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SR EN ISO 9001:2001 - Nr.016/2004

ASOCIATIA ROMANA PENTRU CAZARE SI TURISM ECOLOGIC - BED AND BREAKFAST

PROGRAMME

FOR PROMOTION OF ARCTE B&B NATIONAL TOURIST NETWORK

**at national and international level, by audio / video / text means,
through the Internet and the “Good Life Channel” TV Post**

June 2007



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GENERAL PRESENTATION

- SUMMARY -

DESCRIPTION

ARCTE B&B is launching and developing the **PROGRAMME FOR PROMOTION OF THE ARCTE B&B NATIONAL TOURIST NETWORK, at national and international level, through the Internet and (TV channel) "Good Life Channel" TV Post, by using modern and efficient means of communication such as audio, video and text.**

The Programme's short name is "**Video Promotion Programme**" (VPP).

The programme is addressed to:

- ARCTE B&B partners, as stated in the documents concluded between ARCTE B&B and:
 - : tourist accommodation structures' administrators,
 - : suppliers of products / services connected to the tourist domain,
 - : NGO 's with tourism related activities,
 - : local administration authorities,
 - : governmental authorities etc.
- To all ARCTE B&B members that have paid the annual fee (annual financial contribution).

The Programme intends to approach certain problems that are linked to the real necessities of the Romanian tourism development, by involving more actors and partners that play an active role on the tourist market.

OBJECTIVES AND FORESEEN RESULTS

General Objectives of the Programme are:

- Promotion of Romanian natural and anthropic values,
- Promotion of the **ARCTE B&B NATIONAL TOURIST NETWORK** and the specific tourist services provided in the accommodation tourist structures,
- Making short footages about the tourist potential in Romania, meant to combine (both) informative and promotion purposes to the educational ones, using modern and efficient means of communication such as audio, video and text, through IT&C technologies and TV channel.

Its specific objective is to promote pilot locations in different areas of the country, whose managers are interested in growing their management performance, in applying ecological solutions for the administration of their locations and in sustainable development by elaborating attractive and competitive tourist offers.

The foreseen results are:

- The improvement of organizational skills for such activities in order to make them cost efficient;
- The assessment of partner interest in future participations to such activities;
- The assessment of promotion material impact on those who access them;
- Orientation of themes and selection of events that shall form the basis for future plans of similar events
- Choosing the most efficient ways of using the resulted promotion materials
- The increase of tourist accommodation structure managers' interest in orienting their investments towards:
 - improving the modern communication and promotion resources and also staff operational abilities
 - the implementation of quality management standards
 - adopting ecological solutions for the administration of locations and implementing the eco-label, which will lead in the end to the enhancement of their overall image
- The increase of both Romanian and foreign tourist interest in visiting the promoted areas
- The development of tourist service packs offered by the administrators of the pilot locations and making them more attractive and competitive
- The development of partnership between the stakeholders on the tourist market in a specific area
- To raise the variety of the tourist offer and the number of members in the ARCTE B&B National Network

MAIN ACTIVITIES OF THE PROGRAMME:

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- Organizing certain events in different areas of the country, in collaboration with groups of pilot locations which are members of ARCTE B&B network, with local authorities and other ARCTE B&B partners, whose topics are well suited for the purpose, objectives and the association's strategy
- Elaborating footages having as official media partner the Good Life Channel TV Post, which are to be broadcasted within the programme flow chart
- Elaborating digital audio-video materials with the following subjects:
 - Presentation of the area and tourist locations
 - Short Interviews given by representatives of the local authorities
 - Relevant interventions of other event participants

MAIN PARTNERS FOR IMPLEMENTATION

- ARCTE B&B;
- Good Life Channel TV Post (GLC TV); copyright holder of the broadcasting rights on the TV channel of the materials elaborated by Mr. George Zamsa, copyright holder of the author rights;
- ARCTE B&B Partners

OUR MESSAGE

The promotion of areas, locations and tourist offer by modern, ultra-tech audio, video and text means shall lead to the raise the tourist information level, of their interest in visiting less promoted areas in Romania, increase the income of the private tourist stakeholders.

Following activities with good results, small locations will manifest their interest in becoming members of the National Tourist Network ARCTE B&B, also in participating in the Video Promotion Programme and enhancing their image on the tourist market. The partnership system will encourage connected service and products suppliers in participating to the Programme and sustaining its development, generating supplementary resources, both financial and material.

The follow-up of the Programme will comprise organizing other similar events aimed at turning into account local values and tourism related investments in the area. Other methods of capitalizing the promotion materials will be sought for and these shall have to be completed with updated information, so that it generates a constant interest.

Main Partner

ARCTE B&B

Mihai Nicolae
President

Main Partner

GOOD LIFE CHANNEL TV

George Zamsa
Editor