be rated more equable with no implicit leaders or behindhand opinions.

Determination of citizenship/nationality. Grouping of respondents by citizenship

In total from 3487 respondents 3300 answers have been received to the question regarding their citizenship/nationality. Among them there were some erroneous answers provided due to misinterpretation of the question (putting the country the person would like to visit, or the last visited country by the respondent). In order to clear up the citizenship/nationality for a larger number of the respondents, data was classified by the citizenship/nationality and the language chosen (row 4 (D) in the estimation page: Locale), providing the comparison of both lists afterwards. Consequently, it was not possible to detect citizenship/nationality only for one respondent.

In total, during this survey the representatives of 54 countries were questioned (see Table No 22). Further data analysis will cover six countries having provided the largest number of answers: Latvia, Bulgaria, Lithuania, Slovenia, Greece and France. The total number of the respondents from aforementioned countries (3261) constitutes 94% of the total number of answers; the representation of other countries is too small to detect common tendencies.

Table No 22. Distribution of the respondents by nationalities

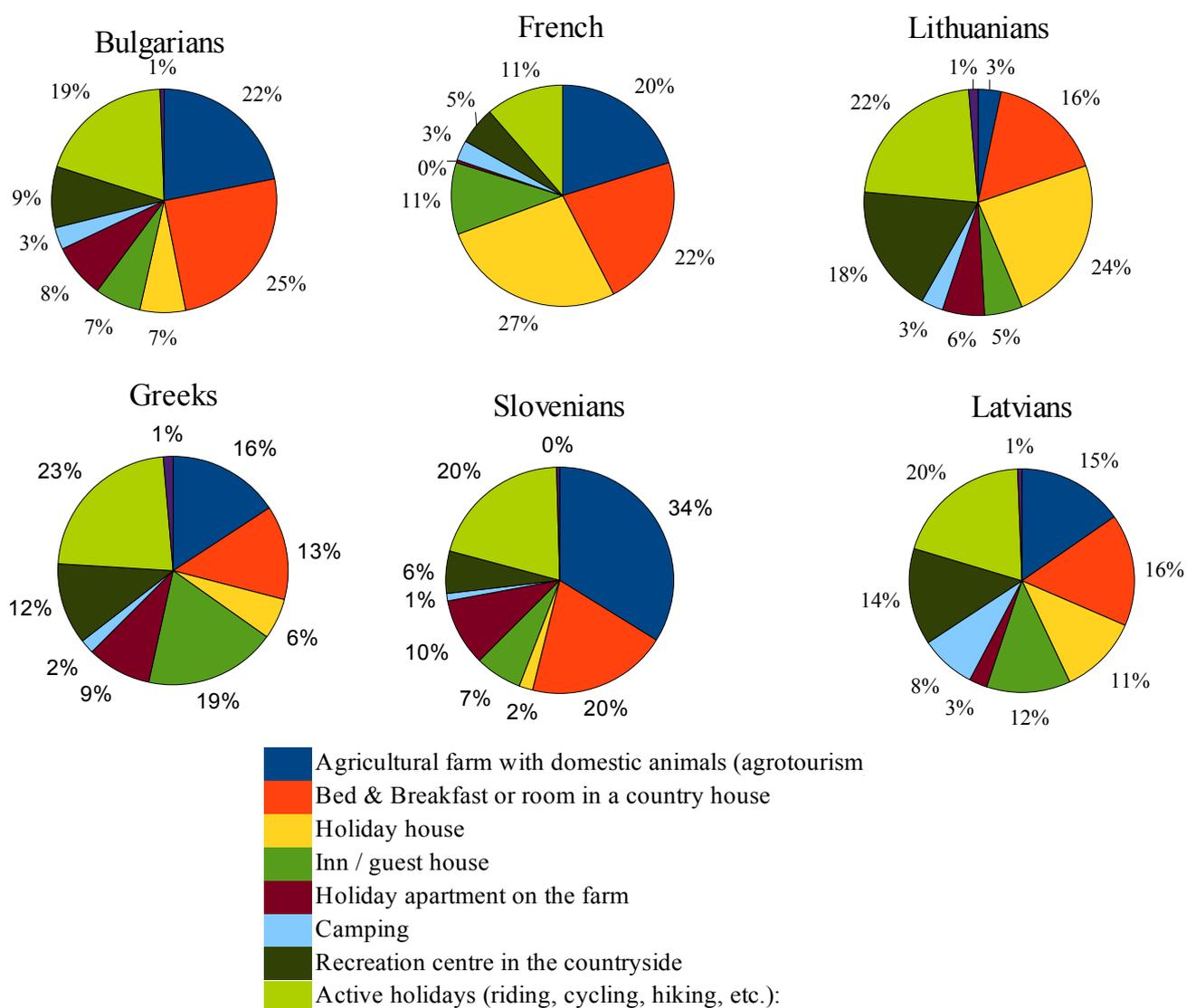
Rank	Country	No.of respondents	Rank	Country	No.of respondents
1	Latvia	1108	29	Australia	2
2	Bulgaria	749	30	Denmark	2
3	Lithuania	560	31	Greenland	2
4	Slovenia	404	32	Croatia	2
5	Greece	361	33	Macedonia	2
6	France	79	34	Mexico	2
7	Spain	40	35	Poland	2
8	Belgium	20	36	Albania	1
9	Russia	17	37	Austria	1
10	Romania	15	38	Azerbaijan	1
11	Germany	13	39	Bolivia	1
12	U.S.	10	40	Bosnia and Herzegovina	1
13	United Kingdom	9	41	Brazil	1
14	Ukraine	9	42	Czech Republic	1
15	Portugal	8	43	Chile	1
16	Italy	6	44	Honduras	1
17	Serbia	6	45	Estonia	1
18	Hungary	5	46	Ireland	1
19	Cyprus	4	47	Kazakhstan	1
20	Netherlands	4	48	Malta	1
21	Peru	4	49	Sweden	1
22	Switzerland	4	50	Norway	1
23	Argentina	3	51	Puerto Rico	1
24	Belarus	3	52	El Salvador	1
25	Ecuador	3	53	Slovakia	1
26	India	3	54	Turkey	1
27	Colombia	3	55	Unknown	1
28	Finland	3			

Total observations and conclusions regarding the results in the groups of nationalities

Basing on distribution by nationalities, the answers of the respondents of 6 nationalities were analyzed separately. The answers of these respondent groups show bigger differences than the differences discovered among the age groups. One of the reasons that could produce an inadequate impact to the data credibility and applicability of national groups is the age structure of the inhabitants as well as the inner representation in these groups. For instance, among Latvian respondents 38% are of the age 21-30. Nevertheless, it is worth to analyze the differences of the answers among different nationalities as they uncover specific travelling features impossible to detect through the age group analysis.

Mostly, the associations with rural tourism have been mentioned by Latvians (3.11 answers per respondent) and French respondents (3.01 answers per respondent); the lowest figures regarding the associations with rural tourism show Slovenian (2.31 answers per respondent) and Bulgarians (2.36 answers per respondent, respectively).

Picture 1. Percentage distribution by nationalities of the answers to question 1



Comparing the answers to question 1 by the respondents of different nationalities, it is possible to draw to the following conclusions:

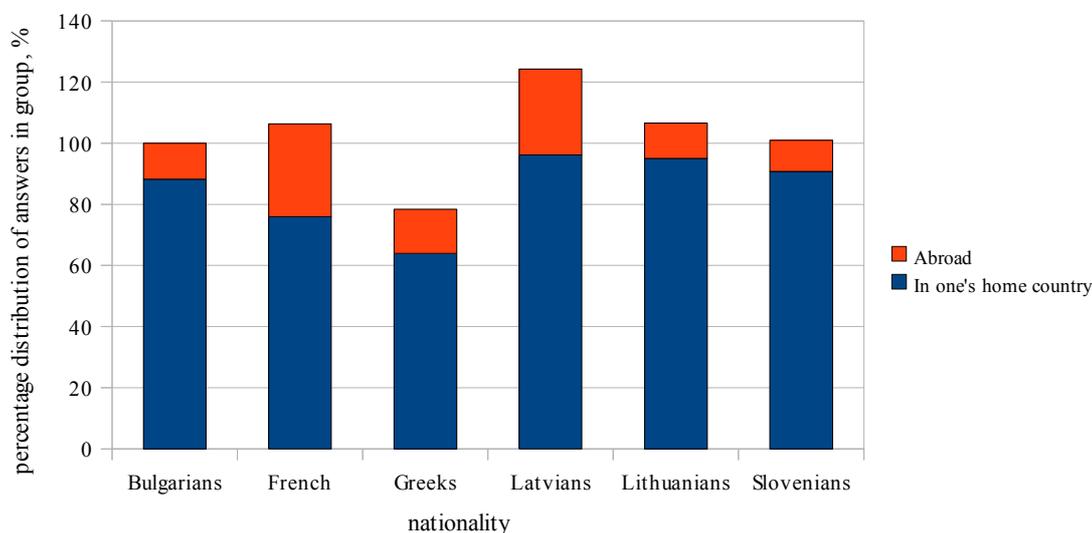
- 1) The answers of different nationalities regarding the associations with rural tourism tend to differ

to a great extent;

- 2) The rural tourism reaches the highest percentage proportion of ratings given by Slovenians; Latvians and Greeks have similar proportions (15%-16%), also French respondents and Bulgarians show similar results (20%-22%). In comparison to other groups of nationalities, Lithuanians provide a remarkably little support (3%) to this type of rural tourism;
- 3) Equable rating by different nationalities is achieved by “active holidays” (~20%-22%), yet the French ensures the exception – for them these activities have received one half of the proportional number of answers in comparison to other groups of nationalities (11%);
- 4) “Bed and Breakfast accommodation/room in a country house” is mostly associated with rural tourism in the answers of Bulgarians (25%), meanwhile Greeks give it the lowest rating (13%);
- 5) “Holiday House” is often chosen among French respondents (27%) and Lithuanians (24%); other nationalities ticked this option rarely (2%-11%);
- 6) In the opinion of Greeks mostly an inn or guest house (19%) is associated with rural tourism, other nationalities provide notably lower ratings (5%-7%, Lithuanians – 12%);
- 7) Among all nationalities, the answer “camping” is mostly found in the answers provided by Latvians (8%);
- 8) Recreation complex in countryside is the most popular among Lithuanians (18%), but holiday apartment in a farm/cottage is mostly ticked in answers of Bulgarian, Greek and Slovenian respondents. (8%-10%);

As it was established previously, the answers of different nationalities in the first question tend to differ to large extent. Particularly, the attention should be paid to the fact the answers from our neighbour country –Lithuania- show different point of view regarding the rural tourism in comparison to the answers of Latvians.

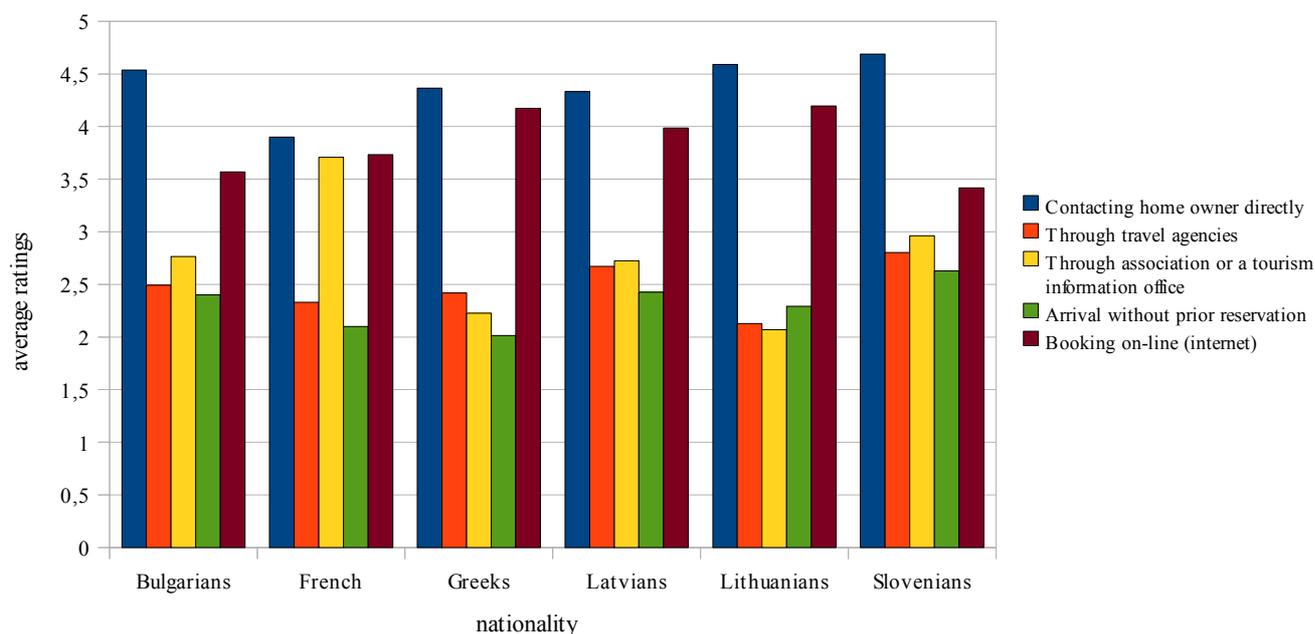
Chart 47. Comparison of the percentage distribution by nationalities regarding the answers to the question 2



The chart above shows the differences in the activity of distinct nationalities answering the question 2. According to the research, the Greek respondents are the last to use the services of rural tourism accommodation – 64% in home country and 14% abroad. Latvians, in their turn, are the most active clients of rural tourism accommodations: 96% have used this service in Latvia, but 28 % in other countries. The largest proportions of respondents, who have used the rural tourism accommodation abroad, consist of French people – 30%. From the analysis of this question it is possible to conclude that Latvian respondents have been the most enthusiastic regarding the rural tourism in comparison to

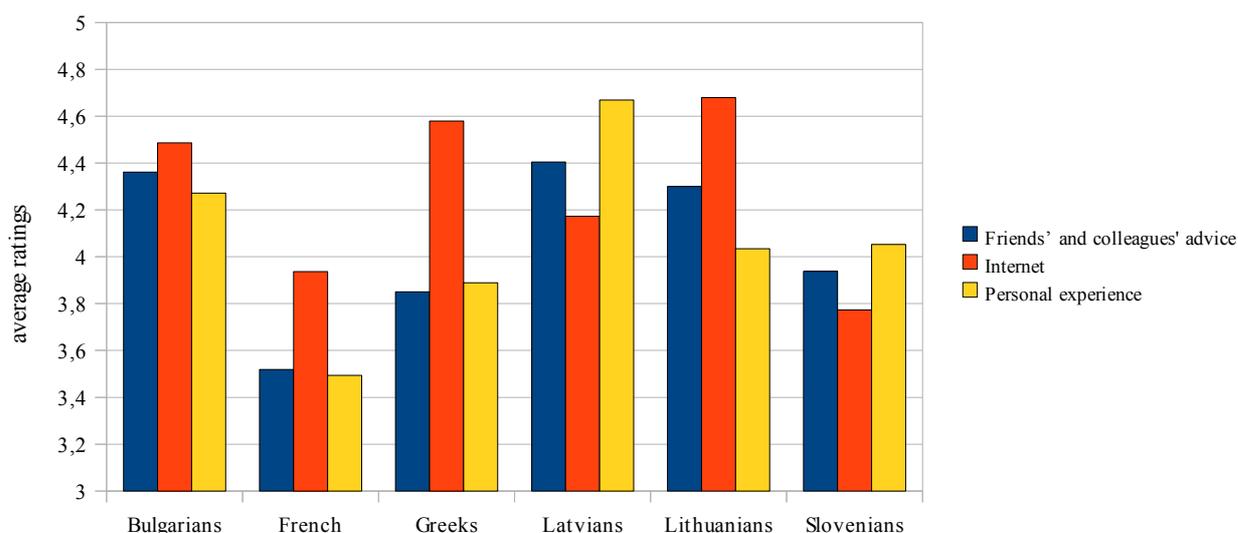
other respondents. However, it cannot be declared that the rural tourism is the most popular among the countries involved in the survey – such a hypothesis would require wider researches with more diversified scope of respondents.

Chart 48. Comparison of average ratings by nationalities of the answer variants in question 3



The reservation customs show similar tendencies: the possibility to make a reservation by contacting the owner has collected most votes (average rating 3.9-4.7). Unlike other nationalities, among French respondents similar rating is achieved by reservation made by contacting the owner (3.9) and by reservation via internet (3.7) as well as through the association or TIC (3.7). Contacting the owner/internet prevails among other nationalities, where other three reservation channels have been rated indifferently.

Chart 49. Comparison of average ratings by nationalities of the three answer variants with the highest rating in question 4



Among all nationalities the highest rating (average rating above 4 in the general overall) was achieved by three information sources – the internet, advice of friends and colleagues, and personal experience. The chart above compares the view of distinct nationalities to these information sources, drawing to following conclusions:

- 1) Internet is the leader among other information sources for Bulgarians, French, Greeks and Lithuanians;
- 2) The lowest rating for the three most popular information sources is among French – average rating below 4;
- 3) The highest rating of one of the information sources is reached by Lithuanians – internet has been evaluated as 4.7;
- 4) Proportionally, the largest predominance of the internet in comparison to two other most popular information sources is observed among Greeks;
- 5) From the point of view of Bulgarians, the three most popular information sources have obtained equivalent rating;
- 6) For Latvians and Slovenians, the most important information source is personal experience, followed by the advice of friends and colleagues and, finally, the internet.
- 7) The uppermost rating among other nationalities to the personal experience is given by (4.7); meanwhile the lowest rating to the personal experience is among French respondents (3.5).

The question 6 and 7 are particularly important for those representatives of rural tourism accommodations, whose clientele mainly consists of Latvian tourists. Previous questions (see 2) have proved the notable experience of Latvian respondents in use of rural tourism accommodation. The answers to this question show that Latvians trust their experience as the best information source, followed by the personal experiences shared with friends, therefore we can affirm that the former clients of rural tourism accommodations contribute a lot in “promotion” of the company (both in positive and negative sense of the word).

Chart 50. Comparison of average ratings by nationalities regarding the answer variants in question 5

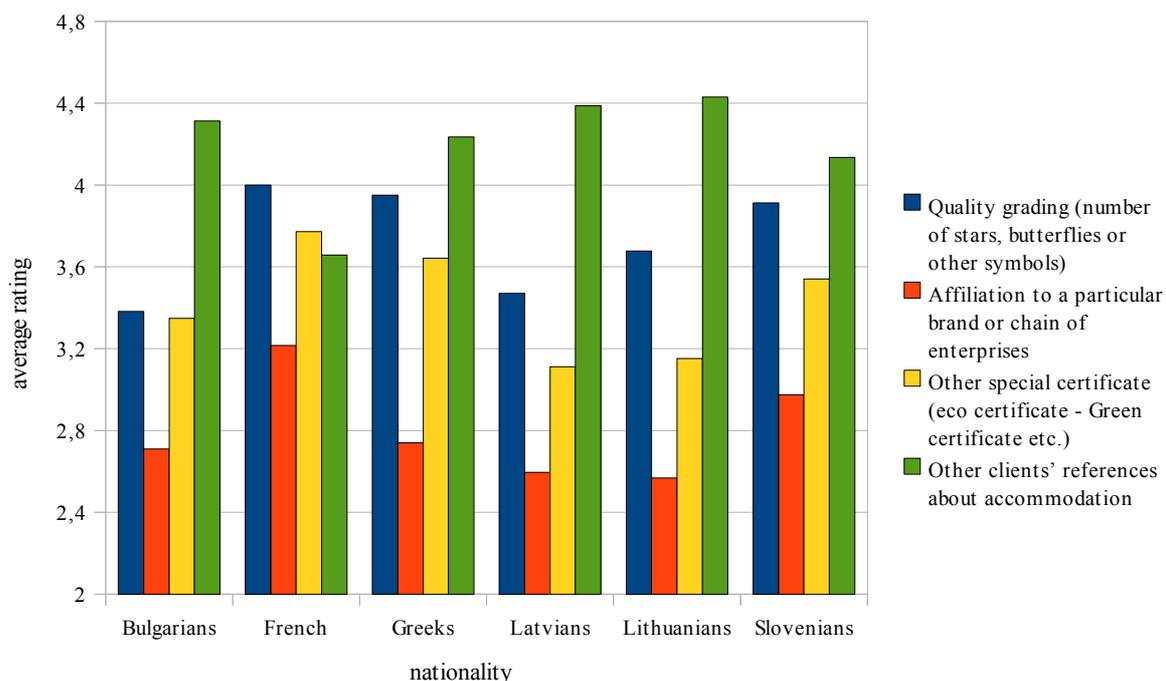
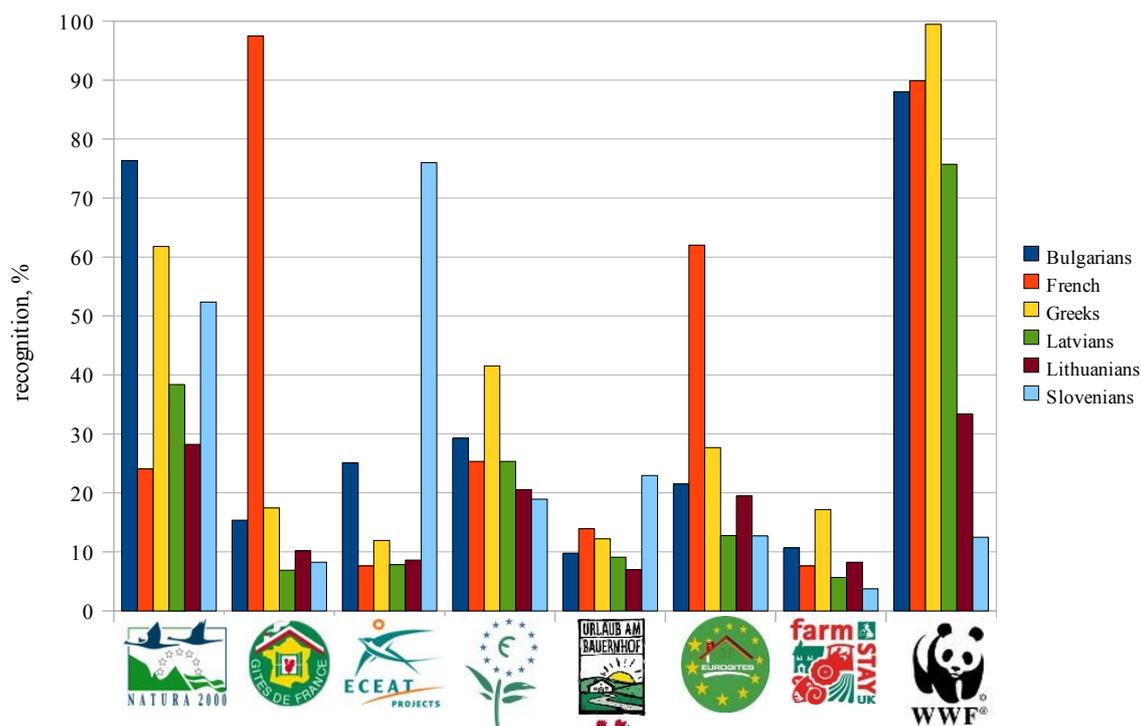


Chart 50 shows that among all nationalities (except French) the highest evaluation is received by such a reputation element as feedback/recommendations of other clients of the accommodation to be chosen. Other conclusions:

1. The opinions of Bulgarians and Latvians in this question are very similar: among the groups of nationalities the preference is given to the feedback of other clients. This criterion is evaluated higher than any other symbols of quality or status, considering them unequal;
2. Latvian evaluation of the quality classification (3.5) and the possession of a particular certificate (3.1) is the lowest among other groups of nationalities, but the recommendations of other clients receive the highest rating (4.4);
3. Among other groups of nationalities the French is the only nation considering the quality classification the most important (4), followed by the possession of other particular certificate (3.7);
4. The Slovenians rate the clients' opinions regarding the accommodation only a little bit higher than the quality classification (4.1 vs 3.9) and it is the smallest difference among all groups of nationalities.

Chart 51. Comparison of answer “yes” proportion to the question 6



As for brand awareness in different age groups, the following conclusions can be drawn:

1. The highest brand awareness among the groups of nationalities is the logotype WWF, and the lowest brand awareness is for FarmStayUK;
2. As for the recognition or symbols related to the rural tourism and environmental protection, the nationality prevails the age (see above), which can be illustrated. For instance, Gites de France is very popular among French respondents, meanwhile EcEAT – by Slovenian respondents;
3. The logotype is best recognized by French (each logotype recognized by at least 41%), Greeks (average brand awareness 36%), and Bulgarians (34.5%). The worst brand awareness is observed among Lithuanians (17%).
4. The highest rating of a particular logotype brand awareness is shown by Greeks – 99.5% recognize the WWF symbol; at the same time the lowest rating in this category is achieved by Slovenians – only 3.7 % recognize FarmStayUK logotype.

Chart 52. Comparison of average ratings by nationalities for the answer options to question 7

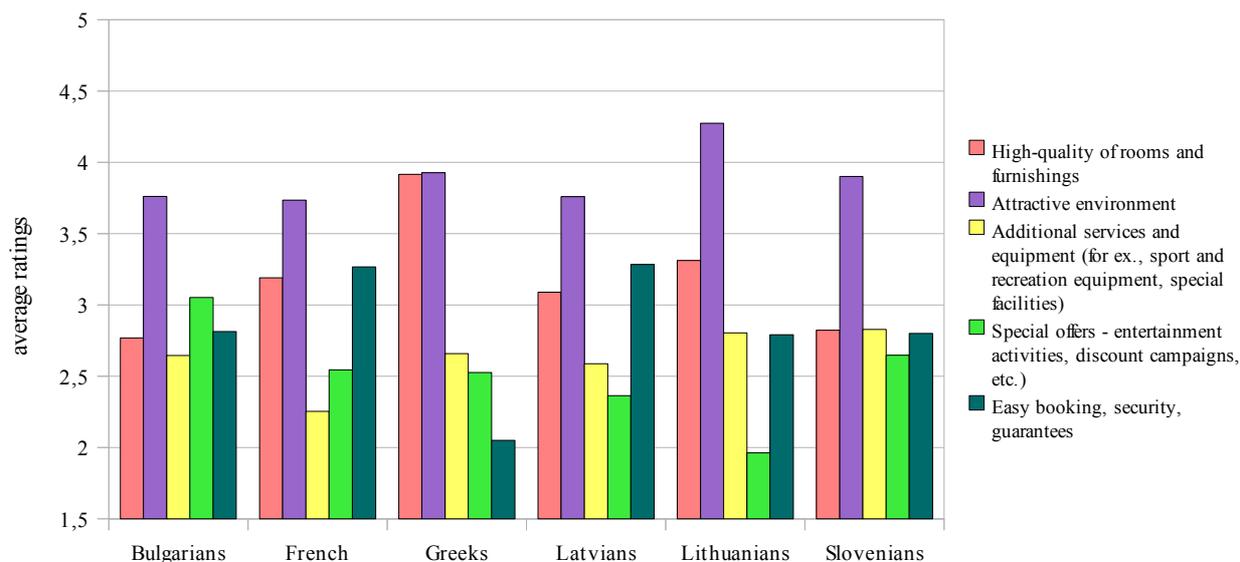


Chart 52 shows that among all nationalities the most important factor that determinates the relation of quality/price is the attraction of environment; meanwhile the existence of special offers is rated as the most insignificant. Other conclusions regarding this issue are following:

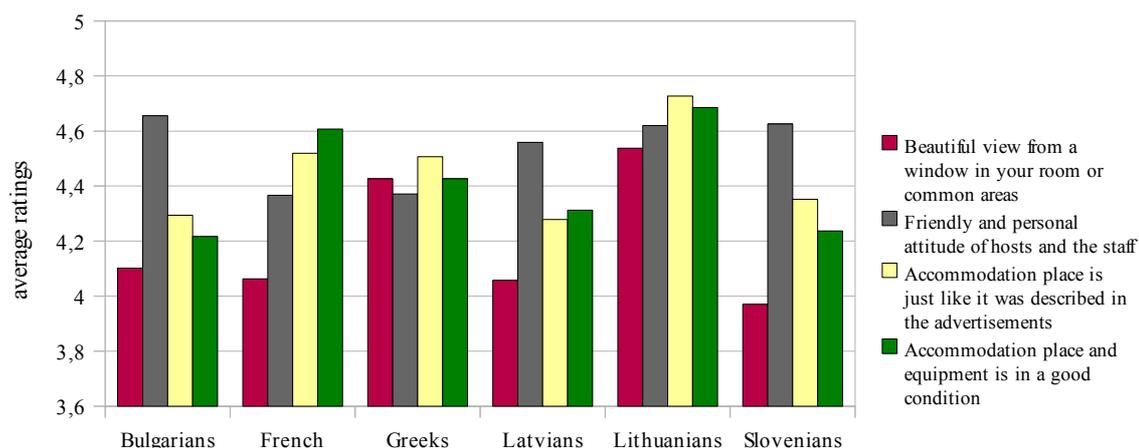
1. For Greeks an attractive environment and high quality of rooms/interior are equally important features. In addition, this nationality evaluates the quality of room interiors notably higher than other nationalities. Lower average rating among Greeks in comparison to other nationalities is given to the facet “easy reservation, security, guarantees”;
2. Easy reservation, security and guarantees receive the highest rating from French and Latvian respondents (average rating 3.3), and it is the second most important factor of quality/price for both nationalities;
3. Special offers have the highest rating among Bulgarians (3.05), and it is the second most important criterion after the environmental attraction;
4. The attraction of the environment receives the highest rating among Lithuanians (4.3), also providing the lowest rating to the special offers (2).

Table 23. 5 uppermost rated (average rating) of question 8 in groups of nationalities

	Bulgarians	French	Greeks	Latvians	Lithuanians	Slovenians
1	Attractive landscape or nature	Good location	Price level	Price level	Attractive landscape or nature	Attractive landscape or nature
2	Recommendations from friends, colleagues and other visitors of an accommodation place	Complete and reliable information on accommodation	Good location	Attractive landscape or nature	Complete and reliable information on accommodation	Good location
3	Peaceful, silent environment and surrounding	Attractive landscape or nature	Complete and reliable information on accommodation	Complete and reliable information on accommodation	Price level	Complete and reliable information on accommodation
4	Price level	Price level	Attractive landscape or nature	Easy and safe booking with clear terms	Easy and safe booking with clear terms	Peaceful, silent environment and surrounding
5	Complete and reliable information on accommodation	Easy and safe booking with clear terms	Peaceful, silent environment and surrounding	Good location	Peaceful, silent environment and surrounding	Easy and safe booking with clear terms

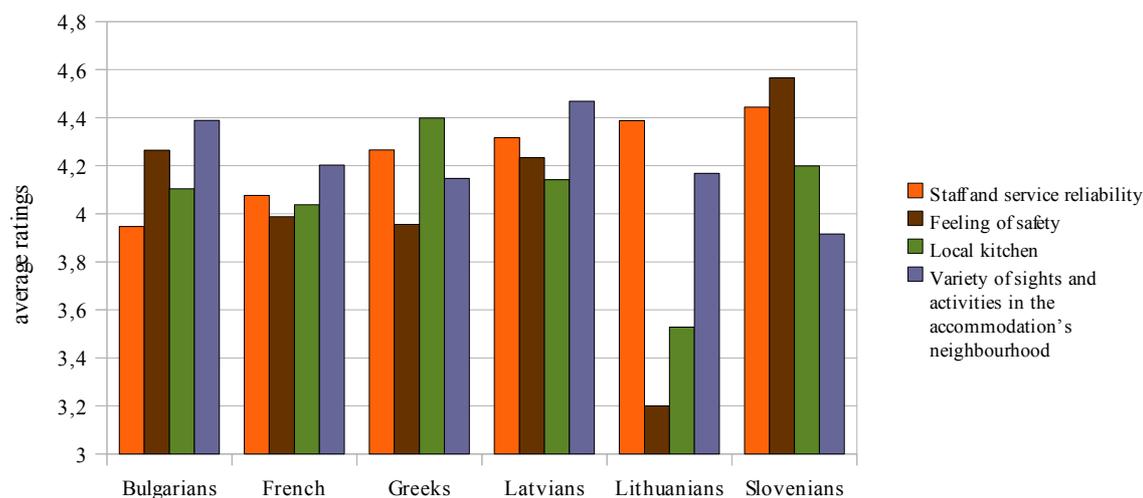
Table 23 discovers 5 the most important aspects of holiday accommodation planning for the respondents of the analyzed nationalities. Evidently, there are no two similar prior distributions. All nationalities have mentioned attractive landscape or nature among first five most important factors, followed by exhaustive and credible information on accommodation possibilities. The price level cannot be found among 5 most important factors in the opinion of Slovenians, but good location lacks among the factors mentioned by Bulgarians. Curiously, the rating of Latvians show that the recommendations of friends, colleagues and other clients of the accommodation is only the 6th most important factor in order to choose the holiday accommodation, which contradicts to the results of previous questions (see above questions 4 and 5). The distribution of the answers in this question shows that the main user of rural tourism accommodation is a person with average income. The price level is important for almost all nationalities, but for Greek and Latvian respondents it is listed as the first and most important factor for choosing a holiday accommodation. From that we can conclude that Greek and Latvian rural tourists mainly are budget tourists looking for the cheapest possible accommodation that can satisfy their needs in terms of relation price/quality (see previous question above).

Chart 53. Comparison of 4 uppermost rated (average rating) answer options to question 9 in groups of nationalities



Despite the most important first impression in all age groups upon arrival in the chosen accommodation, was friendly and personal treatment by the owner and staff, data analysis shows another picture. Friendly and personal treatment by the owner and staff is the most important feature for Bulgarians (average rating 4.7), Slovenians (4.6) and Latvians (4.6). For French respondents the most important first impression is formed by the interior quality of the accommodation place (4.6), Greeks evaluate the uppermost the compliance of the accommodation place with the description provided in advertisements (4.5); Also Lithuanians have recognized this as the most important feature (4.7). Lithuanians have the highest ratings of four most important first impressions; meanwhile Greek respondents have provided the most equal evaluation. A beautiful view through the window in private premises of the client or in public premises is least rated by the Slovenians (4), but the highest rating for this feature is among Lithuanians (4.5). The answers of this question also tend to vary among different (the uppermost rating is given for friendliness of owner/staff, followed by the compliance of the accommodation premises with the advertisements provided in the information sources, quality of interior and the aesthetics of landscape.) As you can see, the opinions of neighbour countries – Latvia and Lithuania – in this question tend to differ notably.

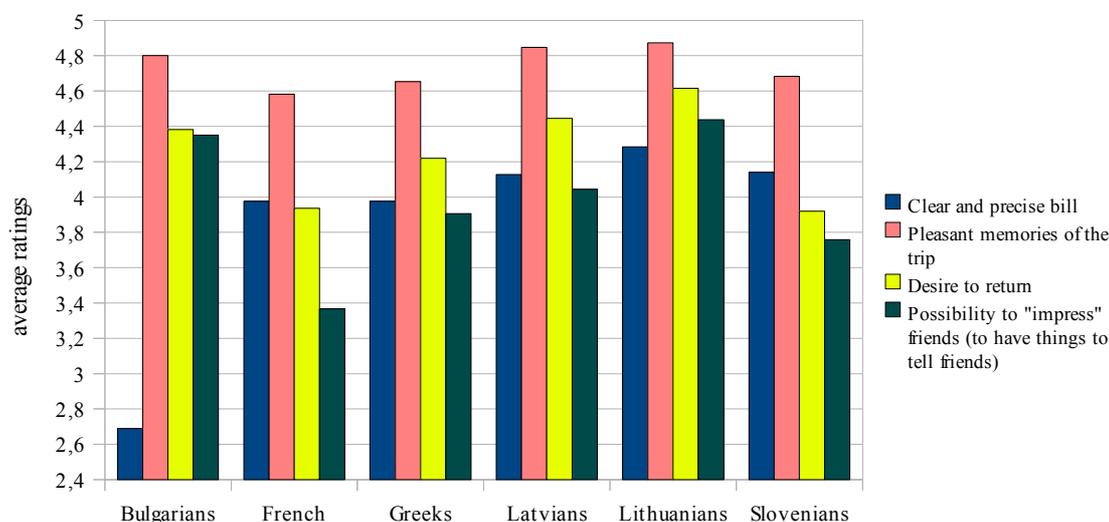
Chart 54. Comparison of 4 uppermost rated (average rating) answer options to question 10 in



groups of nationalities

Also the average rating distribution for answers of question 10 differs from the distribution by age groups. Evaluating the answers of question 10 by nationality of respondents, the average rating can be established for the factor “hospitality of rural inhabitants”, which has collected the highest rating among Slovenians (4.6.). For them the aforementioned is the prior circumstance that determines the holiday quality. On the contrary, for Lithuanians, the rural inhabitants are not important (3.2.); this nationality evaluates higher the reliability of staff and service (4.4.). The answers of Lithuanians among other are very expressive by the opinion that the local society (inhabitants, cuisine, customs, and contacts) is considered to be less important: it means that this nationality would like to distance from local inhabitants during the holiday and they rely on accommodation service providers to ensure their comfort. Bulgarians, French and Latvians highly evaluate the nearest sightseeing objects and the possible diversity of activities, but Greeks consider the local cuisine to be the most important feature.

Chart 55. Comparison of 4 uppermost rated (average rating) answer options to question 11 in groups of nationalities



Ranking of the post-trip impressions for the groups of nationalities coincides with the same factor in age groups. Nice memories are uppermost rated by all nationalities, giving the second place to the wish to return (except French, who put clear and precise invoice as the 2nd most important factor). The possibility to share the experience with friends is the most important for Latvians and least important for French. Clear and precise invoice is the uppermost rated position for Lithuanians; meanwhile the evaluation of this factor among Bulgarians is the lowest in comparison to other age groups. Overall, the sequence of answers is similar for Greeks/Latvians/Lithuanians and French/Slovenian respondents.

Assessing the existing differences in the answers provided by respondents of distinct nationalities, the opinion of French respondents tends to be essentially different. Surprisingly, the answers of Latvians are not similar to those of Lithuanians, more coinciding with the answers of Bulgarians instead. Overall analysis of nationalities showed bigger differences in the answers of several groups than in different age groups. However, it should be pointed out, that in the age group analysis linear, proportional tendencies have been detected, which uncovers the changes in travelling motivation and customs for clients of particular age. The managers of rural tourism accommodations should assess their clientele, whether it is based on product (niche product) envisaged for a particular socially-demographic stratum (when the age group analysis shall prevail) or the product attracts the respondents of defined nationalities (in this case the analysis by groups of nationalities shall be researched).

Rural Tourism Quality Online Survey Form

print screens



English ▾

Rural tourism quality survey

Step 1 of 13

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

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

Thank you for co-operation!

[View survey rules](#)

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

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Rural tourism quality survey

Step 2 of 13

Rural tourism

1. What do you associate with rural tourism ? (tick one or more options) ?

- A working farm setting with animals etc. / Agrotourism
- B&B or rooms in rural setting
- Holiday cottage
- Rural hotel or guesthouse
- Holiday apartment in a rural household
- Camping
- A rural holiday complex
- Active holidays (riding, cycling, hiking etc.)
- Other :

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English 

Rural tourism quality survey

Step 3 of 13

Your experience

2. Have you had any previous experience of rural accommodation ?

In your country of residence

In other countries (please state) :




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English 

Rural tourism quality survey

Step 4 of 13

Booking preferences

3. How do you prefer to book ? (score from 1 - least to 5 - most)

1	2	3	4	5	
<input type="radio"/>	Directly with the hosts				
<input type="radio"/>	Through a travel agency				
<input type="radio"/>	Through an association or recognised brand				
<input type="radio"/>	Arrival without a previous booking				
<input type="radio"/>	Online booking through the internet				




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English

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Step 5 of 13

Source of information

4. What is your usual source of information ? (score 1 (least) – 5 (most))

1	2	3	4	5	
<input type="radio"/>	Recommendation by friends and colleagues				
<input type="radio"/>	Public Tourist Information offices				
<input type="radio"/>	Guide books				
<input type="radio"/>	Travel agencies				
<input type="radio"/>	Search on internet				
<input type="radio"/>	Personal experience				
<input type="radio"/>	Promotional material from providers or associations				
<input type="radio"/>	Online Community websites (e.g. Tripadvisor etc)				
<input type="radio"/>	Tourism Fairs and Exhibitions				

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Step 6 of 13

Certifications, references, and labels

5. When choosing your rural accommodation, are the following relevant to your decision? - please score from 1 - "never heard of it" to 5 - very important

1	2	3	4	5	
<input type="radio"/>	Quality Rating (number of stars, olives, flowers, ears, or any other symbols)				
<input type="radio"/>	Belongs to a trade mark or brand				
<input type="radio"/>	Certified with a specific Label (eco, service, quality,)				
<input type="radio"/>	Opinion or recommendation by previous clients				

If any label, recommendation website, or certification system influences you - can you name one or several of them?

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Step 7 of 13

Recognition of logos

6. Do you recognise the following logos? - please tick the appropriate box by each logo.

	<input type="radio"/> yes <input type="radio"/> no <input type="radio"/> have seen somewhere
	<input type="radio"/> yes <input type="radio"/> no <input type="radio"/> have seen somewhere
	<input type="radio"/> yes <input type="radio"/> no <input type="radio"/> have seen somewhere
	<input type="radio"/> yes <input type="radio"/> no <input type="radio"/> have seen somewhere
	<input type="radio"/> yes <input type="radio"/> no <input type="radio"/> have seen somewhere
	<input type="radio"/> yes <input type="radio"/> no <input type="radio"/> have seen somewhere
	<input type="radio"/> yes <input type="radio"/> no <input type="radio"/> have seen somewhere
	<input type="radio"/> yes <input type="radio"/> no <input type="radio"/> have seen somewhere

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Step 8 of 13

Overall criteria

7. Generally, what makes you consider an accommodation establishment as "best value for money"? . please allocate points from 1 (does not matter) to 5 (very important). You may give the same score only once.

1	2	3	4	5	
<input type="radio"/>	High standard of rooms and facilities ?				
<input type="radio"/>	Attractive surroundings and location ?				
<input type="radio"/>	Choice of leisure facilities and services ?				
<input type="radio"/>	Provides a Special Holiday experience ?				
<input type="radio"/>	"Peace of mind" (easy booking, security, guarantees) ?				

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Step 9 of 13

Choosing accommodation

8. When you plan your holiday, how important are the following aspects in helping you choose an accommodation ? . please allocate points from 1 (does not matter) to 5 (very important). You may give the same points to several items, but preferably should spread your scores over the full range. Please answer all questions.

1	2	3	4	5	
<input type="radio"/>	Good location of the accommodation				
<input type="radio"/>	Mobile phone coverage				
<input type="radio"/>	Comfort of the rooms or house				
<input type="radio"/>	Attractive nature or surrounding landscape				
<input type="radio"/>	Cultural attractions nearby				
<input type="radio"/>	Languages spoken				
<input type="radio"/>	Internet connection available				
<input type="radio"/>	Amusement facilities and recreational offers (bars, disco, playground etc.) on premises or nearby				
<input type="radio"/>	Sports and similar activities on premises or nearby				
<input type="radio"/>	Transfer is offered from nearest means of public transport				
<input type="radio"/>	Special events that will take place during my stay				
<input type="radio"/>	Quiet and peaceful setting and surrounding				
<input type="radio"/>	Health services available nearby				
<input type="radio"/>	Recommendation by friends, colleagues, or other travellers				
<input type="radio"/>	Easy and secure booking with clear conditions				
<input type="radio"/>	Complete and reliable information on the accommodation				
<input type="radio"/>	Price level				
<input type="radio"/>	Accommodation is certified or belongs to a brand				
<input type="radio"/>	Well-known tourism area or region				

Comments

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Step 10 of 13

First impression

9. Upon arrival, what is important for your first impression? - Please allocate points from 1 (does not matter) to 5 (very important). You may give the same points to several items, but preferably should spread your scores over the full range. Please answer all questions.

1	2	3	4	5	
<input type="radio"/>	Accommodation easy to find and to reach				
<input type="radio"/>	Nice views from the room or house				
<input type="radio"/>	Quick and easy check-in				
<input type="radio"/>	Tasteful decoration, equipment, and facilities				
<input type="radio"/>	Parking space				
<input type="radio"/>	Friendly and personal reception by host or staff				
<input type="radio"/>	The accommodation is exactly as described				
<input type="radio"/>	Information on the region is available				
<input type="radio"/>	The accommodation and facilities are well maintained				

Comments

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Step 11 of 13

During your stay

10. During your stay, what will most enable you to have a good holiday? - Please allocate points from 1 (does not matter) to 5 (very important). You may give the same points to several items, but preferably should spread your scores over the full range. Please answer all questions.

1	2	3	4	5	
<input type="radio"/>	Contact with local people and life				
<input type="radio"/>	Meeting other people and making new friends				
<input type="radio"/>	Spacious rooms and common areas				
<input type="radio"/>	Reliable staff and service				
<input type="radio"/>	Authenticity of local life and customs				
<input type="radio"/>	Hospitality of local population				
<input type="radio"/>	Feeling of being safe and secure				
<input type="radio"/>	Traditional local gastronomy				
<input type="radio"/>	Possibility to buy local products				
<input type="radio"/>	A lot to do and to see in the surrounding area				

Comments

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[Back home](#)

11. On departure and once back home, how do you value the following? - Please allocate points from 1 (does not matter) to 5 (very important). You may give the same points to several items, but preferably should spread your scores over the full range and again, please answer all questions!

1	2	3	4	5	
<input type="radio"/>	Clear and correct invoice				
<input type="radio"/>	Happy memories				
<input type="radio"/>	Flexibility in time of departure				
<input type="radio"/>	Personal good-bye by hosts or staff				
<input type="radio"/>	Availability of a guest book				
<input type="radio"/>	Keeping in contact with the host				
<input type="radio"/>	Wishing to return				
<input type="radio"/>	"Having a story to tell" to friends				
<input type="radio"/>	Subscription to newsletters about the place or region				
<input type="radio"/>	Availability of satisfaction questionnaire				

Comments

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Step 13 of 13

Personal data of the respondent

We understand that you may prefer not to provide personal details. Nevertheless, the following data would be useful for the general evaluation of this survey. We assure you that they will be stored independently from any personal contact information we might obtain from you. You may also omit any information that you do not wish to provide.

Education/training level:

Age: 20 or under 21-30 31-40 41-50 51-65 66 or over

I usually travel: alone with my partner with my family with friends

Number of children:

Please indicate your family income: very low low medium high very high

Occupation:

How often do you go on holiday about times per year:

Each time you go for holidays, from to days for how many days:

I usually use: Bed&Breakfast/hotel accommodation Self-catering accommodation Both

Country of residence:

Province/Region/ County etc.:

Comments

Thank you for your time and effort to fill in all the above questions.

You may finish now by clicking on the "Finish" button below.

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