

ASOCIATIA ROMANA PENTRU CAZARE SI TURISM ECOLOGIC - BED AND BREAKFAST

Dear partners,

We wish to bring to your attention some brief information regarding the **Selection Program of Pilot Areas and Locations within the National Tourist Network ARCTE B&B:**

This program is part of the ARCTE B&B strategy for 2007 and aims at promoting management performance, concerning investment efficiency, interest for quality of supplied services and development of tourist products. All these focus on ensuring a high level of tourist satisfaction and a successful confrontation with the market competitiveness.

The program is closely tied to the other promotion and action tools such as:

- The General Promotion Program for 2007
- The Video Promotion Program
- The EcoLabel Promotion Program
- The organizing of the Beauty&Spa Salon within the B&B locations

We have made a step forward in elaborating **THE INTERNAL EVALUATION CRITERIA OF B&B LOCATIONS** and we are sending you a proposal for the **EVALUATION CHART** along with **THE CRITERIA FOR THE SCORE GIVEN.**

We would be happy to know that you have had the curiosity of applying this test within your location and if you would send us your opinions together with the completed CHART according to our recommendations.

This system of evaluation is helpful to us, as partners, providing us with better orientation on how to develop the products and services offered by the locations and also giving us a better understanding of the areas in which we can provide you with counseling with the help of specialists-partners.

We are anxiously pending for your answer.

We wish you all the best!

The ARCTE B&B Team