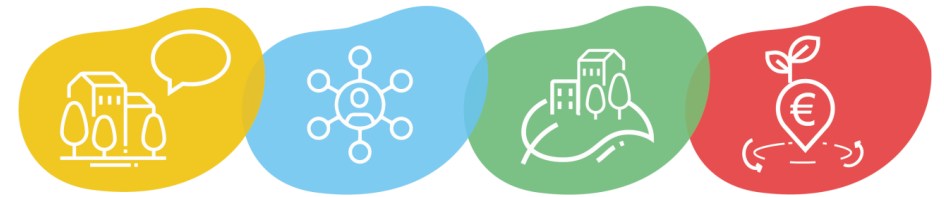




Rural Tourism Community Group

Klaus Ehrlich

General Secretary Ruraltour



RURAL PACT

Rationale

Rural Tourism (wide understanding) as driver for a diversified rural economy and society.

Rural Vision areas: **all** to more or less extent

Rural Pact action areas: **all four** (**Stronger / Connected / Resilient / Prosperous Rural Areas**)

Compared with its absolute importance (more than 15% - some say 40% - of hosting capacity of the total tourism sector), its interests and needs are insufficiently represented. The comparative weakness of the sector (small exploitations, low advocacy capacity, dispersed and locally-bound organisation structure, etc.) makes it difficult to “have the voice heard” adequate to its real importance and impact.

Requires cooperation and integrated approach, combining private sector, public administration and citizens / communities.



Objectives

- Organised representation of the topic within the Rural Pact (“amplifying voices”)
- Cross-stakeholder exchange and understanding
- Best Practice transfer into policies
- Visibility and promotion (“Rural Tourism” as one of the core themes 2025/26)
- Online events (forum, webinar, ...)
- Improve empirical / data backing of rural tourism impacts (benefits, constraints, etc.)
- Coordination with related DGs (ie. DG GROW, DG EMPL, etc.)
- Scenario planning with Rural Pact members (starting with core group of reps in SG) – one month
- Draft EoI (June 24)
- Start of actions in autumn 2024



Main expected outcomes

- Comprehensive cross-sectoral group that puts together private sector, civil society, policy makers, different DGs at the COM, and education/research
- New partnerships amongst the above at local, regional, national and EU level
- Periodical events (annual)
- Knowledge and Best Practice exchange. Case given, breakdown into thematic work groups
- Obtain “hard data” on rural tourism (total, local impact, etc.)
- Visibility (conferences, congresses, events, ...)
- Stronger and coordinated advocacy



What's next?

Constitution process (EoI) by five initial entities:

- Ruraltour
- Natural Resources Institute Finland (Luke)
- Rural Youth Europe
- Committee of Regions - NAT
- UN Tourism

Add more participating entities: until September

Preparation of work and action program

Set-up on Rural Pact Community Groups website

Specific action program: during the next 3 months (June-August)

Presentation at the Rural Pact Conference (´16/17-Sept)



Contact us

**Rural Pact Community Group
website (upcoming)**

https://ruralpact.rural-vision.europa.eu/join-community-action_en

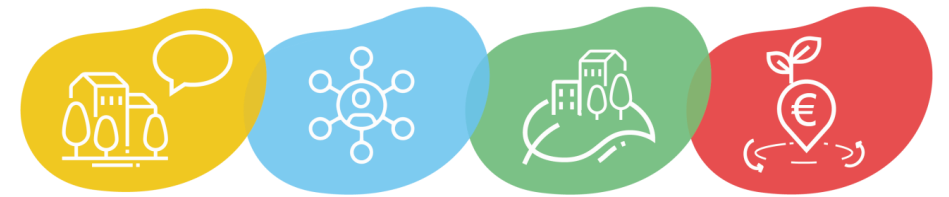
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