



# RURAL TOURISM

## **THEME 1: Sustainable development of rural tourism - How to achieve a balance between tourism development and conservation of natural resources?**

### **GUIDELINES**

#### **PROS**

- Economic development of the local community
- Preservation of natural resources through ecotourism
- Encouraging cultural heritage and authentic experiences
- Education and raising awareness about sustainability

#### **CONS**

- Risk of excessive development and commercialization
  - Environmental pollution and degradation
  - Gentrification and increasing cost of living
  - Erosion of local culture and identity



## **THEME 2: Technology in rural tourism - Is digitization key to the promotion and improvement of rural tourism?**

### **GUIDELINES**

#### **PROS**

Enhanced Visitor Experience

Marketing and Visibility

Efficient Resource Management

Data Collection and Insights

#### **CONS**

Digital Divide

Over-Reliance on Technology

Environmental Impact

Cultural Erosion



## **THEME 3: Rural tourism as a response to mass tourism - Can rural tourism be an alternative to mass tourism and its negative effects?**

### **GUIDELINES**

#### **PROS**

Reducing pressure on popular destinations

Sustainable Development

Economic Opportunities for Local Communities

Preservation of Culture and Heritage

Improved Quality of Experience

#### **CONS**

Infrastructure Challenges

Risk of Over-Tourism in Rural Areas

Economic Disparities

Cultural Commodification