



Sustainable rural tourism

7 May 2025

Agenda

Timing	Agenda items
09.00 – 9.10	Welcome and introduction to the day <ul style="list-style-type: none"> > Outline of the event objectives and agenda Patricia Martínez, Rural Pact Support Office > The LTVRA and sustainable rural tourism: building resilient and thriving communities Haude Blanc, European Commission (DG AGRI)
09.10 – 9.35	Setting the scene: EU initiatives to support sustainable rural tourism <p>EC representatives will present key EU policy frameworks and funding opportunities supporting sustainable rural tourism.</p> <ul style="list-style-type: none"> • Andreea Staicu, European Commission (DG MOVE) • Anton Schrag, European Commission (DG REGIO) <p>Questions & Answers</p>
09.35 – 10.10	Challenges and opportunities for tourism as a driver for rural development <p>Stakeholder panel: Insights from EU networks on how tourism can drive sustainable rural development.</p> <ul style="list-style-type: none"> • Klaus Ehrlich, European Federation of Rural Tourism (RURALTOUR) • Nancy Duxbury, University of Coimbra (Portugal), IN SITU project • Piotr Michalowski, European Network of Cultural Centres (ENCC) • Vincent Nijs, European Regions for Competitive and Sustainable Tourism (NECSTouR) <p>Questions & Answers</p>
10.10 – 10.25	Virtual coffee break
10.25 – 11.05	Learning from inspirational projects and practices <p>Presentation of and exchanges with local examples that implement innovative approaches to sustainable rural tourism.</p>



- > **Sustainable rural tourism and heritage preservation in the Vidzeme region, at the Latvia–Estonia border**
Eva Koljera, Vidzeme Tourism Association, Latvia
- > **Lika Quality Label: integrating culture, gastronomy, and sustainability in the Lika Destination, Croatia**
Petra Kovačević, Lika Destination, Croatia
- > **Food Zone: supporting rural entrepreneurship through regenerative tourism and green competences in Extremadura, Spain**
María Márquez, Chamber of Commerce Cáceres, Spain

Questions & Answers

11:05-11:15 **Framing the debate: tourism and rural development – a policy perspective**

- > **Key results from the study of the Committee of the Regions and UN Tourism on Tourism and rural development**
Radim Sršeň, European Committee of the Regions

11.15-11.20

Transition to break-out rooms sessions

11.20 – 12.20 **Sharing experiences and drawing lessons and recommendations**

Parallel break-out discussions on the following topics:

- Group 1: Innovation, economic development and diversification in rural tourism
- Group 2: Community participation, cultural heritage, and destination management
- Group 3: Climate-friendly, resilient, and sustainable rural tourism

12.20– 12.30

Virtual coffee break

12.30 – 12.50 **Reporting back from break-out sessions**

Report back from break-out sessions.

Stakeholder panel: main takeaways of the day and call for action:

- Klaus Ehrlich, European Federation of Rural Tourism ([RURALTOUR](#))
- Nancy Duxbury, [University of Coimbra](#) (Portugal), [IN SITU project](#)
- Piotr Michalowski, European Network of Cultural Centres ([ENCC](#))
- Vincent Nijs, European Regions for Competitive and Sustainable Tourism ([NECSTouR](#))

12.50 – 13.00 **Next steps and closing remarks**

- The Pascale Van Doren, Rural Pact Support Office
- Haude Blanc, European Commission (DG AGRI)

