

# Quality Certification System in Agro-tourism

## General information

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|-------------------------------|---------------------|
| <u>Sector:</u>                | Tourism             |
| <u>Duration:</u>              | 24 months           |
| <u>Implementation period:</u> | May 2013 – May 2015 |
| <u>Total budget:</u>          | 529,648 Euro        |

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|---------------------------------|--|
| <u>Armenian Beneficiaries:</u>  | "Ecotourism Association", NGO , Armenia              |
| <u>Participating countries:</u> | Bulgaria, Armenia ,Georgia, Greece, Ukraine, Moldova |

## Project description

### Overall objective

The project is aiming to promote the agro-tourism in the partners' regions and to improve the quality of the services provided by introducing a common specific quality standard and a certification process.

### Achieved results:

- Improved quality of services provided by agro-tourism sector in partner countries through introduction of standardization and certification system.
- Based on the results of the current situation study and best practice analysis at international level common standard framework of agro-tourism criteria has been created - adapted it to the local specific conditions.
- A common assessment and a certification process have been developed, a group of local experts group of experts that will be able to support the local businesses and to apply the whole process in the partners' regions.
- A pilot application of the standard and certification scheme has been developed in several enterprises in the agro-tourism sector that will improve their services and act as role models in their areas.
- Created a CerTour certification system for a sustainable management of the pre-design period.

**Additional information**

Quality Certification System in Agro-tourism (<http://blacksea-cbc.net/wp-content/uploads/2015/12/fact-sheet-MIS-2634.pdf>)