



EUROPEAN COMMISSION  
Enterprise & Industry Directorate General

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Hardangerraadet	950225678
Lietuvos kaimo turizmo asociacija	950204435
Matkailun edistämiskeskus	950204241
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Huhmarisvaaran Loma Oy	950171261



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## Information on the proposal

Proposed acronym of the project (max. 20 chars)

## 1.Proposal Overview

### Contact person for the proposal (coordinator in case of multiple beneficiaries)

Title

Usual Family Name

First Name

Function

### Address

Street Name

Number

Town

Post Code

Cedex

Country Name

Telephone No

Fax No

E-mail

Internet Homepage

Proposal abstract (maximum 5 lines)

The project aims to enhance and promote thematic Rural Wellbeing tourism products in Europe by supporting transnational co-operation between different tourism stakeholders (SMTEs, DMOs, NTOs, tourism development organizations and research institutes) that are working together to provide, develop and promote sustainable wellbeing tourism products in rural areas. The project aims to profile and add competitiveness of the Northern Europe as a Rural Wellbeing Tourism Destination by supporting tourism service providers providing services under the theme.

Duration requested (in months)

Planned start date



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## 2. Proposal Summary (ONE FORM FOR EACH PROJECT)

THIS FORM SHOULD BE ACCOMPANIED BY THE FULL PROPOSAL AND DESCRIPTION OF THE PROJECT/ACTION  
PLEASE REFER TO THE GUIDE FOR SUBMISSION - CHAPTER V

Objectives (maximum 10 lines)

The project aims to enhance and promote thematic Rural Wellbeing tourism products in Europe. This is done by supporting transnational co-operation between different tourism stakeholders (micro and small tourism enterprises, destination marketing organizations, tourism development organizations and research institutes) that are working together to provide, develop and promote sustainable wellbeing tourism products in rural areas. The project aims to profile and add competitiveness of the Northern Europe as a Rural Wellbeing Tourism Destination by supporting tourism service providers providing services under the theme.

Description of the work (maximum 15 lines)

The project activities are divided under five work packages: WP1. Project meetings and seminars related to project theme and promotion and development actions, WP2. Research activities for supporting Rural Wellbeing promotion and development, WP3. Promotion and development actions of Rural Wellbeing tourism, WP4. Communication and dissemination, and WP5. Administration. Project activities are planned in a way that activities of each work package support activities in other work packages. Research activities provide guidelines and support for Rural Wellbeing tourism product development and promotional activities. In the communication and dissemination part activities and tools that support the distribution and recognizability of Rural Wellbeing are developed. The WP2 includes three different themes: Literature and trend review related to rural and wellbeing tourism aiming to define and set the foundation for the concept of Rural Wellbeing; Building up Rural Wellbeing tourism product development guidelines; and Market research for identifying the appeal of the products and finding the right distribution channels. The main activities in the WP3 are building up thematic sustainable Rural Wellbeing Tourism Network; Facilitating, encouraging and providing settings for promotional and development activities between different stakeholders; Developing existing and potential Rural Wellbeing tourism offering; and developing promotional activities of Rural Wellbeing at European level.

Milestones and expected results (maximum 10 lines)

The project will have six milestones. By each milestone certain project activities are fulfilled. By the first milestone set framework for concrete project activities including e.g. networking and research activities and communication plan are defined. By the second milestone a report about definition and foundation of the concept of Rural Wellbeing, developed started guidelines and goals for promotional activities of Rural Wellbeing Tourism offering will be finished as well as the first interim technical implementation report. The third milestone is reached when the second network meeting is held, the development guidelines for Rural Wellbeing offering are defined and promotional activities are going on (website etc.). By the milestone four a report about market research is finished and there are also concrete examples about developed products. In addition during the time period the second interim technical implementation report finished and sent to EC. The fifth milestone is reached when all agreed project activities are realized and continuity of the Rural Wellbeing is discussed. Sixth milestone is reached when final project reporting and administrative work is finished.



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## ORGANISATION PROFILE/INFORMATION

If your organisation has already registered for FP7, enter your Participant Identity Code (PIC)

991207984

### Legal Information (legal entity)

Organisation Legal Name

ITÄ-SUOMEN YLIOPISTO

Short Name

UEF

Legal Status

Governmental

### Address

Street Name

Yliopistonranta

Town

Kuopio

Number

1 E

Post Code

70211

Cedex

Country Name

FI

Telephone No

+358294451111

Fax No

E-mail

henna.konu@uef.fi

Internet Homepage

www.uef.fi

### Organisation details

For private companies, please fill in the financial statement form B/5

Total yearly revenues/resources

234,113,164

Number of employees

2574

Is your Organisation independent?

Yes

No

If No, please indicate names(s) of owner(s) who own 25% or more or the public authority supervising your organisation

Business Area

80.3





EUROPEAN COMMISSION  
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**Administrative officer authorised to commit the company/organisation. The power of the attorney of this person must be annexed to the form.**

Title	<input type="text" value="Prof."/>		
Family Name	<input type="text" value="Siiskonen"/>		
First Name	<input type="text" value="Harri"/>		
Position in the company/organisation	<input type="text" value="Dean, Faculty of Social Sciences and Business Admi"/>		
Telephone No	<input type="text" value="+358 29 4455001"/>	Fax No	<input type="text"/>
E-mail	<input type="text" value="harri.siiskonen@uef.fi"/>		

### Information concerning participation and involvement

Amount of funding which the company/organisation undertakes to provide for the operation (in Euro)

By which means and when will the co-financing take place?

Is the co-financing decision irrevocable?  Yes  No

If the answer is "No", please comment

Role and involvement in implementing the proposed project (only in case of coordinator)



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## Previous contracts

Have you, previously or currently, submitted this proposal or one similar in content to any community Programme?  Yes  No

Have you submitted (or do you intend to submit) in the current year a grant application directly or indirectly from the European institution or agency?  Yes  No

Have you during the last three years obtained a Community grants, procurement contracts or loans directly or indirectly from a European institution or agency?  Yes  No

If yes, please give the following details; operating grant or action - indicate the main differences between the present and previous proposals.

Programme name	DG	Action Name	Year	Amount (in Euro)	Differences
CIP	Enterprise	Knowledge Networks	2010	275,750	Different topic

I declare on oath that the above actions do not represent a risk of double funding with the present action  Yes  No

I commit myself to immediately inform the Commission service to which the current Grant Application is addressed of any request for funding submitted to, or approved by other Commission departments or Community Institutions AFTER the submission of the present application, and, if my proposal is accepted, until the request for payment of the balance is submitted.  Yes  No

Only for public bodies-legal status GOV (to be taken out if not applicable): I declare that the financial workflows of the public officials employed in this action are fully under my control and a part of their salary is booked to eligible costs only to carry out activities in addition to our routine activities.  Yes  No

I declare that I have read and accept the rules governing this call for the proposal. I certify that the information in this proposal about my company/organisation is accurate and complete and that my company/organisation has agreed to host the applicants mention below.  Yes  No



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## ORGANISATION PROFILE/INFORMATION

If your organisation has already registered for FP7, enter your Participant Identity Code (PIC)

950238094

### Legal Information (legal entity)

Organisation Legal Name

Latvijas Lauku tūrisma asociācija "Lauku ceļotājs"

Short Name

LCTA

Legal Status

Private Organisation, Non Profit

### Address

Street Name

Kalnciema street, 3rd floor

Town

Riga

Number

40

Post Code

LV1046

Cedex

Country Name

LV

Telephone No

+37167617600

Fax No

+37167830041

E-mail

asnate@celotajs.lv

Internet Homepage

www.celotajs.lv

### Organisation details

For private companies, please fill in the financial statement form B/5

Total yearly revenues/resources

450,545

Number of employees

11

Is your Organisation independent?

Yes

No

If No, please indicate names(s) of owner(s) who own 25% or more or the public authority supervising your organisation

Business Area

-



EUROPEAN COMMISSION  
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**Administrative officer authorised to commit the company/organisation. The power of the attorney of this person must be annexed to the form.**

Title	<input type="text" value="Mrs"/>		
Family Name	<input type="text" value="Ziemele"/>		
First Name	<input type="text" value="Asnate"/>		
Position in the company/organisation	<input type="text" value="President"/>		
Telephone No	<input type="text" value="+37129285756"/>	Fax No	<input type="text" value="+37167830041"/>
E-mail	<input type="text" value="asnate@celotajs.lv"/>		

### Information concerning participation and involvement

Amount of funding which the company/organisation undertakes to provide for the operation (in Euro)

By which means and when will the co-financing take place?

Is the co-financing decision irrevocable?  Yes  No

If the answer is "No", please comment

Role and involvement in implementing the proposed project (only in case of coordinator)



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## Previous contracts

Have you, previously or currently, submitted this proposal or one similar in content to any community Programme?  Yes  No

Have you submitted (or do you intend to submit) in the current year a grant application directly or indirectly from the European institution or agency?  Yes  No

Have you during the last three years obtained a Community grants, procurement contracts or loans directly or indirectly from a European institution or agency?  Yes  No

I declare on oath that the above actions do not represent a risk of double funding with the present action  Yes  No

I commit myself to immediately inform the Commission service to which the current Grant Application is addressed of any request for funding submitted to, or approved by other Commission departments or Community Institutions AFTER the submission of the present application, and, if my proposal is accepted, until the request for payment of the balance is submitted.  Yes  No

Only for public bodies-legal status GOV (to be taken out if not applicable): I declare that the financial workflows of the public officials employed in this action are fully under my control and a part of their salary is booked to eligible costs only to carry out activities in addition to our routine activities.  Yes  No

I declare that I have read and accept the rules governing this call for the proposal. I certify that the information in this proposal about my company/organisation is accurate and complete and that my company/organisation has agreed to host the applicants mention below.  Yes  No



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## ORGANISATION PROFILE/INFORMATION

If your organisation has already registered for FP7, enter your Participant Identity Code (PIC)

950225678

### Legal Information (legal entity)

Organisation Legal Name

Hardangerraadet

Short Name

Hardangerraadet

Legal Status

Governmental

### Address

Street Name

Postbox

Town

Kinsarvik

Number

78

Post Code

NO 5782

Cedex

Country Name

NO

Telephone No

+4753671450

Fax No

E-mail

jatj@kvam.kommune.no

Internet Homepage

www.hardangerraadet.no

### Organisation details

For private companies, please fill in the financial statement form B/5

Total yearly revenues/resources

647,491

Number of employees

3

Is your Organisation independent?

Yes  No

If No, please indicate names(s) of owner(s) who own 25% or more or the public authority supervising your organisation

Business Area

-



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**Administrative officer authorised to commit the company/organisation. The power of the attorney of this person must be annexed to the form.**

Title

Family Name

First Name

Position in the company/organisation

Telephone No  Fax No

E-mail

### Information concerning participation and involvement

Amount of funding which the company/organisation undertakes to provide for the operation (in Euro)

By which means and when will the co-financing take place?

Is the co-financing decision irrevocable?  Yes  No

If the answer is "No", please comment

Role and involvement in implementing the proposed project (only in case of coordinator)



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## Previous contracts

Have you, previously or currently, submitted this proposal or one similar in content to any community Programme?  Yes  No

Have you submitted (or do you intend to submit) in the current year a grant application directly or indirectly from the European institution or agency?  Yes  No

Have you during the last three years obtained a Community grants, procurement contracts or loans directly or indirectly from a European institution or agency?  Yes  No

I declare on oath that the above actions do not represent a risk of double funding with the present action  Yes  No

I commit myself to immediately inform the Commission service to which the current Grant Application is addressed of any request for funding submitted to, or approved by other Commission departments or Community Institutions AFTER the submission of the present application, and, if my proposal is accepted, until the request for payment of the balance is submitted.  Yes  No

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I declare that I have read and accept the rules governing this call for the proposal. I certify that the information in this proposal about my company/organisation is accurate and complete and that my company/organisation has agreed to host the applicants mention below.  Yes  No





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## ORGANISATION PROFILE/INFORMATION

If your organisation has already registered for FP7, enter your Participant Identity Code (PIC)

950204435

### Legal Information (legal entity)

Organisation Legal Name

Lietuvos kaimo turizmo asociacija

Short Name

LKTA

Legal Status

Private Organisation, Non Profit

### Address

Street Name

Donelaicio st.

Town

Kaunas

Number

2-202

Post Code

LT 44213

Cedex

Country Name

LT

Telephone No

+370 37400354

Fax No

+370 37400350

E-mail

linas@atostogoskaime.lt

Internet Homepage

www.atostogoskaime.lt

### Organisation details

For private companies, please fill in the financial statement form B/5

Total yearly revenues/resources

107.472

Number of employees

6

Is your Organisation independent?

Yes  No

If No, please indicate names(s) of owner(s) who own 25% or more or the public authority supervising your organisation

Business Area

-



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**Administrative officer authorised to commit the company/organisation. The power of the attorney of this person must be annexed to the form.**

Title	<input type="text" value="Mr."/>		
Family Name	<input type="text" value="Zabaliunas"/>		
First Name	<input type="text" value="Linas"/>		
Position in the company/organisation	<input type="text" value="President"/>		
Telephone No	<input type="text" value="+370 61420339"/>	Fax No	<input type="text"/>
E-mail	<input type="text" value="linas@atostogoskaime.lt"/>		

### Information concerning participation and involvement

Amount of funding which the company/organisation undertakes to provide for the operation (in Euro)

By which means and when will the co-financing take place?

Is the co-financing decision irrevocable?  Yes  No

If the answer is "No", please comment

Role and involvement in implementing the proposed project (only in case of coordinator)



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## Previous contracts

Have you, previously or currently, submitted this proposal or one similar in content to any community Programme?  Yes  No

If yes, please give details and indicate the main differences between the present and previous proposals.

We are partners in the other project, which activities are based on the farm tourism network.

Have you submitted (or do you intend to submit) in the current year a grant application directly or indirectly from the European institution or agency?  Yes  No

Have you during the last three years obtained a Community grants, procurement contracts or loans directly or indirectly from a European institution or agency?  Yes  No

I declare on oath that the above actions do not represent a risk of double funding with the present action  Yes  No

I commit myself to immediately inform the Commission service to which the current Grant Application is addressed of any request for funding submitted to, or approved by other Commission departments or Community Institutions AFTER the submission of the present application, and, if my proposal is accepted, until the request for payment of the balance is submitted.  Yes  No

Only for public bodies-legal status GOV (to be taken out if not applicable): I declare that the financial workflows of the public officials employed in this action are fully under my control and a part of their salary is booked to eligible costs only to carry out activities in addition to our routine activities.  Yes  No

I declare that I have read and accept the rules governing this call for the proposal. I certify that the information in this proposal about my company/organisation is accurate and complete and that my company/organisation has agreed to host the applicants mention below.  Yes  No



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## ORGANISATION PROFILE/INFORMATION

If your organisation has already registered for FP7, enter your Participant Identity Code (PIC)

950204241

### Legal Information (legal entity)

Organisation Legal Name

Matkailun edistämiskeskus

Short Name

MEK/FTB

Legal Status

Governmental

### Address

Street Name

Töölönkatu

Town

Helsinki

Number

11

Post Code

00100

Cedex

Country Name

FI

Telephone No

+358 295058226

Fax No

+358295058999

E-mail

liisa.renfors@visitfinland.com

Internet Homepage

www.mek.fi and www.visitfinland.com

### Organisation details

For private companies, please fill in the financial statement form B/5

Total yearly revenues/resources

10,600,000

Number of employees

30

Is your Organisation independent?

Yes  No

If No, please indicate names(s) of owner(s) who own 25% or more or the public authority supervising your organisation

Ministry of Employment and the Economy

Business Area

-



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**Administrative officer authorised to commit the company/organisation. The power of the attorney of this person must be annexed to the form.**

Title

Family Name

First Name

Position in the company/organisation

Telephone No

Fax No

E-mail

### Information concerning participation and involvement

Amount of funding which the company/organisation undertakes to provide for the operation (in Euro)

By which means and when will the co-financing take place?

Is the co-financing decision irrevocable?  Yes  No

If the answer is "No", please comment

Role and involvement in implementing the proposed project (only in case of coordinator)



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## Previous contracts

Have you, previously or currently, submitted this proposal or one similar in content to any community Programme?  Yes  No

Have you submitted (or do you intend to submit) in the current year a grant application directly or indirectly from the European institution or agency?  Yes  No

Have you during the last three years obtained a Community grants, procurement contracts or loans directly or indirectly from a European institution or agency?  Yes  No

I declare on oath that the above actions do not represent a risk of double funding with the present action  Yes  No

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I declare that I have read and accept the rules governing this call for the proposal. I certify that the information in this proposal about my company/organisation is accurate and complete and that my company/organisation has agreed to host the applicants mention below.  Yes  No



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## ORGANISATION PROFILE/INFORMATION

If your organisation has already registered for FP7, enter your Participant Identity Code (PIC)

951676895

### Legal Information (legal entity)

Organisation Legal Name

VisitVejle, Vejle Erhvervsudvikling, Erhverv & Kultur

Short Name

Business Development

Legal Status

Governmental

### Address

Street Name

Banegårdspladsen

Town

Vejle

Number

6

Post Code

7100

Cedex

Country Name

DK

Telephone No

+45 7681 1925

Fax No

E-mail

kavje@vejle.dk

Internet Homepage

www.visitvejle.dk

### Organisation details

For private companies, please fill in the financial statement form B/5

Total yearly revenues/resources

728,754,000

Number of employees

8348

Is your Organisation independent?

Yes  No

If No, please indicate names(s) of owner(s) who own 25% or more or the public authority supervising your organisation

VisitVejle is Part of Vejle Municipality, which in the fiscal year 2011 had a revenue of EURO 728,754,000 and a surplus of EURO 2,414,402.

Business Area

L



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**Administrative officer authorised to commit the company/organisation. The power of the attorney of this person must be annexed to the form.**

Title

Family Name

First Name

Position in the company/organisation

Telephone No  Fax No

E-mail

### Information concerning participation and involvement

Amount of funding which the company/organisation undertakes to provide for the operation (in Euro)

By which means and when will the co-financing take place?

Is the co-financing decision irrevocable?  Yes  No

If the answer is "No", please comment

Role and involvement in implementing the proposed project (only in case of coordinator)





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## Previous contracts

Have you, previously or currently, submitted this proposal or one similar in content to any community Programme?  Yes  No

Have you submitted (or do you intend to submit) in the current year a grant application directly or indirectly from the European institution or agency?  Yes  No

Have you during the last three years obtained a Community grants, procurement contracts or loans directly or indirectly from a European institution or agency?  Yes  No

I declare on oath that the above actions do not represent a risk of double funding with the present action  Yes  No

I commit myself to immediately inform the Commission service to which the current Grant Application is addressed of any request for funding submitted to, or approved by other Commission departments or Community Institutions AFTER the submission of the present application, and, if my proposal is accepted, until the request for payment of the balance is submitted.  Yes  No

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## ORGANISATION PROFILE/INFORMATION

If your organisation has already registered for FP7, enter your Participant Identity Code (PIC)

999904616

### Legal Information (legal entity)

Organisation Legal Name

SYDDANSK UNIVERSITET

Short Name

SDU

Legal Status

Public Commercial Organisation

### Address

Street Name

Niels Bohrsvej

Town

Esbjerg

Number

9

Post Code

6700

Cedex

Country Name

DK

Telephone No

65501000

Fax No

E-mail

hjalager@sam.sdu.dk

Internet Homepage

www.sdu.dk

### Organisation details

For private companies, please fill in the financial statement form B/5

Total yearly revenues/resources

12,000,000

Number of employees

3417

Is your Organisation independent?

Yes

No

If No, please indicate names(s) of owner(s) who own 25% or more or the public authority supervising your organisation

Business Area

80.3



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**Administrative officer authorised to commit the company/organisation. The power of the attorney of this person must be annexed to the form.**

Title

Family Name

First Name

Position in the company/organisation

Telephone No  Fax No

E-mail

### Information concerning participation and involvement

Amount of funding which the company/organisation undertakes to provide for the operation (in Euro)

By which means and when will the co-financing take place?

Is the co-financing decision irrevocable?  Yes  No

If the answer is "No", please comment

Role and involvement in implementing the proposed project (only in case of coordinator)



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## Previous contracts

Have you, previously or currently, submitted this proposal or one similar in content to any community Programme?  Yes  No

Have you submitted (or do you intend to submit) in the current year a grant application directly or indirectly from the European institution or agency?  Yes  No

Have you during the last three years obtained a Community grants, procurement contracts or loans directly or indirectly from a European institution or agency?  Yes  No

I declare on oath that the above actions do not represent a risk of double funding with the present action  Yes  No

I commit myself to immediately inform the Commission service to which the current Grant Application is addressed of any request for funding submitted to, or approved by other Commission departments or Community Institutions AFTER the submission of the present application, and, if my proposal is accepted, until the request for payment of the balance is submitted.  Yes  No

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I declare that I have read and accept the rules governing this call for the proposal. I certify that the information in this proposal about my company/organisation is accurate and complete and that my company/organisation has agreed to host the applicants mention below.  Yes  No



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## ORGANISATION PROFILE/INFORMATION

If your organisation has already registered for FP7, enter your Participant Identity Code (PIC)

950171261

### Legal Information (legal entity)

Organisation Legal Name

Huhmarisvaaran Loma Oy

Short Name

Huhmarisvaaran Loma

Legal Status

Private Commercial Organisation including Consultant

### Address

Street Name

Huhmarisentie

Town

Polvijärvi

Number

43

Post Code

83700

Cedex

Country Name

FI

Telephone No

+358207601230

Fax No

E-mail

pirjo.kauhanen-kuikka@huhmarisvaaranloma.fi

Internet Homepage

www.lomakeskushuhmari.com

### Organisation details

For private companies, please fill in the financial statement form B/5

Total yearly revenues/resources

3,137,689.73

Number of employees

38

Is your Organisation independent?

Yes  No

If No, please indicate names(s) of owner(s) who own 25% or more or the public authority supervising your organisation

Business Area

H



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**Administrative officer authorised to commit the company/organisation. The power of the attorney of this person must be annexed to the form.**

Title

Family Name

First Name

Position in the company/organisation

Telephone No  Fax No

E-mail

### Information concerning participation and involvement

Amount of funding which the company/organisation undertakes to provide for the operation (in Euro)

By which means and when will the co-financing take place?

Is the co-financing decision irrevocable?  Yes  No

If the answer is "No", please comment

Role and involvement in implementing the proposed project (only in case of coordinator)



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Have you, previously or currently, submitted this proposal or one similar in content to any community Programme?  Yes  No

Have you submitted (or do you intend to submit) in the current year a grant application directly or indirectly from the European institution or agency?  Yes  No

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I declare on oath that the above actions do not represent a risk of double funding with the present action  Yes  No

I commit myself to immediately inform the Commission service to which the current Grant Application is addressed of any request for funding submitted to, or approved by other Commission departments or Community Institutions AFTER the submission of the present application, and, if my proposal is accepted, until the request for payment of the balance is submitted.  Yes  No

Only for public bodies-legal status GOV (to be taken out if not applicable): I declare that the financial workflows of the public officials employed in this action are fully under my control and a part of their salary is booked to eligible costs only to carry out activities in addition to our routine activities.  Yes  No

I declare that I have read and accept the rules governing this call for the proposal. I certify that the information in this proposal about my company/organisation is accurate and complete and that my company/organisation has agreed to host the applicants mention below.  Yes  No



EUROPEAN COMMISSION

Enterprise & Industry Directorate General

Go To

## 3. Budget

Participant number in the proposal	Organisation Short Name	Country	TOTAL ELIGIBLE COSTS	Requested EC Contribution
1	UEF	FI	84 635.68	64 560.17
2	LCTA	LV	49 747.85	37 310.89
3	Hardangerraadet	NO	46 494.59	34 870.94
4	LKTA	LT	26 012.60	19 509.45
5	MEK/FTB	FI	13 744.29	3 929.16
6	Business Development	DK	49 215.50	36 911.62
7	SDU	DK	61 113.18	45 834.89
8	Huhmarisvaaran Loma	FI	9 430.50	7 072.87
<b>TOTAL</b>			<b>340 394.19</b>	<b>249 999.99</b>

If the total Requested EC Contribution is higher than the maximum amount indicated in point 4 of the call text, the proposal will not be taken into consideration.



## ANNEX B.0 ELIGIBILITY AND RELEVANCE ASSESSMENT FORM

**Annex B.0 - Mandatory Form to be dully filled in and uploaded in the electronic submission system, helping to assess the eligibility and relevance of the project proposal to the requirements of the call for proposals.**

A transnational thematic tourism product description:	
Thematic Tourism product name:	Rural Wellbeing
Type of tourism on which it is based:	Rural and wellbeing tourism
Countries where the thematic tourism product has been developed.	Finland, Denmark, Latvia, Lithuania, Norway
Short description of transnational thematic tourism product (max ½ page)	<p>The name Rural Wellbeing is not used as such to describe the product and service lines included to the proposal. However all the existing products and product lines have similar elements: e.g. close relation with nature and environment, traditional treatments connected to local culture (e.g. sauna treatments), utilising local materials and locally produced food, activities that are in many cases done in nature. The products and product lines included and further developed under Rural Wellbeing theme in this project are Finrelax® (<a href="http://www.mek.fi/tuoteteemat-ja-tyokalut/tuoteteemat/hyvinvointimatkailu/">http://www.mek.fi/tuoteteemat-ja-tyokalut/tuoteteemat/hyvinvointimatkailu/</a>) and product packages of Ltd Huhmarisvaaran Loma Oy in Finland; products of WellCome network (<a href="http://www.wellcome.dk/forside">http://www.wellcome.dk/forside</a>) in Denmark, products of Baltic Country Holidays (LC) (<a href="http://www.celotajs.lv/en">http://www.celotajs.lv/en</a>) in Latvia, Peacefull holidays, Wellness homesteads, Cultural recreation and Environmentally friendly homesteads (<a href="http://www.atostogoskaime.lt/en">http://www.atostogoskaime.lt/en</a>) in Lithuania, and in Norway the tourism products related to Slow Fjord (and slow food) are under development.</p>
Implemented actions and achieved development of the product so far (max ½ page of text, or the applicant is free to annex the relevant information but max 5 pages)	<p>Finrelax®: Development of Finrelax® is a part of Finnish Wellbeing tourism strategy (additional information in annex). Finrelax® is one of the three wellbeing product categories defined in the strategy. It represents the basic wellbeing product supply in Finland which can typically be found in the rural areas. WellCome has contributed to the development of a range of sustainable wellbeing business collaborations. The enterprises are jointly innovating their provision of services, utilizing resources in the area. The WellCome network has created new types of stays and</p>

	<p>products in spa and wellness, food, skin care, outdoor life, health, disease prevention and recreation. In Latvia and Lithuania the development has been related to rural tourism products and there are also plans to develop these products in more closely related to the wellbeing theme. The potential products are e.g. 1) traditional steam bath rituals in black rock sauna with herbal treatment, massage, natural scrubs, special health and beauty treatment procedures, 2) country SPA - using nature products to improve health, beauty (honey, birch sups, milk products), 3) active lifestyle – walking on health trails covered with natural surfaces (sand, gravel, grass, etc.), 4) healthy food and diets – biological farming and eco-products, herb teas, traditional medicine. In Norway the development of products around the theme SlowFjord are already taking place.</p>
<p>Describe a potential of the product for tourism development (max ½ page)</p>	<p>Studies show that many tourists are looking for balance in their lives and they are also looking for slowing down life's pace, self improvement and enhancing one's wellbeing. Tourism services related to wellbeing and peacefulness of rural areas support these goals of individuals. Hence it can be expected that the demand of thematic sustainable Rural Wellbeing tourism offering will increase in future. Rural Wellbeing is also responding to new trends and forms of wellbeing. E.g. "Earthing" refers to the movement promoting direct contact with the earth's surface as foundational for health. Also the tourist's own active role for his/her wellbeing is coming more in focus instead of just being pampered. At the moment the offerings that can be included to the Rural Wellbeing are sold under different themes and thus they aren't necessarily easy to find by consumers. The Rural Wellbeing collects the related products under one theme to help to the service providers and areas to brand themselves as Rural Wellbeing suppliers and destinations. The project also provides guidelines and frameworks for the product development. The increased visibility of the Rural Wellbeing tourism offerings increases customer flows to remote tourism areas and hence improves the livelihood in those areas.</p>
<p>Describe expected and measurable effects of the proposed project on tourism development and on economy in general (max ½ page)</p>	<p>The project supports the development and the visibility of local, regional, national and transnational Rural Wellbeing tourism offering and hence the effects are seen in different levels. In local and regional levels the increased and</p>

	<p>improved product offering bring new and also repeat customers to the tourism businesses and destinations. In long term the increased tourism flows affect positively to turnovers of SMTEs and also to the competitiveness of the tourism businesses and attractiveness of destinations. The appeal and interest that customers show towards the products are measured by using customer surveys and market research. The use of similar Rural Wellbeing framework and guidelines in tourism product development improves and enhances the quality and competitiveness of the existing tourism products and increases the competences of SMTEs to develop products and services. Quality effects are measured by following levels of customer satisfaction. The effects and the functionality of Rural Wellbeing Tourism Network and Rural Wellbeing concept are evaluated by project partners, the SMTEs, and other reference groups involved in the project. Project supports realisation of national tourism development goals and strategies.</p>
<p>How the proposed actions contribute to sustainable tourism development (economic/environmental and socio-cultural aspects)? (max ½ page)</p>	<p>As most of the Rural Wellbeing products and services include natural elements and the service providers of these products are in most cases local, and micro or small sized the project will also promote sustainable tourism in the areas these services are provided, e.g. by bringing economical benefits to the regions and destinations providing Rural Wellbeing products, supporting local tourism and enhancing product development (also local residents benefit from the new services that aims to enhance one's wellbeing) and support ecological and socio-cultural sustainability (when the services are based on nature and local resources, including culture, the businesses and service providers have also motivation to protect and enhance local environment and local culture and traditions). These sustainability issues are also brought forth in Rural Wellbeing promotion.</p>
<p><b>Eligibility check on the consortium partners:</b></p>	
<p>List the partners of the consortium indicating their full official <b><u>name and the country where their head office is registered</u></b>. Start by providing the name of the partner of the consortium being:</p>	
<p><b>a) an SME – Small and Medium Size enterprise<sup>1</sup> - acting in the tourism sector</b> Please indicate the field in which it is acting and</p>	<p>Ltd Huhmarisvaaran Loma Oy (Huhmari), Finland, is a holiday centre and they provide several kinds of tourism services, such as</p>

<sup>1</sup> [http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm)

the date of establishment.	accommodation, restaurant services, activity services and wellbeing/wellness treatments. The company was established 1986.
<b>b) National Tourist Organisation (NTO) - in that case, has the letter from National Ministry been provided?</b>	Finnish Tourist Board (Matkailun edistämiskeskus), Finland
<b>c) a public regional or local governmental authority</b>	Hardangerradet (regional governmental authority), Norway
<b>d) other consortium members</b>	University of Eastern Finland, Centre for Tourism Studies, Finland University of Southern Denmark, Danish Centre for Rural Research, Denmark Latvian Country Tourism Association, Latvia Lithuanian Countryside Tourism Association, Lithuania VisitVejle, Denmark

## Declaration on honour on the exclusion criteria and absence of conflict of interest

The undersigned: Prof. Harri Siiskonen, Dean

In his/her own name

or

Representing the following legal person:

Full Official Name: Itä-Suomen yliopisto

Official legal form: Non Profit, Public Body, higher education establishment

Full official address: Kuninkaankartanonkatu 7, 57101 Savonlinna, Finland

Registration number: 2285733-9

VAT number: FI22857339

**declares** on his honour that the company or organisation that he represents:

- a) is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has not been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- c) has not been guilty of grave professional misconduct proven by any means which the contracting authorities can justify including by decisions of the European Investment Bank and international organisations;
- d) is in compliance with its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, and those of the country where the action is to be performed;
- e) has not been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) Is not currently subject to an administrative penalty referred to article 109.1 of the Financial Rules applicable to the general budget of the European Communities.

**declares** [Only for legal persons other than Member States and local authorities, otherwise delete] that the natural persons with power of representation, decision-making or control<sup>1</sup> over the above-mentioned legal entity are not in the situations referred to in b) and e) above;

---

<sup>1</sup> This covers the company directors, members of the management or supervisory bodies, and cases where one natural person holds a majority of shares.

**declares** on his honour that:

- g) that on the date of submission of the proposal, the company or organisation he represents and the staff proposed for this action are not subject to a conflict of interests in the context of this call for proposals; he undertakes to inform the Commission without delay of any change to this situation after the date of submission of the proposal.
- h) that the information provided to the Commission within the context of this call for proposals is accurate, sincere and complete.

**undertakes** to send to the Commission, within seven calendar days following the receipt of the Commission's request, the following evidence:

- that the applicant is not in one of the situations described in a), b) or e) above: production of a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied;
- that the applicant is not in the situation described in d) above: a recent certificate issued by the competent authority of the Member State concerned. Where no such document or certificate is issued by the country concerned, it may be replaced by a declaration under oath or, failing that, a solemn statement made by the candidate before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

Depending on the national legislation of the country in which the candidate is established, the documents referred to above shall relate to legal persons and/or natural persons including, where considered necessary by the Commission, company directors or any person with powers of representation, decision-making or control in relation to the candidate.

**acknowledges** by signing this form, that he/she and/or the above mentioned legal person he/she represents may be subject to administrative and financial penalties specified in articles 109 and 131.4 of Regulation (EU, Euratom) No 966/2012 on the Financial Rules applicable to the General Budget of the Union (OJ L 298 of 26.10.2012) and article 145 of Regulation (EU) N0 1268/2012 on the Rules of Application of the Financial Rules (OJ L 362 of 31.12.2012), if the declarations made of information provided prove to be false.

Full name Prof. Harri Siiskonen

Date 25<sup>th</sup> June 2013

  
Signature



Stamp of the Applicant Company or Organisation

## Declaration on honour on the exclusion criteria and absence of conflict of interest

The undersigned: Asnate Ziemele, president

In his/her own name

or

Representing the following legal person:

Full Official Name: Latvian Country tourism association "Lauku Celotajs"

Official legal form: NGO

Full official address: "Pukkalnini", Keguma I.t., Keguma nov., LV-5020

Registration number: 40008005627

VAT number: N/A

**declares** on his honour that the company or organisation that he represents:

- a) is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has not been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- c) has not been guilty of grave professional misconduct proven by any means which the contracting authorities can justify including by decisions of the European Investment Bank and international organisations;
- d) is in compliance with its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, and those of the country where the action is to be performed;
- e) has not been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) Is not currently subject to an administrative penalty referred to article 109.1 of the Financial Rules applicable to the general budget of the European Communities.

**declares** on his honour that:

- g) that on the date of submission of the proposal, the company or organisation he represents and the staff proposed for this action are not subject to a conflict of interests in the context of this call for proposals; he undertakes to inform the Commission without delay of any change to this situation after the date of submission of the proposal.
- h) that the information provided to the Commission within the context of this call for proposals is accurate, sincere and complete.

**undertakes** to send to the Commission, within seven calendar days following the receipt of the Commission's request, the following evidence:

- that the applicant is not in one of the situations described in a), b) or e) above: production of a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied;
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Depending on the national legislation of the country in which the candidate is established, the documents referred to above shall relate to legal persons and/or natural persons including, where considered necessary by the Commission, company directors or any person with powers of representation, decision-making or control in relation to the candidate.

**acknowledges** by signing this form, that he/she and/or the above mentioned legal person he/she represents may be subject to administrative and financial penalties specified in articles 109 and 131.4 of Regulation (EU, Euratom) No 966/2012 on the Financial Rules applicable to the General Budget of the Union (OJ L 298 of 26.10.2012) and article 145 of Regulation (EU) N0 1268/2012 on the Rules of Application of the Financial Rules (OJ L 362 of 31.12.2012), if the declarations made of information provided prove to be false.

Full name  
Asnate Ziemele

Date  
20.06.2013.

Signature



Stamp of the Applicant Company or Organisation





## Declaration on honour on the exclusion criteria and absence of conflict of interest

The undersigned: Leiv Vambheim, manager  
In his her own name

or

Representing the following legal person:

Full Official Name: Hardangerrådet iks - The Hardanger Council  
Official legal form: GOV  
Full official address: Pb. 78, 5782 Kinsarvik, Norway  
Registration number: 980 045 412  
VAT number: N/A

**declares** on his honour that the company or organisation that he represents:

- a) is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has not been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- c) has not been guilty of grave professional misconduct proven by any means which the contracting authorities can justify including by decisions of the European Investment Bank and international organisations;
- d) is in compliance with its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, and those of the country where the action is to be performed;
- e) has not been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) Is not currently subject to an administrative penalty referred to article 109.1 of the Financial Rules applicable to the general budget of the European Communities.

**declares** on his honour that:

- g) that on the date of submission of the proposal, the company or organisation he represents and the staff proposed for this action are not subject to a conflict of interests in the context of this call for proposals; he undertakes to inform the Commission without delay of any change to this situation after the date of submission of the proposal.
- h) that the information provided to the Commission within the context of this call for proposals is accurate, sincere and complete.

**undertakes** to send to the Commission, within seven calendar days following the receipt of the Commission's request, the following evidence:

- that the applicant is not in one of the situations described in a), b) or e) above: production of a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied;
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Full name  
Leiv Vambheim

Date  
27.06.2013.

Signature



Stamp of the Applicant Company or Organisation

**HARDANGERRÅDET IKS**

### Declaration on honour on the exclusion criteria and absence of conflict of interest

The undersigned: Linas Zabaliunas, president

In his/her own name

or

Representing the following legal person:

Full Official Name: Lithuanian countryside tourism association

Official legal form: NGO

Full official address: Donelaicio st. 2-202, Kaunas, Lithuania LT- 44213

Registration number: 135029913

VAT number: N/A

**declares** on his honour that the company or organisation that he represents:

- a) is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
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- f) Is not currently subject to an administrative penalty referred to article 109.1 of the Financial Rules applicable to the general budget of the European Communities.

**declares** on his honour that:

- g) that on the date of submission of the proposal, the company or organisation he represents and the staff proposed for this action are not subject to a conflict of interests in the context of this call for proposals; he undertakes to inform the Commission without delay of any change to this situation after the date of submission of the proposal.
- h) that the information provided to the Commission within the context of this call for proposals is accurate, sincere and complete.

**undertakes** to send to the Commission, within seven calendar days following the receipt of the Commission's request, the following evidence:



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Full name  
Linas Zabaliunas

Date  
26<sup>th</sup> June 2013

Signature



Stamp of the Applicant Company or Organisation

## Declaration on honour on the exclusion criteria and absence of conflict of interest

The undersigned: Ms. Kristiina Hietasaari

In his her own name

or

Representing the following legal person:

Full Official Name: Matkailun edistämiskeskus / Finnish Tourist Board

Official legal form: GOV

Full official address: Töölönkatu 11, P.O.Box 625, FIN-00101 Helsinki

Registration number: 0246824-8

VAT number: FI02468248

**declares** on his honour that the company or organisation that he represents:

- a) is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has not been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- c) has not been guilty of grave professional misconduct proven by any means which the contracting authorities can justify including by decisions of the European Investment Bank and international organisations;
- d) is in compliance with its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, and those of the country where the action is to be performed;
- e) has not been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) Is not currently subject to an administrative penalty referred to article 109.1 of the Financial Rules applicable to the general budget of the European Communities.

- g) that on the date of submission of the proposal, the company or organisation he represents and the staff proposed for this action are not subject to a conflict of interests in the context of this call for proposals; he undertakes to inform the Commission without delay of any change to this situation after the date of submission of the proposal.
- h) that the information provided to the Commission within the context of this call for proposals is accurate, sincere and complete.

**undertakes** to send to the Commission, within seven calendar days following the receipt of the Commission's request, the following evidence:

- that the applicant is not in one of the situations described in a), b) or e) above: production of a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied;
- that the applicant is not in the situation described in d) above: a recent certificate issued by the competent authority of the Member State concerned. Where no such document or certificate is issued by the country concerned, it may be replaced by a declaration under oath or, failing that, a solemn statement made by the candidate before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

Depending on the national legislation of the country in which the candidate is established, the documents referred to above shall relate to legal persons and/or natural persons including, where considered necessary by the Commission, company directors or any person with powers of representation, decision-making or control in relation to the candidate.

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Full name Kristiina Hietasaari

Date 27.06.2013

Signature

Stamp of the Applicant Company or Organisation



## Declaration on honour on the exclusion criteria and absence of conflict of interest

The undersigned: Morten Damgaard Nielsen

In his her own name

or

X Representing the following legal person:

Full Official Name: VisitVejle, Vejle Erhvervsudvikling, Vejle Kommune

Official legal form: Tourism Development, Vejle Municipality

Full official address: Banegårdspladsen 6  
7100 Vejle  
Denmark

Registration number:

VAT number: 29189900

**declares** on his honour that the company or organisation that he represents:

- a) is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has not been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- c) has not been guilty of grave professional misconduct proven by any means which the contracting authorities can justify including by decisions of the European Investment Bank and international organisations;
- d) is in compliance with its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, and those of the country where the action is to be performed;
- e) has not been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) Is not currently subject to an administrative penalty referred to article 109.1 of the Financial Rules applicable to the general budget of the European Communities.

**declares** [Only for legal persons other than Member States and local authorities, otherwise delete]



**declares** on his honour that:

- g) that on the date of submission of the proposal, the company or organisation he represents and the staff proposed for this action are not subject to a conflict of interests in the context of this call for proposals; he undertakes to inform the Commission without delay of any change to this situation after the date of submission of the proposal.
- h) that the information provided to the Commission within the context of this call for proposals is accurate, sincere and complete.

**undertakes** to send to the Commission, within seven calendar days following the receipt of the Commission's request, the following evidence:

- that the applicant is not in one of the situations described in a), b) or e) above: production of a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied;
- that the applicant is not in the situation described in d) above: a recent certificate issued by the competent authority of the Member State concerned. Where no such document or certificate is issued by the country concerned, it may be replaced by a declaration under oath or, failing that, a solemn statement made by the candidate before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

Depending on the national legislation of the country in which the candidate is established, the documents referred to above shall relate to legal persons and/or natural persons including, where considered necessary by the Commission, company directors or any person with powers of representation, decision-making or control in relation to the candidate.

**acknowledges** by signing this form, that he/she and/or the above mentioned legal person he/she represents may be subject to administrative and financial penalties specified in articles 109 and 131.4 of Regulation (EU, Euratom) No 966/2012 on the Financial Rules applicable to the General Budget of the Union (OJ L 298 of 26.10.2012) and article 145 of Regulation (EU) N0 1268/2012 on the Rules of Application of the Financial Rules (OJ L 362 of 31.12.2012), if the declarations made of information provided prove to be false.

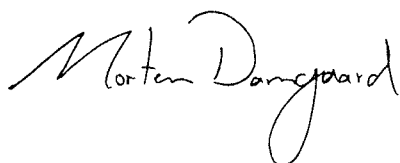
Full name

Date

Morten Damgaard Nielsen

01-07-2013

Signature



Stamp of the Applicant Company or Organisation

**VisitVejle**  
Banegårdspladsen 6  
DK-7100 Vejle  
Tel.: +45 76 81 19 25  
[www.visitvejle.com](http://www.visitvejle.com)



## Declaration on honour on the exclusion criteria and absence of conflict of interest

The undersigned:

Anne-Mette Hjalager, Professor, Head of Centre

Full Official Name: Danish Centre for Rural Research, University of Southern Denmark

Official legal form: Public institution, university

Full official address: Niels Bohrsvej 9, DK-6700 Esbjerg, Denmark

Registration number: 2928 3958

VAT number: 2928 3958

**declares** on his honour that the company or organisation that he represents:

- a) is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has not been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- c) has not been guilty of grave professional misconduct proven by any means which the contracting authorities can justify including by decisions of the European Investment Bank and international organisations;
- d) is in compliance with its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, and those of the country where the action is to be performed;
- e) has not been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) Is not currently subject to an administrative penalty referred to article 109.1 of the Financial Rules applicable to the general budget of the European Communities.

**declares** that the natural persons with power of representation, decision-making or control<sup>1</sup> over the above-mentioned legal entity are not in the situations referred to in b) and e) above;

<sup>1</sup> This covers the company directors, members of the management or supervisory bodies, and cases where one natural person holds a majority of shares.

**declares** on his honour that:

- g) that on the date of submission of the proposal, the company or organisation he represents and the staff proposed for this action are not subject to a conflict of interests in the context of this call for proposals; he undertakes to inform the Commission without delay of any change to this situation after the date of submission of the proposal.
- h) that the information provided to the Commission within the context of this call for proposals is accurate, sincere and complete.

**undertakes** to send to the Commission, within seven calendar days following the receipt of the Commission's request, the following evidence:

- that the applicant is not in one of the situations described in a), b) or e) above: production of a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied;
- that the applicant is not in the situation described in d) above: a recent certificate issued by the competent authority of the Member State concerned. Where no such document or certificate is issued by the country concerned, it may be replaced by a declaration under oath or, failing that, a solemn statement made by the candidate before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

Depending on the national legislation of the country in which the candidate is established, the documents referred to above shall relate to legal persons and/or natural persons including, where considered necessary by the Commission, company directors or any person with powers of representation, decision-making or control in relation to the candidate.

**acknowledges** by signing this form, that he/she and/or the above mentioned legal person he/she represents may be subject to administrative and financial penalties specified in articles 109 and 131.4 of Regulation (EU, Euratom) No 966/2012 on the Financial Rules applicable to the General Budget of the Union (OJ L 298 of 26.10.2012) and article 145 of Regulation (EU) N0 1268/2012 on the Rules of Application of the Financial Rules (OJ L 362 of 31.12.2012), if the declarations made of information provided prove to be false.

Full name

Anne-Mette Hjalager  
Professor, Head of Center for Rural Research

Date July, 1, 2013

Signature



Stamp of the Applicant Company or Organisation



## Declaration on honour on the exclusion criteria and absence of conflict of interest

The undersigned: [Kari Rantanen]

In his her own name

or

Representing the following legal person:

Full Official Name: Huhmarisvaaran Loma Oy (Ltd)

Official legal form: Private Commercial Organization

Full official address: Huhmarisentie 43, 83700 Polvijärvi, Finland

Registration number: 0605377-9

VAT number: 0605377-9

**declares** on his honour that the company or organisation that he represents:

- a) is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has not been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- c) has not been guilty of grave professional misconduct proven by any means which the contracting authorities can justify including by decisions of the European Investment Bank and international organisations;
- d) is in compliance with its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, and those of the country where the action is to be performed;
- e) has not been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) Is not currently subject to an administrative penalty referred to article 109.1 of the Financial Rules applicable to the general budget of the European Communities.

**declares** that the natural persons with power of representation, decision-making or control<sup>1</sup> over the above-mentioned legal entity are not in the situations referred to in b) and e) above;

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<sup>1</sup> This covers the company directors, members of the management or supervisory bodies, and cases where one natural person holds a majority of shares.



**declares** on his honour that:

- g) that on the date of submission of the proposal, the company or organisation he represents and the staff proposed for this action are not subject to a conflict of interests in the context of this call for proposals; he undertakes to inform the Commission without delay of any change to this situation after the date of submission of the proposal.
- h) that the information provided to the Commission within the context of this call for proposals is accurate, sincere and complete.

**undertakes** to send to the Commission, within seven calendar days following the receipt of the Commission's request, the following evidence:

- that the applicant is not in one of the situations described in a), b) or e) above: production of a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied;
- that the applicant is not in the situation described in d) above: a recent certificate issued by the competent authority of the Member State concerned. Where no such document or certificate is issued by the country concerned, it may be replaced by a declaration under oath or, failing that, a solemn statement made by the candidate before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

Depending on the national legislation of the country in which the candidate is established, the documents referred to above shall relate to legal persons and/or natural persons including, where considered necessary by the Commission, company directors or any person with powers of representation, decision-making or control in relation to the candidate.

**acknowledges** by signing this form, that he/she and/or the above mentioned legal person he/she represents may be subject to administrative and financial penalties specified in articles 109 and 131.4 of Regulation (EU, Euratom) No 966/2012 on the Financial Rules applicable to the General Budget of the Union (OJ L 298 of 26.10.2012) and article 145 of Regulation (EU) N0 1268/2012 on the Rules of Application of the Financial Rules (OJ L 362 of 31.12.2012), if the declarations made of information provided prove to be false.

Full name *Kari Rantanen*

Date *1/7-13*

Signature



Stamp of the Applicant Company or Organisation



<b>Organisation legal name - lead organisation</b>	<b>Latvian Country Tourism Association "Lauku ceļotājs"</b>
<b>Name of Partner 2</b>	<b>Lauku ceļotājs</b>
Public sector body? (yes=1, no=0)	0

<b>Project Acronym</b>	<b>Prowell</b>
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<b>BALANCE SHEET</b>
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**ASSETS**

<b>1. Subscribed capital unpaid</b>	<b>0</b>
<b>2. Fixed assets</b>	<b>46 608</b>
2.1. Intangible fixed assets	0
2.2. Tangible fixed assets	3 068
2.3. Financial assets	43 540
<b>3. Current assets</b>	<b>289 935</b>
3.1. Inventory	0
3.2.1. Debtors due within one year	218 600
3.2.2. Debtors due after one year	0
3.3. Cash at bank and in hand	71 335
3.4. Other current assets	0
<b>Total assets</b>	<b>336 543</b>

**LIABILITIES**

<b>4. Capital and reserves</b>	<b>213 075</b>
4.1. Subscribed capital	45 328
4.2. Reserves	100 314
4.3. Profit and loss brought forward	0
4.4. Profit and loss brought forward for the financial year	67 433
<b>5. Creditors</b>	<b>123 468</b>
5.1.1. Long term non-bank debt	0
5.1.2. Long term bank debt	0
5.2.1. Short term non-bank debt	123 468
5.2.2. Short term bank debt	0
<b>Total liabilities</b>	<b>336 543</b>

**PROFIT AND LOSS**

<b>6. Turnover</b>	<b>450 545</b>
7. Variation in inventory	0
8. Other operating income	0
9. Costs of material & consumables	0
10. Other operating charges	239 756
<b>10b. Added value</b>	<b>210 789</b>
11. Staff costs	138 463
<b>12. Gross operating profit</b>	<b>72 326</b>
13. Depreciation and value adjustments on non-financial assets	2 947
<b>14. Net operating profit</b>	<b>69 379</b>
15. Financial income and value adjustments on financial assets	0
16. Interest paid	1 946
17. Similar charges	0
<b>18. Profit/loss on ordinary activities</b>	<b>67 433</b>
19. Extraordinary income and charges	0
20. Taxes on profits	0
<b>21. Profit/loss for the financial year</b>	<b>67 433</b>

**Control assets - liabilities**

<b>Total Grants received from European institutions and agencies</b>	<b>0.00</b>
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<b>Organisation legal name - lead organisation</b>	<b>Lithuanian countryside tourism association</b>
<b>Name of Partner 4</b>	
Public sector body? (yes=1, no=0)	

<b>Project Acronym</b>	<b>Prowell</b>
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BALANCE SHEET
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**ASSETS**

<b>1. Subscribed capital unpaid</b>	
<b>2. Fixed assets</b>	<b>407</b>
2.1. Intangible fixed assets	0
2.2. Tangible fixed assets	407
2.3. Financial assets	0
<b>3. Current assets</b>	<b>29.686</b>
3.1. Inventory	322
3.2.1. Debtors due within one year	3.497
3.2.2. Debtors due after one year	0
3.3. Cash at bank and in hand	25.867
3.4. Other current assets	
<b>Total assets</b>	<b>30.093</b>

**LIABILITIES**

<b>4. Capital and reserves</b>	<b>22.611</b>
4.1. Subscribed capital	344
4.2. Reserves	22.267
4.3. Profit and loss brought forward	0
4.4. Profit and loss brought forward for the financial year	0
<b>5. Creditors</b>	<b>7.482</b>
5.1.1. Long term non-bank debt	0
5.1.2. Long term bank debt	0
5.2.1. Short term non-bank debt	7.482
5.2.2. Short term bank debt	
<b>Total liabilities</b>	<b>30.093</b>

**PROFIT AND LOSS**

<b>6. Turnover</b>	<b>107.472</b>
7. Variation in inventory	
8. Other operating income	521
9. Costs of material & consumables	10.780
10. Other operating charges	60.134
<b>10b. Added value</b>	<b>37.079</b>
11. Staff costs	36.596
<b>12. Gross operating profit</b>	<b>483</b>
13. Depreciation and value adjustments on non-financial assets	483
<b>14. Net operating profit</b>	<b>0</b>
15. Financial income and value adjustments on financial assets	
16. Interest paid	
17. Similar charges	
<b>18. Profit/loss on ordinary activities</b>	<b>0</b>
19. Extraordinary income and charges	
20. Taxes on profits	
<b>21. Profit/loss for the financial year</b>	<b>0</b>

**Control assets - liabilities**

<b>Total Grants received from European institutions and agencies</b>	<b>0</b>
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<b>Organisation legal name - lead organisation</b>	<b>Huhmarisvaaran Loma Oy</b>
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Public sector body? (yes=1, no=0)	0
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<b>Project Acronym</b>	<b>ProWell</b>
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### BALANCE SHEET

#### ASSETS

<b>1. Subscribed capital unpaid</b>	
<b>2. Fixed assets</b>	<b>978 060</b>
2.1. Intangible fixed assets	310 275
2.2. Tangible fixed assets	651 643
2.3. Financial assets	16 141
<b>3. Current assets</b>	<b>294 011</b>
3.1. Inventory	38 982
3.2.1. Debtors due within one year	187 669
3.2.2. Debtors due after one year	
3.3. Cash at bank and in hand	67 360
3.4. Other current assets	
<b>Total assets</b>	<b>1 272 071</b>

#### LIABILITIES

<b>4. Capital and reserves</b>	<b>235 346</b>
4.1. Subscribed capital	84 094
4.2. Reserves	
4.3. Profit and loss brought forward	275 426
4.4. Profit and loss brought forward for the financial year	-124 174
<b>5. Creditors</b>	<b>1 036 725</b>
5.1.1 Long term non-bank debt	51 293
5.1.2. Long term bank debt	426 730
5.2.1. Short term non-bank debt	459 207
5.2.2. Short term bank debt	99 494
<b>Total liabilities</b>	<b>1 272 071</b>

### PROFIT AND LOSS

<b>6. Turnover</b>	<b>3 137 690</b>
7. Variation in inventory	
8. Other operating income	
9. Costs of material & consumables	447 889
10. Other operating charges	
<b>10b. Added value</b>	<b>2 689 801</b>
11. Staff costs	1 418 728
<b>12. Gross operating profit</b>	<b>1 271 073</b>
13. Depreciation and value adjustments on non-financial assets	124 186
<b>14. Net operating profit</b>	<b>1 146 887</b>
15. Financial income and value adjustments on financial assets	1 659
16. Interest paid	24 527
17. Similar charges	
<b>18. Profit/loss on ordinary activities</b>	<b>1 124 019</b>
19. Extraordinary income and charges	
20. Taxes on profits	
<b>21. Profit/loss for the financial year</b>	<b>1 124 019</b>

**Control assets - liabilities**

**0**

<b>Total Grants received from European institutions and agencies</b>	
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**ProWell:  
Promoting and Enhancing Rural Wellbeing Tourism  
Products of Northern Europe**

**Description of the action**

Lead organization: University of Eastern Finland, Centre for Tourism Studies

Planned start date: April 2014

Duration of the Project: 18 months



# ANNEX 5 TO THE CALL FOR PROPOSALS

## FORM B6 – Description of the action

### 1. OBJECTIVES (MAXIMUM 1 PAGE)

#### Overall objective

The project aims to **enhance, develop and promote sustainable thematic Rural Wellbeing tourism products** in Europe. This is done by **supporting transnational co-operation** between different tourism stakeholders (micro and small tourism enterprises (SMTEs), destination marketing organizations, tourism development organizations and research institutes) that are working together to provide and promote sustainable wellbeing tourism products in rural areas. The project aims to **profile and add competitiveness of the Northern Europe as a Rural Wellbeing Tourism Destination** by supporting tourism service suppliers providing services under the theme.

#### Specific objectives:

- Define the concept of sustainable Rural Wellbeing for marketing and further development purposes (e.g. related to FinRelax® concept (Finland), WellCome (Denmark) and other national or regional products and product lines).
- Identify products and product lines of Rural Wellbeing (including identifying the service components: wellbeing services, food, activities, etc.) that focus or arise from specialties of the natural and cultural heritage of Northern Europe (e.g. sauna culture in Finland).
- Develop guidelines for sustainable thematic Rural Wellbeing tourism product development.
- Develop a trans-national network (Rural Wellbeing Tourism Network) of organizations for promotion of Rural Wellbeing tourism products and sustainable practices, and to increase competitiveness and development of tourism products. This includes also sharing best practices e.g. in marketing and sustainability activities.
- Provide settings that encourage micro and small tourism enterprises and other stakeholders (e.g. local authorities) to participate promotional activities and enhance their own activities (e.g. product development) related to the theme.
- Promote Rural Wellbeing at European level by using diverse activities (e.g. including interactive marketing methods between service providers and customers).

### 2 JUSTIFICATION (MAXIMUM 3 PAGES)

#### Identification of perceived needs and constraints in the target groups

The demand for well-being and wellness (tourism) services has increased, as many people are stressed by living in work-obsessed, time-pressured, materialistic and over-individualistic societies (Laing & Weiler, 2008; Sheldon & Bushell, 2009; Smith & Puczkó, 2009). People are more often seeking balance in their busy lives, and well-being and wellness services are thought to be helpful in achieving this balance. Numerous of the wellness and wellbeing tourism destinations are located at rural areas and many of the wellbeing tourism offerings are based on natural resources. Also some of the wellbeing and wellness tourism concepts, such as Alpine Wellness (Pechlaner & Fisher, 2006) and Lake Wellness, which is under development (Konu et al., 2010) are heavily based on the natural resources of a destination.

Sheldon and Bushell (2009, p. 11) define wellness tourism as follows: "Wellness tourism is a holistic mode of travel that integrates a quest for physical health, beauty, or longevity, and/or a heightening of consciousness or spiritual awareness, and a connection with community, nature, or the divine mystery. It encompasses a range of tourism experiences in destinations with wellness products, appropriate infrastructures, facilities, and natural and wellness resources." In addition wellbeing tourism refers to connection with community or nature. Wellbeing tourism can be seen as a wider concept than wellness as wellbeing tourism does not necessarily require high-class hotels (Konu et al., 2009). Rural tourism is a form of tourism that happens outside densely populated areas. E.g. in Finland a typical rural holiday includes local food, accommodation in a cottage, sauna and nature activities (Pesonen & Komppula, 2010).

Several studies have shown that rural tourists and some wellbeing tourists have similar motivations for their trip, e.g. seeking relaxation, peace and quiet, exercises, escape from busy everyday life and healthy food (Pesonen & Komppula, 2009). Nowadays the tourism products are often marketed or promoted under the headings of wellness or rural tourism, but the synergies and the potentials they

## ANNEX 5 TO THE CALL FOR PROPOSALS

### FORM B6 – Description of the action

give have been in many cases ignored. Hence, there is a need to market and promote products and services under one brand, Rural Wellbeing. Collecting the related offerings from diverse areas would benefit also the customers as they will find the offering more easily.

Most of the tourism service providers in northern Europe are micro or small sized and they don't have much resources on marketing. Hence would be important to combine the resources and strengths from the two forms of tourism that are heavily dependent on natural environment and setting and promote the tourism in rural areas in new way. To enhance the efficiency of resources of SMTEs it is important to identify best practices and possibilities to promote tourism services efficiently. The networking with other service providers and organizations might also bring additional advantages. E.g. in Denmark in Vejle enterprises are jointly innovating their provision of services, and utilizing resources in the area. Because rural tourism with wellbeing elements is in many cases small scaled and utilizes local natural resources, local service providers and use local employees it also can be seen as sustainable form of tourism.

Sustainable Rural Wellbeing tourism products and services can promote and help to enhance natural and cultural heritage of destinations. The growing trend towards health and wellbeing and the fact that people are seeking activities and places where they can enhance their wellbeing emphasize the importance to bring forth services that are supporting these things. Rural areas in northern Europe have multiple different kinds of resources that can be utilized. There already are several different products and services but they are not necessarily easy to find. In rural areas also the wellbeing services that are connected to diverse areas have a central role (e.g. sauna in Finland). Promoting unique experiences including rural environment, wellbeing services and other tourism services are at the core of Rural Wellbeing.

#### **Target groups with an estimate of the anticipated number of direct and indirect beneficiaries**

The project benefits businesses, organizations and destinations offering rural and wellbeing tourism products. In addition the project activities help SMTEs to promote and target their services to potential customers and help them profile themselves as Rural Wellbeing Tourism businesses.

The project will benefit directly the businesses that are providing rural and wellbeing tourism services. **In Finland** existing and potential rural and wellbeing tourism businesses working together with Finnish Tourist Board will benefit from the promotional activities and the concept (and concept development) of FinRelax®. E.g. the biggest intermediate of rural accommodations in Finland (mediates services from 2000 businesses/cottage owners; have 70 000 registered customers). As the concept will be part of the Rural Wellbeing theme the whole Finland will benefit as the thematic offering profiles also the country as a Rural Wellbeing tourism destination. Hence, the activities support and benefit the operations of the Finnish Tourist Board. In Finland the project benefits indirectly The Rural Policy Committee and the Theme Group of Tourism which are responsible for harmonizing rural development measures and promote the efficient use of resources allocated for the countryside. The Rural Policy Committee is appointed by the Finnish Government. More than 500 persons from several ministries and other organisations participate in its work. The project also benefits activities of Finnish association Lomalaidun that aims to develop and market sustainable and customer based rural tourism in Finland. The Association of Finnish Rural tourism enterprises (192 members in November 2012) are also benefiting from the project results. The small tourism business that is a project partner benefits the project activities and share the information and results in its networks.

**In Denmark** the direct beneficiaries are businesses in WellCome network (<http://www.welcome.dk/forside>). The network includes more than 60 SMEs and handful large operators within the fields of tourism, wellness, outdoor activities and producers of local foods. The SMTEs involved to ProWell activities via VisitVejle benefit the project activities. In addition, Vejle profiles itself as a Rural Wellbeing destination. **In Latvia** approximately 400 members (in 2011) of rural tourism association, namely owners of rural accommodations (SMEs) all over Latvia, will benefit the project activities as the Latvian Country tourism Association is involved in the project. **In Lithuania** almost 400 countryside tourism service providers benefit from the project being part of Lithuanian countryside tourism association that is a national level association in Lithuania. **In Norway** the project benefits the municipalities and stakeholders in the seven municipalities that are part of the Hardanger fjord region (<http://www.hardangerfjord.com/en/>).

The project benefits indirectly also numerous of reference groups. Different regional and national tourism development and marketing organizations as well as SMTEs benefit from the definition of Rural Wellbeing Tourism offering. If their products and services fit under the theme they can also utilize the development guidelines for the products and services. This will later lead for bigger Rural Wellbeing Tourism offering in northern Europe. As the offerings of rural wellbeing tourism have been rather scattered the project also benefit the consumers looking for this kind of products and services.

## ANNEX 5 TO THE CALL FOR PROPOSALS

### FORM B6 – Description of the action

#### Reasons for the selection of the target groups and activities

All the project partners and their networks are target group of the project. The target group is chosen in a way that the geographical distribution of the countries and areas bring added value and unique characteristics, and the offerings based on local nature and culture support the thematic Rural Wellbeing tourism product offering. **In Finland** the Finnish Tourist Board has an essential role in developing wellbeing tourism of rural areas together with the Rural Policy Committee and the Theme Group of Tourism. University of Eastern Finland (UEF) has closely worked with the Finnish Tourist Board e.g. in the development of the Finnish Wellbeing Tourism Strategy. In addition UEF is internationally recognized for its wellbeing and rural tourism research and development activities. Ltd Huhmarisvaaran Loma Oy (Huhmari) has strong traditions for rural tourism and in the last years they have also put more emphasis on wellbeing tourism development. The involvement of Huhmari will give practical perspective for research and development work and give ideas related on what kind of issues e.g. the Rural Wellbeing tourism offering development guidelines should focus on.

**In Denmark** VisitVejle and the WellCome network have created new types of stays and products in spa and wellness, food, skin care, outdoor life, health, disease prevention and recreation. The concepts under the WellCome brand are developed by more than 70 companies from South Denmark, and at the launch they presented their new initiatives to the guests to taste, smell, and feel. VisitVejle have been very successful leader for the WellCome network and their involvement will also influence positively to the number of SMTEs in the project. In addition University of Southern Denmark and Danish Centre for Rural Research have very strong competence in research and developing rural areas including tourism activities. Their main role is to contribute to the development of sustainable rural areas specially focusing on business development and the population's life condition.

The **Latvian** country tourism association and the **Lithuanian** Countryside Tourism Associations are strong development actors in rural tourism in the Baltic countries. Via the associations around 800 SMTEs are involved to the project activities. In addition the Latvian country tourism association works closely together with national governmental organizations responsible for tourism development in the country. The associations have also strong roles in rural tourism product development.

Hardangerraadet is a regional actor in **Norway** and seven municipalities are located in the area. The area has very strong tourism traditions and the tourism in the region can be defined as rural tourism. The stakeholders in Hardanger fjord area are interested in developing the area as Slow Fjord referring to the Slow movement (including slow food etc.). This theme supports strongly the ideas and elements of Rural Wellbeing.

Behind the selected activities (described below) is the fact that earlier experiences and practices have proved that the selected methods in transnational cooperation and networking are well tested and proved.

#### Relevance of the project to the target groups and to the objectives of the call

The development and promotional activities help to profile all partner countries as Rural Wellbeing Tourism destinations. The profiling is based on the common Rural Wellbeing characteristics of Northern Europe but also national/regional specialities. The Rural Wellbeing tourism products already exist in northern Europe. The problem has been that the products and services are promoted and sold under different themes in a way that all potential customers have not been able to find the products they are looking for. The project aims to collect sustainable Rural Wellbeing products under one theme so that the services are easier to find and better available by the end users.

The rural wellbeing tourism products in northern Europe are mainly based on nature and natural resources. Hence the Rural Wellbeing theme acts as a catalyst for profiling theme for the products. As most of the services include natural elements and the service providers of these products are in most cases local, and micro or small sized, the project will also promote sustainable tourism in the areas these services are provided, e.g. by bringing economical benefits, supporting local tourism and enhancing product development (also local residents benefit from the new services that aims to enhance one's wellbeing) and support ecological and socio-cultural sustainability (when the services are based on nature and local resources (including culture) the businesses and service providers have motivation to protect and enhance local environment and local culture and traditions). These sustainability issues are also brought forth in Rural Wellbeing promotion.

The name Rural Wellbeing is not yet used as such to describe the product and service lines included to the proposal. However all the existing products and product lines have similar elements: e.g. close relation with nature and environment, traditional treatments connected to local culture (e.g. sauna treatments), utilising local materials and locally produced food, activities that are in many cases done in nature. Several countries and areas have already rather comprehensive product lines and service

## ANNEX 5 TO THE CALL FOR PROPOSALS

### FORM B6 – Description of the action

concepts related to the theme. For instance in Finland Finnish Tourist Board has a wellbeing tourism concept FinRelax®. The basic wellbeing holiday offering including core wellness factors and attractions connected to natural, cultural, and traditional healing/therapeutic/wellness resources. It includes elements e.g. getting away from everyday routines, enjoying peace and nature, “recharging one’s batteries”; traditional Finnish forms of sauna bathing; a pleasant, aesthetically pleasing, and authentic environment; preferably locally produced food, with information available to the customer on the origin and nutritional content of the food; attention to the environment and sustainable development in the offering; and an esthetically pleasing, well looked-after environment.

In Southern Denmark a concept of WellCome was developed to promote wellbeing tourism in the region. The WellCome includes several sub-concepts e.g. 1) Active family well-being packages; 2) Spa Supreme: Wellness facilities with a higher luxury component; 3) Care cosmetics: Developing and marketing sustainable cosmetics in wellness environments; 4) The Cereals of the Sea: Experimenting with algae in cereals to increase nutritional value and the regional branding; 5) Recovery: A new type of stress prevention and quality-of-life improvement; 6) A life in balance: Developing a concept of therapy for stress and burn-out using the natural environment; 7) Island retreat: Silence is the major advantage on the island of Strynøe (the place offers the perfect environment for meditation); and 8) Therapy forest: Nature is used and re-invented to become an essential ingredient in e.g. stress processing. In addition, in Vejle, there is a local initiative called Madværket (Food works/creations). Their focus is to involve and match micro enterprises in order to create innovation and events for locals alike, using locally produced foods.

In Latvia and Lithuania the development has been related to rural tourism products and there are also plans to develop these products in more closely related to the wellbeing theme. The potential products in Latvia are e.g. 1) traditional steam bath rituals in black rock sauna with herbal treatment, massage, natural scrubs, special health and beauty treatment procedures, 2) country SPA - using nature products to improve health, beauty (honey, birch supps, milk products), 3) active lifestyle – walking on health trails covered with natural surfaces (sand, gravel, grass, etc.), 4) healthy food and diets – biological farming and eco-products, herb teas, traditional medicine. In Lithuania the plan is to develop further product lines of Peaceful holidays, Wellness homesteads, Cultural recreation and Environmentally friendly homesteads. In Norway the development of products around the theme SlowFjord are already taking place.

### 3. DETAILED DESCRIPTION OF ACTIVITIES (MAXIMUM 9 PAGES)

The project will include following activities:

#### **Project meetings and seminars related to project theme and promotion and development actions**

The project networking meetings and seminars are platforms for discussions of progress and themes of the project and presenting the results of the project (e.g. best practices, research results, promotional activities). Meetings support and enhance activities of a thematic trans-national Rural Wellbeing Tourism Network. This includes also sharing best practices e.g. in marketing, product development and sustainability activities. Additionally, the aim is to increase competences and expertises of micro and small size tourism enterprises, and increase co-operation between project partners and collaborators (especially the co-operation between businesses, marketing and management organizations, researchers and governmental organizations).

#### Operation 1: 1st network meeting of project partners – project kick-off

All project partners are participating in 1st Network Meeting held in Riga, Latvia, on the first month of the project. Meeting includes presentation of partners and their activities and best practices related to project topic, networking, gathering experiences, approaches and discussion of market situation of Rural Wellbeing tourism products. The topics dealt in the meeting are connected to the activities of WP2 and WP3. Content of project program, timetable and division of tasks are discussed too, as well as the aim and content of next meeting.

- Responsibility/host: Baltic Country Holidays.
- Deliverable(s): Meeting report.

#### Operation 4: 2nd network meeting and open seminar

2nd network meeting is held in Esbjerg, Denmark, on the seventh month of the project. The meeting/seminar is divided into two parts. The first part includes discussions of project activities (e.g. mapping common interests related to promotional activities) and administration issues. The second part presents the first research results related to rural and wellbeing tourism and the foundations of



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Rural Wellbeing concept are presented and discussed. The second part is also open to wider audience (e.g. SMTEs not officially project partners). There are also discussions about the shared guidelines and goals for promotional activities of Rural Wellbeing tourism offering and deciding the future activities. Meeting enhances networking between project partners.

- Responsibility/host: University of Southern Denmark.
- Deliverable(s): Meeting report.

#### Operation 6: 3rd network meeting and open seminar

3rd network meeting is held in Hardanger, Norway, on the 12th month of the project. The meeting/seminar is divided into two parts. The first part includes discussions of project activities (e.g. the current and future promotional activities of Rural Wellbeing tourism offering: experiences and practices, distribution channels etc., and utilizing the research results) and administration issues. The second part presents research results related to market research (preliminary results) and Rural Wellbeing tourism product development guidelines.

- Responsibility/host: Hardangerraadet.
- Deliverable(s): Meeting report.

#### Operation 7: 4th project meeting and seminar/conference

4th and final network meeting is held in capital region of Finland, on 17th month of the project. This meeting/seminar is also divided into two parts. The first part includes discussions of project activities (e.g. promotional activities, evaluation of usefulness of research results in the activities, future activities of the Rural Wellbeing tourism network, dissemination of project results) and administration issues (e.g. evaluation of the project, financial forms and other reporting). The second part is a bigger seminar or a conference related to the theme of the project. In the seminar/conference the overall project results as well as outcomes of the research activities are presented.

- Responsibility/host: University of Eastern Finland and Finnish Tourist Board.
- Deliverable(s): Meeting report.

### **Research activities for supporting Rural Wellbeing promotion and development**

Research activities (Operation 2) are divided in three themes: 1) literature and trend review related to rural and wellbeing tourism aiming to define and set the foundation for the concept of Rural Wellbeing; 2) building up Rural Wellbeing tourism product development guidelines, and 3) market research for identifying the appeal of the products and finding the right distribution channels. The research activities aims to support the development of tourism products and to increase the competitiveness of the product offerings supplied in northern Europe under the Rural Wellbeing theme.

Operation 2.1 Literature and trend review related to rural and wellbeing tourism aiming to define and set the foundation for the concept of Rural Wellbeing.

- Aim: Define the concept of Rural Wellbeing for marketing and further development purposes (e.g. related to FinRelax® concept (Finland) and other national or regional product lines). The content and current marketing activities of offerings related to Rural Wellbeing in partner areas/countries are mapped.
- Method: Literature and trend review aim to recognize the best practices in sustainable wellbeing and rural tourism and sustainability in small and micro size enterprises and to implement them in rural wellbeing tourism context. The definitions are discussed and finalized with project partners.
- Responsibility: University of Eastern Finland and University of Southern Denmark
- Deliverable: Report about definition and foundation of the concept Rural Wellbeing.

Operation 2.2: Building up Rural Wellbeing tourism product development guidelines.

- Aim: To form practical guidelines related to the content and development methods of thematic sustainable Rural Wellbeing offering (service system, service process and service concept of a tourism product). This includes definition of elements of the service environment (natural and other resources, operational environment, personnel, etc.), identifying the service components (wellbeing services, food, activities, etc.), and the core of the Rural Wellbeing tourism product (what the customer wants to experience).
- Method: This part builds on the results of the operation 2.1. The guidelines are developed closely together with project partners and other reference groups. For this different methods are used (interactive discussions, using eDelphi, etc.). Partners develop their country-specific

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parts of the guidelines focussing on those aspects of the Wellbeing product that are more relevant/have higher potential in their countries.

- Responsibility: All project partners.
- Deliverable: Practical guidelines for sustainable Rural Wellbeing tourism product development.

Operation 2.3: Market research for identifying the appeal of the products and finding the right distribution channels.

- Aim: To gather information about customers interested in Rural Wellbeing tourism offering and find most attractive and suitable distribution channels to support promotional activities.
- Method: This part builds on the results of the operations 2.1 and 2.2. Information about the existing and potential target markets as well as current distribution channels is mapped. In addition customer information is gathered from previous studies (includes also information from the project partners) and by conducting a complementary and targeted study for potential customers (includes questions about preferred distribution channels). Online customer survey is carried out to find out customer expectations regarding the products and its distribution, and satisfaction. The project team develops online survey form, partners translate in national languages, the online survey is distributed via different channels (e.g. utilizing social media and other websites such as [www.surveys.celotajs.lv](http://www.surveys.celotajs.lv)).
- Responsibility: Academic partners have the main role, other partners have supporting role.
- Deliverable: Report about the market research and distribution channels.

#### **Promotion and development actions of Rural Wellbeing tourism**

Strengthen partnerships between stakeholders involved in the Rural Wellbeing Tourism network and sharing best practices, experiences and ideas of promoting rural wellbeing and sustainable practices in product development and promotion (Operation 3). Providing settings that encourage micro and small tourism enterprises and other stakeholders to participate promotional activities and enhance their own activities (e.g. product development) related to the theme. The Rural Wellbeing product development strengthens sustainable transnational Rural Wellbeing tourism offering by widening the variety of concrete tourist offers/packages. Promote Rural Wellbeing at European level by using diverse activities (e.g. including interactive marketing methods between service providers and customers).

Operation 3.1: Building up thematic sustainable Rural Wellbeing Tourism Network

- Aim: Strengthen public-private partnerships between SMTEs, marketing and management organizations, researchers and governmental organizations between promotion of sustainable practices, competitiveness and growth in conservation awareness and support.
- Method: Project meetings, discussions, shared activities, sharing best practices and experiences etc.
- Responsibility: All project partners.
- Deliverable: Rural Wellbeing Tourism Network.

Operation 3.2: Facilitating, encouraging and providing settings for promotional and development activities between different stakeholders (including public-private partnerships).

- Aim: Providing settings that encourage micro and small tourism enterprises and other stakeholders to participate promotional activities and enhance their own activities (e.g. product development) related to Rural Wellbeing theme.
- Method: Project meetings, discussions, shared activities, sharing best practices and experiences etc. National workshops will be organized to assess the product potential, promote the product concept and guidelines for micro and small tourism enterprises.
- Responsibility: All project partners.
- Deliverable: Strengthened transnational cooperation.

Operation 3.3: Developing existing and potential Rural Wellbeing tourism offering

- Aim: Developing existing and potential Rural Wellbeing tourism products and services based on the guidelines defined in Operation 2.2.
- Method: this is done by using several different methods (e.g. including customer involvement). Different methods are also defined in Operation 2.2. On-site visits to Wellbeing product sites are made to help develop the product according to the guidelines defined in operation 2.2. E.g. Latvian partner selects 20-30 best Wellbeing product sites in LV for promotion as demo sites. IT services are used to promote the Wellbeing product sites on the web for domestic and international market and link with the Wellbeing network. Print and other disseminate info

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materials are distributed for micro and small tourism enterprises in workshops, on-site visits and other relevant events. Examples of potential products: 1) traditional steam bath rituals in black rock sauna with herbal treatment, massage, natural scrubs, special health and beauty treatment procedures, 2) country SPA - using nature products to improve health, beauty (honey, birch sups, milk products), 3) active lifestyle– walking on health trails covered with natural surfaces (sand, gravel, grass, etc.), 4) healthy food and diets – biological farming and eco-products, herb teas, traditional medicine.

- Responsibility: All project partners.
- Deliverable: Improved and modified (and new) Rural Wellbeing tourism products and services

#### Operation 3.4: Promotional activities of Rural Wellbeing at European level

- Aim: Developing shared guidelines and goals for promotional activities of Rural Wellbeing tourism offering, including strategy and implementation.  
Method: Project meetings, discussions, shared activities, sharing best practices and experiences etc. Printed promotional leaflets (A3) for Wellbeing products in partner countries (descriptions of the sites and their offer), with a section on the Nordic Wellbeing product. Partner languages and in English.
- Responsibility: All project partners.
- Deliverable: Guidelines and goals for promotional activities of Rural Wellbeing.

### **Communication and dissemination**

#### Operation 5.1: Dissemination of project activities and results

- Aim: Overall objective for the communication activities is the dissemination of project activities and research results.
- Methods: giving presentations in network meetings and seminars (Operations 1, 4, 6, 7). Other distribution channels: websites (including project's own website), blogs, research reports, research presentations and articles.
- Responsibility: All project partners.
- Deliverable: Production of communication plan and outputs (e.g. Website, presentations, articles, blog texts, etc)

#### Operation 5.2: Promotional activities of sustainable Rural Wellbeing tourism offering (based on Operation 3.3).

- Aim: To implement the promotional activities based on the strategy and the implementation plan to gain better market visibility for sustainable Rural Wellbeing tourism offering. Developing material that presents Rural Wellbeing tourism offering to potential customers in a customer-oriented way. The results of the market research (Operation 2.3) are utilized to guide the promotional activities.
- Methods: Rural Wellbeing website, partners' own marketing and distribution channels, Fairs and exhibitions, other channels identified in Operation 3.3 (including e.g. interactive marketing methods between service providers and customers).
- Responsibility: All project partners.
- Deliverable: Website, other promotional material, press releases.

### **Administration**

#### Operation 6:

- Aim: Establishing a highly effective partnership between all project partners and manage the project efficiently.
- Methods: Monitoring the activities of the project partner and stakeholders. Network meetings (Operations 1, 4, 6, 7) and e-mails are used for internal communication between project participants. During the project status reports and in the end of the project final report is delivered for EC. Final report summarizes the results of the project, makes conclusions, sets follow-up activities, and defines the co-operation of the network. Final report summarizes the project results and reflects those to objectives, actions and deliverables. It will also highlight future development ideas.
- Responsibility: Lead partner together with other partners
- Deliverable: status reports, final report.

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**4. TABLES: PLANNED EFFORTS, WORK PACKAGES AND DELIVERABLES**

**I. Planned Effort**

Work package No.	Co-ordinator/ UEF	Partner 2: LCTA	Partner 3: Hardanger-raadet	Partner 4: LKTA	Partner 5: FTB	Partner 6: VisitVejle	Partner 7: SDU	Partner 8: Huhmari	Total
WP 1	36	16	24	16	16	32	16	16	172
WP 2	107	30	3	20	2	8	80	1	251
WP 3	5	99	12	100	10	55	0	2	283
WP 4	27	38	9	19	6	16	2	1	118
WP 5	35	7	2	5	2	5	2	0	58
<b>Total</b>	<b>210</b>	<b>190</b>	<b>50</b>	<b>160</b>	<b>36</b>	<b>116</b>	<b>100</b>	<b>20</b>	<b>882</b>

**II. Work packages**

<b>WORK PACKAGE No.: 1</b>			
<b>Title: WP1. Project network meetings and seminars related to project theme and promotion and development actions</b>			
<b>Start month:</b>	1	<b>End month :</b>	17
<b>Total person-days for work package:</b>			
<b>Person-days per participant for work package</b>			
Participant 1 Name: Henna Konu	Person-days:	16	
Participant 2 Name: Anja Tuohino	Person-days:	12	
Participant 3 Name: Antti Honkanen	Person-days:	8	
Participant 4 Name: Asnate Ziemele	Person-days:	16	
Participant 5 Name: Linas Zabaliunas	Person-days:	16	
Participant 6 Name: Liisa Renfors	Person-days:	16	
Participant 7 Name: Jan Tjosaas	Person-days:	16	
Participant 8 Name: Leiv Vambheim	Person-days:	8	
Participant 9 Name: Morten Damgaard	Person-days:	16	
Participant 10 Name: Stine Hanghøi	Person-days:	16	
Participant 11 Name: Anne-Mette Hjalager	Person-days:	16	
Participant 12 Name: Pirjo Kauhanen-Kuikka	Person-days:	16	
<b>Objectives and approach</b>			
<p>The project networking meetings and seminars are platforms for discussions of progress and themes of the project and presenting the results of the project (e.g. best practices, research results, promotional activities). Meetings support and enhance activities of a thematic trans-national Rural Wellbeing Tourism Network. This includes also sharing best practices e.g. in marketing, product development and sustainability activities. Additionally, the aim is to increase competences and expertises of micro and small size tourism enterprises, and increase co-operation between project partners and collaborators (especially the co-operation between businesses, marketing and management organizations, researchers and governmental organizations).</p> <p>Approach: networking and discussions in project meetings and seminars.</p>			
<b>Results</b>			
<p>Results: 4 meetings and meeting reports.</p> <p>The results are assessed by examining the realization of the meetings (including the number of participants) and by evaluating that the topics that are mentioned in the detailed description of activities (connected to the content of project meetings) are discussed.</p>			



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<b>WORK PACKAGE No.: 2</b>			
<b>Title: Research activities for supporting Rural Wellbeing promotion and development</b>			
<b>Start month:</b>	1	<b>End month :</b>	15
<b>Total person-days for work package:</b>			
<b>Person-days per participant for work package</b>			
Participant 1 Name: Henna Konu	Person-days:	100	
Participant 2 Name: Anja Tuohino	Person-days:	5	
Participant 3 Name: Antti Honkanen	Person-days:	2	
Participant 4 Name: Anne-Mette Hjalager	Person-days:	80	
Participant 5 Name: Asnate Ziemele	Person-days:	15	
Participant 6 Name: Kristine Petersone	Person-days:	15	
Participant 7 Name: Jan Tjosaas	Person-days:	2	
Participant 8 Name: Leiv Vambheim	Person-days:	1	
Participant 9 Name: Linas Zabaliunas	Person-days:	10	
Participant 10 Name: Vilma Strumskiene	Person-days:	10	
Participant 11 Name: Liisa Renfors	Person-days:	2	
Participant 12 Name: Stine Hanghøi	Person-days:	8	
Participant 13 Name: Pirjo Kauhanen-Kuikka	Person-days:	1	
<b>Objectives and approach</b>			
<p>Research activities (Operation 2) are divided in three themes: 1) literature and trend review related to rural and wellbeing tourism aiming to define and set the foundation for the concept of Rural Wellbeing; 2) building up Rural Wellbeing tourism product development guidelines; and 3) market research for identifying the appeal of the products and finding the right distribution channels. The research activities aims to support the development of tourism products and to increase the competitiveness of the product offerings supplied in northern Europe under the Rural Wellbeing theme.</p> <p>Approach: Review and analysis of product offerings related to Rural Wellbeing, including the products, offerings, concepts, sustainability standards and practices produced/presented by partners. Developing the Rural Wellbeing tourism product development guidelines. Collecting material for market research and doing the data treatments, analysis of results and production of reports.</p>			
<b>Results</b>			
<p>Result 1: Report about definition and foundation of the concept Rural Wellbeing.</p> <p>Result 2: Practical guidelines for sustainable Rural Wellbeing tourism product development.</p> <p>Result 3: Report about the market research and distribution channels.</p> <p>The realisation of the goals of the WP is assessed based on the realisation of project activities. The goals are met when the reports are finished and delivered. The usefulness and usability of the reports and guidelines are assessed by project partners and their networks.</p> <p>Result 4: Content for network meetings and seminars. The usefulness of the information is assessed by the project partners and the other reference groups that participate the seminars.</p>			

<b>WORK PACKAGE No.: 3</b>			
<b>Title: Promotion and development actions of Rural Wellbeing tourism</b>			
<b>Start month:</b>	3	<b>End month :</b>	18
<b>Total person-days for work package:</b>			
<b>Person-days per participant for work package</b>			
Participant 1 Name: Henna Konu	Person-days:	5	
Participant 2 Name: Asnate Ziemele	Person-days:	49	
Participant 3 Name: Kristine Petersone	Person-days:	50	
Participant 4 Name: Jan Tjosaas	Person-days:	8	

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Participant 5 Name: Leiv Vambheim	Person-days:	4
Participant 6 Name: Linas Zabaliunas	Person-days:	50
Participant 7 Name: Vilma Strumskiene	Person-days:	50
Participant 8 Name: Liisa Renfors	Person-days:	10
Participant 9 Name: Stine Hanghøi	Person-days:	55
Participant 10 Name: Pirjo Kauhanen-Kuikka	Person-days:	2

**Objectives and approach**

Strengthen partnerships between stakeholders involved in the Rural Wellbeing Tourism network and sharing best practices, experiences and ideas of promoting rural wellbeing and sustainable practices in product development and promotion (Operation 3). Providing settings that encourage micro and small tourism enterprises and other stakeholders to participate promotional activities and enhance their own activities (e.g. product development) related to the theme. Promote Rural Wellbeing at European level by using diverse activities (e.g. including interactive marketing methods between service providers and customers).

Approach: 1) Building up thematic sustainable Rural Wellbeing Tourism Network; 2) Facilitating, encouraging and providing settings for promotional and development activities between different stakeholders (including public-private partnerships); 3) Developing existing and potential Rural Wellbeing tourism offering; and 4) Promotional activities of Rural Wellbeing at European level.

**Results**

List results of work package and how these will be assessed

Result 1: Rural Wellbeing Tourism Network.

Result 2: Strengthened transnational cooperation.

The effects and the functionality of Rural Wellbeing Tourism Network and the transnational cooperation are evaluated by project partners, the SMTEs, and other reference groups involved in the project, e.g. how the network and cooperation have enhanced and supported the product development activities and sharing information.

Result 3: Provided settings for promotional and development activities. This is done by project network meetings, national workshops and on-site visits.

The result is assessed by evaluating the realization and number of the project meetings (4), national seminars and on-site visits (e.g. in Latvia and Lithuania).

Result 4: Improved and modified (and new) Rural Wellbeing tourism products and services.

The appeal and interest customers show towards the products are assessed by using customer surveys and market research.

Result 5: Guidelines and goals for promotional activities of Rural Wellbeing.

This is assessed by evaluating that the set goals and activities support the Rural Wellbeing tourism promotion that is implemented by all project partners. The guidelines and goals also support national and regional tourism strategies.

<b>WORK PACKAGE No.: 4</b>			
<b>Title: Communication and dissemination</b>			
<b>Start month:</b>	1	<b>End month :</b>	18
<b>Total person-days for work package:</b>			
<b>Person-days per participant for work package</b>			
Participant 1 Name: Henna Konu	Person-days:	25	
Participant 2 Name: Anja Tuohino	Person-days:	2	
Participant 3 Name: Asnate Ziemele	Person-days:	18	
Participant 4 Name: Kristine Petersone	Person-days:	20	
Participant 5 Name: Jan Tjosaas	Person-days:	7	
Participant 6 Name: Leiv Vambheim	Person-days:	2	

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Participant 7 Name: Linas Zabaliunas	Person-days:	9
Participant 8 Name: Vilma Strumskiene	Person-days:	10
Participant 9 Name: Liisa Renfors	Person-days:	6
Participant 10 Name: Stine Hanghøi	Person-days:	16
Participant 11 Name: Anne-Mette Hjalager	Person-days:	2
Participant 12 Name: Pirjo Kauhanen-Kuikka	Person-days:	1

**Objectives and approach**

The objectives of communication and dissemination activities (Operation 5) are twofold: 1) Dissemination of project activities and results, and 2) Promotional activities of sustainable Rural Wellbeing tourism offering (based on WP3: Operation 3.3). The main focus is on implementing the promotional activities based on the strategy and the implementation plan to gain better market visibility for sustainable Rural Wellbeing tourism offering (Operation 3.3).

Approach: The project and project activities are presented in network meetings and seminars (Operations 1, 4, 6, 7). Also other distribution channels are used e.g. websites, blogs, research reports, research presentations and articles. The sustainable thematic Rural Wellbeing tourism offering is promoted by creating material that presents Rural Wellbeing tourism offering to potential customers in a customer-oriented way (content that can be used in diverse distribution channels). The results of the market research (Operation 2.3) are also utilized to guide the promotional activities.

**Results**

Result 1: Dissemination of information about the project and project activities. This includes a production of a communication plan and outputs (e.g. website, presentations, articles, blog texts etc.).

The communication activities are assessed by keeping a list about diverse dissemination activities and about the channels that are used in promotion.

Result 2: Promotional activities of the sustainable Rural Wellbeing tourism offering. This includes promotional material based on the existing offering branded under the theme of Rural Wellbeing (website, other promotional material, press releases etc.)

This is assessed by number (press releases, articles in magazines etc.) and usefulness of the promotional material (e.g. evaluated by SMTEs and end users). The interest related to the topic is partly assessed by following the number of visitors on the Rural Wellbeing website.

**WORK PACKAGE No.: 5**

**Title: Administration**

<b>Start month:</b>	1	<b>End month :</b>	18
<b>Total person-days for work package:</b>			
<b>Person-days per participant for work package</b>			
Participant 1 Name: Henna Konu	Person-days:	9	
Participant 2 Name: Anja Tuohino	Person-days:	6	
Participant 3 Name: Arja Lappalainen	Person-days:	20	
Participant 4 Name: Asnate Ziemele	Person-days:	2	
Participant 5 Name: Kristine Petersone	Person-days:	5	
Participant 6 Name: Jan Tjosaas	Person-days:	2	
Participant 7 Name: Vilma Strumskiene	Person-days:	5	
Participant 8 Name: Liisa Renfors	Person-days:	2	
Participant 9 Name: Stine Hanghøi	Person-days:	5	
Participant 10 Name: Anne-Mette Hjalager	Person-days:	2	

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**Objectives and approach**

Aim is to establish a highly effective and efficient partnership between all project partners and manage the project efficiently. The activities of the project partner and stakeholders are monitored. Network meetings (WP1) and e-mails are used for internal communication between project participants. During the project a status reports, and in the end of the project final report is delivered for EC. Final report summarizes the results of the project, makes conclusions, sets follow-up activities, and defines the co-operation of the network. Final report summarizes the project results and reflects those to objectives, actions and deliverables. It will also highlight future development ideas.

**Results**

Result 1: Interim technical implementation report (6 months).

Assessed: the report is comprehensive and includes all required information.

Result 2: Interim technical implementation report (12 months).

Assessed: the report is comprehensive and includes all required information.

Result 3: Final technical implementation report (within 60 days following the closing date of the action).

Assessed: the report is comprehensive and includes all required information as well as the overall internal assessment of the project.

**III. Deliverables**

<b>Deliverables</b>					
<b>Deliverable Number</b>	<b>Title and short description</b>	<b>Due date or periodicity</b>	<b>Type (a)</b>	<b>Distribution (b)</b>	<b>WP Ref. (c)</b>
1	1 <sup>st</sup> project network meeting	Month 1	O	C	WP1
2	Meeting report 1: includes the description and the content of 1 <sup>st</sup> network meeting.	Month 2	R	C	WP1
3	2 <sup>nd</sup> project network meeting and seminar	Month 7	O	C (project meeting) and P (seminar)	WP1
4	Meeting report 2: includes the description and the content of 2 <sup>nd</sup> network meeting and seminar.	Month 7-8	R	C	WP1
5	3 <sup>rd</sup> project network meeting and seminar	Month 12	O	C (project meeting) and P (seminar)	WP1
6	Meeting report 3: includes the description and the content of 3 <sup>rd</sup> network meeting and seminar.	Month 12-13	R	C	WP1
7	4 <sup>th</sup> project network meeting and seminar	Month 17	O	C (project meeting) and P (seminar)	WP1
8	Meeting report 4: includes the description and the content of 4 <sup>th</sup> network meeting seminar.	Month 17-18	R	C	WP1
9	Research report about definition and foundation of the concept Rural Wellbeing	Month 6	SP, R	C (the whole report for the duration of the project) and P (published in the end of the project)	WP2
10	Practical guidelines for sustainable Rural Wellbeing tourism product development	Month 9	R	C (the whole report for the duration of the project) and P (published in the end of the project)	WP2
11	Report about the market research and distribution channels	Month 14 (the information that is gained in the process are utilized already earlier)	R	C (the whole report for the duration of the project) and P (published in the end of the project)	WP2
12	Rural Wellbeing Tourism Network	Months 1-18	O	P	WP3
13	Strengthened transnational cooperation	Months 1-18	O	P	WP3

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14	National/regional Rural Wellbeing workshops and on-site visits	Months 7-18	O	P/C	WP3
15	Improved and modified (and new) Rural Wellbeing tourism products and services	Months 7-18	PR, O	P	WP3
16	Guidelines and goals for promotional activities of Rural Wellbeing	Months 3-6	R, SP	C	WP3
17	Communication plan for dissemination of project activities	Months 1-3	O	C	WP4
18	Communication outputs related to dissemination of project activities: website, presentations, articles, blog texts etc.	Months 1-18	O	P	WP4
19	Promotional material of the thematic sustainable Rural Wellbeing tourism offering (website, other promotional material, press releases etc.) and participation to fair(s)/exhibition(s). Includes practical information about the products.	Months 7-18	O	P	WP4
20	1 <sup>st</sup> interim technical implementation report	Month 6	R	C	WP5
21	2 <sup>nd</sup> interim technical implementation report	Month 12	R	C	WP5
22	Final report	Month 20	R	C	WP5

**Notes:**

- (a) PR = Prototype; R = Report; SP = Specification, O = Other.
- (b) P = Public, for wide dissemination (public deliverables shall be of a professional standard in a form suitable for print or electronic publication);  
C = Confidential, limited to project participants. Irrespective of the status, all reports and deliverables must be made accessible to the other project participants, and the responsible European Commission services.
- (c) Corresponding to the specific WP they refer to.

**5. METHODOLOGY (MAXIMUM 4 PAGES)**

**Methods of implementation and reasons for the proposed methodology**

Project implementation consists of multi-level activities starting from networking activities, developing guidelines for promotional activities and research work (literature review, group discussions etc.) continuing to concrete actions where existing and potential Rural Wellbeing tourism products are developed (with the guidance of results of operation 2.2) and promoted by using different distribution channels and materials (guidelines set in operation 3.4). The development and promotional activities are supporting the basic activities of small and micro size enterprises and destination marketing and management organisations in different levels (regional/national). Networking meetings have a central role in developing the activities and cooperation between different stakeholders (e.g. private-public cooperation) and enhancing the transnational co-operation.

Project partners are divided into four groups (partly based on the guidelines of the call): SMEs, NTOs, regional or local public governmental authorities, and to other partners: academic/research partners, rural tourism associations and regional destination management/marketing organisation. As project partners are in different situations and they have different sphere of operations there are different ways to participate the project. Below are described more detailed the level of involvement and activity of each participant.

**Level of involvement and activity of other participants in the project and role of each participant**

A National Tourist Organisation (NTO) being in charge of national tourism promotion

- Finland: Finnish Tourist Board (NTO)
  - o Contact person: Liisa Renfors

**Role:**

- Participate networking meetings and activities and co-host the network meeting organized in Finland (WP1)

## **ANNEX 5 TO THE CALL FOR PROPOSALS**

### **FORM B6 – Description of the action**

- Provide information related to Rural Wellbeing tourism product offering and commit to promote and/or develop services under the theme (WP2, 3, 4).
- Support and give relevant information to support the research activities (WP2)
- Utilize provided research information in promotional activities (WP4)
- Provide relevant information for administration (WP5)

#### A regional or local public governmental authority

- Norway: Hardangerradet (regional public governmental authority)
  - o Contact person: Jan Tjosaas

#### Role:

- Participate networking meetings and activities and host one network meeting (WP1)
- Provide information related to Rural Wellbeing tourism product offering and commit to promote and/or develop services under the theme (WP2, 3, 4).
- Support and give relevant information to support the research activities (WP2)
- Utilize provided research information in promotional activities and product development (WP3, 4)
- Actively promote own/destination's products and services that are sustainable and are based on local resources (WP4)
- Provide relevant information for administration (WP5)

#### An SME – Small and Medium Sized enterprise - acting in the tourism sector

- Finland: Ltd Huhmarisvaaran Loma Oy (a holiday centre providing accommodation, restaurant services and tourism activities)
  - o Contact person: Pirjo Kauhanen-Kuikka

#### Role:

- Participate networking meetings and activities (WP1)
- Provide information related to Rural Wellbeing tourism product offering and commit to promote and/or develop services under the theme (WP2, 3, 4).
- Support and give relevant information to support the research activities (WP2)
- Utilize provided research information in promotional activities and product development (WP3).
- Actively promote own products and services that are sustainable and are based on local resources (WP4).
- Provide relevant information for administration (WP5).

#### Academic/research partners:

- Finland: University of Eastern Finland (UEF), Centre for Tourism Studies (Finland) – Project Leader
  - o Contact person: Henna Konu
- Denmark: University of Southern Denmark, Danish Centre for Rural Research
  - o Contact person: Anne-Mette Hjalager, professor

#### Role:

- Host two of the network meetings (WP1) and participate network meetings and activities.
- Give technical/content support to all network meetings (WP1).
- Responsible for the research activities and reports (WP2).
- Support and participate activities in WP3.
- Promote and disseminate information about project results and activities (WP4).
- UEF (project leader) has the main responsibility of the administration (WP5).

#### Other partners:

- Latvia: Latvian Country Tourism Association
  - o Contact person: Asnate Ziemele
- Lithuania: Lithuanian Countryside Tourism Association
  - o Contact person: Linas Zabaliunas

#### Role:

- Participate networking meetings and activities, and host one network meeting (Latvian Country Tourism Association) (WP1).



## ANNEX 5 TO THE CALL FOR PROPOSALS

### FORM B6 – Description of the action

- Provide information related to Rural Wellbeing tourism product offering and commit to promote and/or develop services under the theme (WP2, 3, 4).
- Support, implement and give relevant information to the research activities (WP2)
- Utilize provided research information in promotional activities and product development (WP 3).
- Actively promote own products and services that are sustainable and are based on local resources (WP4).
- Provide relevant information for administration (WP5).

#### Actions build on previous activities

The project activities support the development work that has already took place in all countries and regions participating in the project. The project partners have good skills, know-how and networks for developing the transnational thematic products. The co-operation between different countries already exists e.g. in the Baltic countries and this transnational co-operation is strengthened and expanded during the project.

#### Procedures of internal evaluation

Internal evaluation is done by project leader who has a strong experience of internal evaluation processes. Evaluation methods and indicators are set up together with other project partners. Evaluation includes interviews and survey to project partners and representatives of direct beneficiaries (business networks). Especially the effects and the functionality of Rural Wellbeing Tourism Network and Rural Wellbeing concept are evaluated. All network meetings include dedicated time for meeting evaluation and progress evaluation. Comprehensive evaluation results are presented in status report and in final report, so that results can be considered and utilized throughout the project's execution. Evaluation focuses on quality of project's outputs and processes, including: a) quality of produced materials and contents (reports and dissemination, etc); b) quality and effectiveness of practical actions (e.g. meetings, seminars, promotional activities); c) changes in knowledge and awareness of project partners. Best practices, innovations and unexpected outputs are also considered in evaluation. In addition, evaluation equally considers overall project implementation and continued cooperation formats for after the project.

#### Team proposed to implementation of the project

**Henna Konu** is a researcher and project manager at the Centre for Tourism Studies at the University of Eastern Finland (internal staff). She has multiple experiences in different national and international tourism research and development projects. Her research interests are in nature and sustainable tourism, wellbeing tourism and customer involvement in new (tourism) service development (NSD). She is specialized in customer research and NSD processes, and she is writing her doctoral thesis concerning the role of a consumer in experiential service development in wellbeing tourism context. She is also a verifier of European Charter for Sustainable Tourism in Protected Areas. She is the project manager in this project.

**Anja Tuohino** is a development manager at the Centre for Tourism Studies at the University of Eastern Finland (internal staff). She also has multiple experience in international cooperation and networking. Her research interests are in lake tourism development, wellness and well-being tourism and in business networking. She also has much experience in managing various tourism development projects. She is also a member of national wellbeing tourism strategy working group. She acts as an expert in this project.

**Antti Honkanen** is a professor and director of Centre for Tourism Studies at the University of Eastern Finland (internal staff). He acts as an expert in this project.

**Arja Lappalainen** is a project secretary at Centre for Tourism Studies at the University of Eastern Finland (internal staff). Her responsibilities in the project are the project administration and reporting.

**Anne-Mette Hjalager** is a professor and head of the Danish Centre for Rural Research at the University of Southern Denmark (internal staff). She works in the area of innovation in tourism, with a particular emphasis on rural and peripheral locations. She is interested in emerging forms of tourism and new, collaborative constellations in the welfare state environment. She has an excellent competence on SME development and rural development and tourism development. She also has good drafting skills, ability to synthesize relevant and important information and to pinpoint policy

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### FORM B6 – Description of the action

perspectives and actions. She has an international cooperation and teamwork experience, though predominantly with EU country participants. She acts as an expert in this project.

**Asnate Ziemele** is the president and chair of the board of Latvian Country Tourism Association “Lauku ceļotājs” (internal staff). She is responsible for leading and management of the organization and its international co-operation. She is also an expert in rural tourism development. She acts as an expert in this project.

**Kristīne Pētersone** is currently working as an accountant of Latvian Country Tourism Association “Lauku ceļotājs” (internal staff). Her main responsibilities are organization and registration of the association’s accounts, preparation of annual financial reports and projects reports. She acts as an expert and accountant related to the project activities.

**Liisa Renfors** is the Product Specialist in Finnish Tourist Board (internal staff). She is responsible for developing wellbeing and winter tourism in Finland. She acts as an expert in this project.

**Jan Tjosaas** is the head of business department in Kvam commune (internal staff). His main responsibility is to provide help for new businesses functioning in farming and tourism sectors. He is involved in the tourism development activities in Hardanger region. He acts as an expert in this project.

**Leiv Vambheim** is the manager of Hardanger Council (internal staff). He leads and manages the organization for 7 municipalities, and is responsible for political and administrative co-operations. He is involved in the tourism development activities in Hardanger region. He acts as an expert in this project.

**Linas Zabaliunas** is the president of Lithuanian Countryside Tourism Association (internal staff). He is responsible for coordinating and management of the association activities including rural tourism development activities. He acts as an expert in this project.

**Vilma Strumskiene** is administrator and project expert at Lithuanian Countryside Tourism Association (internal staff). She has experience e.g. on consulting of rural tourism providers, participation in projects and programme of rural development. She is dealing with administration issues and acting as a project expert related to ProWell project activities.

**Morten Damgaard Nielsen** is the director of tourism in the Municipality of Vejle and also on the board of Dansk Turismefremme (The association for Tourism promotion in Denmark) (internal staff). He acts as an expert in this project.

**Stine Hanghøi** is working at the VisitVejle (internal staff). She is the coordinator of the WellCome Professional network and has also been coordinating the activities within in the WellCome Project so she has a thorough knowledge of the SMEs within in the field as well as the opportunities for collaborations. She acts as an expert in this project.

**Pirjo Kauhanen-Kuikka** is the Sales Manager of Ltd Huhmarisvaaran Loma Oy (internal staff). She has worked at Huhmari for several years. Her duty is to take care of correspondence, sales promotions and operations, customer meetings and marketing as a member of the marketing team. She has also been involved in several tourism development projects. She acts as an expert in this project.

## 6. DURATION AND PLAN OF ACTION

Planned duration for the project is 18 months.

Below is described the plan of action of the project:

Months: 1, 2 and 3

- 1st Networking meeting: project kick off (month 1)
  - o Building up thematic sustainable Rural Wellbeing Tourism Network
  - o Presentation of partners, gathering of experiences, approaches and methodologies, discussing the market situation of Rural Wellbeing tourism products
  - o Definition of organizational particulars of subsequent meetings and activities
  - o Discussion of practicalities of project implementation: administration
- Collection of information about Rural Wellbeing tourism offering from partner areas and utilising the information in operation 2.1
- Starting the literature and trend review related to rural and wellbeing tourism to define and set the foundation for the concept of Rural Wellbeing (operation 2.1)



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### **FORM B6 – Description of the action**

- Mapping the common interests of partners about promotion of Rural Wellbeing tourism of Northern Europe (e.g. current promotional activities, possible shared activities, preferred activities, expectations) to support the development of the shared guidelines and goals for promotional activities of Rural Wellbeing
- Developing a communication plan for the project.
- Communication activities: Launching press release about the project and setting up a webpage for the project.

*Milestone 1:* First network meeting is held. Framework for project activities is set including e.g. communication plan, networking, and research activities. Press release about the project and project website.

#### Months: 4, 5 and 6

- Continuing networking activities
- Finalizing the literature and trend review related to rural and wellbeing tourism to define and set the foundation for the concept of Rural Wellbeing.
- Starting to build up Rural Wellbeing tourism product development guidelines.
- Developing shared guidelines and goals for promotional activities of Rural Wellbeing tourism offering.
- Communication activities.
- Interim technical implementation report (6 months).

*Milestone 2:* Report about definition and foundation of the concept Rural Wellbeing. Shared guidelines and goals for promotional activities of Rural Wellbeing Tourism offering are finished. 1<sup>st</sup> interim technical implementation report.

#### Months 7, 8 and 9

- Continuing networking activities including the 2nd Networking meeting (month 7). Program of meeting will include:
  - o Discussions about the research results.
  - o Discussions about the shared guidelines and goals for promotional activities of Rural Wellbeing tourism offering → deciding further activities.
- Finishing guidelines for the Rural Wellbeing tourism product development.
- Starting to develop of Rural Wellbeing products based the developed guidelines (activities of operations 3.2 and 3.3).
- Starting the market research for identifying the appeal of the products and finding the right distribution channels.
- Developing and starting promotional activities based on the shared guidelines and goals: strategy and implementation.
- Communication activities.

*Milestone 3:* Second network meeting is held. Development guidelines for Rural Wellbeing offering are finished. Promotional activities started based on the shared guidelines.

#### Months 10, 11 and 12

- Continuing networking activities including 3rd Networking meeting (month 12). Program of meeting will include:
  - o Discussions about the research results.
  - o Discussions about the current and future promotional activities of Rural Wellbeing tourism offering: experiences, distribution channels etc.
- Continuing the market research for identifying the appeal of the products and finding the right distribution channels.
- Developing the Rural Wellbeing tourism products based on the developed guidelines (activities of operations 3.2 and 3.3).
- Continuing the promotional activities based on the strategy and implementation plan: the results of the market research are utilized in guiding the promotional activities.
- Communication activities.
- Interim technical implementation report (12 months).

#### Months 13, 14 and 15

- Continuing networking activities
- Finalizing the market research for identifying the appeal of the products and finding the right distribution channels.

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- Developing the Rural Wellbeing tourism products based on the developed guidelines (activities of operations 3.2 and 3.3).
- Continuing the promotional activities based on the strategy and implementation plan: the results of the market research are utilized in guiding the promotional activities.
- Discussing the continuity of the network co-operation after the project
- Communication activities.

Milestone 4: Third network meeting is held. Report about market research is finished and concrete examples about developed products are presented. 2<sup>nd</sup> interim technical implementation report is finished.

#### Months 16, 17 and 18

- Continuing networking activities including 4<sup>th</sup> Networking meeting (month 17). Program of meeting will include:
  - o Discussions about the research results.
  - o Discussions about the promotional activities of Rural Wellbeing tourism offering: experiences, distribution channels, success so far, future activities etc.
- Developing the Rural Wellbeing tourism products based on the developed guidelines (activities of operations 3.2 and 3.3).
- Continuing the promotional activities based on the strategy and implementation plan: the results of the market research are utilized in guiding the promotional activities.
- Agreeing the promotional activities for future.
- Recommendations for future activities for the Rural Wellbeing network.
- Communication activities.

Milestone 5: The fifth milestone is reached when all agreed project activities are realized and continuity of the Rural Wellbeing is discussed.

Milestone 6: Final project reporting and administrative work is finished.

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	Project month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
<b>WP1</b>	<b>Project meetings and seminars related to project theme and promotion and development actions</b>																				
	1 <sup>st</sup> Network meeting																				
	2 <sup>nd</sup> Network meeting																				
	3 <sup>rd</sup> Network meeting																				
	4 <sup>th</sup> Network meeting																				
<b>WP2</b>	<b>Research activities for supporting Rural Wellbeing promotion and development</b>																				
	Literature and trend review for setting foundation of the concept of Rural Wellbeing																				
	Building up Rural Wellbeing tourism product development guidelines																				
	Market research																				
<b>WP3</b>	<b>Promotion and development actions of Rural Wellbeing tourism</b>																				
	Building up thematic sustainable Rural Wellbeing Tourism Network																				
	Facilitating, encouraging and providing settings for promotional and development activities																				
	Developing existing and potential Rural Wellbeing tourism offering																				
	Promotional activities of Rural Wellbeing at European level/shared guidelines																				
<b>WP4</b>	<b>Communication and dissemination</b>																				
	Dissemination of project activities and results																				
	Promotional activities of sustainable Rural Wellbeing tourism offering																				
<b>WP5</b>	<b>Administration and coordination</b>																				
	Communication plan																				
	Intermediary evaluation of the project/Status report																				
	Final report																				
<b>Milestones (M) are defined in time according to main activities</b>				<b>M1</b>			<b>M2</b>			<b>M3</b>					<b>M4</b>					<b>M5</b>	<b>M6</b>

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#### 7. ESTIMATED IMPACT ON TARGET GROUPS (MAXIMUM 2 PAGES)

The project supports the sustainable development and the visibility of local, regional, national and transnational Rural Wellbeing tourism offering and hence the effects are seen in different levels with different time-dependence. In local and regional levels the increased and improved product offering bring new and also repeat customers to the tourism businesses and destinations. The project also adds the internationalization of the SMTs.

In long term the increased tourism flows affect positively to turnovers of SMTEs and also to the competitiveness of the tourism businesses and attractiveness of destinations. The appeal and interest customers show towards the products are measured by using customer surveys and market research. The use of similar Rural Wellbeing framework and guidelines in tourism product development improves and enhances the quality and competitiveness of the existing tourism products and increases the competences of SMTEs to develop products and services. Quality effects are measured by following levels of customer satisfaction. The effects and the functionality of Rural Wellbeing Tourism Network and Rural Wellbeing concept are evaluated by project partners, the SMTEs, and other reference groups involved in the project. Project supports realisation of national tourism development goals and strategies.

##### Impacts at individual SMT business/association level:

Through the project, the businesses connected with the project actions

- increase the knowledge of sustainable tourism development (e.g. ecological, socio-cultural and economical)
- receive tools for developing new competitive Rural Wellbeing products and services for both national and international markets.
- benefit from the promotional activities developed in the project as the activities increase the SMTEs and tourist destinations attractiveness in the market.
- the project increases the competence of SMTEs in rural wellbeing in general and especially adds know-how related to product development processes.
- Apart from the improvement on technical capacities the managerial and increased competence benefits of the project are obvious, since it allows businesses to identify and enhance their strong points and address their weak points or short-comings (both at operational level, as well as customer value level) by utilizing and implementing the research results of the project.
- Likewise, because the project is structured to allow dissemination between regions and countries, businesses will also have the opportunity to access and benchmark their practices and results against similar initiatives and destinations (other rural areas), and use the network communication channels to establish direct contact with relevant partners.
- in the long run, the economic impacts of the project increase tourists' flows and thus reflects in increase of turnovers and employment of businesses. Also the cohesion and partnerships between SMTs will strengthen.
- in future, Rural Wellbeing concept may also act as a catalyst for new investments in rural areas and thus reflect on regional economic development positively.

##### Impacts at regional/destination/association level:

The project has significant impacts at the following levels:

- capacity building a) through the sharing of methodologies and business cooperation approaches being developed in other countries, and b) through the research provided by the academic partners;
- management and policy changes: through the networking actions, comparison of practices and project's results, regions and authorities will have both the opportunity and information to implement (new policies) and innovative management approaches on their cooperation models with business partners.
- local communities benefits from responsible use of local natural and cultural resources.
- increase of cohesion and community partnership at regional/destination level.
- getting new Rural Wellbeing tourism offering also increases the attractiveness of the tourism destinations.
- the local people can also utilize the new products of Rural Wellbeing.
- local community benefit from the new tourism activity as increased demand for services also increases the demand for tourism employees.

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### FORM B6 – Description of the action

- destinations and local stakeholders will have economical benefits from the tourism activities.

#### Impacts at national and European level:

Thematic Rural wellbeing concept with products and services confirms both the profiles and attractiveness of country brands in countries involved in the project as well as builds awareness of northern European rural areas as a sustainable wellbeing tourism destination.

The project supports systematic and sustainable rural wellbeing tourism development actions in national levels based on the common guidelines and goals. The project thus reinforces the goals of NTOs in promotional activities by providing clear thematic offerings for international markets. In addition the set of thematic Rural Wellbeing products and services gives tools for future strategic development at national level. E.g. in Finland the rural wellbeing tourism development activities support the goals that are set for rural tourism (expected growth in domestic travelers approx. 3 % annually, growth in the international market approx. 5 % annually, the occupancy rate of accommodation facilities is expected to rise to 50 % by 2020, the amount of employed tourism workers is expected to rise to 15 % by 2020 and 40 % of sales proceeds (customers) comes from abroad by 2020 (Rural Policy Committee).

#### Impacts at Universities and Research Centres' level:

The project provides comprehensive and comparative information about rural tourism development and its backgrounds at local, regional and national level in partner countries. This is expected to provide significant knowledge generation that will be used for integration and updating of academic curriculae, and dissemination to the tourism education and academic community. The project also increases the human capital and competence in rural research in the research centres at the universities.

Likewise, because the project is structured to allow dissemination between regions and countries, in addition to academics, businesses will also have the opportunity to access and benchmark their practices and results against similar initiatives and destinations (other rural areas), and use the network communication channels to establish direct contact with relevant partners.

## 8. MULTIPLIER EFFECTS (MAXIMUM 1 PAGE)

As explained before, the overall objective of the project is to enhance, develop and promote sustainable thematic Rural Wellbeing tourism products in Europe. This is done by supporting transnational co-operation between different tourism stakeholders (SMTEs, destination marketing organizations, tourism development organizations and research institutes) that are working together to provide and promote sustainable wellbeing tourism products in rural areas. The project aims to profile and increase competitiveness of the northern Europe as a Rural Wellbeing Tourism Destination by supporting tourism service suppliers providing services under the theme.

Definition of the concept of Rural Wellbeing for further development purposes and marketing supports and promotes sustainable tourism in Europe. Thus the concept guarantees long-term sustainable development among stakeholders involved in the project.

The project has provided settings that encourage micro and small tourism enterprises and other stakeholders (e.g. local authorities) to participate promotional activities and enhance their own activities (e.g. product development) related to the theme. As the research reports and especially the developed guidelines for the thematic sustainable Rural Wellbeing tourism products are published, also other tourism businesses and stakeholders can utilize the guidelines to develop their own activities. This supports the replicability of the project results in future.

The cooperation between different project partners has strengthened the public-private partnerships. The academic research results supports the concrete development activities of SMTEs, tourism associations, DMOs, and also give valuable information to support the development and implementation of local, regional and national tourism development activities and strategies.

The development, promotion and marketing of Rural Wellbeing continue after the project and the developed products (and practical and comprehensive information about the products) are available for the end customers. One of the strong selling points of Rural Wellbeing is that the products respect to local nature and cultural heritage and supporting sustainable tourism at the destinations.

The developed trans-national Rural Wellbeing Tourism Network will promote the Rural Wellbeing tourism products and sustainable practices. The network development and promotional activities

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increase competitiveness of the stakeholders that are members of the network. Network members will also share best practices e.g. in marketing and sustainability activities that can be utilized in development and management activities by SMTEs, DMOs and others. The Rural Wellbeing website developed during the project will be open also to other actors/suppliers/destinations providing Rural Wellbeing products.

## Curriculum vitae

### Personal information

Surname(s) / First name(s) Konu Henna Elina  
 Address(es) 3 a, Puntarintie, FI-80510, Onttola, FINLAND  
 Telephone(s) +358 44 330 1140  
 Fax(es)  
 E-mail(s) henna.konu@joensuu.fi  
 Nationality(-ies) Finland  
 Date of birth 20<sup>th</sup> of October 1982  
 Gender Female

### Work experience

<p>Dates</p> <p>Occupation or position held</p> <p>Main activities and responsibilities</p>	<p>October 2006 -</p> <p>Project manager/Researcher/Project coordinator/Project planner</p> <p>Research and development activities in following topics: Customer research in tourism, well-being and wellness tourism research, nature tourism research, project management and coordination, new service development, experiential services, customer involvement in product development.</p> <p>Teaching and training: Workshops related to customer involvement in new service development, Destination Marketing and Management course, Basics of quantitative methods course.</p> <p>Role in projects:</p> <ul style="list-style-type: none"> <li>- Project manager: Involving customers and tourism students in tourism businesses' development processes (funded by European Regional Development Fund), 2013</li> <li>- Project researcher: Forest Wellbeing (Metsä hyvinvointimatkailun kohteena) (funded by European Regional Development Fund), 2013</li> <li>- Project researcher: Development of eTourism Business and Research Competence at the Centre for Tourism Studies – project (funded by European Regional Development Fund) 2013 -</li> <li>- Organizer: Sustainable tourism conference 2011 in Savonlinna (Relationships in sustainable tourism development)</li> <li>- Project manager in STEPPA – Sustainable Tourism in Enterprises, Parks and Protected areas (funded by European Commission "Knowledge Networks Programme") 2010 -</li> <li>- Project coordinator/researcher in Nordic Wellbeing - A Health tourism approach to enhance competitiveness of Nordic Tourism enterprises and destinations (funded by Nordic Innovation Center) 2009 –</li> <li>- Project planner/researcher in MOTTI - Development of Leisure and Tourism Research Competence (funded by Regional competitiveness and employment objective (ERDF)) in 2008 -</li> <li>- Project planner/researcher in eGOOD - Network of the wellbeing tourism in services in Eastern Finland (funded by The Innovative Actions of Eastern Finland (ERDF)) in 2006-2008</li> </ul>
<p>Name and address of employer</p> <p>Type of business or sector</p>	<p>University of Eastern Finland, Centre for Tourism Studies, Savonlinna, Finland</p> <p>Public</p>



Dates February 2005 – August 2006  
 Occupation or position held Guide and planner  
 Main activities and responsibilities Guiding services, network studies, assistant in development project (NEST-project INTERREG IIIb)  
 Name and address of employer Friends of Ukko-Koli association, Koli, Finland  
 Type of business or sector 3<sup>rd</sup> sector

Dates February - May 2005  
 Occupation or position held Researcher  
 Main activities and responsibilities In environmental education -project Puna-Apila. Survey of Educational needs of businesses and associations concerning school groups in North Karelia area.  
 Name and address of employer Karjalan Luontokouluyhdistys Ry, Kitee, Finland  
 Type of business or sector 3<sup>rd</sup> sector

Dates October - November 2004  
 Occupation or position held Trainee  
 Main activities and responsibilities Assistant in Sustainable Tourism -project (NEST, INTERREG IIIb). Survey of Enterprise and Association network and digitalising gathered information (MapInfo).  
 Name and address of employer Finnish Forest Research Institute, Koli, Finland  
 Type of business or sector Public

Dates Summers 1998-2004  
 Occupation or position held Assistant/Office worker  
 Main activities and responsibilities Different kind of tasks: customer service, planning journeys for groups and billing from services.  
 Name and address of employer Antti Kangas Oy/Pohjolan turistiauto Oy, Alavieska, Finland  
 Type of business or sector Private

Dates June 1999  
 Occupation or position held Office worker  
 Main activities and responsibilities Filing tasks in Marketing and Economic administration  
 Name and address of employer Kemira Fine Chemicals Oy, Helsinki, Finland  
 Type of business or sector Private

## Education and training

Dates 2009 -  
 Title of qualification awarded PhD student  
 Principal subjects/Occupational skills covered Tourism  
 Name and type of organisation providing education and training University of Eastern Finland, Finnish University Network for Tourism Studies  
 Level in national or international classification

Dates 2007 -  
 Title of qualification awarded PhD student  
 Principal subjects/Occupational skills covered Marketing  
 Name and type of organisation providing education and training University of Eastern Finland, Faculty of Social Sciences and Business Studies

Level in national or international classification

Dates 2001 - 2006

Title of qualification awarded MSc

Principal subjects/Occupational skills covered Geography, Tourism, Marketing, History  
Research methods, theoretical background of tourism and geography (and marketing)

Name and type of organisation providing education and training University of Joensuu (department of geography) (2001-2006), Finnish University Network for Tourism Studies (2002-2006)

Level in national or international classification

Dates 1998 - 2001

Title of qualification awarded Matriculation examination

Principal subjects/Occupational skills covered

Name and type of organisation providing education and training Ylivieska lukio High School, Ylivieska, Finland

Level in national or international classification

Personal skills and competences

Mother tongue(s) Finnish

Other language(s)

Self-assessment

European level (\*)

English

Swedish

German

Spanish

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
C2	C2	C2	C2	C2
B1	B1	B1	B1	B1
B1	B1	B1	B1	B1
A1	A1	A1	A1	A1

Language (\*) Common European Framework of Reference (CEF) level

Social skills and competences

I am extrovert and social, which helps me to get along with different people. I have good presentation skills, which I have been practicing in my work e.g. by giving presentations in seminars and conferences. I have also worked as a guide so I can consider needs of different groups/people when I am talking. I have also experience giving presentations in english.

Organisational skills and competences

Due to versatile working experience I have learned to adjust and react rapidly to a new situations. One of my strengths is also working independently.

Computer skills and competences

Good working knowledge of PC-environment and PC-applications: MS-Office (Word, Excel, PowerPoint)

Internet browsers and different kinds of e-mail programs: Internet Explorer, Netscape, MS Outlook  
Basic skills in Unix environment

Other programs with good knowledge: ArcView, MapInfo, GeoMedia, SPSS

Other skills and competences

Academic activities:

- Reviewer in International Journal of Tourism Research, 2011 - 2013
- Reviewer in Matkailututkimus [Tourism research], 2011 - 2013
- Reviewer in Tourism Management, 2010 - 2013

Memberships:

- Substitute member of management committee: COST 1204 Tourism, Wellbeing and Ecosystem Services (TObeWELL),
- ATLAS Spa and Wellness –Special Interest Group since 2008, Association of Tourism and Leisure Education
- Future of forestry working group, Special group of “Wellbeing from forests” (Metsäalan tulevaisuusverstaas: Hyvinvointimetsä) since 2010

I have a lot of knowledge concerning ecolabels and certification systems, especially in tourism context. I have studied customers' response to ecolabels in four different national parks in Europe.

I am also a verifier of EUROPARC Federation's European Charter for Sustainable Tourism in Protected Areas.

Annexes

List of publications.

## ANNEX 1. List of publications.

Henna Konu (former last name Kangas)

[henna.konu@uef.fi](mailto:henna.konu@uef.fi)

### Publications in referee journals and books:

Björk, P., Tuohino, A. & Konu, H. (2011). Wellbeing Tourism in Finland - a Wide Perspective. *Matkailututkimus*, 7 (2), 7-22.

Hjalager, A-M. & Konu, H. (2011). Co-branding and co-creation in wellness tourism: The role of cosmeceuticals. *Journal of Hospitality Marketing and Management*, 20 (8), 879-901.

Konu, H., Laukkanen, T. & Komppula, R. (2011). Using ski destination choice criteria to segment Finnish ski resort customers. *Tourism Management*, 23 (5), 1096-1105.

Konu, H. & Laukkanen, T. (2010). Predictors of Tourists' Wellbeing Holiday Intentions in Finland. *Journal of Hospitality and Tourism Management*, 17, 144-149.

Konu, H. (2010). Identifying potential wellbeing tourism segments in Finland. *Tourism Review*, 65 (2), 41-51.

Konu, H., Tuohino, A. & Komppula, R. (2010). Lake Wellness – A practical example of a new service development (NSD) concept in tourism industries. *Journal of Vacation Marketing*, 16 (2), 125-139.

Tuohino, A. & Kangas, H. (2009). Hotel Herttua – Spa and Rehabilitation Centre in Eastern Finland. In M. Smith & L. Puczko (eds.). *Health and Wellness Tourism*, 313–317. Butterworth-Heinemann, Oxford.

Kangas, H. & Tuohino, A. (2008). Lake Wellness – Uusi itäsuomalainen innovaatio? *Matkailututkimus*, 4 (1), 23-41.

### Refereed scientific conference articles:

Konu, H. (2013). Focusing on consumer service experience in experiential services – A conceptual approach. Proceedings. 6th International Conference on Services Management, June 23-25, 2013.

Konu, H. (2013). Tourism developers' and businesses' perceptions of customer involvement in service development in the wellbeing tourism sector. Proceedings. 6th International Conference on Services Management, June 23-25, 2013.

Komppula, R. & Konu, H. (2012). Do wellbeing tourists expect memorable experiences? In M. Kozak & N. Kozak (eds.), Proceedings book. 6th World Conference for Graduate Research in Tourism, Hospitality and Leisure, pp. 462-474. Ankara, Turkey.

Konu, H. (2011). Small and medium size (tourism) businesses' and tourism developers' perceptions of co-creation and customer involvement. "Creativity and innovation in tourism" TTRA Europe 2011 conference proceedings, Archamps, France, April 11-13, 2011.

Hjalager, A-M. & Konu, H. (2010). Cosmeceuticals in wellness tourism – Cases of co-branding and co-creation. Proceedings of the Travel and Tourism Research Association (TTRA) Conference, Budapest, Hungary, September 1-3, 2010.

Konu, H. and Laukkanen, T. (2010) Predicting factors of tourists' interest towards wellbeing tourism holidays – A Finnish case, Proceedings of the Travel and Tourism Research Association (TTRA) Conference, Budapest, Hungary, September 1-3, 2010.

- Konu H. (2010). Unique Value Creating Destination Product Attributes of the Nordic Countries - Finnish Perceptions. In: Coventry University (ed.), Transformational Marketing, Academy of Marketing Conference 2010, 6-8 July, Ricoh Arena, Coventry, UK, Proceedings.
- Konu, H. & T. Laukkanen (2009). Roles of motivation factors in predicting tourists' intentions to make wellbeing holidays – a Finnish case. ANZMAC 2009 - Sustainable Management and Marketing Proceedings. Available at: <http://www.duplication.net.au/ANZMAC09/papers/ANZMAC2009-376.pdf>.
- Kangas, H. & A. Tuohino (2007). Segmenting potential tourists in well-being sector in Eastern Finland. 16th Nordic Symposium in Tourism and Hospitality Research. Available on Internet (consulted December, 2007): [http://www.msm.lu.se/fileadmin/files/msm/bilder/Nordic16/Kangas\\_Segmenting\\_potential\\_tourists\\_in\\_wellbeing\\_sector\\_in\\_Eastern\\_Finland\\_30.8.Kangas.doc](http://www.msm.lu.se/fileadmin/files/msm/bilder/Nordic16/Kangas_Segmenting_potential_tourists_in_wellbeing_sector_in_Eastern_Finland_30.8.Kangas.doc).
- Tuohino, A. & H. Kangas (2007). Lake Wellness - a new concept in lake tourism development in Eastern Finland. 2007 Incheon International Tourism Conference, The 62nd TOSOK Symposium and Conference Proceedings. The Tourism Sciences Society of Korea, Seoul.
- Non-refereed scientific conference articles:
- Konu, H. & Honkanen A. (2010). Environmental attitudes and knowledge of ecolabels of national park visitors - An explorative study. In: Selikhovkin, Andrey (ed.) Ecological tourism: Trends and perspectives of development in the global world. Saint-Petersburg State Forest Technical Academy, 67-72.
- Konu, H. (2008). Environmental issues and their effect on consumer behaviour. Proceedings of 17th Nordic Symposium in Tourism and Hospitality Research, Lillehammer, Norway, September 25-27, 2008.
- Kangas, H., A. Tuohino & J. Löppönen (2008). eGOOD OPERATIONAL ENVIRONMENT AS A TOOL FOR INNOVATIVE DATA MANAGEMENT WITHIN TOURISM BUSINESS NETWORKS. TTRA 2008 conference proceedings.
- Publications in series:
- Konu, H. & Kajala, L. (2012). Segmenting Protected Area Visitors Based on Their Motivations. Metsähallitus. Nature Protection Publications of Metsähallitus, Series A 194.
- Hjalager, A.-M., Konu, H., Huijbens, E. H., Björk, P., Flagestad, A., Nordin, S. & Tuohino, A. (2011). Innovating and re-branding Nordic wellbeing tourism. Final report from a joint NICE research project. NICE publication series. Norway.
- Konu, H. & J. Pesonen (2008). LUONTOA, HENKISYYTTÄ, RENTOUTUMISTA JA LIIKUNTAA - Itä-Suomen hyvinvointimatkailun potentiaaliset asiakassegmentit. In Halme, M. (edit.). Kulttuuri, luonto ja liiketoiminta. Turun kauppakorkeakoulun julkaisuja, 54–75.
- Tuohino A. & H. Kangas (2007). Lake as a resource in well-being tourism development in Eastern Finland. In Németh, Á & L. Dávid (eds.) Handbook of Lakes and Reservoirs - a Sustainable vision of Tourism. Handbooks of Water-based Tourism 1, 131-141.
- Kangas, H. (2007). Ympäristöasenteisiin perustuva matkailijoiden tyypittelymalli ja matkailijatyypien yhteys laatutietoisuuteen – Kolin kansallispuiston ympäristömerkkitutkimuksen tuloksia. In Tyrväinen, L. & S. Tuulentie (eds.) Luontomatkailu, metsät ja hyvinvointi. Metlan työraportteja 52, 45–50. Available also on Internet: <http://www.metla.fi/julkaisut/workingpapers/2007/mwp052.htm>.
- Tuohino, A. & H. Kangas (2007). ITÄHYVÄ - Itä-Suomen hyvinvointipalveluiden yhteistyöverkosto. In Tuohino A. (edit.) 1700-luvun historian elävöittämisestä tulevaisuuden teknologiaan - MOSKE:n vaikutukset Savonlinnan seudulla. Savonlinnan koulutus- ja kehittämiskeskuksen julkaisuja 12, 63–64.

- Tuohino, A. & H. Kangas (2007). Potentiaalinen asiakas tutuksi. In Tuohino A. (edit.) 1700-luvun historian elävöittämisestä tulevaisuuden teknologiaan - MOSKE:n vaikutukset Savonlinnan seudulla. Savonlinnan koulutus- ja kehittämiskeskuksen julkaisuja 12, 61–62.
- Vanhamäki, S., J. Löppönen & H. Kangas (2007). BIRD - Wetlands, nature reserves and cultural landscapes for rural development. In Tuohino A. (edit.) 1700-luvun historian elävöittämisestä tulevaisuuden teknologiaan - MOSKE:n vaikutukset Savonlinnan seudulla. Savonlinnan koulutus- ja kehittämiskeskuksen julkaisuja 12, 93–97.
- Kangas, H. (2004). Kylki kyljessä Sikstiiniläiskappelissa - tungos, ruuhka ja jonot Roomassa metaturistin silmin. In Peltonen, A. & M. Skyttä (eds.) Sakraali- ja sekulaari pyhiinvaellus - Rooma kulttuurimatkailun tilana 2003. Matkailualan verkostoyliopiston julkaisuja 6, 138-152.

#### Monographs:

- Konu, H. (2012). Motivation based segmentation of protected area visitors in Finland. Master thesis. University of Eastern Finland, Department of Business.
- Kangas, H. (2007). EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS - Ecolabel as a tool for area management and tourists' response to labels. URL: [http://www.europarc.org/international/sources/report\\_henna\\_kangas.pdf](http://www.europarc.org/international/sources/report_henna_kangas.pdf).
- Kangas, H. (2006). Matkailijan rooli kestävässä matkailussa - Tapaustutkimus Kolilla: Kolin matkailijoiden ympäristöasenteet ja suhtautuminen ympäristömerkkeihin. Master thesis. University of Joensuu, Department of Geography.

#### Publications in non-referee journals and papers:

- Tuohino, A. & H. Konu (2009). Järvi itäsuomalaisen hyvinvointimatkailun peruspilarina. *Maaseutu&Matkailu* 1, 20-21. Available also on Internet: [http://issuu.com/eklektifinland/docs/maaseutu\\_matkailu\\_talvi\\_2009?mode=embed](http://issuu.com/eklektifinland/docs/maaseutu_matkailu_talvi_2009?mode=embed)
- Konu, H. (2008). ITB Messut Berliinissä 2007. *Muuttuva Matkailu* 2, 17-26. Available also on Internet: [http://www.matkailu.org/pdf/MuMa%202\\_2008.pdf](http://www.matkailu.org/pdf/MuMa%202_2008.pdf)
- Löppönen J., H. Kangas & A. Tuohino (2007). eGOOD OPERATIONAL ENVIRONMENT AS A TOOL FOR INNOVATIVE DATA MANAGEMENT WITHIN BUSINESS NETWORKS. *Muuttuva Matkailu* 3/4, 21–28. Available also on Internet: <http://www.matkailu.org/pdf/MuMa%203-4-2007.pdf>
- Kangas, H. (2007). Matkailijan rooli kestävässä matkailussa. *Muuttuva matkailu* 1, 21–31. Available also on Internet: <http://www.matkailu.org/pdf/MuMa%201-2007.pdf>.

#### Published reports:

- Konu, H., Tuohino, A. & Björk P. (2012). Wellbeing tourism in Finland: Finland as a competitive wellbeing tourism destination. Itä-Suomen yliopisto.
- Paija, J. & Konu, H. (2010). Nordic Wellbeing Customer Research Report. University of Eastern Finland, Centre for Tourism Studies.
- Konu, H. (2009). ASIAKASTUTKIMUS MATKA 2009 -MESSUILLA: Matkamessukävijöiden mielikuvat Kolista ja Itä-Suomesta ja Kolilla käyneiden matkailijoiden profiiliin erot ei Kolilla käyneiden profiilista. University of Joensuu, Centre for Tourism Studies.

#### Un-published reports:

- Konu, H. & Tuohino A. (2010). NORDIC WELLBEING – JYVÄSKYLÄ REGION: Regional report. Report of Nordic Wellbeing -project. University of Eastern Finland, Centre for Tourism Studies.

Konu, H. & Tuohino A. (2010). NORDIC WELLBEING – KAINUU AND VUOKATTI: Regional report. Report of Nordic Wellbeing -project. University of Eastern Finland, Centre for Tourism Studies.

Kangas, H. (2008). Hyvinvointimatkailun trendejä ja tulevaisuudennäkymiä. Julkaisematon raportti, ITÄHYVÄ-hanke. University of Joensuu, Centre for Tourism Studies.

Kangas, H. (2007). ITÄHYVÄ – Asiakastutkimuksen tuloksia potentiaalisista asiakkaista. 57 s. Julkaisematon raportti. ITÄHYVÄ-hanke. University of Joensuu, Centre for Tourism Studies.





## Europass Curriculum Vitae

### Personal information

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Nationality Finnish  
Date of birth 21.01.1965  
Gender Male

### Work experience

Dates 01/11/2008 ->  
Occupation or position held Director and Professor  
Main activities and responsibilities Director of the department  
Name and address of employer University of Eastern Finland, Centre for Tourism Studies, Finland  
Type of business or sector Tourism, Education  
Dates 16/08/2002 - 31/10/2008  
Occupation or position held Principal lecture in Tourism  
Main activities and responsibilities Managing applied research and development projects, Developing tourism teaching  
Name and address of employer VAMK, University of Applied Sciences, Raastuvankatu 31, 65100 Vaasa, Finland  
Type of business or sector Education, Tourism  
Dates 01/09/1999 - 15/08/2002  
Occupation or position held Research associate  
Main activities and responsibilities Tourism research  
Name and address of employer Centre for Tourism Studies, University of Joensuu, Puistokatu 5 (P.O. Box 78),  
57101 Savonlinna, Finland  
Type of business or sector Tourism, Education

## Education and training

Dates 02/01/2000 - 07/11/2004  
Title of qualification awarded Doctor of Social Sciences  
Principal subjects/occupational skills covered Economical Sociology, Tourism Studies  
Name and type of organisation providing education and training University of Turku

## Personal skills and competences

Mother tongue(s) **Finnish**

Other language(s) **English, Spanish/Castilian**

Other language(s)

*Self-assessment*

*European level (\*)*

**English**

**Spanish/Castilian**

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
C1	C1	C1	C1	C1
C1	C1	B2	B2	B2

Language (\*) *Common European Framework of Reference (CEF) level*

Social skills and competences

Good communication skills gained through my experience as teacher and project leader



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### Personal information

First name(s) / Surname(s) **Anja Tuohino**  
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+358505540659 (work)  
Fax(es)  
E-mail anja.tuohino@uef.fi  
Nationality Finnish  
Date of birth 13.06.1955  
Gender Female

### Desired employment / Occupational field

#### Work experience

Dates	August 2007 onwards
Occupation or position held	Development manager 1.6.2008 – Project manager 1.8.2007 – 31.5.2008
Main activities and responsibilities	Managing tourism project funded by European Union Regional Funding, Supervising project managers in projects funded e.g. by Structural Funding, Ministry of Agriculture, Ministry of Education, Ministry of Employment and Economics, Member of national wellbeing tourism development strategy group, Managerial member and Financial Raporteur of IS1204 COST-action Wellbeing, Tourism and Ecosystems Own research focused on wellbeing tourism development
Name and address of employer	University of Eastern Finland, Centre for Tourism Studies, Finland
Type of business or sector	Tourism
Dates	February 2001 - July 2007
Occupation or position held	Project manager, researcher
Main activities and responsibilities	Managing tourism projects funded by European Commission, European Union Regional and Structural Funding and Interreg Programs, Own research focused on lake tourism development
Name and address of employer	University of Joensuu, Savonlinna Institute for Regional Development and Research, Finland
Type of business or sector	Tourism

Dates August 1999 – January 2001

Occupation or position held Senior Planner 06/2000 – 01/2001  
Training Planner 8/1999 – 5/2000

Main activities and responsibilities Planning and developing the sector of Rural Tourism in South Savo Province

Name and address of employer University Helsinki, Mikkeli Institute for Rural Research and Training, Finland

Type of business or sector Tourism

Dates January 1999 – May 1999

Occupation or position held Graduate Assistant

Main activities and responsibilities Issuing U.S. Immigration documents, tracking student admission procedures, analyzing and making decisions about perspective student financial support documents

Name and address of employer University of North Carolina, Office of International Relations, NC, USA

Type of business or sector Administration, Education

Dates August 1996 – November 1996

Occupation or position held Trainee

Main activities and responsibilities Assisting in office work, marketing actions

Name and address of employer Finnish Tourist Board, Zurich, Switzerland

Type of business or sector Tourism

Dates March 1985 – February 1993

Occupation or position held Administrative Director 10/1989 – 2/1993  
Head of Office Operations 5/1987 – 2/1993  
Head Bookkeeper 3/1985 – 4/1987

Main activities and responsibilities Responsible for the multifaceted administrative coordination, including office management, budgeting, asset management, staff training and corporate taxation

Name and address of employer Onninen Corporation, Oulu, Finland

Type of business or sector Wholesale Business

## Education and training

Dates December 2008

Title of qualification awarded Licentiate of Philosophy (Geography)

Principal subjects/occupational skills covered Geography, Tourism

Name and type of organisation providing education and training University of Oulu, Department of Geography,

Dates November 1999  
 Title of qualification awarded Master of Science (Geography)  
 Principal subjects/occupational skills covered Geography, Tourism

**Personal skills and competences**

Mother tongue(s) **Finnish**  
 Other language(s) **English, Swedish, Italian, German**  
 Other language(s)

*Self-assessment*  
*European level (\*)*

**English**  
**Swedish**  
**German**  
**Italian**

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
C2	C2	C1	C1	C1
B1	B1	A2	A2	A2
B1	B1	B2	B2	A2
A1	A1	A1	A1	A1

Language (\*) *Common European Framework of Reference (CEF) level*

Social skills and competences I am extrovert and social, and I get along with all kind of people. I can give presentations in English.

Organisational skills and competences Due to my versatile working experience I have multifaceted experience and I am learned to react rapidly to new situations. One of my strengths is also working independently. Team worker.

Computer skills and competences Good working knowledge of PC-environment and PC-applications: MS-Office (Word, Excel, PowerPoint)  
 Internet browsers and different kinds of e-mail programs: Internet Explorer, Netscape, MS Outlook

Other skills and competences .

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Curriculum Vitae**



**Personal information**

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 E-mail [asnate@celotajs.lv](mailto:asnate@celotajs.lv)  
 Nationality Latvian  
 Date of birth 04.12.1968.  
 Gender Female

**Work experience**

Dates 1993 to present  
 Occupation or position held President, Chair of the Board  
 Main activities and responsibilities Leading and management of the organization, international co-operation.  
 Name and address of employer Latvian Country Tourism Association "Lauku ceļotājs", "Puķkalniņi", Ķegums region, Latvia  
 Type of business or sector Rural tourism  
 Dates 1993-1998  
 Occupation or position held Director of Tourism  
 Main activities and responsibilities Established the Tourist Department, incoming and outgoing tourism.  
 Name and address of employer "Cerība" JSC, Riga, Latvia  
 Type of business or sector Tourism

**Education and training**

Dates 1988-1992  
 Title of qualification awarded pianist  
 Name and type of organisation providing education and training The Latvian Academy of Music  
 Level in national or international classification Bachelor of Arts  
 Dates 1993  
 Name and type of organisation providing education and training Seneca College of Applied Arts&Technology in Canada  
 Level in national or international classification one month course in business management and tourism marketing

Dates 1999-2000

Name and type of organisation providing education and training Ryerson Polytechnic University of Canada, Faculty of Tourism and Hospitality.

**Personal skills and competences**

Mother tongue(s) **Latvian**

Other language(s)

Self-assessment

European level (\*)

**English**

**German**

**Russian**

**Spanish**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C	1	C	1	C	1	C	1	B	2
B	2	B	2	B	2	B	2	B	1
C	1	C	1	B	2	B	2	B	1
B	1	B	1	B	1	B	1	A	2

(\*) [Common European Framework of Reference for Languages](#)

Social skills and competences

Personable, entrepreneurial with proven management skills

Organisational skills and competences

- In 1993, founded the non-profit association "Lauku Ceļotājs" for the purpose of developing and promoting rural tourism in Latvia. Currently it comprises ~800 owners/operators of country farms, village homes, summer cottages, lodges, castles, motels, hotels and campgrounds offering lodgings to tourists in the Baltics - Latvian, Lithuanian, Estonian – countryside
- Designed and utilised a national computer-based booking and reservation on –line system for rural tourism
- Prepare and implement a marketing strategy programme for rural tourism in the Baltic states
- made "Lauku Ceļotājs" logo, a recognized brand name in Latvia and Baltics. Designed and annually published four-lingual catalogue of the tourist establishments offered by "Lauku Ceļotājs"
- Trained owners/operators of tourist lodgings to western standards of hospitality, sanitation, sales, service and marketing
- Developed a four category 300 point classification system as well as a quality certification program and applied both to the Bed&Breakfast and self-catering establishments of "Lauku Ceļotājs"
- Leader of several rural tourism National and EU development projects (RT marketing, Training materials for RT providers, Rural tourism web site, National Eco-labelling system for rural tourism; EU Life, EU 5<sup>th</sup> framework, EU Leonardo da Vinci, Phare, Sapard, Interreg, Life+ etc. – programs projects, ).
- Organized several international conferences on sustainable tourism.
- Elaborated National Eco-labelling scheme for rural accommodations
- Consulting the Lithuanian farm holiday association in the phase of its formation. Cooperation and experience exchange with Estonian farm holiday organization. Expertise for rural tourism development in Ukraine, Armenia, Kyrgyzstan, France.

Computer skills and competences

MS Word, Excel, PowerPoint, Access



Project experience	<p>Leading the following EU funded projects:</p> <p>Project AcTour: Active Tourism for Sustainable Development – transfer of innovative job – related vocational training and methodology (2011-2013);</p> <p>Project European Nature System: An ECVET process to put in transparency and recognise across Europe the learning outcomes and the qualifications of the professional figures in the nature – based tourism sector (2011-2013);</p> <p>Project Promoting the use of cultural heritage in service design of rural tourism "Heritage Tourism" (2011-2013);</p> <p>Project ROUTES 4, Mentor-supported E-Learning in rural tourism (2010-2012);</p> <p>Project „ACTOS” (2010-2012), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „STEPPA” (2010-2012), EU's Competitiveness and Innovation Framework Programme (CIP)</p> <p>Project „Agora2.0” (2009-2012), EU (ERDF) within the Baltic Sea Region Programme</p> <p>Project „Transferred AURORA Products - New Opportunities for Rural Tourism” (2009-2011), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „Proposals for environmental policy and governance based on demonstration of environmental, social and economic benefits from tourism in the Slitere national park - a NATURA 2000 territory (2009-2012), LIFE financial instrument of the European Community</p> <p>Project „Transfer of Quality Ensurance Tools for European Rural Tourism Sector” (2008-2010), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „Parks &amp; Benefits” (2008-2012), EU (ERDF) within the Baltic Sea Region Programme</p> <p>Project „Baltic Green Belt” (2008-2012), EU (ERDF) within the Baltic Sea Region Programme</p> <p>Project „Sustainable use and management of nature resources in the Natura2000 sites - popular and potential tourism destinations in Latvia” (2008-2011), Supported by a grant from Iceland, Liechtenstein and Norway through the EEA Financial Mechanism and the Norwegian Financial Mechanism</p> <p>Project „Awareness rising Natura2000: working with Europe's rural tourism sector (2007-2008), EC</p> <p>Project „2005-2008 AGORA-Network Sustainable Tourism Development in the Baltic Sea Region” (2005-2008), BSR INTERREG IIIB</p> <p>Project „AMBER” (2005-2007), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project "SECTOUR Safety and security in tourism - innovations in educational programs and business practice" (2005-2007), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „Train to ecolabel” (2005-2007), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „Development of the criteria for the Green Certificate, implementation and control” (2001-2004), EC LIFE programme</p> <p>Project „A new approach to training for quality in European rural tourism” (2002-2004), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „A Common Development Strategy of Rural Tourism in the Baltic countries - an Open Source Information System for Small and micro Enterprises in Rural Areas" (2003-2004), EC Phare</p>
Driving licence	B category

## Publications

- Wrote the Rural tourism marketing strategy for the Baltic states
- Report for Euroasia Foundation “Rural tourism sector in Ukraine: Current status and prospects for future development”
- Made a research on sustainable tourism development possibilities in Latvia.
- Wrote the Latvian Rural Tourism Development Target programme
- As EU program’s selected expert, wrote rural tourism curriculum for agricultural schools
- Author of many training materials for rural tourism providers (“Advertising and marketing for rural tourism enterprises”, “Business plan development for rural tourism entrepreneurship”, “Financial planning in rural tourism establishments”, “IT use in Rural tourism”, etc.)
- Author of many tourist brochures of Latvia and Baltic countries – maps, guides and catalogues for tourists since 1994



**Europass  
Curriculum Vitae**

**Personal information**

First name(s) / Surname(s)	<b>Kristīne Pētersone</b>	
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Fax(es)	+371 67830041	
E-mail	<a href="mailto:kristine@celotajs.lv">kristine@celotajs.lv</a>	
Nationality	Latvian	
Date of birth	29.10.69.	
Gender	Female	
<b>Work experience</b>		
Date	1995-present	
Occupation or position held	accountant	

Main activities and responsibilities	<p>Organization and registration of the association's accounts, preparation of annual financial reports and projects reports</p> <p>Project AcTour: Active Tourism for Sustainable Development – transfer of innovative job – related vocational training and methodology (2011-2013);</p> <p>Project European Nature System: An ECVET process to put in transparency and recognise across Europe the learning outcomes and the qualifications of the professional figures in the nature – based tourism sector (2011-2013);</p> <p>Project Promoting the use of cultural heritage in service design of rural tourism "Heritage Tourism" (2011-2013);</p> <p>Project ROUTES 4, Mentor-supported E-Learning in rural tourism (2010-2012);</p> <p>Project „ACTOS” (2010-2012), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „STEPPA” (2010-2012), EU's Competitiveness and Innovation Framework Programme (CIP)</p> <p>Project „Agora2.0” (2009-2012), EU (ERDF) within the Baltic Sea Region Programme</p> <p>Project „Transferred AURORA Products - New Opportunities for Rural Tourism” (2009-2011), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „Proposals for environmental policy and governance based on demonstration of environmental, social and economic benefits from tourism in the Slitere national park - a NATURA 2000 territory (2009-2012), LIFE financial instrument of the European Community</p> <p>Project „Transfer of Quality Ensurance Tools for European Rural Tourism Sector” (2008-2010), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „Parks &amp; Benefits” (2008-2012), EU (ERDF) within the Baltic Sea Region Programme</p> <p>Project „Baltic Green Belt” (2008-2012), EU (ERDF) within the Baltic Sea Region Programme</p> <p>Project „Sustainable use and management of nature resources in the Natura2000 sites - popular and potential tourism destinations in Latvia” (2008-2011), Supported by a grant from Iceland, Liechtenstein and Norway through the EEA Financial Mechanism and the Norwegian Financial Mechanism</p> <p>Project „Awareness rising Natura2000: working with Europe's rural tourism sector (2007-2008), EC</p> <p>Project „2005-2008 AGORA-Network Sustainable Tourism Development in the Baltic Sea Region” (2005-2008), BSR INTERREG IIIB</p> <p>Project „AMBER” (2005-2007), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project "SECTOUR Safety and security in tourism - innovations in educational programs and business practice" (2005-2007), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „Train to ecolabel” (2005-2007), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „Development of the criteria for the Green Certificate, implementation and control” (2001-2004), EC LIFE programme</p> <p>Project „A new approach to training for quality in European rural tourism” (2002-2004), EC Leonardo da Vinci Lifelong learning programme</p> <p>Project „A Common Development Strategy of Rural Tourism in the Baltic countries - an Open Source Information System for Small and micro Enterprises in Rural Areas” (2003-2004), EC Phare</p>
Name and address of employer	Latvian Country Tourism Association “Lauku ceļotājs”, “Puķkalniņi”, Ķegums region, Latvia
Type of business or sector	Rural tourism
Dates	1993-1995
Occupation or position held	accountant
Main activities and responsibilities	organisation and registry of accounting
Name and address of employer	“Cerība” JSC, Riga, Latvia
Type of business or sector	Tourism
Dates	1993-1995
Occupation or position held	accountant

Main activities and responsibilities	organisation and registry of accounting																																																												
Name and address of employer	Jūrmala trading enterprise, Latvia																																																												
Type of business or sector	trade																																																												
<b>Education and training</b>																																																													
Dates	1988-1995																																																												
Title of qualification awarded	Master of Economics																																																												
Name and type of organisation providing education and training	The Latvian Agricultural university																																																												
Level in national or international classification	BA																																																												
Courses	2000-2010 Seminars on NGO accounting and financial reporting 2006 Study trip under Socrates program for Adult education, Saint-Purcain-sur-Sioule, Francija 2005-2007 French language course, the French culture centre, level Independant I 2003 English language course with Latvian Music Academy, II level certificate 2002 German language course with the Goethe Institute, basic level certificate 2010 Study trip with the Leonardo da Vinci program, Gruntvig workshop, France																																																												
<b>Personal skills and competences</b>	Co-author of the research „Sustainable tourism development opportunities in the Latvian countryside” under the project Development of environment friendly tourism in Latvia and analysis of opportunities for sustainable rural tourism” (2000-2001) Author of 7 training materials for rural tourism providers (2000)																																																												
Mother tongue(s)	<b>Latvian</b>																																																												
Other language(s)																																																													
Self-assessment																																																													
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<b>English</b>																																																													
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	<table border="1"> <thead> <tr> <th colspan="4">Understanding</th> <th colspan="4">Speaking</th> <th colspan="2">Writing</th> </tr> <tr> <th colspan="2">Listening</th> <th colspan="2">Reading</th> <th colspan="2">Spoken interaction</th> <th colspan="2">Spoken production</th> <th colspan="2"></th> </tr> </thead> <tbody> <tr> <td>C</td> <td>1</td> <td>B</td> <td>2</td> <td>C</td> <td>1</td> <td>C</td> <td>1</td> <td>B</td> <td>2</td> </tr> <tr> <td>B</td> <td>2</td> <td>B</td> <td>2</td> <td>B</td> <td>2</td> <td>B</td> <td>2</td> <td>B</td> <td>1</td> </tr> <tr> <td>C</td> <td>1</td> <td>B</td> <td>2</td> <td>C</td> <td>1</td> <td>C</td> <td>1</td> <td>B</td> <td>1</td> </tr> <tr> <td>B</td> <td>1</td> <td>B</td> <td>1</td> <td>B</td> <td>1</td> <td>B</td> <td>1</td> <td>A</td> <td>2</td> </tr> </tbody> </table>	Understanding				Speaking				Writing		Listening		Reading		Spoken interaction		Spoken production				C	1	B	2	C	1	C	1	B	2	B	2	B	2	B	2	B	2	B	1	C	1	B	2	C	1	C	1	B	1	B	1	B	1	B	1	B	1	A	2
Understanding				Speaking				Writing																																																					
Listening		Reading		Spoken interaction		Spoken production																																																							
C	1	B	2	C	1	C	1	B	2																																																				
B	2	B	2	B	2	B	2	B	1																																																				
C	1	B	2	C	1	C	1	B	1																																																				
B	1	B	1	B	1	B	1	A	2																																																				
	(*) <a href="#">Common European Framework of Reference for Languages</a>																																																												
Social skills and competences	Friendly, trustworthy																																																												
Computer skills and competences	Computer skills: MS Office (Word, Excel.), accounting program „Tildes Jumis”																																																												
Driving licence	B category																																																												
<b>Publications</b>	Co-author of the research „Sustainable tourism development opportunities in the Latvian countryside” under the project Development of environment friendly tourism in Latvia and analysis of opportunities for sustainable rural tourism” (2000-2001) Author of 7 training materials for rural tourism providers (2000)																																																												

## Europass Curriculum Vitae



### Personal information

First name(s) / Surname(s) **Jan Tjosaas**  
Address(es) Borvegegen 105, 5610 Oystese, Norway  
Telephone(s) +47 56 55 60 97 Mobile: +47 920 18 912  
E-mail Jan.tjosaas@kvam.kommune.no  
Nationality Norwegian  
Date of birth 05.07.1962  
Gender Male

### Work experience

Dates **2001 - dd**  
Occupation or position held Head of business department  
Main activities and responsibilities Providing help for new businesses, farming, tourism  
Name and address of employer Kvam commune, Grovagjelet 16, 5600 Norheimsund  
Type of business or sector Public administration

Dates **1990 - 2001**  
Occupation or position held Manager  
Main activities and responsibilities Provide labour for the local companies  
Name and address of employer Landbrukstenester Hordaland, Sjusetevegen 27, 5610 Oystese  
Type of business or sector Labour rental

Dates **1987 - dd**  
Occupation or position held Farmer  
Main activities and responsibilities Running my own farm with fruit, berries and tourism  
Name and address of employer Borve, Borvegegen 105, 5610 Oystese  
Type of business or sector Fruit, berries and tourism

Dates **1982 -1985**  
Occupation or position held Farmworker  
Main activities and responsibilities Responsible for the machinery  
Name and address of employer Ullensvang experimental farm  
Type of business or sector Experimental farm work

Dates	<b>1980</b>
Occupation or position held	Farm worker
Main activities and responsibilities	Responsible for milking, hens and tractor driving
Name and address of employer	Kåre Wiig farm, Vikvegen 147, 4343 Orre
Type of business or sector	Farming
<b>Education and training</b>	
Dates	<b>2010</b>
Title of qualification awarded	Business development
Principal subjects/occupational skills covered	Coaching, business plans, marketing
Name and type of organisation providing education and training	University College of Bergen
Level in national or international classification	6
Dates	<b>2008</b>
Title of qualification awarded	Norway and EU
Principal subjects/occupational skills covered	Knowledge about EU and its history. How Norway is connected to EU and the influence.
Name and type of organisation providing education and training	University College of Lillehammer
Level in national or international classification	6
Dates	<b>2004</b>
Title of qualification awarded	Economy, marketing
Principal subjects/occupational skills covered	Business plans, marketing, calculations
Name and type of organisation providing education and training	Norwegian school of management
Level in national or international classification	6
Dates	<b>1998</b>
Title of qualification awarded	Tourism
Principal subjects/occupational skills covered	Tourism theory, marketing, English
Name and type of organisation providing education and training	University College of Telemark
Level in national or international classification	6
Dates	<b>1996</b>
Title of qualification awarded	Economy
Principal subjects/occupational skills covered	Book keeping
Name and type of organisation providing education and training	University College of Trøndelag
Level in national or international classification	6
Dates	<b>1985</b>
Title of qualification awarded	Business management



Principal subjects/occupational skills covered	Book keeping, writing of letters, contracts
Name and type of organisation providing education and training	NKS commercial school
Level in national or international classification	4
Dates	<b>1983</b>
Title of qualification awarded	Gardener
Principal subjects/occupational skills covered	Growing of fruit, berries and vegetables
Name and type of organisation providing education and training	Hjeltnes Gardener school
Level in national or international classification	4
Dates	<b>1982</b>
Title of qualification awarded	Social studies
Principal subjects/occupational skills covered	Art, history, social skills
Name and type of organisation providing education and training	Bondelagets Folk high-school
Level in national or international classification	4
Dates	<b>1981</b>
Title of qualification awarded	Mechanic
Principal subjects/occupational skills covered	Repairing farm machinery
Name and type of organisation providing education and training	Voss Farmer school
Level in national or international classification	3
Dates	<b>1980</b>
Title of qualification awarded	Farming
Principal subjects/occupational skills covered	Milk production
Name and type of organisation providing education and training	Lien Farmer school
Level in national or international classification	3
Dates	<b>1979</b>
Title of qualification awarded	Carpenter
Principal subjects/occupational skills covered	Building houses
Name and type of organisation providing education and training	Norheimsund secondary high school
Level in national or international classification	3

### **Personal skills and competences**

Mother tongue(s)	<b>Norwegian</b>
Other language(s)	<b>English, German</b>

Self-assessment <i>European level (*)</i> <b>English</b> <b>German</b>	Understanding		Speaking		Writing	
	Listening	Reading	Spoken interaction	Spoken production		
	C1	B2	C1	C1	B2	
	B1	B1	B1	B1	A2	

(\*) [Common European Framework of Reference for Languages](#)

Social skills and competences

**Honorary posts**

2010 – d.d. President HANEN (Norwegian Rural Tourism and Local Food)  
 2008 – 2010 Board member HANEN  
 2000 - 2006 President Norwegian Agriculture Services  
 1998 – 2000. Board member Norwegian Agriculture Services  
 1988 – 1990 Board member Norwegian Farmers Union  
 1988 – 1990 President Norwegian Young Farmers  
 1986 - 1994 Municipality council member  
 And a lot of other organisations local and regional

**International experience**

1986 IFYE (International 4H youth exchange program) 7 months in USA  
 1998 - 2006 European Agriculture Service Association Member of general assembly  
 2009 -2011 Eurogites Member of general assembly

Computer skills and competences

Work daily with most common programs like Microsoft Office and management programs

Other skills and competences

Like dancing, skiing, reading

Driving licence

A, BE, CE, DE



Europass  
Curriculum Vitae



Personal information

First name(s) / Surname(s) Leiv Vambheim  
Address(es) Kyrkjevegen 38, 5783 Eidfjord, Norway  
Telephone(s) +4753671450 Mobile: +4790944980  
Fax(es)  
E-mail post@hardangerraadet.no  
Nationality Norwegian  
Date of birth 13.03.1950  
Gender Male

Work experience

Dates 2001 to present  
Occupation or position held Manager  
Main activities and responsibilities Leading and management of the organization for 7 Municipalities, political and administrative co-operations.  
Name and address of employer Hardanger Council, Hardangerrådet iks, Kjobergbygget, 5782 Kinsavik, Norway  
Type of business or sector Developing and co-operation activities of the Hardanger Region. Public sector  
Dates 2000-2001  
Occupation or position held Adviser of School-managing  
Main activities and responsibilities Fylkesmannen i Hordaland. States office of Hordaland County  
Name and address of employer Fylkesmannen i Hordaland, Statens Hus, 5000 Bergen  
Type of business or sector Public advising  
Dates 1976 -2000  
Occupation or position held Teacher, Principal, Leader and vice-councillor of the Municipality of Eidfjord  
Main activities and responsibilities Managing the municipality organisation, academic and the economic budget  
Name and address of employer Eidfjord kommune, Eidfjord Municipality, 5783 Eidfjord, Norway  
Type of business or sector Public managing  
Dates 2001 - present  
Occupation or position held Manager  
Main activities and responsibilities IS Fjordvegen – Organisation for purpose of promoting Rute 13 as an interior trunk road from Sandnes/Stavanger til Førde  
Name and address of employer Hardanger Council, Hardangerrådet iks, Kjobergbygget, 5782 Kinsavik, Norway  
Type of business or sector Public and private sector

Education and training

Dates 1977 -2012

Name and type of organisation providing education and training Studies and courses by Universities of Bergen and Oslo  
Studying management and financial disciplines

Level in national or international classification Equivalent Master of public administration degree

Dates 1971-1975

Title of qualification awarded Studying for teacher

Name and type of organisation providing education and training Stord Teachers' collage and academy

Level in national or international classification Bachelor of teaching

Dates 1957 -1970

Title of qualification awarded Preparations for studies

Name and type of organisation providing education and training Primary, secondary school in Eidfjord  
Voss Gymnas – Collage

Level in national or international classification

Personal skills and competences

Mother tongue(s) Norwegian

Other language(s)

Self-assessment

European level (\*)

English

German

Russian

Spanish

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
B	2	B	2	B	1	B	2	B	2
A	1	A	1	A	1	A	1	A	1

(\*) [Common European Framework of Reference for Languages](#)

Social skills and competences

Personal, economics with proven management skills

Organisational skills and competences

- 1984 – 2003 Member of Hordaland County Council. Representing Labour Parti
- 1976 -1992 Active local politician I Eidfjord Municipality.
- 1984 -1992 Member of Eidfjord Council
- 1988 – 1992 Lord Mayor of Eidfjord municipality
- In 1994, founded the non-profit association "Destinasjon Hardanger Fjord" for the purpose of developing and promoting rural tourism in Hardanger. Member of the the Board for 10 years and chairman for 7 years.
- 1988 -1998 Member of the board of Hardanger Folk Museum, representing Hordlandn County Council
- 1988 –present Member and Chairman of different private Companies within tourism and aktive holidays.

Computer skills and competences

MS Word, Excel, PowerPoint, Access, Outlook

Project experience

Participating the EU funded projects: Active youth democracy project

**Regional projects:**

2005 -2010

Project Coordinator and founder of "Hardanger Menu", For the purpose of connecting local food products and chefs in local restaurants in the Hardanger region.

2007 - present

Project Coordinator and founder of " Move To Hardanger". For the purpose of increasing population in the Hardanger region.

2010 - present

Project collaborative health reform Hardanger. For the purpose of coordinating health and medical services for the population in Hardanger region.

2010 –present

Project "Slow food and Citta Slow" establishment of Hardanger - Founder and Project Coordinator.

Driving licence

Categories A1 BE, CE, DE, M S,T.

Publications

- Author of public brochures for different purposes like tourism, transport and culture
- Administrative work for various county councils
- Made a research on and made administrative work for the international development of Hardanger Region.

# Europass Curriculum Vitae



## Personal information

First name(s) / Surname(s) **Linas Zabaliunas**  
Address(es) Zalgirio 38 Ringaudai, Kauno r. LT-53331 Lithuania  
Telephone(s) Mobile: +370 614 20339  
Fax(es)  
E-mail linas@atostogoskaime.lt  
Nationality Lithuanian  
Date of birth 16 07 1979  
Gender Male

## Work experience

Dates	March 2011 – present
Occupation or position held	President
Main activities and responsibilities	Coordinating and management of the association activities and stuff.
Name and address of employer	Lithuanian countryside tourism association K. Donelaicio 2 – 201 Kaunas
Type of business or sector	Countryside tourism
Dates	March 2004 – present
Occupation or position held	Director
Main activities and responsibilities	Inbound tourism to Lithuanian services; guided tours and excursions; UAB „FP group“ Geliu 50, Ringaudai Kauno r.
Name and address of employer	Excursions
Type of business or sector	
Dates	March 2001 – May 2011
Occupation or position held	Baltic administrator
Main activities and responsibilities	Management of travel services and bookings.
Name and address of employer	Baltic Holidays 5 Wood Road, Manchester UK
Type of business or sector	Tour operator
Dates	April 2009 – March 2011
Occupation or position held	Chairman of the board
Main activities and responsibilities	Coordinating of the board activities, decision making, control of the association activities;
Name and address of employer	Lithuanian countryside tourism association K. Donelaicio 2 – 201 Kaunas
Type of business or sector	Countryside tourism

April 2008 – April 2009  
 Vice president  
 Implementation of the tasks, participating in the work group activities.  
 Lithuanian countryside tourism association K. Donelaicio 2 – 201 Kaunas  
 Countryside tourism

June 2004 – April 2009  
 Manger  
 Mangement of the guest house services  
 Nemunas Tour, Zalgirio 38 Ringaudai, Kauno r.  
 Countryside accommodation

January 1998 – Janury 2001  
 Consultant  
 Organizing trainings, consultancy services.  
 UAB „Finansiniai patarimai“ Geliu 50 Ringaudai, Kauno r.  
 Retail

## Education and training

Dates  
 Title of qualification awarded  
 Name and type of organisation providing education and training

2007	2002 - 2005	1997 - 2002	1997 - 1999	1985 - 1997
Guide	International agriculture economics (master)	Agriculture economics (bachelor)	English language certificate	Secondary education
National tourism department	Lithuanian agriculture university	Lithuanian agriculture university	Lithuanian agriculture university	Noreikiskes secondary school

## Personal skills and competences

Mother tongue(s) **Lithuanian**

Other language(s)

Self-assessment  
 European level (\*)

**Language**

**Language**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	English	C2	English	C2	English	C2	English	C2	English
C1	Russian	C1	Russian	B2	Russian	B2	Russian	B1	Russian

(\*) [Common European Framework of Reference for Languages](#)

Social skills and competences I have experience of working in the group, communicate with different people, quickly respond to changes and make decision.

Organisational skills and competences I have experience of organizing departments work; also I worked as a chairman of the board

Technical skills and competences I have ability of working with computerized management programs.

Computer skills and competences Skills of work with all Microsoft Office programs

Driving licence I hold a driving licence for B; D1 categories

## Europass Curriculum Vitae



### Personal information

**First name(s) / Surname(s)** **Vilma Strumskienė**  
**Address(es)** Antagynės st. 11-23, Kaunas county, Lithuania  
**Telephone(s)** Mobile: +37061034238  
**E-mail** [ciavilma@yahoo.com](mailto:ciavilma@yahoo.com)  
**Nationality** Lithuanian  
**Date of birth** 27.03.1981  
**Gender** woman

### Desired employment / Occupational field

#### Project coordinator

### Work experience

Dates  
 Occupation or position held  
 Main activities and responsibilities  
 Name and address of employer  
 Type of business or sector

Dates	Occupation	Main activities and responsibilities	Name and address of employer	Type of business or sector
2004 04-06	Specialist	Filling of income declaration	The state tax inspectorate, Europos av. 105, Kaunas	Public administration
2004 07 07 –still working	Senior specialist	Consulting of rural tourism providers, participation in projects and programme of rural development	Chamber of agriculture of Republic of Lithuania, Kaunas, K. Donelaičio st. 2	Association work, public work, consulting
2005 07 14-still working	Administrator and project expert		Lithuanian Countryside Tourism Association, Kaunas, K. Donelaičio st. 2-201	Association work, public work, consulting



## Education and training

Dates	2007	2007	2007	2006	2004	
Title of qualification awarded	Professional development	Training for assessors	Rural tourism experience	Book-keeping of non-profit organizations	Project management	
Principal subjects/occupational skills covered	Pedagogic basics for farmers	Preparation of the project assessment process, assessor's professional and personal self-improvement	Best practice of rural tourism in Italy and Austria	Laws, accounting, non-profit organization taxing features	Project planning and evaluation, project organization, implementation and the monitoring	
Name and type of organisation providing education and training	Chamber of agriculture of Republic of Lithuania	Chamber of agriculture of Republic of Lithuania	University of Klaipėda	Joint stock company "Alliance of Auditors"	E-Learning Technology Centre	
Dates	2003 - 2005	1999-2003				
Title of qualification awarded	Public administration (master)	Public administration (bachelor)				
Principal subjects/occupational skills covered	Public policy and administration	Public policy and administration, decision-making process, evaluation of public programs, public finance management, the public policies of the EU				
Name and type of organisation providing education and training	Kaunas University of technology	Kaunas University of technology				

## Personal skills and competences

Mother tongue(s) **Lithuanian**

Other language(s)

Self-assessment

European level (\*)

**Language**

**Language**

	Understanding				Speaking				Writing	
	Listening		Reading		Spoken interaction		Spoken production			
B1	Russian	B1	Russian	B1	Russian	B1	Russian	B1	Russian	
C1	English	C1	English	C1	English	C1	English	C2	English	

(\*) [Common European Framework of Reference for Languages](#)

Social skills and competences I'm communicative, good at working in the team; good planning skills.

Organisational skills and competences I have experience of organizing administration work, preparing for national and international exhibitions and fairs.

Technical skills and competences I have ability of working with computerized management programs.

Computer skills and competences Skills of work with all Microsoft Office programs.

Driving licence Lithuania, category B



## Europass Curriculum Vitae

### Personal information

First name(s) / Surname(s) **Liisa Renfors**  
Address(es) Finnish Tourist Board/Töölönkatu 11, PO. Box 625, FIN-00101 Helsinki, Finland  
Telephone(s) Mobile: +358-(0)29 50 58226  
Fax(es)  
E-mail liisa.renfors@visitfinland.com  
Nationality Finnish  
Date of birth 24.06.1958  
Gender Female

### Desired employment / Occupational field

#### Work experience

Dates February 2008 onwards  
Occupation or position held Product Specialist, Helsinki, Finland 1.2.2008 –  
Main activities and responsibilities Wellbeing and winter tourism development.  
Name and address of employer Finnish Tourist Board/Töölönkatu 11, PO. Box 625, FIN-00101 Helsinki, Finland  
Type of business or sector Tourism  
Dates April 2003 - January 2008  
Occupation or position held Marketing Assistant  
Name and address of employer Finnish Tourist Board/Töölönkatu 11, PO. Box 625, FIN-00101 Helsinki, Finland  
Type of business or sector Tourism  
Dates October 1991 - March 2003  
Occupation or position held Marketing Assistant  
Name and address of employer Finnish Tourist Board/Töölönkatu 11, PO. Box 625, FIN-00101 Helsinki, Finland  
Type of business or sector Tourism  
Dates January 1990 - September 1991  
Occupation or position held Marketing Secretary, Helsinki, Finland

Name and address of employer Finnish Tourist Board/Töölönkatu 11, PO. Box 625, FIN-00101 Helsinki, Finland  
 Type of business or sector Tourism  
 Dates September 1986 - December 1989  
 Occupation or position held Office Secretary, Helsinki, Finland  
 Name and address of employer Finnish Tourist Board/Töölönkatu 11, PO. Box 625, FIN-00101 Helsinki, Finland  
 Type of business or sector Tourism

**Education**

Dates March 1987  
 Title of qualification awarded Bachelor of Arts  
 Principal subjects/occupational skills covered German Philosophy  
 Name and type of organisation providing education and training University of Tampere

**Personal skills and competences**


Mother tongue(s) Finnish  
 Other language(s) German, English, Swedish  
 Other language(s)

Self-assessment  
 European level (\*)

**German**  
**English**  
**Swedish**

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
C2	C2	C2	C2	C2
C2	C2	C2	C2	C2
C2	C2	C2	C2	C2

Language (\*) Common European Framework of Reference (CEF) level

Europass Curriculum Vitae			
Classification by category	Category 1: Highly qualified member of personnel having assumed important responsibilities in her profession recruited for her management, thought and creativity skills as regards professional practice. She has more than 15 years professional experience of which more than 7 is connected the professional sector concerned and the type of tasks to be performed.		
Personal information			
First name(s) / Surname(s)	Anne-Mette Hjalager		
Address(es)	University of Southern Denmark, Niels Bohrsvej 9, 6700 Esbjerg, Denmark		
Telephone(s)	+45 6550 4220	Mobile:	+45 6011 4220
Fax(es)			
E-mail	Hjalager@advance1.dk		
Nationality	Danish		
Date of birth	15 <sup>th</sup> September 1955		
Gender	Female		
/ Occupational field	Academic research and consultancy		
Work experience			
Dates	September 2011-		
Occupation or position held	Professor, Head of Danish Centre for Rural Research		
Main activities and responsibilities	Management, research, teaching		
Name and address of employer	University of Southern Denmark, Niels Bohrsvej 9, 6700 Esbjerg		
Type of business or sector	Public university		

<b>Work experience</b>	
Dates	May 1991 to August 2011 (except 1997-1999)
Occupation or position held	CEO and senior consultant
Main activities and responsibilities	Analyses and evaluation studies for EU, various national ministries and local authorities. Evaluations of policies and programs. Participation in transnational research in the fields of innovation, regional development, HRM and tourism
Name and address of employer	Advance/1, Incuba Science Park, Åbogade 15, DK-8200 Aarhus N
Type of business or sector	Consulting and contract research
<b>Work experience</b>	
Dates	February 1997 – March 1999
Occupation or position held	Associate Research Professor
Main activities and responsibilities	Research in the human resources, management and interorganisational knowledge flows in SME's, particularly in the tourism sector
Name and address of employer	Aarhus School of Business, Fuglsangs Alle 4, 8210 Aarhus V
Type of business or sector	Public university
<b>Work experience</b>	
Dates	August 1984 - May 1991
Occupation or position held	Consultant and group manager
Main activities and responsibilities	1984-1986: Participation in industrial Ph.D. program, on regional development processes 1996-1991: Consultant with a broad portfolio of activities, predominantly for municipalities and the vocational training sector
Name and address of employer	Nellemann Consulting Engineers and Planners (Now NIRAS), Aaboulevard 60, 8000 Aarhus C
Type of business or sector	Consulting
<b>Work experience</b>	
Dates	August 1981-August 1984
Occupation or position held	Researcher
Main activities and responsibilities	Research in local and regional development initiatives
Name and address of employer	AKF, (Danish Institute of Governmental Research) Nyropsgade 37, 1602, København K
Type of business or sector	Independent research institute
<b>Education</b>	
Dates	August 1984 - November 1986
Title of qualification awarded	Ph.D. in regional economic development (industrial Ph.D.)
Principal subjects/occupational skills covered	Local and regional development policies related to ICT.
Name and type of organisation providing education and training	Aalborg University
Level in national or international classification	University
<b>Education</b>	

Dates	October 1974 - March 1981				
Title of qualification awarded	Master in town and regional development and planning				
Principal subjects/occupational skills covered	Regional planning, mainly with an emphasis on industrial development and rural policies				
Name and type of organisation providing education and training	Aarhus School of Architecture				
Level in national or international classification	University level				
<b>Education</b>					
Dates	September 1976 – June 1980				
Title of qualification awarded	Diploma in Business Management and Administration (HD)				
Principal subjects/occupational skills covered	Management theory and skills				
Name and type of organisation providing education and training	Aarhus Business School				
Level in national or international classification	University				
<b>Personal skills and competences</b>					
Mother tongue(s)	Danish				
Other language(s)					
Self-assessment	Understanding	Speaking	Writing		
<i>European level (*)</i>	Listening	Reading	Spoken interaction	Spoken production	
English	1	1	1	1	1
German	1	1	2	2	3
French	3	2	4	4	5
Swedish	1	1	1	1	2
Italian	3	2	3	4	5
	<i>(*) <a href="#">Common European Framework of Reference for Languages</a></i>				
Social skills and competences	Open, emphatic. Participated in many research groups nationally and internationally. Collaborated with private enterprises of all sizes.				
Organisational skills and competences	Project and group management skills. Participation in advisory boards and journal editorial boards.				
Computer skills and competences	Office package, SPSS				
Artistic skills and competences	Not really relevant				

Other skills and competences	Anne-Mette Hjalager possesses substantial evaluation and research competences from a variety of types of projects and programs, including EU Social and Regional Funds, SME development and rural development and tourism development. She is experienced in fact finding and interview techniques. Good drafting skills, ability to synthesize relevant and important information and to pinpoint policy perspectives and actions. She has an international cooperation and teamwork experience, though predominantly with EU country participants.
Additional information	
Annexes	Annex 1: List of reference (academic production) Annex 2: List of consulting and research projects

## Annex 1

### Selected publication list, A.-M. Hjalager

Hjalager, A.M. (2013). Identitetsdesign i landdistrikterne. Arkitekten, 115, 7, 34-36.

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Annex 2: Professional experience – selected projects and assignments

Date from - Date to	Location	Company	Position	Description
2011	Sweden	Advance/1	Advisor	<b>Ministry of Trade and Industry.</b> Midterm assessment of a major innovation policy effort in the fields of sports and outdoor activities in Jämtland Region, Sweden
2011	Denmark, Norway and Sweden	Advance/1 and Epinion	Researcher	<b>Rural and village tourism.</b> Study of the development of new services and modes of transborder cooperation.
2010-2011	Norway	Advance/1	Advisor	<b>Norway's tourism innovation research program.</b> Academic advisor, research consultant.
2010-2011	Denmark	Advance/1 and Navigators	Researcher	<b>National Parks Mols and Skjern Ådal:</b> Economic potentials for food production, services, and experiences in national parks.
2010	Denmark and Nordic countries	Advance/1	Researcher	<b>Co-creation and co-branding in niche tourism.</b> Development of strategies for communication and cooperation in Nordic wellness tourism
2010	Denmark and Germany	Advance/1	Evaluator	<b>INTERREG 4A Syddanmark-Schleswig-K.E.R.N:</b> Evaluation of the communication strategy of the INTERREG programme
2009	Denmark	Advance/1 And Copenhagen Business School	Researcher	<b>Inquiries into management innovations in SMEs.</b> Studies of advanced HRM processes and learning in small and medium sized enterprises.
2009	Denmark	Advance/1	Evaluator	<b>Confederation of the Danish Small Business Association.</b> Evaluation of an EU-funded project "OVERSKUD" – a training project for small business owners in the field of business development and ownership transfer.
2009	Denmark, Germany, Poland, Italy, Portugal and UK	Advance/1	Evaluator	<b>Evaluation of 4LeafClover.</b> A Leonardo da Vinci project in the field of lifelong learning in eldercare and health services. A special emphasis on the mainstreaming caregivers' learning opportunities into assistive technologies. Project responsible: AMU-Nordjylland – Adult Vocational Training Center North Jutland.
2008-2010	Denmark	Advance/1	Expert, and from 2009 associate professor	<b>University of Southern Denmark.</b> Development of and application of funds for a comprehensive Web 2.0 platform for e-learning, research and business development in tourism. Models for co-creation of learning content and the development of e-learning opportunities in wikis, blogs etc.
2008	Denmark	Advance/1	Expert	<b>CRANET study Denmark 2008.</b> Data analyses of the survey of HRM practices

2008	Denmark	Advance/1	Expert	<b>Growth-house Midtjylland.</b> Study of the contents, facility and use of internet tools with entrepreneurial advisory services. Inquiries into experience from Denmark, Germany, UK, Sweden, Finland and the Netherlands
2008	Denmark	Advance/1	Research manager	<b>The Foundation Realdania.</b> Research project on the dynamics of the developments in the second home ownership and regional implications hereof
2007	Jordan	Advance/1	Expert	<b>EU – European Training Foundation.</b> Assistance in the development of an observatory function in Jordan, intermediated by TRANSTEC, Bruxelles. Selection of indicators and reporting methodologies for the vocational training provision in the tourism sector.
2007	Denmark, Norway, Sweden, Finland and Iceland	Advance/1	Project manager	<b>Nordic Innovation Centre.</b> Comparative research in innovation systems in tourism in the Nordic countries. The research aims at providing recommendations for Pan-Nordic innovation policy based on a new cross-sectoral understanding of the driving forces in the tourism, leisure and experience sector.
2006	Denmark and Germany	Advance/1	Senior consultant	<b>Ex ante evaluation for Interreg Programs 2007-2013 for Region Syddanmark-K.E.R.N and for the Fehmarnbelt Region.</b> Appraisal of operational program drafts, provision of extra data and research, management of workshops, provision of a Strategic Environmental Analysis. Collaboration with dns-consultant, Kiel DE, and Epinion, DK
2006	Denmark	Advance/1	Senior Consultant	<b>The Small Business Association.</b> Evaluation of the training and competence improvement tactics in small and medium sized enterprises. Policy proposals for educational reforms.
2006	Denmark	Advance/1	Senior Consultant	<b>VIFU (Knowledge Centre for the Food Industry) and the Agricultural Foundation:</b> Study of small scale regional food producers and recommendations for networks and policies. Comprehensive quantitative and qualitative research on the Danish food sector.
2006	Denmark	Advance/1	Researcher	<b>The Nurses Organisation:</b> Study of the shop stewards' attitudes to policy changes in the health and care sector. Survey. The study is performed together with Aalborg University and Roskilde University
2006	Denmark	Advance/1	Senior Consultant	<b>County Council of North Jutland:</b> Study of the economic and environmental impacts of the expanded coastal tourism development. Inquiry into the role of summerhouses and the consequences of an increased capacity.
2006	Denmark	Advance/1	Senior Consultant	<b>AMU – The adult Vocational Training Centre, North Jutland:</b> Research in the field of technology in the senior service sector. Management of work groups with industry attendance. Provision of recommendation for gender mainstreaming and training policies.
2005	Denmark and Sweden (EU)	Advance/1	Senior Consultant	<b>EU DG-AGRI:</b> Study of the impacts of CMOs for pigs, poultry and eggs. Danish and Swedish issues. Data collection and analysis. Interviews with industry representatives and authorities. Subcontractor to AGRA CEAS Consulting, Bruxelles
2005	Denmark (and EU)	Advance/1	Senior Consultant	<b>EU DG-AGRI:</b> Synthesis of rural development mid-term evaluations. Cross-European comparisons on programme composition, take-up, administration, likely impacts, and best-practice. Data collection and analysis. Interviews with industry representatives and authorities. Subcontractor to AGRA CEAS Consulting, Bruxelles
2005	Denmark	Advance/1	Senior Consultant	<b>Projektsekretariatet and HK (Union for clerical and commercial workers):</b> Project coaching on LOPE, a Social Funds supported project for the development of alternative labour market processes on the local level. Follow-up and evaluation.

2005	Denmark	Advance/1	Senior Consultant	<b>Noerhald Municipality:</b> Conducting development processes in village communities. Identification of small-scale development resources. Workshop facilitating, leading to consolidated visions, strategies and action plans. Research on funding opportunities.
2004	Denmark and Germany	Advance/1	Senior consultant	<b>Region Sønderjylland-Schleswig.</b> (The Danish-German Border Region Cooperation Unit.) Evaluation of activities 2001-2004, recommendations for new themes, project categories and organisational set-up.
2004	Denmark	Advance/1	Senior Consultant	<b>The County of Aarhus:</b> Mid-term evaluation of the regional development programme, DUP, measures for agriculture and manufacturing industries. Contacts with local developments, performance of workshops and conferences
2004	Denmark	Advance/1	Senior Consultant	<b>Danish Agricultural Advisory Service and the Poultry Association:</b> Evaluation of a quality certification system for the complete poultry production chain, including skills and knowledge transfer activity. Providing information on quality systems in other sectors.
2004	Denmark	Advance/1	Senior consultant	<b>Centre for Entrepreneurship:</b> Evaluation of the establishment and networking impacts of the Centre for Entrepreneurship, a collaborative advisory centre for students and staff at Aarhus University and 4 other educational institutions in the city. Interviews and surveys.
2003	Denmark and 6 other EU-countries	Advance/1	Senior researcher	<b>EU Leonardo programme:</b> Participation in a Leonardo supported research and development project on management training and development in 7 seven European countries. Survey and qualitative studies. Comparative analysis. Collaboration with Copenhagen Business School
2003	Denmark	Advance/1	Senior consultant	<b>Nordvestjysk Uddannelsescenter</b> (Adult Vocational Training Centre, West Jutland): E-Wood – evaluation of an e-learning project for the furniture industry. Analysis of technology and barriers to e-learning.
2002	Denmark and Sweden	Advance/1	Senior consultant	<b>Kulturbro (Culture Bridge):</b> Evaluation of the Kulturbro 2002 – a cultural manifestation in the Oeresund Region. Identification of success criteria and best practice. Investigation of levels of transborder collaboration. Policy recommendations.
2002	Denmark	Advance/1	Senior Consultant	<b>The Adult Vocational Training Centre, Aalborg:</b> Coaching and evaluation in a transnational Social Fund (Equal) supported project on recruitment and training the health and care sectors. Policy papers and survey documentation. Advice in connection with the transnational partnership (Italy, Germany and France)
2002	Denmark	Advance	Senior researcher	<b>The Aarhus County Council:</b> Personality traits of entrepreneurs and implications for the training systems. A research project. Methodology: Theoretical research, supplementary case study are entrepreneur portraits.
2002	Denmark and EU	Advance/1	Senior Consultant	<b>EU DG Agri:</b> Evaluation of the EU agricultural innovation policy, the Danish implementation. Subcontractor Agra CEAS Consulting, Bruxelles
2002	Denmark and Sweden	Advance/1	Senior consultant	<b>The Oresund Labour Market Council:</b> Labour market prospects and mechanisms. A cross-border Swedish-Danish perspective. Analysis of census data, desk research and interviews. Consultations and workshops with tourism actors and organisations
2002	Denmark	Advance/1	Senior researcher	<b>The Association of Municipalities (KL) and the trade union for municipal employees (KTO):</b> Case studies and inventories of workplace learning methodologies in public administration, care services, primary schools, and kindergardens. Collaboration with Copenhagen Business School
2001	Denmark	Advance/1	Senior researcher	<b>Danish Agency for Trade and Industry:</b> Benchmarking of the regional industrial policy. Performance of a survey, recommendation in terms of governmental initiatives. Subcontractor to Helth Rådgivning





2001	Denmark	Advance/1	Senior consultant	<b>The Municipality of Aarhus:</b> Initiation of regeneration of former harbour areas. Analysis of the composition of the areas, participation in and minutes from industry consultations.
2001	Denmark and Sweden	Advance/1	Senior researcher	<b>Nordic Council of Ministers and the Øresund Council:</b> The establishment of success criteria and indicators for transnational development programmes, particularly Interreg. Inventory, theoretical inquiry and proposal for the Oeresund setting.
2001	Denmark	Advance/1	Senior researcher	<b>The Ministry of Labour and the Ministry of Education:</b> Young immigrants in apprenticeships. Investigation of opportunities and barriers. Case studies and interviews. With the Small Business Association
2001	Denmark	Advance/1	Senior consultant	<b>The Viking Ship Museum, Roskilde County Council and Roskilde City Council:</b> Investigation of opportunities for income generating activities in guiding, experiences, events and the museum shop. Studies of international experience. Feasibility assessments.
2000	Denmark	Advance/1	Senior consultant	<b>Danish Agency for Trade and Industry:</b> Ex ante evaluation of Objective 2. Study, data collection, consultations, workshops, policy proposals
2000	Denmark and Sweden	Advance/1	Senior consultant	<b>Oeresund Council:</b> Ex ante evaluation of the INTERREG III for the Oeresund Region. Study, data collection, consultations, workshops, policy proposals
2000	Denmark	Advance/1	Senior researcher	<b>LOK (Management, Organisation, Competences) and the Business Schools in København and Århus:</b> Research project on careers in SMEs. Case studies and statistical data analyses on data from Statistics Denmark. Participation in research events and communities.
2000	Denmark and Sweden	Advance/1	Senior consultant	<b>København Municipality and the Culture Bridge Foundation.</b> Evaluation of Kulturbro 2000. Case studies, data analysis, policy recommendation.
1999	Denmark	Advance/1	Senior consultant	<b>The County Council of West Zealand:</b> Evaluation of training and networks for female SME co-entrepreneurs, a European Social Funds supported project. Experimental evaluation methods, co-participation in the training
1999	Denmark	Advance/1	Senior consultant	<b>The County of Aarhus and the Ministry of Trade and Industry:</b> Methodological proposal for the analysis of the business development in the Jutland-Funen region, and analysis of the tourism sector
1998	Denmark and EU	Advance/1	Senior consultant	<b>EU, DG VII:</b> Investigation of the economic and practical implications of summertime regulations. Subcontractor to Research voor Beleid, NL
1998	Denmark and EU	Advance/1	Senior researcher	<b>EU Commission, DG Enterprise:</b> Danish representative in the High Level Group on Tourism and Employment, appointed by the Minister of Trade and Industry
1997	Denmark	Advance/1	Senior consultant	<b>The Ministry of Industry and Trade, the Ministry of Labour and the Ministry of Food and Agriculture:</b> Mid-term evaluation of the Danish Objective 5b program
1996	Denmark	Advance/1	Senior consultant	<b>The Ministry of Industry and Trade:</b> Evaluation of "Isbyderordningen", a job training scheme for unemployed persons with a further education (subcontractor to Nellemann, Nielsen & Rauschenberger)
1996	Denmark	Advance/1	Senior consultant	<b>Ministry of Culture:</b> Evaluation of experimental administrative set-ups in cultural policies. Interviews and data/policy analysis. Subcontractor to Nellemann, Nielsen & Rauschenberger

1996	Denmark	Advance/1	Senior consultant	<b>The Tourism Development Centre and the Ministry of Trade and Industry:</b> Analysis of the labour market in tourism: Qualification profiles, enterprise profiles and recruitment behaviour. Data analysis from Statistics Denmark. Interviews.
1995	Denmark	Advance/1	Senior consultant	<b>The Ministry of Industry and Trade, the Ministry of Labour and the Ministry of Food and Agriculture:</b> Follow up evaluation of the Danish Objective 5b program
1995	Denmark, Spain, UK	Advance/1	Senior researcher	<b>The Social Science Research Council, The Football Pool Fund and Research Centre Bornholm:</b> Studies tourism and the environment: potentials for innovative growth. Case studies in three island economies: Bornholm, Isle of Wight and Mallorca. Collection of best practice. Publication of handbook and in academic journals
1995	Danmark (and EU)	Advance/1	Senior consultant	<b>The Evaluation Partnership, UK:</b> Investigation of the statistics production in connection with public procurement, Danish section of a trans-European study. Interviews with authorities
1995	Denmark (and EU)	Advance/1	Senior researcher	<b>University of Strathclyde, UK:</b> Syntheses of the Danish Objective 2 programs, for DG XVI. Danish data and policy analyses for a joint European study.
1995	Denmark	Advance/1	Senior researcher	<b>The Ministry of Labour and the Ministry of Culture:</b> The cultural sector as a third labour market. Analysis of the use of job training schemes in the cultural sector. Survey, interviews and desk research.
1994	Denmark	Advance/1	Senior consultant	<b>EU, DG XVI:</b> Ex ante appraisal of the Danish Objective 2 program. Analysis for a comparative cross-European study
1994	Denmark	Advance/1	Senior consultant	<b>The Ministry of Industry and Trade, the Ministry of Labour and the Ministry of Food and Agriculture:</b> Ex-post evaluation of the Danish Objective 5b program. Performance and impacts. Policy proposals and recommendations.
1994	Denmark	Advance/1	Senior consultant	<b>The Municipality of Aarhus:</b> Analysis in connection with a local tourism strategy. City tourism, the MICE market. Subcontractor to COWI
1994	Denmark	Advance/1	Senior researcher	<b>The Social Science Research Council:</b> Theoretical study of innovation in the tourism sector. Publication in academic journals
1994	Denmark	Advance/1	Senior consultant	<b>Danish Folk High Schools:</b> Investigation of market opportunities for courses for tourists. Case studies, interviews.
1993	Denmark	Advance/1	Senior consultant	<b>The County of Storstrøm:</b> Evaluation of the importance of the support from EU structural funds for the local economic development. Provision of economic data. Subcontractor to Nellemann A/S
1993	Denmark	Advance/1	Senior researcher	<b>The Transport Council:</b> Comparative review of previous research in the field of economic impacts of transportation infrastructure, particularly highways and bridges
1992	Nordic countries	Advance/1	Senior researcher	<b>EU-Commission, DG XVI:</b> Impact of the development of the Nordic countries on regional development and spatial organisation in the Community. Studies undertaken with NordREFO: Nordic Institute of Regional Research. Coordinating and editing functions. Organisation of trans-Nordic workshops
1992	Denmark	Advance/1	Senior consultant	<b>EU-Commission, DG XVI:</b> Evaluation of the use of Community Structural Funds by SME's. Contributions to a comparative cross-European study

1992	Denmark	Advance/1	Senior consultant	<b>The County of Aarhus:</b> Study of the yachting tourism in the Aarhus Bay. Market assessments, analysis of infrastructures, and policy proposals
1992	Denmark	Advance/1	Senior consultant	<b>The Ministry of Trade and Industry:</b> Studies and analysis of the tourist and leisure industry in Denmark. Labour markets, economic performance and future prospects. Input for a national policy strategy. Subcontractor to Carl Bro A/S
1991	Denmark	Advance/1	Senior consultant	<b>EU-Commission, DG XII:</b> Ex ante appraisal of the Portuguese and Irish STRIDE programmes.
1991	Denmark	Advance/1	Senior consultant	<b>EU-Commission, DG V:</b> Ex ante evaluation of the actions for long term unemployed in Denmark. Policy analysis for a cross-European study
1991	Denmark	Advance/1	Senior consultant	<b>The Municipality of Nakskov:</b> RENAVAL (EU) study of the exploitation of the Nakskov harbour for alternative purposes, tourism, recreation and small business.
1991	Denmark	Advance/1	Senior researcher	<b>The Danish Town Planning Laboratory:</b> Book on environmentally sustainable town and regional planning. Best practice for use in municipalities, by NGO's etc.

PERSONAL INFORMATION

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JOB APPLIED FOR

WORK EXPERIENCE

01 January 2006 – Present **Manager of tourism development**  
VisitVejle, Vejle (Denmark)

01 January 2005 – 30 September 2005 **Sales and marketing department manager**  
Danfoss Universe, Nordborg (Denmark)

01 August 1998 – 31 December 2004 **Sales and marketing department manager**  
LEGOLAND, Billund (Denmark)

30 April 1996 – 30 April 1998 **Management Trainée**  
McDonald's, Baar (Switzerland)

EDUCATION AND TRAINING

01 September 1987 – 31 August 1993 **Master of Science (Economics and Business Administration)**  
The Aarhus School of Business, Aarhus (Denmark)

PERSONAL SKILLS

Mother tongue(s) Danish

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	C1	C1	B2
German	C2	C2	C1	C1	B2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user  
[Common European Framework of Reference for Languages](http://www.cedref.eu)

Communication skills Very good communication skills.  
Well-trained in presentation.

Matching different cultures well through my stay in another country and my many years occupation in the tourism field

**Organisational / managerial skills**

Leader since 1996 in 4 different organizations.

Currently for a team of 6 people in VisitVejle.

Projectmanagement for a number of project in the field of tourism. For example meetingtourism, cyclingtourism, wellness-and spatourism. Including project with a special focus on small and mediumsize companies.

Voluntary leader since 1988 in diiferent functions: Trainer, member of boards

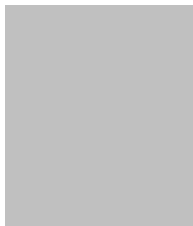
**Job-related skills****Computer skills**

Normal User!



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JOB APPLIED FOR

WORK EXPERIENCE

01 May 2008 – Present

**Project and network coordinator**

VisitVejle, Vejle (Denmark)

Project management and coordination of development and innovation project within spa and wellness.

Assistant facilitator in innovation workshops.

Communication, marketing, co-writer of Best Practice handbook, web site manager.

Event coordination, PR events and conferences.

Responsible for budget, co-financing and financial reports.

EDUCATION AND TRAINING

01 September 2002 – 01 June 2008

**Master of Culture and Communication**

Univeristy of Southern Denmark, Odense (Denmark)

The background provides competence in project work and good communication skills both within a theoretic and practical field as well as tools to analyse cultural values, conflicts and contrast in the late-modern society.

PERSONAL SKILLS

Mother tongue(s) Danish

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
French	B2	B2	B2	B2	B2
English	C1	C1	C1	C1	C1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user  
[Common European Framework of Reference for Languages](http://www.cedefop.europa.eu)

Communication skills

Good ability to include parties in conversations and create relations.  
 Highly adaptable to changing circumstances and able to match various cultures.  
 These abilities have been gained through my work both in Denmark and abroad.

Organisational / managerial skills

Good practice and experience in working in cross-disciplinary teams from work in VisitVejle.

Experienced in coordinating events and administrate high level of details, personel as well as financial.

- Job-related skills** Good knowlegde and relations to providers of wellbeing activities in Denmark through WellCome Project and network.  
Thorough knowledge of the strategies, networks and tendencies within the field of tourism.  
Well-structured and good sense of detail.  
Partake in innovation processes.  
Development of communication strategies.
- Computer skills** Experienced user of CMS systems, Microsoft Office and ØS economy.  
Familiar with MS Projects, Navision, Adobe Photoshop and InDesign.

## University of Eastern Finland, Centre for Tourism Studies, Finland

Centre for Tourism Studies (CTS) at the University of Eastern Finland (UEF) has considerable experience in the development and research projects in the field of cultural and natural tourism. CTS promotes and provides higher education, research and development projects in the field of tourism and recreation in cooperation with Finnish and international universities and tourist organizations. The Division promotes the development of tourism in collaboration with industry. CTS also includes a steering group for the Finnish University Network for Tourism Research (FUNTS), where students from nine universities members can explore tourism as a subject. CTS is involved in the following activities: research on topics of eco-tourism, tourism, events and creative industries in the field of tourism, the organization of innovative research methodology of cultural tourism trips, help in organizing a seminar on the project theme. The following table presents the main international project CTS has been leading within last four years. In addition to this, there are several projects funded by Ministry of Agriculture, Ministry of Employment and Economics as well as Regional Council of South Savo (Structural fundings).

Role of UEF	Project	Total Budget/ UEF budget €	Funding instrument	Project period	www.page
Consortium Leader	Homes beyond Homes: Multiple dwelling and everyday living in leisure spaces (HOBO)	1 442 066/ 912 355	Finnish Academy /The future of living and housing - program	2011 - 2015	<a href="http://www.uef.fi/fi/second_homes">http://www.uef.fi/fi/second_homes</a>
Lead Partner	Castle to Castle	1 349 197/ 650 796	South-East Finland - Russia ENPI CBC Programme 2007-2013	2011 - 2014	<a href="http://www.uef.fi/en/mot/castle-to-castle">http://www.uef.fi/en/mot/castle-to-castle</a>
Lead Partner	STEPPA - Sustainable Tourism in Enterprises, Parks and Protected Areas	275 750 / 92 730	CIP/Knowledge networks for the competitiveness and sustainability of European Tourism	2010 - 2011	<a href="http://www.uef.fi/en/mot/st_eppa">http://www.uef.fi/en/mot/st_eppa</a>
Lead Partner	Nordic Wellbeing - A Health Tourism Approach to enhance competitiveness of Nordic Tourism enterprises and destinations	315 000/ 77 000	Nordic Innovation Centre	2009 - 2010	<a href="http://www.uef.fi/en/mot/nordic-wellbeing">http://www.uef.fi/en/mot/nordic-wellbeing</a>
Partner	Contemporary Old Cities	602 526/ 21 695	Karelia ENPI CBC Programme 2007-2013	2012-2013	



## LAUKU CEĻOTĀJS

### Professional references

Latvian Country Tourism Association (founded in 1993, ~400 members in 2011) has been developing rural tourism products in Latvia since 1993. The Association is the oldest and strongest rural tourism organisation in Latvia. It has experienced staff, some involved since its establishment, others joined later and are specialists in environmental sciences, biology, IT, PR and other areas. Our rural tourism product development experience starts with the establishment of RT accommodation product types and quality system in 1994. Since 1996, the Association is a member of Eurogites, the European federation of Farm tourism and incorporates best experiences of European RT product development in Latvia. In addition to accommodation products in Latvia, the Association develops tour itineraries involving accommodation and other tourist service providers in Latvia, Lithuania, Estonia. The Association continuously works on product specialisation in RT in order to improve the service quality and competitiveness, promote rural tourism and stimulate new products. The Association has developed, under LIFE programme project, the Green Certificate national eco-label for RT accommodations, which is now under supervision of the Ministry of Environment and Regional Development of Latvia. To strengthen rural tourism product image, diversify rural tourism products and enhance local cooperation, the Association has developed the concept “Countryside Bounty” and criteria for rural tourism service products outside accommodation sector – open farms, craft shops, etc. The Association has a well-established cooperation with the Latvian State Tourism Development Agency, especially in product development and provider training.

The Association has experience in 22 EC and EU funded projects since 1997 as a project leader or partner. Three of the projects run by the Association have been awarded – the Green Certificate project (LIFE00 ENV/LV/000959) as best Life project in 2004, the project “New approach to training for quality in Rural Tourism” (LV/02/B/F/PP-138.009) received Quality Award in 2005 and the project “Transfer of Quality Ensurance Tools for European Rural Tourism Sector” (2008-1-LV1-LEO05-00125) received Quality Award in 2011.

### Project experiences:

The Association’s projects, participating as a leader or partner contribute to achievement of the associations goals in development of sustainable rural tourism, are as follows:

- project STEPPA (partner, 2010-2011) partly financed under EU's Competitiveness and Innovation Framework Programme (CIP): strengthen the cooperation between the different experiences and certification initiatives for small and micro tourism enterprises working with protected areas and strengthen their competitiveness. Budget 15 022.80 EUR.

- project POLPROP-NATURA (leader, 2009-2012), partly financed under LIFE financial instrument of the European Community: Sustainable tourism destination model developed in the Slītere national park, Latvia; policy proposals drafted on how tourism can be developed and environmental protection policies can be documented on the basis of realistic and long-term tourism targets. Policy proposal documents submitted to the responsible ministries of Latvia. Budget 363 955 EUR.

- project QUALITOOL (leader, 2008-2010). Partly financed under EC Leonardo da Vinci Lifelong Learning programme: developed a web training tool for RT providers, based on Eurogites minimum international RT quality standards, consisting of accommodation self-check, inspection manual and





## LAUKU CEĻOTĀJS

examples of compliance and incompliance with the criteria from project countries (LV, ES, SI, BU, GR). Budget 119 000 EUR.

- project Agora 2.0, (partner, 2009-2012). Partly financed by the EU (ERDF) within the Baltic Sea Region Programme: the project focuses on fostering the common identity of the Baltic Sea Region by highlighting, developing and marketing substantial parts of the Baltic Sea Region natural and cultural heritage as business environment and outstanding strength of the region. The Association develops forest recreational products within this project. Budget 121 085.82 EUR.
- project Parks&Benefits (partner, 2008-2011). Partly financed by the EU (ERDF) within the Baltic Sea Region Programme: the project develops tourism products in the Ķemeri National park, Latvia, as the park prepares for certification under European Charter. Budget 126 600 EUR.
- project Baltic Green Belt (partner, 2008-2011). Partly financed by the EU (ERDF) within the Baltic Sea Region Programme: the project develops military heritage and nature based tourism products in the former Iron Curtain zone where military heritage values and biological diversity is highly significant. Budget 164 700 EUR.
- Project EEZ/NO FI Nr.LV0052 (leader, 2008-2011). Partly financed by a grant from Iceland, Liechtenstein and Norway through the EEA Financial Mechanism and the Norwegian Financial Mechanism. Full title: "Sustainable use and management of nature resources in the Natura2000 sites-popular and potential tourism destinations in Latvia".The project goal is to facilitate maintenance of biological diversity in the Natura2000 sites in Latvia under growing pressure from Tourism. Budget 284 824 EUR.
- Project AKTOS (partner, 2010-2012) Partly financed by the EC Leonardo da Vinci Lifelong Learning Transfer of Innovation: to carry out the transfer of a tool that integrates innovative contents and results and transfer these materials to rural communities in need of a specific training related to the exploitation of the endogenous resources. Association "Lauku celotajs" is partner in this project and is developing training material "Active tourism handbook". Budget 42 242 EUR.
- project ROUTES 4 (partner, 2010-2012) Partly financed by the EC Leonardo da Vinci Lifelong Learning, Transfer of Innovation programme. Full title: „Mentor-supported E-Learning in rural tourism”. The project focusses on four aims: A. Define the needs of training for mentors in an E-Learning environment. B. create training materials for future mentors and students C. test the outcome on five local training activities D. use state-of-art WEB 2.0 to create a virtual community for mentor supported E-learning. Budget 25719 EUR.
- project HERITAGE TOURISM (partner, 2011-2013) Partly financed by the European regional development fund. The aim is to increase the competitiveness of Estonian and Latvian rural tourism businesses through product development and design of tourism services using national cultural heritage. Budget 397 922 EUR.
- project European Nature System (partner, 2011-2013). Partly financed by the EC Leonardo da Vinci Lifelong Learning Transfer of Innovation programme. Full title: “An ECVET process to put in transparency and recognise across Europe the learning outcomes and the qualifications of the professional figures in the nature-based tourism sector”. The aim: to put in transparency and

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## LAUKU CEĻOTĀJS

recognise the learning outcomes characterising the nature-based tourism professions, applying and implementing the European tools and frameworks EQF and ECVET. Budget 40 000 EUR.

- Project AcTour, “Active Tourism for Sustainable Development-transfer of innovative job-related vocational training and methodology” (partner, 2011-2013). Partly financed by the EC Leonardo da Vinci Transfer of Innovation programme. The aim: transfer of innovative vocational training solutions in active tourism based on labour market needs and skills identification and facilitate the creation of national qualification standards in active tourism in the countries involved. Foster the involvement of employers, continuous vocational training representatives and stakeholders at cross-sector level to make the new professional profile and attractive occupation in rural areas. Increase accessibility to active tourism for the disabled and seniors. Integrate the green tourism philosophy into vocational training solutions in active tourism. Budget 38 832.00 EUR
- Project SAFETUR (2012 -2014) „Practice based training tool for safety and security in European rural tourism” (2012-1-LV1-LEO05-03389) – Project leader. Partly financed by the EC Leonardo da Vinci Transfer of Innovation programme. The aim: Provide a practical and efficient, continuously updated life-long learning opportunity for tourism micro-SMEs in Europe through improved training accessibility in the field of Safety and Security at workplace and for clients, leading to compliance with cross-european standards, an increased professionalism, competitiveness through trust and reliability and through these, stability and sustainability of rural tourism initiatives in Europe. Budget: 275651 EUR





## Professional references

Lithuanian countryside tourism association (LCTA) is a non-government organization uniting countryside tourism providers in Lithuania. LCTA - national level association, was established in 1997. Association is having nearly 400 members (it's about 60 % of countryside tourism service providers in Lithuania) and 6 employees working in the administration. Main goals and activities of the association are to represent interests of the Association members at management institutions and other organizations, to coordinate the activities of the Association members developing rural tourism in Lithuania and to analyze the demand for rural tourism services within the country and abroad. We actively participate in developing and analyzing new draft laws of the rural tourism sector of Lithuania. LCTA also organizes workshops, conferences, fairs, exhibitions, to prepare methodical means and information bulletins on the activities of the Association and its members. To improve the qualification of the Association members we organize traineeships within the country and abroad. Association periodically carries out Rural Tourism organizer trainings. Annually organizes, seminars and conferences as well as surveys of providers in order to find all possible and the best ways to improve the quality, safety and security.

Since 2007, the Association is a member of Eurogites, the European federation of Farm tourism and incorporates best experiences of European rural tourism product development in our country.

## Project experiences:

The Association's projects contribute to achievement of the associations goals in development of sustainable rural tourism, are as follows:

- Lithuanian Rural Network, 2010-2011, programme is partly financed by the European Union within Rural Development fund. The National Rural Networks main role is to support the implementation and evaluation of rural development policy. This project supported the organization of the national competition "Lithuanian countryside tourism homestead 2010" and publishing the catalogue "Countryside Holidays in Lithuania" 2010 – 2011. Budget 16 725 EUR.
- Lithuanian Rural Network, 2011-2012, programme is partly financed by the European Union within Rural Development fund. This project supported the organisation of the national competition, LCTA





**Lietuvos kaimo turizmo asociacija**

**Lithuanian Countryside Tourism Association**

representation activities in international organizations, participation in the international Travel fair Vivattour, publishing the catalogue “Countryside Holidays in Lithuania” 2012 – 2013 and also supports development of information data base and search engine optimization at [www.atostogoskaime.lt](http://www.atostogoskaime.lt) . Budget 21 719 EUR.

- Project SAFETUR (2012 -2014) „Practice based training tool for safety and security in European rural tourism” (2012-1-LV1-LEO05-03389) – Project partner. Partly financed by the EC Leonardo da Vinci Transfer of Innovation programme. The aim: Provide a practical and efficient, continuously updated life-long learning opportunity for tourism micro-SMEs in Europe through improved training accessibility in the field of Safety and Security at workplace and for clients, leading to compliance with cross-European standards, an increased professionalism, competitiveness through trust and re-ability and through these, stability and sustainability of rural tourism initiatives in Europe. Budget: 275651 EUR





## The Participation of VisitVejle in ProWell Project 2014-2015

### Background for involvement

Within the past 5 years, VisitVejle has had wellness, outdoor tourism and local culinary tourism as part of its strategic focus.

This focus has resulted in leading a regional wellness development project WellCome (2009-11), in which more than 60 SME and handful large operators within the fields of tourism, wellness, outdoor activities and producers of local foods were involved. This work resulted in a host of new collaborations within the field as well as a BEST PRACTICE HANDBOOK.

Today, VisitVejle holds the coordinator function of the WellCome Professional network, a network of SME involved in tourism, spa, wellness and holistic wellbeing.

VisitVejle's involvement with spa, wellness and wellbeing tourism also includes the hosting of the 19<sup>th</sup> Annual European Spa Association congress in May 2014.

### VisitVejle Operational Capacity involved in the ProWell Project

Mr. Morten Damgaard Nielsen is the director of tourism in the Municipality of Vejle and also on the board of Dansk Turismefremme (The association for Tourism promotion in Denmark).

Ms. Stine Hanghøi is the coordinator of the WellCome Professional network and has also been coordinating the activities within in the WellCome Project so she has a thorough knowledge of the SMEs within in the field as well as the opportunities for collaborations.

### Contribution to ProWell

VisitVejle plan to participate in all the work packages of the ProWell project.

During the duration of the project, the specific role of Stine Hanghøi will be to engage the relevant SMEs of the WellCome Professional network and others into the activities of the ProWell project.

Suggested operators/SMEs to partake in ProWell:

- Danakilden Retreat: holistic bed&breakfast retreat, sauna, yoga, outdoor activities,
- Skjern Å kanofart : rental of canoes
- Holbæk Fjord Camping & Wellness : camp site and wellness
- Quistgaarden Wellness : holistic bed&breakfast, sauna, wellbeing treatment
- Ølgaard Vandrerhjem : Bed&Breakfast catering to the hikers and bikers on the ancient road Hærvejen
- Varneskov.dk : outdoor events and activities
- Visitfarmen.dk : farmstays
- Terapiskoven : therapeutic forrest



### Outcome of ProWell Activities

It is our expectation that participating in the ProWell Project will strengthen the Rural Wellbeing providers with new skills and lay the foundation for the development of the existing businesses through the valuable participation in both the international and local network and the promotional activities.



## The Participation of Ltd Huhmarisvaaran Loma Oy (Huhmari) in ProWell Project 2014-2015

Huhmarisvaaran Loma Oy (Huhmari) is profiled as Finnish family and experience holiday destination. We are interested in developing new tourism services and we are continuously investing for development activities.

Huhmari is a holiday center that focuses on family and adventure travel for those who love scrumptious food and know how to enjoy life. Huhmari is located in the middle of pure Finnish nature surrounded by a beautiful fell landscape dotted by lakes and waterways, and offers a relaxing atmosphere for holidays. The holiday center offers different kinds of accommodation from family apartments to villas. The main building includes restaurant (also live music), spa facilities and conference rooms. At the center there is also a special restaurant Louhi that is build inside of a rock. As the holiday center is located at a lakeshore they also have a sand beach. The lake offers also possibilities for fishing, rowing and taking cruises.

In main seasons there is an activity program for each day both for children and for adults. The activities include excursions, games, adventures, pampering treatments, guided exercises, nature and mushroom trips. In addition the settings and environment provide plenty of possibilities for diverse nature activities. Huhmari is also offering diverse wellbeing tourism packages for their customers including accommodation with sauna, pampering treatments, access to spa and spending time and exercising in natural environment.

### Operational capacity for the project

The Sales Manager, Mrs. Pirjo Kauhanen-Kuikka, will participate the project activities. Mrs. Kauhanen-Kuikka has worked at Huhmari for several years. She strated as a receptionist in 1985, was promoted as a sales secretary in 1986 and now she is working as a sales manager. Her duty is to take care of correspondenge, sales promotions and operations, customer meetings and marketing as a member of the marketing team.

### Contribution to ProWell

Huhmari will participate to the project activities mainly through work packages 1 and 3. Mrs. Pirjo Kauhanen-Kuikka will take part to all project meetings and the business will use the reseach information provided in their own activities. In addition they will be part of the transnational Rural Wellbeing network.



## TOIMIVALTAMÄÄRÄYS

Itä-Suomen yliopisto on yksi oikeushenkilö, joka vastaa itse sitoumuksistaan. Yliopistoa voi edustaa vain siihen erikseen valtuutetut (toimivalta). Toimivalta perustuu yliopistolakiin sekä sen perusteella annettuihin yliopiston sääntöihin ja määräyksiin. Toimivaltaa saaneet edustavat allekirjoituksellaan aina Itä-Suomen yliopistoa, vaikka esiintyisivätkin asiakirjoissa tiedekuntansa tai muun yksikkönsä tai projektinsa puolesta. Toimiessaan yliopiston puolesta työntekijän on huolehdittava siitä, että hänellä on toimivalta siihen mihin hän on ryhtymässä.

Ennen sopimuksen, hakemuksen tai muun sitoumuksen (jäljempänä sitoumus) tekemistä on varmistettava, että valmistelussa on noudatettu yliopiston sääntöjä ja ohjeita, mukaan lukien sopimussäännöt ja liiketoiminnan hinnoitteluohjeet sekä käytetty pääsääntöisesti yliopiston sopimusmalleja. Mikäli tehtäväksi aiottu sitoumus poikkeaa yliopiston säännöistä, on hyvissä ajoin otettava yhteyttä hallintokeskuksen ao. vastuuyksikköön.

Sitoumuksen toimivaltainen hyväksyjä ja vastuuhenkilö vastaavat sitoumuksen sisällöstä, toteuttamisesta sekä tuottojen ja kulujen tasapainosta. Sitoumusta ei voi neuvotella tai hyväksyä henkilö, jolla on intressiyhteys toiseen osapuoleen (omistus, jäsenyys toimielimissä ym. esteellisyys). Ilman toimivaltaa tehty sitoumus ei pääsääntöisesti sido yliopistoa. Sitoumuksen tekijä voi joutua vastaamaan siitä henkilökohtaisesti, mikäli hän on tehnyt sitoumuksen ilman toimivaltaa ja/tai sitoumus on tehty vastoin yliopiston etuja tai ohjeistusta.

Sitoumuksiin liittyvän rahaliikenteen tulee poikkeuksetta kulkea yliopiston pankkitilien kautta.

Tätä toimivaltamääräystä täsmentää liitteenä 1 oleva toimivaltamääräystä täydentävä taulukko. Hankinnoissa noudatetaan hallintojohtajan hallintojohtosäännön 9 §:n nojalla antamia toimivaltamääräyksiä näiden määräysten sijasta.

### *Hallitus*

Yliopistolain 14 §:n mukaan yliopiston toiminnan kannalta merkittävät tai periaatteelliset sopimukset hyväksyy hallitus.

### *Rehtori tai akateeminen rehtori (seuraavassa rehtori) työnjakonsa mukaisesti*

Hallintojohtosäännön 5 §:n mukaisesti rehtori edustaa yliopistoa. Sen nojalla rehtori hyväksyy:

- koko yliopistoa koskevat sitoumukset
- EU-puiteohjelmahankkeiden sopimukset
- tiedekuntien EU-rakennerahastohankkeiden hanke-esitykset (poislukien Tekes-EAKR)
- erillis- ja palvelulaitosten EU rakennerahastohankkeiden ensimmäiset hakemukset (poislukien Tekes-EAKR)
- erillis- ja palvelulaitosten Alueellisen yhteistyön ja Yhteistyö EU:n ulkorajoilla (ENPI) -ohjelmien hakemukset
- tiedekuntien Alueellisen yhteistyön ja Yhteistyö EU:n ulkorajoilla (ENPI) -ohjelmien hanke-esitykset
- Manner-Suomen maaseudun kehittämisohjelmahankkeiden ja Euroopan kalatalousrahaston hakemukset, joiden kokonaisarvo ovat yli 100 000 euroa
- muut rahoittajan edellyttämät yliopistotasoiset priorisoinnit ja prosessoinnit

- tiedekunnan toimivaltaan muutoin kuuluvat sitoumukset silloin, kun sillä on yliopiston kannalta laajaa vaikutusta, mukaan lukien yliopiston suuri vastuu omarahoitusosuutena. Jos syntyy epäselvyyttä siitä, onko sitoumuksella yliopiston kannalta laajaa vaikutusta, tulee menettelystä sopia rehtorin kanssa

### **Hallintokeskus (hallintojohtaja)**

Hallintojohtaja hyväksyy:

- hallintokeskuksen tehtäviin kuuluvat sitoumukset.

Hallintojohtaja voi siirtää toimivaltaansa edelleen määräämälleen henkilölle.

### **Tiedekunta(dekaani)**

Hallintojohtosäännön 12 §:n mukaan *dekaani* ratkaisee tiedekunnalle kuuluvat asiat. Dekaaani hyväksyy:

- tiedekuntaa koskevat sitoumukset, jotka ovat toteutettavissa tiedekunnan omien voimavarojen ja olemassa olevien tukipalvelujen puitteissa, ellei niiden hyväksymisestä ole toisin määrätty
- edelliseen sisältyen myös Suomen Akatemian hankkeet, Tekes-hankkeet ja muut liitteessä määritellyt sitoumukset sekä muut kansalliset ja kansainväliset hankkeet, mukaan lukien liiketoiminnan hankkeet ym., ellei niiden hyväksymisestä ole toisin määrätty
- laitoksen, osaston, instituutin tai harjoittelukoulun toimivaltaan muutoin kuuluvan sitoumuksen silloin, kun sillä voi olla tiedekunnan kannalta laajaa vaikutusta. Jos syntyy epäselvyyttä siitä, onko sitoumuksella tiedekunnan kannalta laajaa vaikutusta, tulee menettelystä sopia dekaanin kanssa.

Edellä mainitut koskevat sekä tilanteita joissa tiedekunta on joko päävastuullisena toteuttajana tai osallistuu toisen organisaation toteuttamaan hankkeeseen.

Dekaaani voi siirtää sitoumuksiin liittyvää toimivaltaansa tiedekunnan muun henkilön ratkaistavaksi.

Dekaaneiden tulee toteuttaa delegoinnit pääperiaatteiltaan yhtenäisin perustein rehtoria informoiden ja hallintokeskuksen ohjeistus huomioiden. Delegointipäätökset on dokumentoitava kootusti niin, että toimivallan jako on joka hetki tarkastettavissa.

### **Laitokset, osastot, instituutit**

Hallintojohtosäännön 14 §:n mukaan osaston, laitoksen tai instituutin johtaja ratkaisee johtamansa yksikön asiat. Yksikön johtaja:

- hyväksyy laitosta, osastoa tai instituuttia koskevat sitoumukset, jotka ovat toteutettavissa yksikön omien voimavarojen ja olemassa olevien tukipalvelujen puitteissa, ellei niiden hyväksymisestä ole muuta määrätty
- vahvistaa yksikön sitoutumisen täydentävän rahoituksen toimenpiteisiin ja omarahoitusosuuteen silloinkin kun itse sitoumuksista päättäminen kuuluu rehtorin tai dekaanin toimivaltaan

Edellä sanottua sovelletaan myös harjoittelukoulujen johtaviin rehtoreihin.

### **Erillis- ja palvelulaitokset**

Erillislaitoksen ja palvelulaitoksen johtaja hyväksyy laitosta koskevat sitoumukset, ellei niiden hyväksymisestä ole toisin määrätty. Rehtori määrää erillislaitosten ja palvelulaitosten johtajien toimivallan rajoista tarvittaessa erikseen; muuten heidän toimivaltaan sovelletaan mitä edellä on sanottu dekaaneista. Johtaja voi siirtää toimivaltaansa edelleen määräämälleen henkilölle.

### **Talousvastuu**

Sitoumukset ovat tehtävissä vain siten - ellei rehtori yksittäistapauksessa toisin päättä - että kunkin sitoumuksen tuotot ja kulut ovat tasapainossa mahdollinen hyväksyttävä omarahoitusosuus ja välilliset kustannukset (henkilösivukustannukset ja yleiskustannukset) huomioiden. Liiketoiminnassa (maksullisessa

palvelutoiminnassa) tästä voidaan poiketa ehdolla, että saman yksikön maksullisten palvelujen vuotuiset tuotot kokonaisuudessaan muodostuvat voitolliseksi katetavoite huomioiden.

Yksiköiden tulee huolehtia siitä, että saatavat laskutetaan välittömästi sitoumuksen ehdoin. Yksiköiden tulee toimittaa hallintokeskuksen talousyksikölle ne tiedot, jotka tarvitaan yliopiston maksuvalmiutta varten.

Yksiköiden tulee kohdentaa liiketoiminnan (maksullisen palvelutoiminnan) kulut aiheuttamisperiaatteen mukaisesti myös yhteisten kulujen osalta aiheettomien veroseuraamusten välttämiseksi. Alv-kulujen osalta tämä on tärkeää, koska liiketoimintaan ei saada valtion kompensatiota.

### ***Raportointi ja arkistointi***

Rahoittajille toimitettavista raporteista vastaa hankkeen vastuhenkilö. Toiminnalliset raportit hyväksyy yksikön johtaja ja yliopiston kirjanpidosta johdetut taloudelliset raportit tiedekunnan taloudesta vastaava, ellei dekaani ole muuta määrännyt. Jos hanke ei ole edennyt sisällöllisesti ja taloudenpidon kannalta suunnitellusti, on oleellisista poikkeamista informoitava ao. yksikön johtajaa ja dekaania. Sitoumuksiin liittyvät asiakirjat kuten hakemukset, päätökset, suunnitelmat ja raportit kirjataan asianhallintajärjestelmään ja arkistoidaan arkistosäännön mukaisesti.

### ***Esteellisyys***

Toimivallan käytössä on noudatettava hallintolain esteellisyysäännöksiä.

### ***Voimaantulo***

Tämä toimivaltamääräys korvaa 21.1.2010 annetun toimivaltamääräyksen ja tulee voimaan 1.1.2012.



Perttu Vartiainen

Rehtori

HALLITUS		Hyväksyjä	Valmistelusta vastaava	Valmisteluun osallistuva
<i>Yliopiston toiminnan kannalta merkittävät tai periaatteelliset sitoumukset</i>	Koulutusohjelmat	Hallitus	Rehtori	Rehtorin määräämä
	Merkittävät investointipäätökset	Hallitus	Rehtori	Rehtorin määräämä
<b>REHTORI JA AKATEEMINEN REHTORI</b>				
<i>Koko yliopistoa koskevat sitoumukset</i>				
	Yliopiston kumppanuussopinnukset	Rehtori	Sitoumuksen vastuhenkilö	Veishallinnon lakimies
<i>Yliopistotason priorisointia ja/tai prosessointia edellyttävät sitoumukset</i>		Rehtori	Hankkeen vastuuhenkilö	Hallintopalvelukeskus ja TuPa
Erillis- ja palvelulaitosten Alueellisen yhteistyön ja Yhteistyö EU:n ulkorajoilla (ENPI) -ohjelmien hakemukset		Rehtori	Hankkeen vastuuhenkilö	ao. palvelu- tai erillislaitoksen johtaja sekä TuPa
Erillis- ja palvelulaitosten EU:n rakennerahastohankkeiden ensimmäiset hakemukset (poislukien Tekes-EAKR)		Rehtori	Hankkeen vastuuhenkilö	ao. palvelu- tai erillislaitoksen johtaja sekä TuPa
	EU:n puiteohjelmahankkeiden sopinnukset	Akateeminen rehtori	Hankkeen vastuuhenkilö	Hallintopalvelukeskus ja TuPa
	FidiPro-hankkeita koskevat sitoumukset	Akateeminen rehtori	Hankkeen vastuuhenkilö	Hallintopalvelukeskus ja TuPa
	Huippuyksikköjä koskevat sitoumukset	Akateeminen rehtori	Hankkeen vastuuhenkilö	Hallintopalvelukeskus / ao. palvelu- tai erillislaitoksen johtaja sekä TuPa
Manner-Suomen maaseudun kehittämisselohjelmahankkeiden ja Euroopan kalatalousrahastot hakemukset, joiden kokonaisarvo on yli 100 000 euroa		Rehtori	Hankkeen vastuuhenkilö	Hallintokeskuksen ao. yksikkö
	Monitieteisten kansainvälisten koulutusyhteistyöhankkeiden sitoumukset	Akateeminen rehtori	Hankkeen vastuuhenkilö	Hallintopalvelukeskus ja TuPa
	National Institute of Health hankkeiden sitoumukset	Akateeminen rehtori	Hankkeen vastuuhenkilö	Hallintopalvelukeskus ja TuPa
Tekezin rahoitusinstrumentteja Strategiset tutkimusavaukset ja Tutkimusideoista uutta tietoa ja liiketoimintaa koskevat sitoumukset		Akateeminen rehtori	Hankkeen vastuuhenkilö	Hallintopalvelukeskus ja TuPa
Tiedekuntien Alueellisen yhteistyön ja Yhteistyö EU:n ulkorajoilla (ENPI) -ohjelmien hankke- estytykset	Tiedekuntien EU:n rakennerahastohankkeiden hanke-estytykset (poislukien Tekes-EAKR)	Rehtori	Hankkeen vastuuhenkilö	Hallintopalvelukeskus ja TuPa
<i>Yliopiston immateriaalioikeuksien (IPR) suojaamiseen ja kaupallistamiseen liittyvät sitoumukset</i>		Akateeminen rehtori	Suke	IPR: keksinyt/tehnyt
	Kaupallistamisopinnukset (lisensointi, myynti)	Akateeminen rehtori	Suke	IPR: keksinyt/tehnyt
	Patentointi, tavaramerkit ja muu IPR:n suojaaminen	Akateeminen rehtori	Suke	IPR: keksinyt/tehnyt
<i>Yliopiston yhteisöoikeudelliset sitoumukset</i>		Rehtori	Johtava lakimies	Hallintojohtaja
	Osakassopimus	Rehtori	Johtava lakimies	Hallintojohtaja
<i>Tiedekunnan toimivaltaan kuuluvat, mutta yliopiston kannalta laajoja vaikutteiset sopinnukset</i>		Rehtori	Hallintopalvelukeskus	Hankkeen vastuuhenkilö ja johtava lakimies

HALLINTOKESKUS

<b>Hallintokeskuksen tehtäviin kuuluvat sitoumukset</b>	Hallintojohtaja	Hallintokeskuksen ao. vastuuhenkilö	
	Hallintojohtaja	Kiinteistöpäällikkö	
<b>Kansainväliset opiskelija- ja henkilö kuntavaihtoa koskevat sitoumukset, jotka eivät kuulu tiedekunnan tai rehtoreiden hyväksyttäväksi</b>	Kansainvälistenasiain johtaja	Kansainväliset asiat	Hankkeen vastuuhenkilö

TEDEKUNTA

	Hyväksyjä	Valmistelusta vastaava	Valmisteluun osallistuva
<b>Tiedekuntaa koskevat sitoumukset (toteutettavissa tdk:n voimavarojen puitteissa)</b>	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
<b>Tiedekunnan kansallisia ja kansainvälisiä tutkimushankkeita koskevat sitoumukset</b>	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
EU:n rakennerahastohankkeiden hakemukset, jotka hyväksytty rehtorin hakuohjelmalla päätöksellä	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
Manner-Suomen maaseudun kehittämissuunnitelmahankkeiden ja Euroopan kalatalousrahaoston hakemukset, joiden kokonaisarvo ovat alle 100 000 euroa	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
Suomen Akatemian hankkeiden sitoumukset	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
Tekes-hankkeiden sitoumukset (sis. EAKR ja kansallinen)	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
Tiedekuntien Alueellisen yhteistyön ja Yhteistyö EU:n ulkorajoiilla (ENPI) -ohjelmien hankkeet jotka rehtori on hyväksynyt	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
Yleiset tutkimusyhteistyösopimukset	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
<b>Tiedekunnan liiketoiminnan sitoumukset (mm. tilaustutkimukset)</b>	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
<b>EU:n puiteohjelmahankkeiden muut sitoumukset kuin sopimukset</b>	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
<b>EU:n rakennerahastohankkeiden, Manner-Suomen maaseudun kehittämissuunnitelmahankkeiden, Euroopan kalatalousrahaoston hankkeiden, Alueellisen yhteistyön ohjelmien hankkeiden ja ENPI CBC-ohjelman hankkeiden muut sitoumukset kuin ensimmäinen hakemus</b>	Dekaani tai hänen määräämänsä	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
<b>EU:n rakennerahastohankkeiden, Manner-Suomen maaseudun kehittämissuunnitelmahankkeiden, Euroopan kalatalousrahaoston hankkeiden, Alueellisen yhteistyön ohjelmien hankkeiden ja ENPI CBC-ohjelman hankkeiden toteutusvaiheeseen liittävät sitoumukset</b>	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
<b>Kahdenväliset Erasmus - sopimukset ja tiedekuntakohtaiset koulutusyhteistyötä koskevat sitoumukset</b>	Dekaani	Hankkeen vastuuhenkilö	Hallintopalvelukeskus
North - South, Nordplus, Tempus, Erasmus Mundus, Edulink, Comenius, EU-Canada, Atlantis	Dekaani	Hankkeen vastuuhenkilö	Hankintapalvelut (laitteet) ja tilapalvelut (tilat)
<b>Laittevuokrasopimukset</b>	Dekaani	Laitteen vastuuhenkilö	
<b>Tiedekunnan oikeusien siirtosopimukset ja tekijänoikeussopimukset</b>	Dekaani, johtava hallintopäällikkö tai heidän määräämänsä	Hankkeen vastuuhenkilö	Hankkeen vastuuhenkilö ja hallintopalvelukeskus
<b>Laitoksen, osaston tai instituutin toimivaikaaan kuuluvat, mutta tiedekunnan kannalta laajavaikutteiset sopimukset</b>	Dekaani	Laitoksen, osaston tai instituutin johtaja	Hankkeen vastuuhenkilö ja hallintopalvelukeskus



**LAITOS, OSASTO JA INSTITUUTTI**

<i>Laitosta, osastoa tai instituuttia koskevat sitoumukset, joita ei ole tiedekunnan tehtäväksi määrätty</i>	Laitoksen, osaston tai instituutin johtaja	Hankkeen vastuhenkilö	
Materiaaliinstitiosopimukset	Laitoksen, osaston tai instituutin johtaja	Hankkeen vastuhenkilö	
Sajassapitosopimukset	Laitoksen, osaston tai instituutin johtaja	Hankkeen vastuhenkilö	

**ERILLIS- JA PALVELULAITOKSET**

<i>Erillis- ja palvelulaitoksia koskevat sitoumukset (toteutettavissa yksikön voimavarojen puitteissa)</i>	Erillis- tai palvelulaitoksen johtaja	Erillis- ja palvelulaitoksen vastuhenkilö	
<i>Maaner-Suomen maaseudun kehittämishajelmahankkeiden ja Euroopan kalatalousrahaston hakemukset, joiden kokonaisarvo ovat alle 100 000 euroa</i>	Erillis- tai palvelulaitoksen johtaja	Hankkeen vastuhenkilö	
<i>Yksikön oikeuksiensiihtosopimukset ja tekijänoikeussopimukset</i>	Erillis- tai palvelulaitoksen johtaja	Hankkeen vastuhenkilö	

**TOIMIVALTAMÄÄRÄYSTÄULUKON OHJEET**

Toimivaltamääräyksessä ilmoituna ja kursivilla vasempaan reunaan keskitetty sitoumus on pääsääntö, jonka alla oikeaan reunaan keskitetyt sitoumukset ovat ko. pääsääntöön esimerkkejä. Huom! Esimerkkiuettelo ei ole tyhjentävä.

*Sitoumus* tarkoittaa sopimusta, hakemusta tai muuta sitoumusta

*Hyväksyjä* tarkoittaa henkilöä, joka on toimivaltainen hyväksymään (=allekirjoittamaan) sitoumuksen yliopiston nimistä

*Valmistelusta vastaava* on henkilö tai yksikkö, joka vastaa sitoumuksen valmistelusta

*Valmisteluun osallistuva* on henkilö tai yksikkö, jota valmistelusta vastaavaan tulee konsultoida sitoumuksen osalta tai jota kautta sitoumus toimitetaan hyväksyjälle

*Hankkeen vastuhenkilö tarkoittaa henkilöä, joka vastaa hankkeen toteutuksesta.*

Suke = Suunnittelu- ja kehittämissyksikkö

TuPa = Tutkimuspalvelut -yksikkö

## THE DEVELOPMENT STRATEGY FOR FINNISH WELLBEING TOURISM IN INTERNATIONAL MARKETS, 2009–2013

### 1. The current state of wellbeing tourism in Finland

In the national tourism strategy published by the Ministry of Trade and Industry (Finland's Tourism Strategy to 2020 and Action Plan for 2007–2013), wellbeing tourism was defined as a product theme to be developed. The main attractions of Finnish leisure tourism in international tourism markets are nature, water, forests, and wilderness areas and the activity possibilities they offer. In northern and eastern Finland and in the archipelago, the significance of nature is highlighted especially strongly. This also applies to wellbeing tourism, when one is seeking high-quality, comprehensive adventure products that bring both physical and mental pleasure.

Currently, the wellbeing offering of the Finnish tourism business is limited and unspecified. Potential customers cannot get an overall impression of what we have to offer and especially of how our offering could meet their needs. According to the Finnish Tourist Board's 2005 baseline survey on wellbeing tourism, terminology also remains unclear in this sector: both "wellness" and "wellbeing" products are offered. This is understandable, as the Finnish word "hyvinvointi" covers both areas. Internationally, wellness tourism is associated with luxury products and 4–5-star accommodation (international rating), which is rarely available in Finland. Finland uses the term "wellness" in marketing only in Russia, because of local practices.

Wellbeing, by contrast, covers a larger area and suits Finland better, and it is not associated with any international rating system. It includes pampering but primarily consists of calming and relaxing elements, as well as fitness, exercise, and health elements based on activities of the participants' own choice. It is easier to find these services in Finland. The Centre of Expertise for Tourism has defined wellbeing tourism as "tourism that continues to enhance the tourists' wellbeing after the trip. Wellbeing tourism does not cure an illness or increase fitness but maintains and improves the tourist's current state of health and increases activity. Wellbeing tourism brings the customer individual and comprehensive wellbeing that can increase both physical and mental activity."

A wellness tourism product is a part of wellbeing tourism. It is a product that meets high quality requirements and in which the customer's physical, mental, and spiritual needs are taken into account. The environment for the product is quiet, aesthetically pleasing, and luxurious. Wellness products also require personnel with a special orientation to service in addition to know-how. Wellness products are aimed at adults and have at least some element of luxury. Figure 1 (next page) shows the terms recommended in the baseline study: the main term for the theme is "health tourism," and below it are the terms "health-care and medical tourism" and "wellbeing tourism." Wellbeing tourism aims to prevent illnesses and comprises diverse tourism product packages built around spiritual, mental, and physical wellbeing. Health-care and medical tourism, on the other hand, focuses on treating an illness.

In early 2008, a survey was done of wellbeing tourism product offerings, describing the wellbeing products that had been marketed to foreign customers in 2007 via the brochures and Internet sites of regional organizations. Additionally, the survey covered product marketing on the most important Internet portals, by the most important new agencies, and in two wellbeing projects (Itähyvä and Lappi Wellbeing). At the same time, the products' marketing via these channels was analyzed. According to the survey, in Finland the wellbeing offering is centered in Lapland, the Kuusamo area, Åland, Northern Savo, and Ostrobothnia. Wellbeing products are often lost among other products both in brochures and on Internet sites because they are not highlighted enough. Products can be found under many different headings (special interest, accommodation, winter, destinations, what to do, activities, etc.), and therefore it is difficult for customers to find what they are looking for. For example, on the Finnish Web sites, the search term "wellbeing" very rarely yields a clear list of a provider or region's wellbeing products.

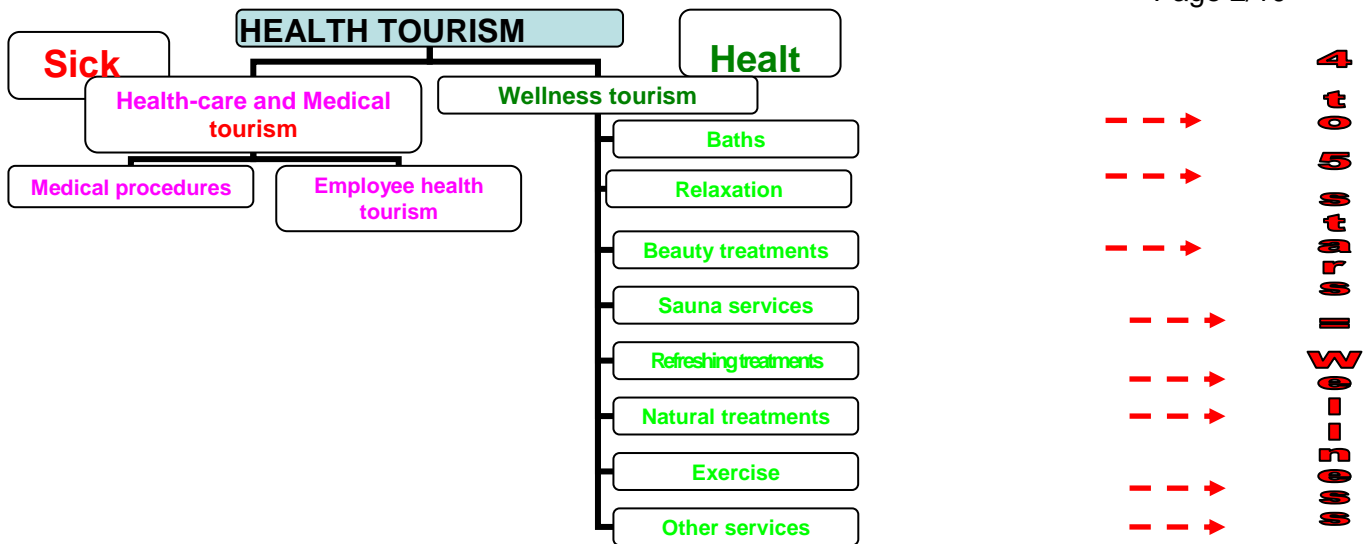


Figure 1: Basic terms

**1.1. Finnish Wellbeing Holiday**

The general areas of focus for the Finnish tourism offering are various activities based on nature, nature-watching, the peace and quiet of various destinations, and cultural offering and diverse events as a counterbalance. Tourists come to Finland for relaxing cottage holidays to get away from everyday life, to refresh and enjoy themselves at spas, and to enjoy the environment of hotels amid nature. Without any major changes, these can already be counted as wellbeing tourism. For a Finnish wellbeing tourist, it is typical to aim for wellbeing through exercise. In this, Finns differ slightly from other nationalities, although certain kinds of activities are on the rise in this field in other countries as well. Internationally, Nordic walking and sauna bathing are offered as Finnish activities in wellness and wellbeing packages. An important distinction is that wellbeing tourists differ from activity tourists in that the main motive for the holiday is not in the activities but in taking care of themselves. For these reasons, the wellbeing theme suits the general tourism offering in Finland very well. The current basic tourism offering can be sold and marketed with this theme with relatively little effort and only small changes. However, the offering does require clarification and further development.

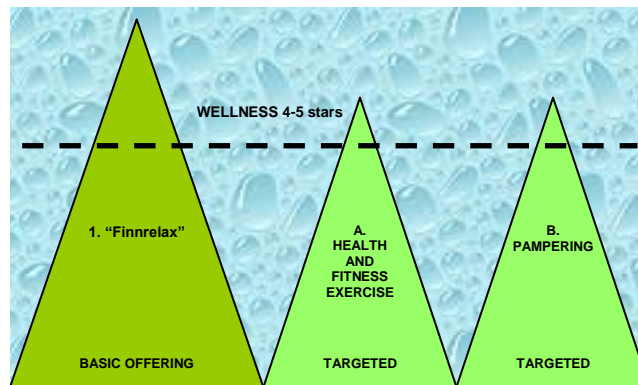


Figure 2: The basic offering of wellbeing tourism and targeted forms of wellbeing tourism

**1.1.1. Characteristics of the basic wellbeing holiday offering in Finland**

- Getting away from everyday routines, enjoying peace and nature, relaxing, and “recharging your batteries”
- Outdoor recreation, exploring nature, events related to Finnish culture, and retreats
- Traditional Finnish forms of sauna bathing
- A pleasant, aesthetically pleasing, and authentic environment
- Personal service
- Healthy, preferably locally produced food, with information available to the customer on the origin and nutritional content of the food
- Attention to the environment and sustainable development in the offering
- Consideration for the aging customer base and people with reduced mobility
- An aesthetically pleasing, well looked-after environment

In addition to the basic offering, there are two separate targeted customer and offering groups in Finland: 1) health and fitness exercise and 2) pampering. Both customer groups can be approached with targeted marketing, with packages or separate modules. Targeted products are also suitable additions to the basic wellbeing offering and for other tourism themes (such as culture and activities).

### **1.1.2. Characteristics of a health and fitness holiday (targeted form)**

As a result of Finns' exercise activities, internationally known sports equipment and technology have been developed here. This should be taken advantage of in relation to the wellbeing tourism theme. Foreign tourists, whose main motive for travel is health and fitness exercise form a separate marketing target group, which at the moment is relatively small.

- Activities (Nordic walking, hiking, walking, snowshoeing, skiing, swimming, winter swimming, golf, etc.) – the difference is that the main motive is not participation in activities but taking care of one's health and fitness
- Trained and professional instructors, fitness and other tests, and personal training
- Massage and other restorative treatments
- Use of Finnish technology related to the wellness theme and instruction in its use

### **1.1.3. Characteristics of a pampering holiday (targeted form)**

There are many day spas and spa beauty departments that represent pampering. The customer base for the day spa offering in particular is already somewhat international. This sector is the closest to providing an international wellness offering. Actual wellness services meeting international requirements are not found in Finland.

- A high-quality environment (accommodation, pool department, treatment departments, etc.)
- Special attention to delicious (gourmet) food
- Emphasis on personal, high-quality service
- Additional programs, such as cultural offerings, shopping, etc.
- A "passive" holiday, in which the customer enjoys the service

## **2. The vision for Finnish wellbeing tourism**

Finland is known as a country that can offer wellbeing, rest, and relaxation. Its wellbeing offering is clearly defined. The offering has been put together in a manner that is marketable and follows sustainable development. It comprises packages or modules that are easy to purchase and internationally known. Wellbeing tourism is a year-round activity that can extend the tourism season in Finland. Wellbeing tourism has become part of the Finnish tourism brand, one that customers associate with clean air, water, and forests and with de-stressing, relaxing amid stillness, tranquility, and exercising in a naturally beautiful landscape and a high-quality aesthetic environment. There is clear specialization in the sector (menus for special diets, technology, etc.).

## **3. Future opportunities and possibilities**

Currently, the wellbeing offering available in Finland is scattered, weak, and internationally unknown. Productizing Finland's appeal factors according to demand is one challenge for the future. There must be a unified package that providers as well can identify with. In this, finding the weak signals and long-term trends of wellbeing tourism is useful. Instead of products, the current marketing messages focus on resources. A good example of this is the Finnish sauna, whose potential has not been utilized enough in the marketing and development of wellbeing products. The sauna is mentioned in many contexts but is rarely described as among wellbeing products or as an independent wellbeing product.

The sauna and Nordic walking, both internationally known, have not been used enough in marketing and productization of wellbeing tourism in Finland. However, many other European countries market these as Finnish products. In addition, the level of cleanliness and hygiene in Finnish treatments and treatment departments is known to be high. These appeal factors deserve a more prominent role in our international marketing/offering.

Finnish technological expertise in the sectors of health care, rehabilitation, and wellbeing and knowledge of special diets (for lactose-intolerance, celiac disease, etc.) can serve as assets in international marketing. The challenge is to use these in a marketable way by, for example, cooperating with product manufacturers (Polar, Suunto, Valio, etc.).

The existing infrastructure should be adapted to current and future needs so that it also responds to international demand. Knowing this customer base and the most important customer profiles and taking into account the wishes of different nationalities form the starting point for creation of customer-oriented product packages. The product providers must commit to collecting information on the customer base for mapping customer profiles and for common utilization of the results.

The customer base is reached through the correct distribution channels. This requires that the productized offering be available, for example, on the Internet with a distinct search term that it is easy for the customer to find, rather than one hidden within the offering. Finnish food and food culture has been exported, for example, through the Ministry of Agriculture and Forestry's program promoting Finnish food.

Food has a central position in wellbeing tourism. Clean and tasty Finnish food (ecologically friendly and local) and our extensive knowledge of special diets are strong points. More attention should be paid to presenting the food and showing its origin, as well as making food a part of the product. The challenge is to produce enough ecologically friendly and local food, and to better utilize the current offering. Internationally, wellbeing/wellness tourism is developing rapidly, and without common customer-oriented and carefully targeted product development, marketing, and sales, we can easily be left behind.

The competition is tightening all the time. Marketing cooperation and networking across sector boundaries and better utilization of the results of the current projects are central factors in the constantly tightening competition. Our marketing message is not unified enough to make a Finnish wellbeing product known in the international markets, but through clarification of the quality criteria and terminology it is possible to unify the marketing communication.

Our network of spas and sports resorts creates good opportunities for serving the relevant markets and target groups. Also, the product offering of cottage and farm tourism, which fits the Finnish wellbeing concept, can be enriched with other wellbeing-related elements. However, continuous development is essential for the resorts to be able to offer services to the changing customer base in the future also. Here, it is vital to identify the customer profiles, trends, and weak signals of wellbeing tourism. A new type of product crossing sector boundaries requires new business models for providers of wellbeing tourism (tourism and operators outside the sector, such as natural and other treatments).

## **4. Goals for 2009–2013**

### 1. Operations goals

- Implementation of the terminology and theme-based thinking in the field
- Company commitment to internationalization, networking, and joint marketing
- Identification of core products
- New product innovation in wellness tourism and support for common product ideas
- Renewal of old products
- Continuous service chains
- Creation of cooperation models with food, cosmetics, and treatment product producers as well as equipment manufacturers
- An increased quality level – corresponding to the requirements of a well-traveled international tourist (addressing quality and product criteria)
- Cooperation in distribution and pricing
- A year-round product offering and sales
- Identification and copying of good operation models
- Clarification of the division of work among operators, by development phase
- Diversification and augmentation of the offering of accessible wellbeing tourism
- A product and/or quality label to support the development and marketing of wellbeing tourism

### 2. Image goals

- A unified image for Finnish wellbeing tourism
- Finland being known as a leading wellbeing tourism country in the Nordic region – achieved by creating an offering based on international trends and the development of demand, and by including wellbeing tourism as a strong part of the country brand (Brand Finland) through marketing communication

### 3. Quantitative goals

- Growth target defined as +6% per year (overnight stays / Finnish Tourism Strategy 2006)
- An increase in the international customer base for the companies participating in the product development process

## **5. Main markets and their areas of focus**

The main markets were defined according to the following criteria: holiday overnight stays, tourists' spending in Finland, use of wellbeing tourism services, interest and strategies in the sector in Finland, accessibility, and general

development trends. According to the baseline survey, the main markets for the international development of Finnish wellbeing tourism products are Germany, Sweden, Russia, the Netherlands, and France. In the future, they will include Great Britain, Japan, and China also. According to a survey conducted by Taloustutkimus, Basic Survey 2005, tourists seek the following in a Finnish wellbeing holiday:

- GERMANY: Good personal service, good (healthy) food, high-quality accommodation in a pleasant environment (in a comfortable hotel room, a holiday apartment, or a bed and breakfast). The package should include baths, the Finnish sauna, cultural events, getting to know Finns and folk tradition, activities (hiking, (Nordic) walking, and cycling), but also peace and relaxation.
- SWEDEN: Massages, a variety of treatments, tasty food, baths, a range of activities, guided tours, sightseeing tours, and pleasure tours. Tourists also seek outdoor recreation.
- RUSSIA: Treatments, baths, skiing, sauna baths, swimming, fitness exercise, health food, and fishing and sightseeing tours.
- FRANCE: Getting to know the country and its people, visits, good food and drink, social interaction, different celebrations, local activities, sports and exercise (walking/hiking and cycling). Additionally, these tourists are interested in the scenery, culture, and history. They have little interest in normal wellness services, such as massage treatments.

Finland's competitors in the wellbeing tourism arena include, for example, destinations in Eastern Europe with their long spa traditions, improving infrastructure, less expensive offerings, and easier access. The same applies to the Baltic States. More accurate and detailed information on wellbeing tourism (target markers, customer profiles, etc.) and products is available in the survey material (see Section 9, "Research targets").

## 6. Central areas for development

### Infrastructure

The problem with the current infrastructure (with its outdated space solutions that were developed for the target groups of the time, etc.) is that the facilities do not meet the requirements associated with new challenges. This is why it is essential for the development that the theme-related infrastructure of spas and other destinations offering wellbeing tourism (farms, cottages, hotels, sports resorts, fitness and exercise centers, etc.) be developed to better meet the needs of new customer groups (for example, different spaces for relaxing, accessibility, aesthetics, etc.).

### Product development

The inconsistent use of terminology and vagueness of the terms among product providers has led to a situation in which customers are offered everything from surgical procedures to off-road safaris as wellbeing products. The basic requirement for development is a unified view of the offerings. At the same time, customer-oriented productization is required if the area is to develop and become known abroad. Theme-specific surveys give more information on the target markets and customer bases, as well as their wishes. We must get product providers to commit to collecting information on their customer base for mapping customer profiles and to using the results in their work. We are moving from describing the resources to creating marketable products grouped on the basis of common definitions. In productizing, elements of Finnish nature and Finland's strengths and characteristics are highlighted more strongly. Finnish know-how of special diets, healthy food, etc. will be utilized, and there will be cooperation with product manufacturers (Valio, Fazer, etc.). Because internationally wellbeing products are associated with quality, personal service, a pleasant environment, excellent food, and first-rate accommodation, it is important to pay special attention to ensuring high quality in product development. Here, we will utilize the product and quality criteria of the international operating environment and develop suitable models for Finland accordingly.

### Promotion of networking

- Distribution of the concepts, criteria, targets, and best practices created in the strategy among providers of wellbeing tourism products.
- Promotion of marketing cooperation and networking throughout the sector.
- Better utilization of the results of wellbeing tourism projects.
- Finding new cooperation partners, such as ProAgria and Finfood, and involving them in the operations.
- A cooperation organization for wellbeing tourism, to increase its visibility and discuss the problems of wellbeing tourism companies. This body will monitor laws and regulations that affect the development and offering of wellbeing tourism services in our country.

### Renewal and skills development

Research and information analysis (for example, using the surveys conducted by the research unit of the Finnish Tourist Board) are vital.

Criteria for the various target groups should be clarified (see Section 8 of the strategy).

Training and benchmarking are important as well.

## Eduskunnan kirjelmä EK 36/2012 vp

2) ydinenergialain (990/1987) ja valtion ydinjätehuoltorahastosta annetun asetuksen (161/2004) nojalla ydinjätehuoltomaksun maksamiseen Valtion ydinjätehuoltorahastossa olevaan varautumisrahastoon siten, että tutkimuskeskuksen rahasto-osuus varautumisrahastossa vastaa edellisen kalenterivuoden vahvistetun vastuumäärän mukaista rahastotavoitetta

3) EU-rahastojen tuella toteutettavien hankkeiden omarahoitusosuutta koskevien menojen maksamiseen

4) tutkimusta ja kansainvälistymistä edistävien apurahojen ja stipendirahastomaksujen maksamiseen sekä tutkimustoimintaan liittyvien kansainvälisten ja kotimaisten järjestöjen jäsenmaksuista, rahoitusosuuksista ja yhteistyöstä aiheutuvien menojen maksamiseen

5) enintään 3 500 000 euroa uusiutuvien energialähteiden koetoimintalaitteiden investointeihin ja käyttöönottoon.

Määräraha budjetoidaan siirtomenojen osalta maksatuspäätösperusteisena.

### *05. Mittatekniikan keskuksen toimintamenot (siirtomääräraha 2 v)*

Momentille myönnetään nettomäärärahaa 5 978 000 euroa.

Määrärahaa saa käyttää myös EU-rahastojen tuella toteutettavien hankkeiden omarahoitusosuutta koskevien menojen maksamiseen.

### *06. Tekes - teknologian ja innovaatioiden kehittämiskeskuksen toimintamenot (siirtomääräraha 3 v)*

Momentille myönnetään nettomäärärahaa 40 704 000 euroa.

Määrärahaa saa käyttää myös:

1) hanke- ja ohjelmatoiminnan sekä aktivoiminn tuloksellisuuden ja vaikuttavuuden parantamiseen

2) FinNode-verkoston toimintamenoihin.

### *07. Matkailun edistämiskeskuksen toimintamenot (siirtomääräraha 2 v)*

Momentille myönnetään nettomäärärahaa 11 097 000 euroa.

### *40. Tutkimus-, kehittämis- ja innovaatiotoiminnan tukeminen (arviomääräraha)*

Momentille myönnetään 431 270 000 euroa.



2013 talousarvio	39 204 000
2012 II lisätalousarvio	358 000
2012 talousarvio	42 322 000
2011 tilinpäätös	47 967 000

07. Matkailun edistämiskeskuksen toimintamenot (siirtomääräraha 2 v)

Momentille myönnetään nettomäärärahaa 10 097 000 euroa.

*Selvitysosa:* Matkailun edistämiskeskus (MEK) on valtakunnallinen matkailun asiantuntija ja kansainvälinen toimija, joka tuottaa lisäarvoa matkailuelinkeinolle ja yhteiskunnalle. MEK edistää Suomen matkailumaakuvan tunnettuutta, markkinoi matkailu-

#### Toiminnallinen tuloksellisuus

	2011 toteutuma	2012 tavoite	2013 tavoite
<b>Tuotokset ja laadunhallinta</b>			
Kongressien määrä Suomessa, kpl	417	400	400
Laatutunnivalmennuksen läpikäyneiden organisaatioiden lukumäärä, kpl	773	800	850
Ulkoinen asiakastyytyväisyys, matkailuelinkeinon tyytyväisyys MEK:n toimintaan (1—5)	3,4	3,5	3,6
Tutkimustieto: markkinatiedon analysointi ja välittäminen (1—5)	3,5	3,6	3,7
Tuotekehitystoiminta: osallistuvien tahojen tyytyväisyys MEK:n tuotekehitystoimintaan (1—5)	3,2	3,3	3,4
Markkinointitoimenpiteet, tyytyväisyys markkinointiin kokonaisuutena (1—5)	3,1	3,2	3,3
Ulkomaisten edustajien toiminta, VisitFinland edustajille annettu arvosana (1—5)	3,2	3,3	3,4

#### Määrärahan päätoiminnoittainen jakauma

	2011		2012		2013	
	toteutuma 1 000 €	%	varsinainen talousarvio 1 000 €	%	esitys 1 000 €	%
Matkailumaakuvan markkinointi	6 382	54	5 571	54	5 453	54
Matkailumaakuvaa tukeva tuotemarkkinointi	4 578	38	3 921	38	3 837	38
Tuotekehityksen ja tuotteistamisen edistäminen	584	5	259	3	252	3
Markkinatiedon hankinta ja välittäminen	390	3	564	5	555	5
<b>Yhteensä</b>	<b>11 934</b>	<b>100</b>	<b>10 315</b>	<b>100</b>	<b>10 097</b>	<b>100</b>

tuotteita ja -palveluita yhteistyössä muiden matkailutoimijoiden kanssa sekä tukee matkailualan laadunkehitystä. MEK koordinoi matkailutuotteiden tuotekehitystä teemapohjaisesti ja hankkii markkinoinnin ja tuotekehityksen tueksi markkinatietoa matkailuelinkeinon käyttöön. Tavoitteena on luoda yhtenäinen, omaleimainen ja vetovoimainen matkailumaaprofiili, joka tukee matkailutuotteiden myyntiä.

Talousarvioesityksen valmisteluun liittyen työ- ja elinkeinoministeriö asettaa alustavasti Matkailun edistämiskeskukselle seuraavat tulostavoitteet vuodelle 2013:

#### Henkisten voimavarojen hallinta ja kehittäminen

	2011 toteutuma	2012 tavoite	2013 tavoite
<b>Henkilötyövuosien kehitys</b>			
<b>Henkilöstön hyvinvointi paranee</b>	30,5	33	33
— sairauspoissaolopäivät/htv			
— lyhytaikaiset (1—3 pvää) sairauspoissaolotapaukset	7,2	< 10,0	< 10,0
— työtyytyväisyysindeksi (1—5)	3,3	< 4,0	< 4,0
	3,8	3,8	3,8

#### Toiminnan menot ja tulot (1 000 euroa)

	2011 toteutuma	2012 varsinainen talousarvio	2013 esitys
<b>Bruttomenot</b>			
<b>Bruttotulot</b>	13 036	10 870	10 747
<b>Nettomenot</b>	1 103	555	650
	11 933	10 315	10 097
<b>Siirtyvät erät</b>			
— siirtynyt edelliseltä vuodelta			
— siirtynyt seuraavalle vuodelle	2 627		
	1 000		

#### Määrärahan mitoituksessa huomioon otetut muutokset (1 000 euroa)

Yhteishankintojen lisääminen (HO)	-139
Toimintamenoäästö (HO)	-162
Palkkausten tarkistukset	83
<b>Yhteensä</b>	<b>-218</b>

2013 talousarvio	10 097 000
2012 II lisätalousarvio	46 000
2012 talousarvio	10 315 000
2011 tilinpäätös	10 307 000

40. Tutkimus-, kehittämis- ja innovaatiotoiminnan tukeminen (arviomääräraha)  
Momentille myönnetään 428 070 000 euroa.

#### Valtuus

Vuonna 2013 uusia rahoituspäätöksiä saadaan enintään 427 140 000 euron arvosta. Määrärahaa ja valtuutta saa käyttää:

1) valtioneuvoston asetuksella (298/2008) tarkemmin säädettävien perusteiden ja Euroopan komission vähämerkityksistä tukea koskevan asetuksen (EY 1998/2006) mukaisesti yrityk-

sille ja muille yhteisöille tuotteiden, tuotantomenetelmien ja palveluiden kehittämistä ja hyödyntämistä koskevaan teknologiseen, liiketoiminnalliseen ja muuhun tutkimus-, kehittämis- ja innovaatiotoimintaan

2) kansallisiin ja Euroopan unionin rahoitusosuuksiin eurooppalaisissa yhteistyöhankkeissa

3) Euroopan yhteisön komission yleisen ryhmäpoikkeusasetuksen (EY 800/2008) mukaisesti tutkimus-, kehittämis- ja innovaatiotoimintaan välittömästi liittyvään koulutukseen

4) valtion budjettitalouden piiriin kuuluvien organisaatioiden sekä kunnallisten ja muiden budjettitalouden ulkopuolisten julkisten organisaatioiden julkisen toiminnan innovatiivisiin kehittämishankkeisiin

5) työelämän kehittämishankkeisiin

6) valtion budjettitalouden piiriin kuuluvien organisaatioiden sekä korkeakoulujen ja vastaavien julkista tutkimusta tekevien budjettitalouden ulkopuolisten tutkimusorganisaatioiden tutkimus- ja kehittämishankkeisiin, jotka edistävät teknologisen, liiketoiminnallisen sekä muun elinkeinoelämän ja yhteiskunnan kehittymisen kannalta merkittävän osaamisen



## Biedrības, nodibinājuma un arodbiedrības gada pārskats

Reģistrācijas numurs **40008005627**

Nosaukums **LAUKU CEĻOTĀJS BIEDRĪBA**

Adrese **"Puķkalniņi", Latgale, Tomes pag., Ķeguma nov., LV-5020**

Taksācijas periods no **01.01.2012 līdz 31.12.2012**

Darbinieku skaits **11**

Darbības sfēra **Biedrība**

Likvidācijas slēguma bilance **Nē**

### Bilance

### Biedrības, nodibinājuma un arodbiedrības gada pārskats

Reģistrācijas numurs 40008005627

Periods no 01.01.2012 līdz 31.12.2012

Balances aktīvi			
Posteņa nosaukums	Rindas kods	Pārskata gada beigās	Iepriekšējā pārskata gada beigās
Ilgtermiņa ieguldījumi	10	32756	32354
I. Nemateriālie ieguldījumi	20	0	165
II. Pamatlīdzekļi	30	2156	1589
1. Nekustamais īpašums	40	0	0
2. Pārējie pamatlīdzekļi	50	2156	1589
III. Ilgtermiņa finanšu ieguldījumi	60	30600	30600
1. Akcijas un daļas	70	30600	30600
2. Ilgtermiņa aizdevumi	75	0	0
Apgrozāmie līdzekļi	80	203768	75956
I. Krājumi	90	0	0
1. Materiāli	100	0	0
2. Preces	110	0	0
II. Debitori	120	153633	47611
III. Vērtspapīri	130	0	0
IV. Nauda	140	50135	28345
Kopā aktīvi	150	236524	108310

Balances pasīvi			
Posteņa nosaukums	Rindas kods	Pārskata gada beigās	Iepriekšējā pārskata gada beigās
I. Fondi	10	149750	102358
1. Pamatfonds	20	31857	31857
2. Mērķfondi	30	0	0
3. Rezerves fonds	40	117893	70501
II. Ilgtermiņa kreditori	50	0	0
1. Ilgtermiņa aizņēmumi no kredītiestādēm	60	0	0
2. Citi aizņēmumi	70	0	0
III. Īstermiņa kreditori	80	86774	5952
1. Īstermiņa aizņēmumi no kredītiestādēm	90	0	0
2. Nodokļi un valsts sociālās apdrošināšanas obligātās iemaksas	100	239	0
3. Pārējie kreditori	110	86535	5952
Kopā pasīvi	120	236524	108310

## Ieņēmumu un izdevumu pārskats

## Biedrības, nodibinājuma un arodbiedrības gada pārskats

Reģistrācijas numurs 40008005627

Periods no 01.01.2012 līdz 31.12.2012

Posteņa nosaukums	Rindas kods	Pārskata gada beigās	Iepriekšējā pārskata gada beigās
I. Biedru nauda, iestāšanās nauda un citas gadskārtējās iemaksas.	10	10835	11750
II. Saņemtie ziedojumi un dāvinājumi.	20	0	0
III. Saņemtie mantojumi.	30	0	0
IV. Saņemtās dotācijas.	40	0	0
V. Ieņēmumi no saimnieciskās darbības	50	9678	16088
VI. Citi ieņēmumi.	60	296132	268685
VII. Ieņēmumi kopā.	70	316645	296523
VIII. Izdevumi.	80	269253	255378
1. Naudas maksājumi personām.	90	150	0
2. Materiālu izdevumi.	100	0	0
3. Algas.	110	97312	95539
4. Sociālās apdrošināšanas maksājumi.	120	23443	23015
5. Pamatlīdzekļu un nemateriālo ieguldījumu nolietojums un norakstīšana.	130	2071	4483
6. Citi izdevumi.	140	146277	132341
IX. Nodokļi.	150	0	0
X. Izdevumi kopā.	160	269253	255378
XI. Ieņēmumu un izdevumu starpība.	170	47392	41145

## Ziedojumu un dāvinājumu pārskats

## Biedrības, nodibinājuma un arodbiedrības gada pārskats

Reģistrācijas numurs 40008005627

Periods no 01.01.2012 līdz 31.12.2012

Posteņa nosaukums	Rindas kods	Pārskata gada beigās	Iepriekšējā pārskata gada beigās
I. Atlikums pārskata gada sākumā.	10	0	0
II. Pārskata gadā saņemto ziedojumu un dāvinājumu kopsumma.	20	0	0
1. Neierobežotai lietošanai (t.sk. vispārēji ziedojumi).	30	0	0
1.1. Latvijas Republikā reģistrētās juridiskās personas.	40	0	0
1.2. Ārvalstu juridiskās personas.	50	0	0
1.3. Fiziskās personas (rezidenti).	60	0	0
1.4. Fiziskās personas (nerezidenti).	70	0	0
1.5. Anonīmi (nezināmi) ziedotāji un dāvinātāji.	80	0	0
1.6. Citi ziedotāji.	90	0	0
2. Noteiktiem mērķiem (t.sk. mērķziedojumi).	100	0	0
2.1. Latvijas Republikā reģistrētās juridiskās personas.	110	0	0
2.2. Ārvalstu juridiskās personas.	120	0	0
2.3. Fiziskās personas (rezidenti).	130	0	0
2.4. Fiziskās personas (nerezidenti).	140	0	0
2.5. Anonīmi (nezināmi) ziedotāji un dāvinātāji.	150	0	0
2.6. Citi ziedotāji.	160	0	0
III. Ziedojumu un dāvinājumu izlietojuma kopsumma.	170	0	0
1. Neierobežotai lietošanai (t.sk. vispārēji ziedojumi).	180	0	0
1.1. Statūtos paredzētajiem mērķiem un uzdevumiem.	190	0	0
1.1.1. Sabiedriskā labuma darbībai.	200	0	0
1.1.2. Citiem mērķiem un uzdevumiem.	210	0	0
1.2. Administratīvajiem izdevumiem.	220	0	0

1.3. Pārējiem saimnieciskās darbības izdevumiem.	230	0	0
2. Noteiktiem mērķiem (t.sk. mērķziedojumi).	240	0	0
2.1. Statūtos paredzētajiem mērķiem un uzdevumiem.	250	0	0
2.1.1. Sabiedriskā labuma darbībai.	260	0	0
2.1.2. Citiem mērķiem un uzdevumiem.	270	0	0
2.2. Administratīvajiem izdevumiem.	280	0	0
2.3. Pārējiem saimnieciskās darbības izdevumiem.	290	0	0
IV. Atlikumi pārskata gada beigās.	300	0	0

**Darbības veidu saraksts**

Biedrības, nodibinājuma un arodbiedrības gada pārskats

Reģistrācijas numurs 40008005627

Periods no 01.01.2012 līdz 31.12.2012

	Darbības veida kods (NACE 2.redakcija)	Darbības veida nosaukums (NACE 2.redakcija)	Pamatdarbība
1	94	Sabiedrisko, politisko un citu organizāciju darbība	
2	9412	Profesionālu organizāciju darbība	X

**Dokumenti, kuri pievienojami kā faili**

Biedrības, nodibinājuma un arodbiedrības gada pārskats

Reģistrācijas numurs 40008005627

Periods no 01.01.2012 līdz 31.12.2012

	Dokuments	Faila nosaukums
1	Ziņojums	<a href="#">Zinojums.pdf</a>
2	Administratīvo izdevumu pārskats	
3	Valdes sēdes protokols	<a href="#">Valdes_sedes_protokols.pdf</a>
4	Revīzijas komisijas slēdziens	<a href="#">Revizijas_komisijas_slodziens.pdf</a>

Dokumenta numurs EDS	25390117
Izveidots jauns dokuments	GARSELE-BĒRZIŅA DACE (15.03.2013 16:40:45)
Dokuments labots	ZIEMELE ASNĀTE (28.03.2013 11:15:41)
Dokuments iesniegts	ZIEMELE ASNĀTE (28.03.2013 11:16:09)
Dokumenta statuss EDS	Pieņemts

Dokumenta adresāts:	Valsts ieņēmumu dienests
Izstrādāšanas vieta:	Rīga
Dokumenta numurs EDS:	25390117
Dokumenta sagatavotājs:	DACE GARSELE-BĒRZIŅA
Atbildīgā persona:	
NM reģistrācijas kods:	40008005627
NM nosaukums:	LAUKU CEĻOTĀJS BIEDRĪBA
NM adrese:	"Puķkalniņi". Latgaļi, Tomes pag., Ķeguma nov., LV-5020
Parakstītāja vārds, uzvārds:	ASNĀTE ZIEMELE
Parakstītāja personas kods:	04126811238
Parakstītāja amats:	Valdes priekšsēdētāja
Parakstītāja e-pasts:	asnate@cclotajs.lv
Parakstīšanas datums, laiks:	2013.03.28. 11:16:04

Pelno nesiekiančių ribotos civilinės atsakomybės juridinių asmenų buhalterinės apskaitos ir finansinės atskaitomybės sudarymo ir pateikimo taisyklių  
3 priedas

LIETUVOS KAIMO TURIZMO ASOCIACIJA

(ūkio subjekto pavadinimas)

135029913

K. DONELAIČIO 2, KAUNAS, tel. (37) 400354

(kodas, buveinės adresas)

PATVIRTINTA

**VEIKLOS REZULTATŲ ATASKAITA**

20 13 m. lovo 6 d.

PAGAL 20 12 m. gruodžio 31 d. **DUOMENIS**

2013.02.15 Nr. 2-VRA

(data)

litais

Nurodyti – litais ar tūkstančiais litų

Eil. Nr.	Straipsniai	Pastabos Nr.	Ataskaitinio laikotarpio	Praėjusio ataskaitinio laikotarpio
<b>I.</b>	<b>PAJAMOS</b>	<b>11</b>	<b>77138</b>	<b>25412</b>
1.	Pajamos už suteiktas paslaugas, parduotas prekes		75340	25398
2.	Kitos pajamos		1798	14
<b>II.</b>	<b>SĄNAUDOS</b>	<b>12</b>	<b>77138</b>	<b>25412</b>
1.	Suteiktų paslaugų, parduotų prekių savikaina		35903	7636
2.	Kitos sąnaudos		1317	974
3.	Kompensuotos sąnaudos		( 295738 )	( 247769 )
4.	Veiklos sąnaudos		335656	264571
4.1.	Pardavimo			
4.2.	Darbuotojų išlaikymo		126359	103939
4.3.	Nusidėvėjimo (amortizacijos)		1669	2258
4.4.	Patalpų išlaikymo		14072	10934
4.5.	Ryšių		5353	1840
4.6.	Transporto išlaikymo		15422	8745
4.7.	Turto vertės sumažėjimo			
4.8.	Kitos veiklos		172781	136528
4.9.	Suteiktos labdaros, paramos			
4.10.	Dėl ankstesnių laikotarpių klaidų taisymo			327
<b>III.</b>	<b>VEIKLOS REZULTATAS PRIEŠ APMOKESTINIMĄ</b>			
<b>IV.</b>	<b>PELNO MOKESTIS</b>			
<b>V.</b>	<b>GRYNASIS VEIKLOS REZULTATAS</b>			

LKTA PREZIDENTAS

(ūkio subjekto vadovo pareigų pavadinimas)

(parašas)

LINAS ŽABALIŪNAS

(vardas ir pavardė)



Pelno nesiekiančių ribotos civilinės atsakomybės juridinių asmenų buhalterinės apskaitos ir finansinės atskaitomybės sudarymo ir pateikimo taisyklių  
2 priedas

LIETUVOS KAIMO TURIZMO ASOCIACIJA

135029913

K. DONELAIČIO 2, KAUNAS, tel. (37) 400354  
(kodas, buveinės adresas)

PATVIRTINTA

20 13 m. 10 00 6 d.

**BALANSAS**

PAGAL 20 12 m. gruodžio 31 d. **DUOMENIS**

2013.02.15 Nr. 1-B  
(data)

litais

Nurodyti – litais ar tūkstančiais litų

Eil. Nr.	Turtas	Pastabos Nr.	Ataskaitinis laikotarpis	Praėjęs ataskaitinis laikotarpis
<b>A.</b>	<b>Ilgalaikis turtas</b>		<b>1404</b>	<b>1785</b>
<b>I.</b>	<b>NEMATERIALUSIS TURTAS</b>	<b>1</b>		
1.	Patentai, licencijos			
2.	Programinė įranga			
3.	Kitas nematerialusis turtas			
<b>II.</b>	<b>MATERIALUSIS TURTAS</b>	<b>2</b>	<b>1404</b>	<b>1785</b>
1.	Žemė			
2.	Pastatai ir statiniai			
3.	Mašinos ir įrengimai			
4.	Transporto priemonės			
5.	Kita įranga, prietaisai, įrankiai ir įrenginiai		1404	1785
6.	Nebaigta statyba			
7.	Kitas materialusis turtas			
<b>III.</b>	<b>FINANSINIS TURTAS</b>	<b>3</b>		
1.	Po vienerių metų gautinos sumos			
2.	Kitas finansinis turtas			
<b>B.</b>	<b>Trumpalaikis turtas</b>		<b>102498</b>	<b>69145</b>
<b>I.</b>	<b>ATSARGOS, IŠANKSTINIAI APMOKĖJIMAI IR NEBAIGTOS VYKDYTI SUTARTYS</b>	<b>4</b>	<b>1111</b>	<b>15285</b>
1.	Atsargos		700	861
2.	Išankstiniai apmokėjimai		411	14424
3.	Nebaigtos vykdyti sutartys			
<b>II.</b>	<b>PER VIENERIUS METUS GAUTINOS SUMOS</b>	<b>5</b>	<b>12074</b>	<b>14912</b>
1.	Pirkėjų įsiskolinimas		4574	4912
2.	Kitos gautinos sumos		7500	10000
<b>III.</b>	<b>KITAS TRUMPALAIKIS TURTAS</b>			
1.	Trumpalaikės investicijos			
2.	Terminuoti indėliai			
3.	Kitas trumpalaikis turtas			
<b>IV.</b>	<b>PINIGAI IR PINIGŲ EKVIVALENTAI</b>	<b>6</b>	<b>89313</b>	<b>38948</b>
	<b>TURTAS IŠ VISO</b>		<b>103902</b>	<b>70930</b>

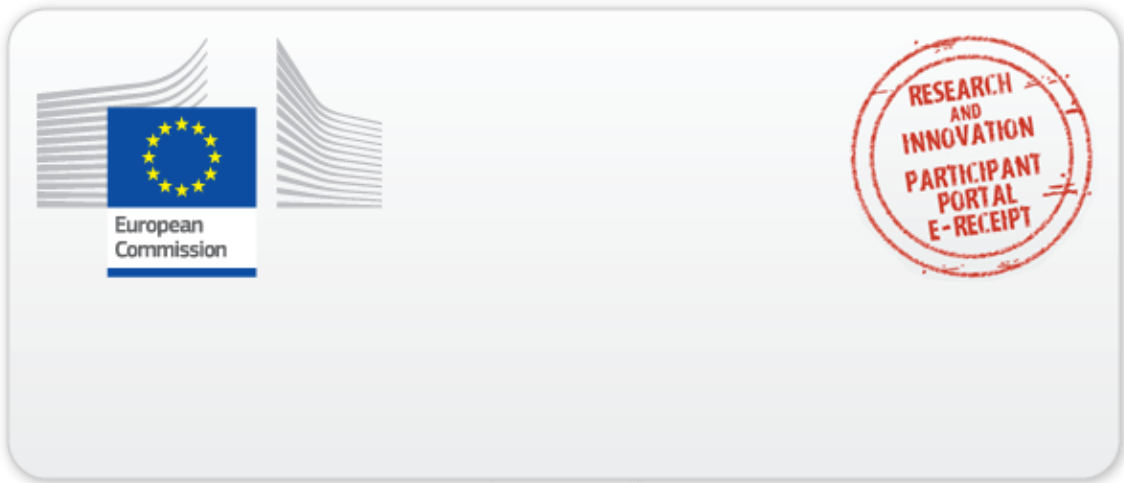


Eil. Nr.	NUOSAVAS KAPITALAS IR ĮSIPAREIGOJIMAI	Pastabos Nr.	Ataskaitinis laikotarpis	Praėjęs ataskaitinis laikotarpis
<b>C.</b>	<b>Nuosavas Kapitalas</b>		<b>1186</b>	<b>1186</b>
I.	KAPITALAS			
II.	PERKAINOJIMO REZERVAS			
III.	KITI REZERVAI	7	1186	1186
IV.	VEIKLOS REZULTATAS	8		
1.	Ataskaitinių metų veiklos rezultatas			
2.	Ankstesnių metų veiklos rezultatas			
<b>D.</b>	<b>Dotacijos, subsidijos</b>	<b>9</b>	<b>76882</b>	<b>66616</b>
1.	Dotacija			
2.	Tiksliniai įnašai			
3.	Nario mokesčiai		67546	57240
4.	Kitas finansavimas		9336	9376
<b>E.</b>	<b>Mokėtinos sumos ir įsipareigojimai</b>		<b>25834</b>	<b>3128</b>
I.	ILGALAIKIAI ĮSIPAREIGOJIMAI			
1.	Finansinės skolos			
2.	Kiti ilgalaikiai įsipareigojimai			
II.	TRUMPALAIKIAI ĮSIPAREIGOJIMAI	10	25834	3128
1.	Ilgalaikių skolų einamųjų metų dalis			
2.	Finansinės skolos			
3.	Skolos tiekėjams		1911	2607
4.	Gauti išankstiniai apmokėjimai		22750	
5.	Su darbo santykiais susiję įsipareigojimai		16	16
6.	Kiti trumpalaikiai įsipareigojimai		1157	505
	<b>NUOSAVAS KAPITALAS, FINANSAVIMAS IR ĮSIPAREIGOJIMAI, IŠ VISO:</b>		<b>103902</b>	<b>70930</b>

LKTA PREZIDENTAS  
(ūkio subjekto vadovo pareigų pavadinimas)

(parašas)

LINAS ŽABALIŪNAS  
(vardas ir pavardė)



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