The CesR project: main findings and conclusions

The goal of the CesR project is to identify good experiences with the tools of the regional policy, thus bestowing a positive impact on rural employment in the field of tourism and other business sectors.
The term self-catering accommodation concerns a category of the tourist accommodation facility that is characterized primarily by tourists staying in these facilities, paying for them as well as providing and preparing meals for themselves.

Self-catering accommodation is for commercial use, renting for tourists.
The term self-catering accommodation describes a category of accommodation in which few services could be offered, and (especially) the visitors prepare their own food.

This group of accommodation includes the following categories:

- Cottages
- Houses/bungalows/farmhouses
- Flats
- Chalets
- Campsite
- Mobile homes / boats
  (Lynch, Johns, 2007),

Additionally: manors, castles and even mountain huts (Nicod et al. 2007)

Some scientific problems

- In some regions there are not a statistical category or a term corresponding to “self-catering accommodation”, e.g. Czech Republic, Poland
- e.g. in these two countries B&B sector is included into the self-catering sector
- We have some difficulties in statistical comparisons
- In many cases, unfortunately, regional level statistics are not as detailed as in national level statistics and in some cases data is not available.
Focus on *SCA* in Europe

- Cork County in Ireland
- Auvergne in France
- Province of Granada in Spain
- Gozo on Malta
- Pieriga region in Latvia
- Małopolska region in Poland
- Olomouc region in the Czech Republic
- Pomurje region in Slovenia
- Region of Troodos in Cyprus

Number of facilities

Number of beds
Focus on SCA in Europe

Cork County in Ireland

Auvergne in France

Province of Granada in Spain

Gozo on Malta

region of Troodos in Cyprus

Pieriga region in Latvia

Olomouc region in the Czech Republic

Pomurje region in Slovenia

Małopolska region in Poland

Share of self-catering accommodation

FRANCE  CZECH REP.  POLAND  CYPRUS  SPAIN  LATVIA  SLOVENIA  IRELAND
Business models which maximize the creation of offers and services in self-catering accommodation

Individual owner

Holiday farm (e.g. holiday resort, campsite), with homes for rental - one owner

Cooperation of the group of individual owners
a management company created to rent bedrooms and self-catering apartments, owned by various investors

Common offer of the individual houses joined with a hotel (the same owner)
(joint management with hotels)

Creation of the network of individual houses (owned one by one)
– e.g. in the international market: Interhome, Novasol
- Increase of the direct and indirect income from tourism
- Increase the number of arrivals / tourists
- Increase the annual season period
- Improve the sustainability of the tourist business
- Upgrade of the tourist experience, upgrade tourist product with significant value added
Some owners rent their second homes for some period to reduce maintenance costs.
Self catering accommodation offers additional possibilities of creating services that could influence local development.
Types of additional services provided at the premises of self-catering accommodation

On-site - (within the facility) *
* on-site means that the services are provided both indoors (e.g. apartment, or house) and outdoors (e.g. garden) within the premises.

- accommodation services
  - Night-time accommodation and related services
- organization of free time
  - Additional food services
  - Services / Entertainment

Outside the facility
- Tourist activities
- Transport
High standard accommodation in rural areas on Gozo

A historical tower as a place for the romantic dinners

Elements of success

Luxury accommodation
Package of services
very personalised stay

Brussels, 07/10/2014, CesR final conference
Return of people back to their roots, villages and traditional way of life. Agriculture and livestock products, processing. Regional labeling and certification. Revival of villages and local economies. Agritourism and other tourism niche offerings – together with additional services offered.
Social Cooperative „Haven”

example of social cooperative that create stable full and part-time jobs which are tailored to vulnerable groups in the labour market (est. 2012)

• public-private initiative:
• employees: 18 persons on full-time contracts + 6 persons on job contracts

• preparation of meals, delivery and catering services for:
  – three schools (> 400 meals daily)
  – residents & people working in local companies (ca. 40 meals daily)
  – meetings, conferences and events
• maintenance and housekeeping services in three schools
• running a guesthouse (20 beds) and dealing with tourists (in certain months the Cooperative’s income share from tourism services comes to 30%)

• other tourist services:
  – guiding tourists to the surrounding hills (some of members are licensed mountain guides)
  – helping tourists to organize their excursions: from coach excursions to advising on walking or riding a bicycle itineraries
  – organizing meetings and different events in the guesthouse’s fully equipped conference room (i.e. conferences, courses, integration parties, birthdays, weddings, etc.)
  – organizing sleigh rides for the tourists
• preparing local cultural activities
Social Cooperative „Haven”

good practice

• this good practice demonstrates that creation of social cooperative can:
  – provide direct benefits for spectrum of local community’s members
  – result in creating additional jobs in rural areas
  – reintegrate unemployed people into society and create relationships
  – help local tradition to survive (cultural activities of the cooperative)
  – increase economic activity in the local area
  – increase tourism flow in the local area
  – become a new source of income for non-governmental organizations
„Haven” services

**preparation of meals, delivery and catering services**
- three schools (> 400 meals daily)
- residents & people working in local companies (ca. 40 meals daily)
- meetings, conferences and events

**maintenance and housekeeping services**
- three schools

**tourism services**
- running a guesthouse (20 beds)
- catering options: self-catering, bed & breakfast, half-board, full-board, stocked up refrigerator
- helping tourists to organize their excursions: from coach excursions to advising on walking or riding a bicycle itineraries
- guiding tourists to the surrounding hills (some of members are licensed mountain guides)
- organizing meetings and different events in the guesthouse’s fully equipped conference room (i.e. conferences, courses, integration parties, birthdays, weddings, etc.)
Common characteristics of the presented case studies

- Determined people (group of friends, individual, a couple)
- Passion and experience
- Tourist potential of the place of destination
- Creation of tourist products based on customers expectations (important role of packages)
- Cooperation with local companies – synergy effect (additional services)
- Focus on niche market e.g. weddings, diving, skiing activities, ornithologists

RESULT: creation of a very personalized stay for tourists
There are many scientific problems for defining the self-catering accommodation and second homes as well (e.g. definitions, statistics)

Share of self-catering accommodation in many European regions is relatively high (more than 30%)

Seasonality is a major issue in self-catering accommodation

There are many common initiatives and possibilities of additional services creation in both self-catering accommodation and second homes
Future of the self-catering sector

There is a strong base for the further development of the self-catering accommodation sector and additional services, especially in rural areas.

The **quality of services and accommodation** together with **better promotion** (branding, tourist packages) and personalized offer(s) are **main areas for development** – for being visible and attracting tourists.