



Trends of Rural-Urban Sustainable Tourism

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Top European Trends of Sustainable Tourism

Sustainable tourism happens when a broader sustainable framework exists

Strong independent national and local tourism organizations

Strategic approach, not just a policy

Sustainable tourism and national and local branding are promoted at the same time

Responsible choice of visitors, their pledges and participation

Areas of analysis

- Conceptual Issues
- Institutional and Organization Issues
- Participatory Aspect
- Localization Influence

Conceptual Issues

- Orientations to Sustainability Principles
- Creative Economy Approaches
- Dynamism, speed of new proposals
- Quality and Trust
- Use of Scientific Research
- Surprises, impressions, creation of paradoxes

Institutional and Organization Issues

- Clustering
- Combination of several products
 - Excursion with education
 - Rest with actions
 - Trip with tasting new food...
- Animation

Participatory Aspect

- Telling (personal) stories
- Residents' participation and positive effects for them
- Inclusion and youth involvement
- Personification of services

Localization Influence

- Decentralization (Get off the central routes)
- Local Branding
- Small is interesting
- Greater use of local resources

Thanks!

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