



Δίκτυο Αγροτουριστικών & Παραδοσιακών καταλυμάτων

Latvijas Lauku tūrisma asociācija



Latvian Country Tourism Association

## LAUKU CEĻOTĀJS

Workshop

### Rural tourism: changing concepts for quality?

state of art – innovation – local values

Agenda *draft*

**June 9, 2010, Riga, Latvia**

The workshop will bring together stakeholders in rural tourism sector to discuss trends and changes in rural tourism product and customer behaviour under present economical conditions in Europe. The objective is to identify success factors based on research and practical case studies. The workshop will focus on the integrated quality of facilities, services, and management as a key to competitiveness of the European rural tourism, and on the exchange of best practice experiences.

- 08:30 Registration and coffee  
09:00 Press conference  
09:30 Opening of the workshop, welcome address

#### **Panel 1: Rural tourism in Europe – state of art and quo vadis?**

The panel discusses changes and trends in rural tourism product and market under present economical conditions in Europe. The presentations offer comparative overview of the situation by countries, effects of the crisis on travelling habits, rural tourism sector reaction to changes and ways of successful adaptation.

- 09:40-10:10 Rural tourism in Europe 1980 - 2010 - a change of paradigm?  
*Klaus Ehrlich, Eurogites*
- 10:10-11:30 Country presentations on current trends and panel discussions:
- France – *Philippe Hellio (Gites de France)*
  - Greece - *Peggy Balitsari (Guest Inn),*
  - Spain – *François Derbaix., Top Rural*
- 11:30-12:00 Coffee

#### **Panel 2: Innovations in rural tourism – beyond the traditional concepts**

The panellists will talk about capacities of rural tourism to diversify its traditional concepts, services, and forms adapting to the market needs, while maintaining product recognition. The panel discusses innovative approaches to product development, marketing and promotion.

- 12:00 – 12:30 Innovations in rural tourism product and its marketing.  
*Hans Embacher, Austrian Farm Holidays*
- 12:30-14:00 Panel discussion and country examples:
- UK - *Andy Woodward, Farmstay UK,*
  - Bulgaria - *Kiril Kaloyanov, Bulgarian Association for Alternative tourism,*
  - Latvia - *Asnāte Ziemele (Latvian Country Holidays)*
- 14:00 - 15:00 Lunch

[www.guestinn.com](http://www.guestinn.com)

34 Kefallinias str. – 165 61 Glyfada, Athens Greece

Tel. +30 210 9607100 – Fax +30 2109607712 – E-mail [info@guestinn.com](mailto:info@guestinn.com)



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### **Panel 3: Regional and specialised tourism products – how to improve the local value chain**

The panel discusses best practices in developing regional specialised products achieving involvement and dedication of local stakeholders – rural tourism providers, local municipalities and others.

15:00 – 15:30 Developing nature based products, motivating and involving local community. Case study: the Slītere National park, Latvia  
*Juris Smaļinskis, Latvian Country holidays “Lauku ceļotājs” Project POLPROP-NATURA, (LIFE07 ENV/LV/000981)*

15:30-17:00 Panel discussion and country examples:

- Slovenia - *Vesna Čuček, Chamber of Agriculture and Forestry of Slovenia, Agriculture and Forestry Institute Celje;*
- Lithuania - *Lithuanian rural tourism association*
- Germany – N.N.

**17:00 Coffee**

19:00 - 20:00 Boat trip in the river Daugava and the Riga canal to enjoy the sights of Riga (the Riga Market, the Opera house, the President’s castle, the Old Town Panorama).

20:00 Dinner in the riverside restaurant “Ostas skati”.

Working language is English with simultaneous translation in Latvian.

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Lifelong Learning Programme

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