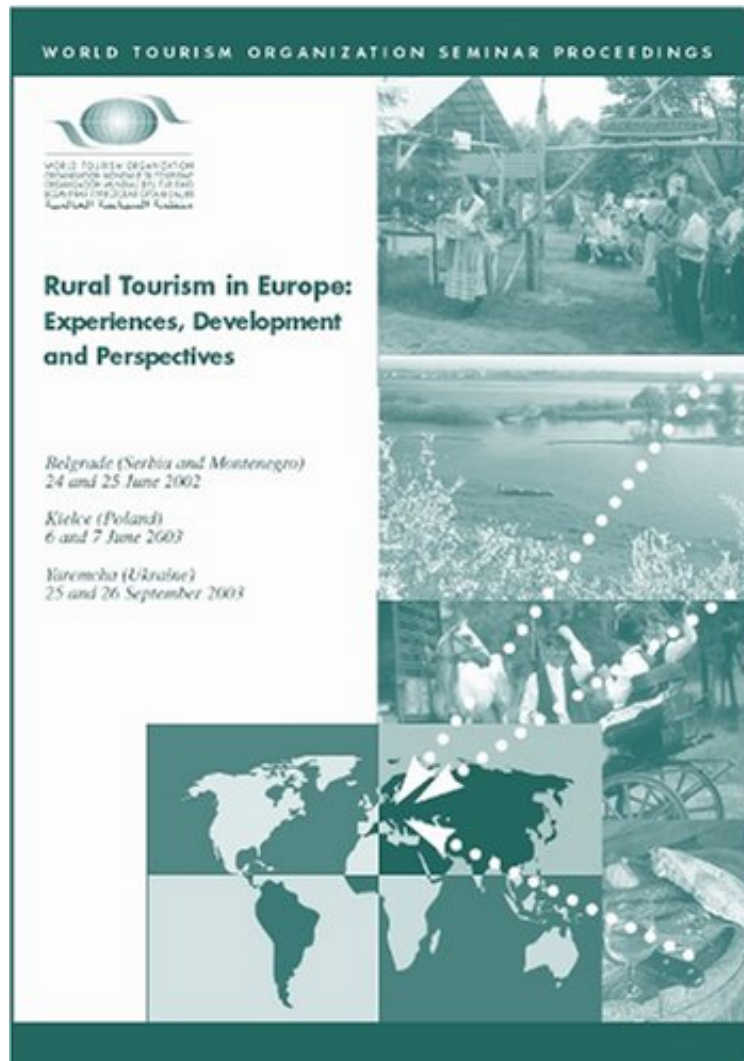


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Rural Tourism in Europe: Experiences, Development and Perspectives

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World Tourism Organization (UNWTO) : Rural Tourism in Europe: Experiences, Development and Perspectives before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rural Tourism in Europe: Experiences, Development and Perspectives:

UNWTO considers that there is an important potential market for rural tourism; however little research has been done to date into the size of this segment, also owing to the difficulties, outlined above, in providing its exact definition. It is

estimated that three percent of all international tourists travel for rural tourism purposes and rural tourism is estimated to be growing at an annual rate of around six percent, well above the growth rate for all tourism. The previous UNWTO seminar on this subject, titled 'Rural tourism: a solution for employment, local development and environment' was organized in Israel back in 1996, and it was therefore considered opportune to hold new events of reflection and discussion on the theme of rural tourism. The workshop 'Rural Tourism in Europe: experiences and perspectives' held in Belgrade, Serbia on 24-25 June 2002 was conceived as a forum to exchange experiences between European countries and to assess the future perspectives of rural tourism. An indicator of the success of this seminar has been the initiative taken by other countries to organize similar events. On 6-7 June 2003 the seminar 'Rural tourism in Europe: Pathway to sustainable development' was organized in Kielce, Poland, followed on 25-26 September 2003 by the seminar 'Rural Tourism in Europe: guidelines for tourism development', conducted in the beautiful valley of Yaremcha, Ukraine. In the course of 2004 an event on rural tourism will take place in Romania. Some 20 countries from Western, Central and Eastern Europe and several international organizations participated in the seminars, and a wide range of experiences were presented and discussed. The full programmes of the three events are enclosed in this publication as well as most presentations delivered. Only a few are missing since a written text was not provided to the Secretariat. Introductions and key note opening presentations were delivered by UNWTO and by an experienced consultant contracted by the organization. However in order to streamline the publication only one introduction and one key note presentation summarizing and merging those made at each seminar are included herewith.