



**EuroCluster
Rural
Tourism**



Maximizing Impact, Tools & Support for Continuous Improvement in Rural Tourism SMEs

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Key Points

- The importance of ongoing development and networking for SMEs.
- How these elements can contribute to business growth and sustainability.
- The role of the EU Rural Tourism project in providing these resources.





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Mentoring and On Site Assistance Guidebook

Contains orientation and guidelines to assist rural tourism SME owners and mentors in planning, as well as Ideas and Guidance with **50 detailed examples** related to (a) digital, (b) green & sustainable and (c) soft and social measures. The structure of this document mirrors that of the SME Assessment List.

<https://www.euroclusterruraltourism.eu/3034?culture=en-GB>



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D.4.4. Mentoring and On-Site Assistance Guidebook

EU Rural Tourism (101074557 – SMP-COSME-2021-CLUSTER)



Photo by Valentine Salja, Unsplash

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www.euroclusterruraltourism.eu





The final assessment list

Lists 50 questions evaluating the SME's progress and incorporating their present practices, priorities, and overall performance. The responses provided are ranked on a spectrum from "Not in Place" to "Excellent," providing a comprehensive snapshot of the SME's current status. This assessment helps identify key areas where the SME may require assistance and improvements.

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
	Current Practice				Priority			Assessment Maturity Level				Final Evaluation						
	Nothing in Place	Poor	Sufficient	Above Average	Outstanding	High	Medium	Low	N/A	Beginning	Elementary	Satisfying	Outstanding	Nothing in Place	Poor	Sufficient	Above Average	Outstanding
ing out	X							X		X				X				
g	X							X		X				X				
ant	X							X		X				X				
nv	X					X				X						X		



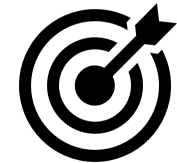
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Current Practice						Priority				Assessment Maturity Level				Final Evaluation				
2	Nothing in Place	Poor	Sufficient	Above Average	Outstanding	High	Medium	Low	N/A	Beginning	Elementary	Satisfying	Outstanding	Nothing in Place	Poor	Sufficient	Above Average	Outstanding	
3	Do you have integrated software for reservations, front desk, housekeeping, accounting, and reporting?	X						X			X				X				
4	Have you enabled guests to check-in and check-out using their smartphones?	X						X			X				X				
5	Is your accounting software effectively automating financial processes like invoicing and expense?	X						X			X				X				
6	Are your digital signage screens displaying relevant information, promotions, and event schedules?	X						X			X				X				
7	Have you implemented a guest communication platform for personalized pre-arrival, in-stay, and	X					X				X						X		
8	Have you created a clear digital marketing strategy aligned with your hotel's goals?	X					X				X						X		
9	Are you utilizing social media platforms to reach and engage with your audience?	X					X				X					X			
10	Do you regularly send newsletters, special offers, and personalized promotions to your email list?	X					X				X				X				
11	Are you encouraging satisfied guests to leave positive reviews and managing online feedback well?	X					X				X						X		
12	Are you consistently monitoring and analyzing the performance of your digital marketing efforts?	X						X			X				X				
13	Are you using data insights to optimize your digital marketing campaigns?	X						X			X				X				
14	Have low-flow showerheads, faucets, and toilets been installed to reduce water consumption?	X					X				X						X		
15	Are leaks regularly checked and promptly fixed?				X		X							X					X
16	Are guests encouraged to reuse towels and linens during their stay?		X				X						X				X		
17	Are recycling bins placed throughout the hotel for proper waste disposal?		X				X						X				X		
18	Have staff and guests been educated about waste segregation and recycling practices?	X					X				X				X				
19	Is organic waste from the kitchen and gardens being composted?	X								X	X					X			
20	Do you prioritize suppliers offering environmentally friendly products?	X						X			X				X				
21	Have you purchased eco-friendly cleaning supplies, toiletries, and office materials?	X						X			X				X				
22	Are locally sourced and organic food products prioritized?	X								X	X				X				
23	Do you provide guests with information about your sustainable practices?	X					X				X				X				
24	Are guests encouraged to participate in eco-friendly activities?		X				X					X					X		
25	Do you offer incentives for sustainable choices, like reusing towels?	X							X		X				X				
26	Are you pursuing green certifications to showcase your commitment?	X							X		X				X				
27	Have you displayed eco-labels on your website and marketing materials?	X							X		X				X				
28	Have you conducted an energy audit to identify areas of waste?	X					X				X				X				

Φύλλο 1



Develop an Implementation Plan

- Define clear and feasible actions.
- Develop a timeline and milestones.
- Allocate resources (e.g., budget, personnel, equipment).
- Monitor progress against the timeline and milestones.
- Address any challenges or obstacles that arise.
- Make adjustments to the plan as needed.
- Assess the effectiveness of the action and identify areas for improvement.



**KEEP IT
SIMPLE!!!**

Use as guidance the one created by the Mentor!!!



Eurocluster Rural Tourism Repository

Our online repository offers a vast collection of over 160 tools, articles, and best practices designed to help you improve your operations, increase efficiency, and achieve your goals.

The screenshot shows the website's navigation bar with a search field, social media icons for LinkedIn, Facebook, and X, and a Login button. Below the navigation bar is the EuroCluster Rural Tourism logo and a menu with links for Home, About Us, Calls, Services, News, Tools (highlighted), Beneficiaries, and Contact. A large banner image depicts a white house with a red roof situated in a lush green vineyard overlooking a body of water. Below the banner, the 'Repository' section is displayed, featuring a 'Target Group(s)' filter with options: All, SMEs (141), Associations (90), Advisors (87), and Other target (75). The 'Topic(s)' filter includes: All, Digital (66), Green (107), Social (87), and Other topic (58).



Farms' Charm	Link to resource	Czech, Spanish, German, Greek, Italian	Czechia, Spain, Austria, Greece, Italy	
Fighting Food Waste in Hotels	Link to resource	English	Worldwide	
Finland's Leadership in Green Skills Development:	Link to resource	English	Finland	
Gender equality and diversity: reskilling, upskill	Link to resource	English	Worldwide, Ireland	
Gestion du tourisme et des visiteurs dans les aire	Link to resource	French	France	
Good Travel Guide	Link to resource	English, Dutch, French, German, Italian, Portuguese, Spanish	Worldwide	
Green Travel and Sustainable Travel Practices	Link to resource	English	Worldwide	
HANDBOOK ON ENCOURAGING SUSTAINABLE TOURISM PRACTI	Link to resource	English	Worldwide	



Remember

Seek opportunities for collaboration and networking among SMEs and search for financial EU support for rural tourism and sustainable development!



You are not alone!!!

It's important to remember that we're all in this together.