



The EuroCluster Rural Tourism Consortium has approved a list of Assistance Service Providers to support and empower small rural tourism businesses. The participating small and medium-sized enterprises (SMEs) in the EuroCluster Rural Tourism Program will benefit from technical assistance and guidance to address their digital, eco-sustainability, and soft/social skills needs. The authorized Assistance Service Providers are capable of offering expert services in one or more of the following areas of expertise:

- **Business Mentoring Expertise:** This is a compulsory field covered by assistance service providers. They offer guidance and support to micro rural tourism businesses in areas such as business planning, financial management, marketing strategies, and operational efficiency. They help entrepreneurs identify opportunities, overcome challenges, and develop sustainable business models.
- **Technology and Digital Expertise:** In today's digital age, integrating technology into business operations is essential. Assistance service providers offer expertise in implementing and leveraging technology solutions for micro rural tourism businesses. This includes website development, online booking systems, social media marketing, digital advertising, and other technological tools to improve efficiency and reach a wider customer base.
- **Green and Sustainable Management Expertise:** As sustainable tourism practices gain importance worldwide, assistance service providers offer expertise in adopting green initiatives and sustainable management practices. They assist micro rural tourism businesses in implementing eco-friendly strategies, waste management, energy efficiency, and promoting responsible tourism to minimize environmental impact and attract environmentally conscious travelers.
- **Soft/Social Skills Expertise:** Developing soft skills and social competencies is vital for success in the tourism industry. Assistance service providers offer training and support to micro rural tourism businesses in areas such as customer service, communication skills, team building, cultural sensitivity, conflict resolution, and community engagement, inclusiveness and welcoming people with special needs. These skills enhance the overall visitor experience and contribute to the long-term success of the businesses.

The Assistance Service Providers will offer their expertise to 190 micro rural tourism businesses across 20 European countries. These providers have a deep understanding of the local context, cultural nuances, and unique challenges faced by micro rural tourism businesses in each country, enabling them to offer tailored support and guidance.



NAME AND SURNAME	AS	COUNTRY	MENTORING	DIGITAL	SUSTAINABLE	SOFT
Green Visions	Legal Entity	Bosnia Herzegovina	X	X	X	X
Fédération des Gîtes et Chambres d'hôtes de Wallonie ASBL	Legal Entity	Belgium	X	X	X	X
Luděk Kühř	Individual Expert	Czech Republic	X	X		
Jan Orava	Legal Entity	Czech Republic	X	X	X	X
Katarína Ballová	Legal Entity	Czech Republic		X	X	X
Estonian Rural Tourism NGO	Legal Entity	Estonia	X	X	X	X
Beth Cobo	Individual Expert	Spain	X	X	X	X
Pablo Rodríguez Bustamante	Individual Expert	Spain	X	X	X	
KOAN Consulting Limited Company	Legal Entity	Spain	X		X	X
Rural Technological Development	Legal Entity	Spain	X	X	X	X
Julio Grande	Individual Expert	Spain	X		X	
TURALCAT (Confederation of Rural Tourism and Agrotourism of Catalonia)	Legal Entity	Spain	X	X	X	X
Biological Farming Association Elkana	Legal Entity	Georgia	X	X	X	X
Fevgas-Venouka	Informal Consortium	Greece	X	X	X	X
ANKA	Legal Entity	Greece	X	X	X	X
Nikos Asimianakis	Legal Entity	Greece	X			
National Federation of Rural and Agrotourism Hungary	Legal Entity	Hungary	X	X	X	X



SECAD	Legal Entity	Ireland	X	X	X	X
Prior Fabrizio	Individual Expert	Italy	X	X	X	
Tommaso Urban	Individual Expert	Italy		X		
Giacomo Urban	Individual Expert	Italy		X		
Selene Millo	Individual Expert	Italy	X	X	X	X
Doriana Maltese	Individual Expert	Italy	X	X	X	X
Stefano Amato	Individual Expert	Italy		X		
Chiara Framassi	Individual Expert	Italy			X	
Schichter-Saviozzi	Informal Consortium	Italy				X
Zavarise-Moro	Informal Consortium	Italy	X	X		X
LAG MOLISE Towards 2000	Legal Entity	Italy	X	X	X	X
Paolo Alessandrini	Legal Entity	Italy	X	X		
Federico Paronuzzi	Legal Entity	Italy	X	X		
Andrea Tomasoni	Legal Entity	Italy			X	X
Andrea Camporese	Legal Entity	Italy	X	X	X	X
Luigi de Marchi	Legal Entity	Italy	X			
Lithuanian Countryside Tourism Association	Legal Entity	Lithuania	X	X	X	X
Latvian Country Tourism Association	Legal Entity	Latvia	X	X	X	X
Kirsi Hyvaerinen	Individual Expert	Montenegro	X	X	X	X
Mark Giller	Individual Expert	The Netherlands	X	X	X	X
Anne de Jong	Individual Expert	The Netherlands	X			
Aleksandra Dragozet	Individual Expert	The Netherlands			X	



Aleksandar Donev	Individual Expert	North Macedonia	X	X	X	X
Tourist Association of Ohrid North Macedonia	Legal Entity	North Macedonia	X	X	X	X
Szilvia Ferencz	Legal Entity	Romania	X	X	X	X
Sorina Blejan	Individual Expert	Romania	X			
Serbian Rural Tourism	Legal Entity	Republic Serbia	X	X	X	X
Slovak Association of Rural Tourism and Agritourism	Legal Entity	Slovakia	X	X	X	X
Urbancic-Frank-Zakelj	Individual Expert	Slovenia	X	X	X	X
Koscak-Jurakic-Pavlin	Informal Consortium	Slovenia/Croatia	X	X	X	X