



Global Sustainable Tourism Council

SUSTAINABLE RURAL TOURISM

gstcouncil.org

- Rural tourism has become increasingly popular - people seek out unique experiences outside large cities.
- This has increased post Covid!
- However, tourism development can have negative impacts on the environment and local communities
- Sustainable rural tourism – the way forward - to balance economic benefits with environmental and social empowerment.

Issues that this panel will consider:

- How can we promote sustainable tourism practices in rural areas
- The importance of preserving rural environments and cultures along with development.
- The role of community involvement and responsible practices.

Panellists

- Pelin Rodoplu – Inclusive and Sustainable Growth Portfolio Manager, UNDP
- Selda Susal – Chief Corporate Communications and Affairs Officer, Anadolu Efes
- Federica Bosco – Tourism Program Project Officer, Etifor
- Anna-Lena Wallin – Project Leader, Destination Järvsö



A 100% eco resort delivering experiences from the Indian village

Vision in 2006: to develop a model for sustainable living



Vision - 2022: to develop a sustainable model for integrated agriculture



Vision - 2022: to develop a sustainable model for integrated agriculture

Why rural tourism?

- Farmer centric
- Farming has vagaries that make farmers economically vulnerable
- Tourism is a tool that can be an additional source of income for framers
- Demand from travellers too

**Validity of the conventional approach to
tourism**

Vs

Approach to rural tourism

Conventional challenges Vs Rural Opportunity

Challenge: Infrastructure: Rural areas often lack the necessary infrastructure for tourism, such as proper roads, and connectivity

Farmers voice: Do we want too many people? The bad roads will ensure that only the very interested visit. Farmers want travelers who can appreciate their way of life

Conventional challenges Vs Rural Opportunity

Challenge: Rural tourism can be highly seasonal, with demand for tourism products and services varying significantly throughout the year. This can make it difficult for businesses to maintain year-round operations.

Farmers voice: Does the rural tourism sector follow the 'seasonality' of the conventional tourism sector? Farms do not have an 'off season'

Conventional challenges Vs Rural Opportunity

Challenge: Rural areas may have limited resources such as funds, human resources, technology, and skills, which can limit their ability to develop and promote rural tourism.

Farmers voice: Do we want rural tourism to develop into a big mass tourism sector??

Conventional challenges Vs Rural Opportunity

Challenge: Rural tourism can have a significant impact on the environment, such as deforestation, wildlife disturbance, and trash accumulation

Farmers voice: Rural folks live in harmony with nature. These are problems with those with an urban mindset – not a rural mind set

Conventional challenges Vs Rural Opportunity

Challenge: There is a need to balance the need for economic growth through tourism with preserving local culture and traditions.

Farmers voice: This is done best with rural tourism. Farmers live their local culture & traditions – it is already balanced

Conventional challenges Vs Rural Opportunity

Challenge: Rural tourism faces competition from mainstream tourism, which often attracts larger numbers of tourists and can offer more developed infrastructure and amenities.

Farmers voice: Farmers don't care about this competition!

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